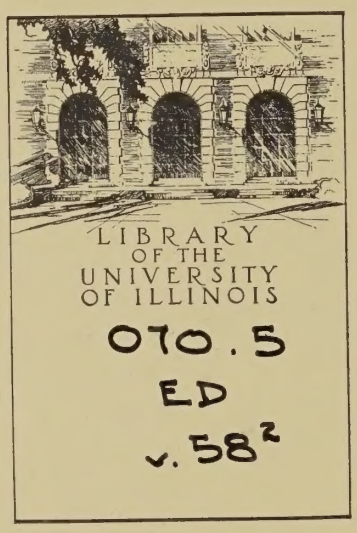


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THIS ISSUE—ADVERTISING AGENTS PROBE CIRCULATION BUYING POWER.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 20 | NEW YORK, OCTOBER 10, 1925 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

THE average net paid circulations of The News, New York's Picture Newspaper, for the six months period ending September thirtieth, 1925, were—

DAILY 920,956
SUNDAY . . . 1,122,065

The Largest Circulation in America—morning, evening or Sunday—and still growing. Advertisers: Buy on a rising market!

THE NEWS
New York's Picture Newspaper
Tribune Tower, Chicago 25 Park Place, NEW YORK

September 1925 Averages: Daily 980,859, Sunday 1,153,641



The NEA Four-Page, Ready-Print Color Comic Section is the key to increased circulation. Scores of editors have found in NEA Comics in Color the needed stimulus to boost Saturday night and Sunday sales.

"OUR BOARDING HOUSE," "FRECKLES AND HIS FRIENDS," "$ALESMAN $AM" and "OUT OUR WAY" form the funniest comic combination obtainable and are acknowledged the

STANDARD *of* AMERICA

NEA Comics in strip form and page size have the largest reader following in the world.

Samples and rates on request.

NEA SERVICE, Inc.,

MAIN OFFICE

1200 West Third Street, Cleveland, Ohio

The World's greatest newspaper feature service, supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

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v. 55

New York Herald Tribune

announces the appointment of

WOODWARD & KELLY

London Guarantee & Accident Bldg., Chicago

Fine Arts Building, Detroit

as

WESTERN REPRESENTATIVES

This appointment brings into close association in the national advertising field three powerful market media—The Chicago Daily News, the Cleveland Plain Dealer and the New York Herald Tribune.

Robert H. Flaherty, who has been the Western Representative of the New York Herald Tribune with headquarters in Chicago, has joined the staff at the home office in New York.

DEC 8 1952 LINDELL

Selling Women's Wear and Millinery in PHILADELPHIA

Philadelphia, having the third largest population in the United States, is an important market for the maker of Women's Wear and Millinery.

With over three million people, living in more than 520,000 separate dwellings in Philadelphia, Camden and their vicinity, it offers particularly attractive possibilities to makers of women's wear.

To reach its vast army of feminine buyers and consumers you have at your command the advertising columns of THE EVENING BULLETIN, the newspaper which more than any other has the confidence of the women residing in this market.

Philadelphia has been very prosperous this year and holiday buying of wearing apparel on the part of its women and girls will be quite big.

Send for a free copy of THE BULLETIN ROUTE LIST OF WOMEN'S WEAR DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen in calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

526,796 Copies a Day

Average daily net paid circulation for the six months ending March 31, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, OCTOBER 10, 1925 No. 20

U. S. Trade Commission to Hear Charges Against A. N. P. A. and 6-Point League

Notice of Hearing on New Citations to Join National Newspaper Organization and Representatives' Group with A. A. A. A., S. N. P. A. and A. P. A. in Restraint of Trade Case.

A PROPOSED amended complaint has been prepared by the Federal Trade Commission, joining the American Newspaper Publishers' Association and the Six Point League, as respondents with three other newspaper and advertising agency organizations now under citation as operating in alleged restraint of trade. The case primarily attacks the established system of advertising agency compensation.

Hearing on the motion to amend is set to be held in Washington Oct. 23. Delays are expected.

The other organizations previously cited and still named in the proposed new complaint are the American Association of Advertising Agencies, the Southern Newspaper Publishers Association', and the American Press Association.

A motion by attorneys for the Southern Newspaper Publishers' Association to dismiss the entire case because of lack of jurisdiction is now pending.

At Washington EDITOR & PUBLISHER was informed by the Federal Trade Commission, this week, that under the new rules of the commission no statement could be made. However, EDITOR & PUBLISHER has obtained for review a copy of the new proposed complaint amendment, wherein charges against the Six Point League and the American Newspaper Publishers' Association are set forth in detail, and the charges made in December, 1924, against the other three associations, and published in full text by EDITOR & PUBLISHER on Jan. 3, 1925, are repeated or amended.

The amendment proposal, as stated in the notice, makes the following allegations in reference to the American Newspaper Publishers' Association:

"(a) In annual convention endorses the activities of the advertising agencies and passes resolutions approving and endorsing the aforesaid agency system of remuneration, opposing any modification or alteration therein, and declaring that the splitting of the standard agency differential directly or indirectly by any agency is immoral and should not be permitted to continue.

"(b) Issues a series of bulletins to its members carrying propaganda against direct advertisers who place, and against newspaper publishers who receive, direct advertising at less than gross rates, and recounting and approving action taken by individuals and organizations for the maintenance of the aforesaid standard trade differential, and agency commission system, mentioning in said bulletins the names of certain direct advertisers.

"(c) Makes, subject to modification by it from time to time, a list of agencies known as agencies recognized by the said American Newspaper Publishers' Association, for the purpose, among other purposes, of aiding in carrying out the aforesaid combination and conspiracy, and for the purpose of limiting to the agencies so recognized, the benefit of the net rates and the standard trade differential.

"(d) Sends its list of recognized agencies to other respondents for their information, use and guidance, and furnishes said list to its members for their use, to the end that the said combination and conspiracy and its objects be carried into effect.

"(e) Co-operates closely with other respondents and their committees for the purpose of maintaining the said standard trade differential and for preventing direct advertising at less than gross rates.

"(f) Co-operates with the agency association in securing information as to direct advertisers and as to said described house agencies, in order that direct advertisers shall not directly or indirectly obtain less than gross rates, and in order that house agencies shall be eliminated from competition.

"(g) Notifies its member newspapers of national advertisers who try to obtain less than gross rates, so that the member newspapers may be induced to refuse to grant less than gross rates and may be induced to adhere to the standard trade differential and to eliminate house agencies from competition.

"(h) Uses other co-operative means to carry out and effectuate said combination and conspiracy and its above-described purposes."

Specific charges against the Six Point League, its officers, committees and members are made as follows:

"(a) Hold frequent meetings with the Newspaper Committee of the respondent agency association; discuss and co-operate with the agency association on the matter of the elimination of rebating from the standard trade differential.

"(b) Passed a resolution that the members of the Six Point League recommend to the newspapers for which they respectively act as special representatives, that such newspapers adhere to the principles of agency recognition established by the respondent American Newspaper Publishers' Association; adopted the necessary steps so that any advertising agency which has not applied for such recognition receives no consideration by the members of the League; employs a Recognition Committee to effect the said results.

"(c) Insist that the advertising agencies, with which members of the said League do business, shall not cut, or rebate from the said standard agency differential in favor of any advertiser.

"(d) Furnish to the agency association a list of the newspapers which they represent, stating the policy followed by each such newspaper as to publishing the advertising of certain named direct advertisers, and as to receive business from a named unrecognized agency and furnish also information concerning agencies known as 'house agencies,' controlled, confidentially or otherwise, by direct advertisers for use by the said agency association in carrying out the activities of the agency association in this paragraph above outlined.

"(e) Have sought and obtained the co-operation of the agency association to the end that the standard trade differential be allowed only to such agencies as are recognized by the newspaper publishers' associations, and that newspapers which refused to grant concessions from the aforesaid gross rates to direct advertisers should receive from the agencies a preference in the placing of national advertising.

"(f) Have assisted the agency association in the preparation of the lists of newspaper publishers hereinbefore in this paragraph described.

"(g) Use other co-operative means to carry out and effectuate said combination and its purposes."

The amended complaint would sum up specific charges against all respondents, as follows:

"The effect of the aforesaid combination and conspiracy and of the acts and things done by the respondents to effectuate same, all as hereinbefore set out, have been and now are as follows:

"(1) To regulate in part the business of national advertisers by constraining them to employ respondent agencies and other agencies, which maintain said standard trade differential as their minimum rate of remuneration for engaging, on behalf of said national advertisers, in the activities and commerce between various States or throughout the United States, * * * and by hindering and preventing said advertisers from themselves engaging in said activities, and from employing agencies charging for said activities less than the standard trade differential; or in the alternative, constraining said national advertisers to pay for direct advertising at aforesaid gross rates and in addition thereto to engage in said activities at their own cost and expense. To lessen, hinder and obstruct the competition in interstate commerce of such national advertisers as do not employ agencies that maintain the standard trade differential.

"(2) To regulate the publication by newspapers of national advertising in inter-state commerce and to restrict such national advertising to newspapers throughout the United States selected and approved by respondents; to constrain newspaper publishers throughout the United States to charge for the publication in interstate commerce of such national advertising at aforesaid gross rates; to hamper and obstruct the circulation, distribution and sale in interstate commerce of those newspapers whose publishers accept and publish the national advertising of direct advertisers and of national advertisers that employ agencies not adhering to the standard trade differential.

"(3) To regulate the business of advertising agencies throughout the United States by preventing them from engaging in their activities in interstate commerce, (as described) except upon terms prescribed by respondents, and by enforcing the standard trade differential as the minimum price for their said activities; hinder, obstruct and substantially lessen competition, and particularly competition in price, among agencies engaged in interstate commerce as aforesaid; to prevent national advertisers, by establishing advertising departments or said described house agencies, from themselves engaging in the activities (described).

"(4) To deprive the public of the benefits of free competition, and particularly of competition in price, between agencies; to enhance the cost of national advertising in newspapers, and thereby to increase the cost of the distribution of goods, wares and merchandise sold in interstate commerce by means, in whole or in part, of national advertising, and thereby to enhance the cost to the public of the goods, wares and merchandise nationally advertised in newspapers."

The amendments to the complaints previously filed against the A. A. A. A., A. P. A. and the S. N. P. A., include a number of legal technicalities, evidently having as their purpose clearer definition of the activities of the respondents. One new clause in paragraph three, of the motion, says: "Respondent agencies are engaged in the activities (described) to the extent of about 90 per centum of the total amount of national advertising done annually in the United States", which statement is added to the original declaration that these agencies act for about $200,000,000 annually.

In paragraph eight, there is new language to describe the alleged unlawful combination and conspiracy, affecting interstate commerce throughout the United States, "entered into with the purpose and intention of regulating, restraining and hindering interstate commerce." The amendment contends that the alleged conspiracy leads to the following effects:

"(1) That direct advertisers be prevented from obtaining national advertising at less than gross rates, and that all national advertisers be constrained to employ respondent agencies for such other agencies as agree uniformly to receive, and actually do receive as their minimum remuneration for their activities in interstate commerce * * * the standard trade differential of 15 per cent.

"(2) That publishers be constrained to charge gross rates, and to refuse to charge less than gross rates, to direct advertisers, and be constrained not to charge less than gross rates to any one except advertising agencies that agree uniformly to receive, and actually do receive, as their minimum remuneration for their activities in interstate commerce * * * the standard trade differential of 15 per cent, and

"(3) That advertising agencies that accept for their remuneration for their activities in interstate commerce (described), less than said standard trade differential, be eliminated from competition, and that the activities in interstate commerce (described) be restricted to, and monopolized by, such advertising agencies as agree uniformly to receive, and actually do receive, said standard trade differential as their minimum remuneration for their said activities."

The two additional respondents are described as follows by the Trade Commission in the proposed amended complaint:

"Respondent The Six Point League is a voluntary unincorporated association of about fifty individuals, partnerships, and corporations comprising the majority and most of the principal concerns engaged, in the City of New York, in commerce between various States and or

(*Continued on page* 4)

SMUDGY AD COPY HIT BY AGENCY GROUP

Cleveland Advertising Club Submits Resolution Asking A. N. P. A. to Determine Methods of Improving Newspaper Appearances

"Hodgepodge and black smudges" in newspaper advertising copy were condemned in a resolution passed last week by the advertising agency division of the Cleveland Advertising Club.

The resolution suggests that the agency relations division of the American Newspaper Publishers Association take up the subject with the American Association of Advertising Agencies for the purpose of determining "the best workable methods whereby the appearance of both local and national advertising in newspapers can be permanently improved."

The resolution follows in full:

"Whereas, orderly arrangement and clean typography are believed by this division to be beneficial to newspapers and advertisers alike, and

"Whereas, hodgepodge and black smudges injure not only the advertiser and the newspaper publishing them, but also injure advertisers occupying adjacent space; and

"Whereas, it is to the interest of both newspapers and professional advertising men and their organizations that printed advertising be good to look at, therefore be it

"Resolved, that this Division suggest to the Agency Relations Division of the American Newspaper Publishers Association that it take up the subject with the American Association of Advertising Agencies for the purpose of determining the best workable methods whereby the appearance of both local and national advertising in newspapers can permanently be improved."

Commenting on the resolution, William Henry Baker, agency division secretary, said:

"Publishers, of course, like to print good looking newspapers. But when the publisher asks the local merchant to clean up his typography and art and eliminate disorderly messes and black smudges, the merchant says, 'Well, I have to do that to compete with other merchants and with many national advertisers.'

"And when the national advertiser or his agent is asked to clean up, he says, 'Well, I have to do that to compete with your smudgy local merchants.'

"So we find everybody tangled up in a vicious circle.

"This division has discussed the subject at length and believes that the fault is not to be laid at the door of any one particular class and hence cannot be wholly corrected by attacking the newspapers, or the advertising agencies or the local merchants, but can be corrected when all of them have sufficiently had their attention called to the abuse and to the advantages to be gained by making newspaper advertising just as attractive in appearance as skill can make it.

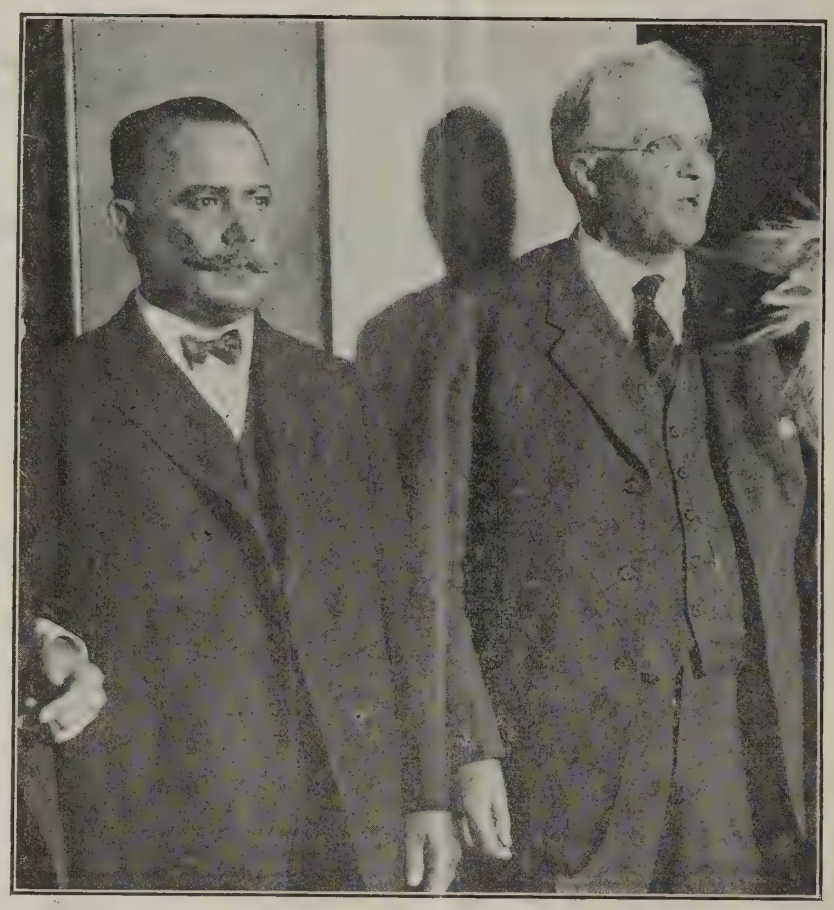
"We believe that since newspapers and the big agencies are organized, the best possible place to start would be in a meeting or meetings of your committee with a committee from the A.A.A.A. When such meetings have produced workable suggestions and those suggestions are passed on to the advertising world, then a fair start toward a nation-wide clean-up will have been made, and the rest of the work can be accomplished much more readily than it could possibly be accomplished without the support of the A.N.P.A. and the A.A.A.A."

World Series Well Covered

Press associations this week concentrated on giving evening newspapers speedy breaks on World Series games, started in Pittsburgh. In addition to wire coverage, the United Press and the Associated Press permitted radio broadcasting of their reports.

Heywood Broun, for New York World, wrote a story of the first game in his New York home from radio reports.

CHANDLER ENTERTAINS MEXICAN STATESMAN



Gen. Alvaro Obregon, former president of the Republic of Mexico and Harry Chandler of *Los Angeles Times*, as they appeared together during a visit by Gen. Obregon to Los Angeles recently.

NEWS AND MECHANICAL PRACTICES ON EVENING DAILIES SURVEYED

Average Number of Reporters 9, Desk Men 7, in Cities of 100,000 Replies to Atwood's Questionnaire Show

A COMPOSITE picture of newsroom and mechanical practices on evening newspapers in cities from 85,000 to 150,000 circulation can be drawn from a questionnaire survey recently completed by M. V. Atwood, managing editor of the *Utica* (N. Y.) *Observer Dispatch*.

Questionnaires were sent to 75 managing editors. Forty usable replies were received.

Information was sought on the following subjects: Size of editorial staffs, time linotype machines begin work in the morning, number of linotypes, whether night or an early morning man is employed to get out copy, to what extent morning paper rewrite is depended upon for covering evening events, the time editorial staffs report for work, whether reporters have definite hours assigned, whether editorial shifts are maintained for Sunday papers and whether a Sunday editor is employed, whether certain machines are set aside for news production and whether difficulty is experienced in getting up news copy, and whether a universal copy desk is employed.

The replies show: The average number of inside or desk men is 7 plus. The average number of reporters is 9.7 plus.

The make-up of the inside staff of a paper of 43,000 circulation in a city of 137,000, as given in the questionnaire, Managing editor, associate editor, paragrapher, stenographer, society editor, women's club and organization editor, cartoonist, two men in library and reference room, city editor, two copy readers, telegraph editor, assistant telegraph editor, feature editor, radio operator, sports editor, and correspondence editor. The city reportorial staff 12, with 2 office boys.

In 15 plants it was found the linotypes begin work at 7:30 a. m; in 10 plants at 7 a. m; in 5 at 8 a. m; in one at 8:15; in one at 8:30; in one at 6:30; in one at 7:15; in one at 7:40.

The average number of linotypes is 13. One plant reporting 19 machines said it would increase to 23 soon. One plant reported 8 linotypes and 4 monotypes; in the average these were figured as 12 linotypes. One plant reporting 12 machines said that 2 were usually down; in making the averages, this was figured as 12.

Nine papers reported a night editorial man was employed to get out early copy. Thirty reported that no such man was employed. Of the 9 employing night men, 3 went to work at 6 o'clock in the evening, 1 at 4 o'clock, 1 at 5:30, 1 from 7 to 8, and 1 reporting 3 men had them go to work at 1 a. m., 1:30 and 2. Twenty-nine papers reported that no early man was employed, and 9 replied that such a man was employed. In compiling the figures from the replies, only those papers which said men came to work at 6:30 or earlier were considered. Nine papers, on this basis, said that an early morning man is employed. Four reported that the men started work at 6:30 a. m., one at 5 a. m., and two at 6. a. m.

No tabulation is possible to show to what extent morning papers are used for covering night assignments, as very few newspapers replied in percentages. Only 8 of the 36 replying said that no use was made of the morning papers. Some editors frankly replied that the morning papers were depended upon entirely. Others said very little.

Editorial staffs of 14 papers go to work at 8 o'clock, 8 at 7 o'clock, and 10 at 7:30. One replied from 7 to 7:30, one from 7:30 to 8, one from 8 to 8:30, one from 6:30 to 8:30, one replied desk men at 7, reporters at 7:30, and one replied 7 to 9.

On 30 papers, reporters are expected to do other work after their day's news is written. On 6 papers their duties are supposed to cease when the daily grist is turned in. On 16 papers 8 hours is considered a day's work for a reporter, on three papers 8½ hours, on two papers 9 hours and on 14 papers a reporter has no hours.

Of the 18 papers having Sunday editions, 9 reported that a shift system is employed, 6 reported that the men worked through without shifts, one reported a special staff, two reported shifts dor desk men, and one reported "50-50." Eight papers having Sunday editions employ no Sunday editor as such, while 10 do have a Sunday editor.

On 18 papers certain definite machines are set aside for news and certain others for advertising. On 16 papers machines are used interchangeably.

In reply to the question as to whether papers had difficulty in getting news composition on days when advertising was heavy, 19 replied yes, six replied no, four replied some, two replied not often, and one replied one day a week. Of those who replied no difficulty was experienced, two were papers in which news and advertising were handled on separate machines, and one was on a paper where the machines were used interchangeably. The two reporting "not often" were papers having separate machines for news.

On 20 papers no universal copy desk was employed, and on 18 such a desk is used.

Daily Installs New Radio Equipment

Beginning Oct. 1, the *Kansas City Star* will have in operation a new radio sending station. A 1,000 watt transmitter recently was installed, supplanting the old 500 watt set. Leo Fitzpatrick, "Merry Old Chief" of the Star's station, WDAF for four years, has gone to Detroit to direct the Jewett 5,000 watt station.

FEDERAL TRADE CASE

(*Continued from page 3*)

throughout the United States on behalf of about 1400 newspaper publishers who are engaged in commerce between various States of the United States, all as hereinafter more fully set out. Respondents Joseph F. Finley, F. P. Motz, W. D. Ward, and M. P. Linn, are, respectively, the President, Vice-President, Treasurer and Secretary. Respondents John Budd, H. G. Halsted, A. W. Howland, M. S. Hunton, Geo. R. Katz, W. H. Lawrence, Ralph R. Mulligan, John O'Hara, F. St. J. Richards and Geo. A. Riley are members of the Executive Committee of the said league, together constituting the said Executive Committee. Said committee conducts and administers and aids aforesaid officers in conducting and administering the activities and affairs of said league. The members of said league are more than fifty in number, which number varies from time to time by the dropping out of the old and the addition of new members, so that it is impracticable at any given time to name as parties and bring before the Commission herein each and all the members of said league without manifest inconvenience and delay, wherefore, the officers of said league hereinabove named, as parties respondent individually and as such officers are now here made parties respondent as representing each and all the members of said league.

"Respondent American Newspaper Publishers' Association is a corporation organized under the laws of the State of New York, with its principal office and place of business in the City of New York, in said State, in which various individuals, partnerships and corporations engaged in the publication of newspapers in various cities and towns in all parts of the United States and Canada hold membership. The newspapers published respectively by the members of said association are distributed and sold and circulated by them in the States wherein they are published, and in many instances in neighboring States, and to some extent in other portions of the United States and foreign countries."

Correction

The *Des Moines Register & Tribune-News* omitted the word "Sunday" and wrongly located the word "daily" when stating their circulation figures for August in an EDITOR & PUBLISHER advertisement last week. The figures, which were correct, should have been described as follows: "August Circulation (net paid) Daily, 161,961—Sunday, 132,210."

ANOTHER SUNDAY PAPER ADOPTS TABLOID SIZE

Rochester (N. Y.) Herald Follows Lead of Memphis News-Scimitar and Cleveland Times, Printing 96-Page Edition in Two Sections—50,759 Lines of Advertising in First Issue

ANOTHER Sunday newspaper has adopted the tabloid format. The *Rochester* (N. Y.) *Herald* like the *Memphis News-Scimitar* and the *Cleveland* (O.) *Times,* earlier exponents of the idea, reports that its first tabloid issue on Oct.. 4, pleased the reading and advertising public. The issue, of 96 pages, carried 50,759 lines of business, some was omitted and some declined, and no business was solicited on Saturday, according to the management. The paper sells for 5 cents.

"Tabby" is the pet name which the publishers have applied to the venture and two genial cats with pens in their teeth flank the paper's name on page 1. Below the name is the slogan "Rochester's Sunday Picture Newspaper." The issue was printed in two sections and was first made up for 80 pages on Oct. 1 with a limit of 40,000 lines on advertising. When demand for space swamped tl.is allotment, 8 extra pages were inserted in each section Oct. 3.

Page 1 of the main section carried five pictures, four of which were of local interest, one picture of a wealthy New York woman whose gems had been stolen, and an index of news and features. A coquettish black kitten decorated the middle of the page.. Two news headings appeared at the top of the page referring readers to stories on page 3. Usual practice of tabloid editors has been to flash one news story in 96-point or larger blackface type above the page 1 picture layout. The Herald "Tabby" used a 36-point Caslon Bold head in capitals and lower-case for its first story and placed immediately below it a 30-point head of the same type family. An italic line above the titlehead referred readers to page 38 for a football story of local importance. Captions for pictures followed the latest tabloid styles in putting one, two or three characteristic words in 18-point Caslon Bold capitals and the body of the caption in 7-point leaded old style.

Page 2 caried an excellent feature under an art head, "Tabloid News of the World." the words appearing on a reversed plate between two terrestrial globes. The news pages are five columns wide, with columns 12 ems wide and 210 agate lines deep. Three-point column-rules are used. Advertising appears to the extent of 228 lines on page 2 and not at all on page 3, which is the first display news page.

A streamer-head in 36-point caps and lower case carried a 500-word story in the left-hand column, with two banks of subheading. The first bank is a three-line pyramid in 24-point Bodoni caps and lower case and the second is a four-line hanging indention in 12-point caps and lower case Bodoni. The 24-point size is used in three-line pyramid in four single-column and one-double column head on the same page. Three "shorts" carried two-line slider heads in 14-point of the same type-face and extremely brief items carried 7-point black-face cap heads, presumably set on the same machine with the article. An italic head in 10-point leads a bold-face box-effect story, referring to a speech before the local Ad Club last year in which the speaker prophesied the success of the Herald as a tabloid newspaper in 1939.

Advertising in general follows the clean-looking typographical style of the news pages and is abundant throughout the remaining pages of the news section. Few streamer heads appear in the pages which follow the "show-window."

The editorial page, carrying two 18-em columns and two of the normal 12-em size, is designated by a five-column box head in 30-point Goudy caps and lower case. The mast-head occupies 6¾ inches in one of the wide columns and is followed by an editorial discussion of the Herald's "journalistic advance." The editorial, set in 10-point, sets forth in familiar language the advantages claimed by the tabloid over its rivals of the traditional size, and goes on: "There has been an increasing tendency to make Sunday newspapers enormous in size, and there has been a consequent padding of their columns with much that is either trivial or verbose. A recent test showed that it required 14 hours of steady reading to follow every word that was contained in one issue of a large Sunday newspaper. Such emphasis on size alone tends to a policy of filling the gargantuan space with indiscriminate selections of reading matter. The tabloid newspaper obviates this manifest clumsiness and waste of the ordinary Sunday paper and reduces its pages and their size to the efficient proportions.

"There has been a mistaken idea abroad that the tabloid newspaper was necessarily a cheaply sensational publication, but this idea has only gained currency because of the few tabloids that have adopted a sensational policy. In Europe the tabloid has long been recognized as the better form of newspaper and in London and Continental cities the most dignified and influential papers have long since adopted this form. The Herald will in no wise change its policies nor its high standards of clean, intelligent, constructive journalism, in altering its physical format. Instead, the new Sunday Herald will become a brighter, smarter, and more entertaining paper than ever before."


Rochester Loses Opening Home Game to Hamilton, 8 to 0
—Read About This on Page 38
5¢ THE ROCHESTER HERALD 5¢
ROCHESTER'S SUNDAY PICTURE NEWSPAPER
SECOND EDITION ROCHESTER, N. Y., SUNDAY, OCTOBER 4, 1925. SECOND EDITION
Truck Driver Killed in Train Crash
—Read About This on Page 3
High Seas Compel Halt in S-51 Salvage Work
—Read About This on Page 3
VIEW HALLOO!
HULA! HULA!
Index of News And Features
BUCKING THE LEATHER
HOLDUP!
$750,000

First page of premier new tabloid Sunday.

Half a dozen paragraphs follow the editorial, and a quotation from the Scriptures is set in 10-point light-face italic box at the top of column 2. A clipped editorial and five inches of philosophy in short takes fill column 3; "Who's Who in the Day's News" and retrospective clippings from Rochester papers of 25 and 45 years ago occupy the right-hand column.

Comparatively few pictures were used on the news pages, as present tabloid practices go, and the double truck of the main section, usually sacred to news pictures, was sold to a local motor distributor.

Arrangement of classified advertising is unusual, as appears on the page reproduced in another column.

The largest type heads in the paper appeared on the sport pages, of which there were five. The streamer heads are 48-point Caslon Bold caps and lower case. Other sport page headings follow the 30-point and 24-point styles of the news pages.

A full spread of pictures fills the back page of the first section. The feature is a five column cut of new Rochester buildings which are transforming the city sky-line and another local picture in three columns concerned the Rochester Museum's demonstration of the evolution hypothesis. Three other pictures on the page were syndicated mats of national news events. The page carried a box heading in 30-point Goudy italic and each picture had an 18-point Caslon caption with an unadorned 7-point underline.

Section Two was introduced by a full-page pencil drawing of an old Rochester mansion that has been destroyed to make room for a commercial building. Its caption is five-columns wide 14-point Caslon, with a four-line initial. The second page is devoted to a feature of Rochester people during the "Patriots' War of 1838."

Society is given a big play on the succeeding five pages, and is followed by a "Journey Through the Shops" page, a page of recipes and home and health advice to women, another galaxy of cookery formulas, a page of fashions, and a page of miscellaneous women's features.

The local theatres get pictorial attention on the next four pages, sharing the space with the radio programs and a few syndicated pictures. Music's advertising and comment take two pages, followed by a page of art news. Two magazine pages and a page of comics in black and white come next, followed by the section double-truck, which is patronized by a local realtor.

Ten pages compose the automobile section, which has the usual proportions of manufacturer's publicity, plus some interesting local traffic news. Two pages of text and advertisements tell what's what in radio. Four pages deal with real estate, including a four-column announcement of Florida realty.

"Ninety Years of Rochester History," a serial history of the city, takes a full page and a syndicated page of cross-word puzzles fills the inside back cover. The latter is a full page of pictures, having the same box caption as the back of the first section—"Folks and Things Through the Camera's Eye."

A four-page comic section in regular seven column size was included.


20 THE ROCHESTER HERALD, SUNDAY, OCTOBER 4, 1925.
Changes Are Announced In "Y" Program
CLASSIFIED ADVERTISEMENTS
7 Automobile Repairing
8 Automobile Sundries
12 Help Wanted—Male
RETAIL STORE MAN
STORE MANAGER

Interesting double column classified treatment

DES MOINES DAILY GOES TO PARIS FOR M. E.

John Evans of A.P. Foreign Staff Joining Evening Capital Oct. 15 —Began on That Paper 20 Years Ago

The *Des Moines* (Ia.) *Capital* has gone to France for a managing editor. John Evans, acting chief of the Associated Press Paris Bureau while Elmer Roberts was with the Caillaux Mission in the United States, will take up his new work Oct. 15.



JOHN EVANS

Mr. Evans in going from Paris to Des Moines is returning to his home town. He broke in on the Capital 20 years ago as a cub at $5 a week shortly after Lafe Young, Jr., general manager of the Capital, just back from the University of Michigan, was taking over the business management of the paper under the direction of his father, former United States Senator Lafayette Young.

When the Associated Press began the expansion and reorganization of its foreign service after the war, Mr. Evans was the first man sent over. As second in command at Paris, under Mr. Roberts, he has been in charge of the news and has covered a number of notable news stories.

Mr. Evans is 42 years old and has seen 11 years' service with the Associated Press.

He was born in Des Moines, married there, and both his children were born there, but the two Mesdemoiselles Evans have spent half their lives in France and have had nearly all of their education in Parisian schools.

His desire to bring the girls back to America before they reach age of marriageability has had much to do with the change in work.

Evans started in life to be a cook. His father was in the restaurant business and sent him to Paris to study Careme Vatel, Dubois, Garlin and other kitchen notables. He was slated to go to St. Petersburg in the French Embassy kitchen, but went home instead, and soon felt the lure of newspaper work.

He joined the *Des Moines Capital,* went to the *Washington Times* for a year, then returned to the Capital to cover the legislature. Later he worked on the *Chicago Inter-Ocean* under Walter Howey, who was at that time night city editor.

Evans left the newspaper field for four years to manage the Des Moines Coliseum, but business reverses caused him to return. He joined the Associated Press Los Angeles bureau, became correspondent, and later news editor of the Western division, assistant of Edgar T. Cutter, then superintendent of the Western division, now in charge of the Central division at Chicago. Before going abroad he served on the New York cable desk.

On the value of foreign service Evans says:

"Foreign service is a sort of post-graduate course in news judgment and news gathering. It might, at first glance, seem to take a man out of the highly specialized, fast work of the domestic field and cause him to be out of touch with the news at home, but, as a matter of fact, it gives him a more detached view of events. It lets him see things in a truer perspective while giving him an intimate knowledge of other peoples, customs and politics. The American view will always be his, but the attitudes of other nations can but serve to moderate intense nationalism and furnish the basis for a more kindly and more sensible decision on the right and wrong of viewpoints."

"SAVE THE POSTAGE"

Thus Toledo Times Advises Prudential Service Bureau

"Save the postage" and invest in newspaper space was the advice written recently by the *Toledo Times* to the Prudential Service Bureau, publicity department of the Prudential Life Insurance Company.

The Times' letter follows:

"For the past few months we have been receiving daily from four to six cents worth of postage stamps from your organization.

"We realize that this is not a vast amount, but if you are sending the same amount of matter to all of the newspapers in the country you are piling up quite a bit of expense daily that we really believe should be reflected back to your policy holders in reduced premiums.

"If you are interested in telling the people of the city of Toledo about the Prudential Life Insurance Company, we believe there is a way to do this that is entirely effective and is not disguised.

"As you no doubt are aware, Uncle Sam has passed a law that all advertisements should be properly designated. We believe your communications come entirely within this interpretation of the law and for that reason it would be necessary to properly mark them so that the reader might know the author of the statement.

"We do not know how long you intend to send out these daily messages of good cheer and little news, but so far as the Times is concerned we are perfectly willing that you remove our name from your list and thus save the postage that you are spending at the present time on this paper.

"If you will figure up the postage on free publicity we are quite sure that you will be in a position to at least buy small space in some papers that will do you considerably more good than these news stories."

JAMES E. SCRIPPS DEAD

Operation Fatal to Eldest Son of Detroit News Vice-President

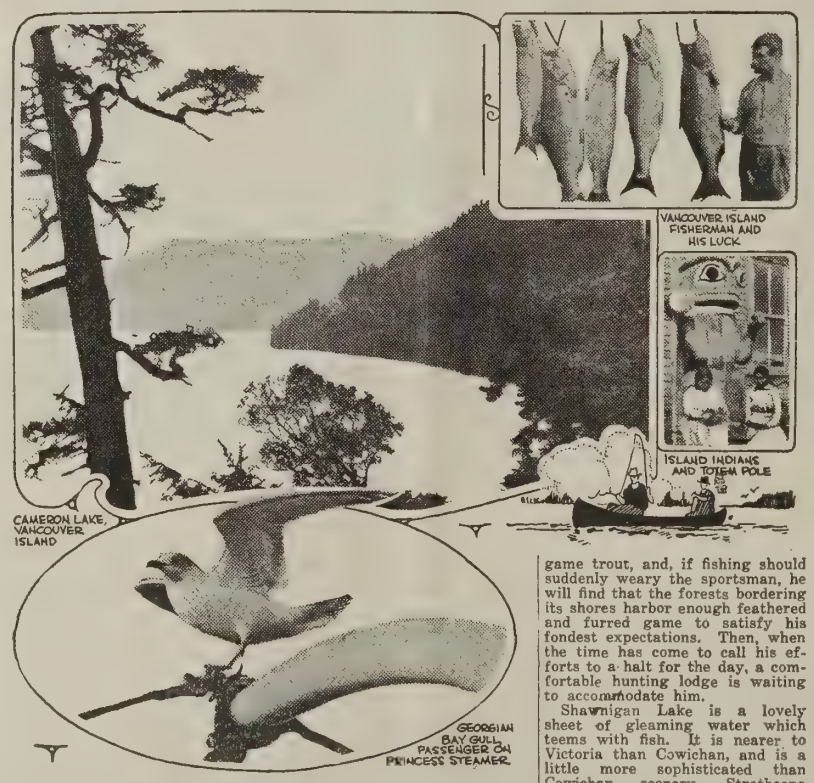
James E. Scripps, 22, eldest son of William E. Scripps, vice-president and managing director of the *Detroit News,* and grandson of James E. Scripps, founder of the News, died in Harper Hospital, Detroit, last week following an operation for appendicitis.

For the past several years he had been a regular member of the staff of the News.

The following, all fellow workers on the staff, acted as pall bearers: Malcolm W. Bingay, managing editor, W. S. Gilmore, Fred Gaertner, Jr., A. B. Moody, Clarence D. Brewer, E. Y. Watson, H. W. Patton and George B. Bassett.

GALLANT FISH BITE BEST FOR LADIES, PRESS AGENT INFORMS EDITORS

Vancouver Island Salmon Rise to a Lady's Bait



Guides and fishermen on Vancouver Island like to take visiting ladies out fishing, because they say they bring luck. One Scotchman who operates a launch used for trolling salmon declares it is because the fish are gentlemen in the waters roundabout Campbell River, and so they come up to a lady's bait. At any rate, true it is that an American woman, who goes up to Campbell River each year with her husband, always gets more fish than he does. And a little Canadian girl, who had never fished in her life before, caught an eight pound salmon ten minutes after she started trolling.

Not only is the fishing excellent roundabout Campbell River, but excellent catches are made at almost every spot on Vancouver Island where the spoon or fly drops. And the fishing season lasts practically until November 30. Trout fishing, of course, is best in the rivers and lakes roundabout Cowichan. The waters of Cowichan Lake itself teem with game trout, and, if fishing should suddenly weary the sportsman, he will find that the forests bordering its shores harbor enough feathered and furred game to satisfy his fondest expectations. Then, when the time has come to call his efforts to a halt for the day, a comfortable hunting lodge is waiting to accommodate him.

Shawnigan Lake is a lovely sheet of gleaming water which teems with fish. It is nearer to Victoria than Cowichan, and is a little more sophisticated than Cowichan scenery. Strathcona Lodge, on its edge, makes a good central headquarters for fishermen. Round the lake are dotted summer cottages, each with its tiny boat house, or its canoes pulled up against the shores. While the fishing is not as sporty here as at Campbell River, where the big salmon run, nor even as thrilling as at Cowichan, where the gamey trout disport themselves, it is even better for the vacationist who wants other sport, golf, tennis, and swimming, as well as a bit of fishing.

H. J. CONOVER, of Cleveland, is one of the most persistent of the space-moochers. Of course, like all of them he is an expert on what constitutes "news." The above is a specimen of the sort of stuff that Conover dumps on editor's desks all over the country, week by week. This press agent is making a modest fortune by exploiting newspapers and their readers. He not only asks editors to run his "features," which are pure advertising, but calls upon them to put his name on their mailing lists, so he can show proof of publication to his customers without spending the price of a daily newspaper. What do American editors think of such bunk as Conover gets off in the above three-column grab in the interest of Vancouver Island where fish are said to bite best for the ladies? Dump this specious copy and force these resorts to buy their publicity legitimately from publishers!

R. C. KENNEDY NEW G. M. OF LOUISVILLE DAILIES

Herald-Post Executive, Railroad Man for 30 Years, Assumed Duties Oct. 6 on Opening of New Plant

(*By Telegraph to* EDITOR & PUBLISHER)

LOUISVILLE, Ky., Oct. 7.—R. Campbell Kennedy has been made general manager of the *Louisville Herald-Post,* which recently moved into its new million-dollar newspaper establishment. The new general manager assumed his duties at the formal opening of the new building on Oct. 6.



R. C. KENNEDY

Until Oct. 1 of this year Mr. Kennedy had been assistant general passenger agent in charge of the Western operations of the New York Central Railroad, with headquarters at St. Louis, from which position he resigned to assume general direction of the affairs of the Herald-Post. Mr. Kennedy is 50 years old, was educated and had his early training in Louisville and is a member of a family, which has been prominent in Louisville for half a century. During his railroad career Mr. Kennedy has been stationed at various times in Cincinnati, Huntington, W. Va., and Dallas, Tex. Mr. Kennedy is a brother of Mrs. James B. Brown, wife of the editor and publisher of the Herald-Post and by reason of this relationship and by reason of his former residence in Louisville, has kept in touch with the civil and commercial progress of Louisville, thus better equipping him to assume the important post for which he has been chosen. Mr. Kennedy was at his desk at the opening of the new plant greeting old friends and new.

"Its just like home" he declared, "getting back to Louisville and renewing acquaintance with its splendid people. In giving up railroad work, in which I have been engaged for more than 30 years I was actuated by the belief that there are untold opportunities for the upbuilding and development of these great newspaper properties of the Herald-Post. I am fit and ready for the undertaking. My ideal is to render the utmost in service through these newspapers to our readers and advertisers.

"In this wonderful new home, with every facility and convenience at our command, I have every confidence that this ideal is possible of attainment."

ELIMINATING SHELF-LOAFERS

Nothing Does the Trick Better Than Newspaper Space, Says Agent

"Quick turnover, as accomplished through newspapers, eliminates shelf-loafers from the dealers' stores," was one line from a tribute to newspaper advertising paid this week by Charles C. Green, head of the Charles C. Green Advertising Agency, New York, and president of the Advertising Club of New York.

"The only competitor any product has is the consumer," Mr. Green said. "The consumer either knows about the product or does not know about it. It is up to the advertiser to tell consumers and convince them. Also, to reach them quickly at the least possible cost.

"The answer to that is unquestionably newspaper advertising.

"The speed with which you can reach millions of people over night is not available in any other form of advertising. The results from newspaper advertising are quickly recognized by dealers and newspaper advertising is always local."

ADVERTISING LIGHTING BRITAIN'S TRADE FOG

Firms Investing in Advertising Space Are Serving Present Serious Business Depression, Says C. Harold Vernon, Internationally Known Agency Director—Presented Friendship Token

ENGLAND today is building a huge new monument to the power of advertising, C. Harold Vernon, internationally known advertising man, declared this week in an interview in New York.

In this figurative statement, he was referring to what he said was fact that firms investing in advertising were alone surviving successfully the period of depression through which Britain is now passing.

Mr. Vernon, managing director of C. Vernon & Sons, Ltd., London advertising agency and international vice-president of the Associated Advertising Clubs of the World, is spending several weeks on a business trip to this country.

Coincident with his visit first international plans were laid for the Philadelphia A. A. C. W. convention, June 1926, and arrangements discussed for expansion of the organized advertising movement on the Continent of Europe. While in New York this week, Mr. Vernon was guest of honor at a luncheon given by the Advertising Club of New York at which he was presented a large silver vase as a token of friendship from American advertising men.

"The one bright spot in the terrible depression in England today is the way advertising is meeting the test," Mr. Vernon said. "The only businesses which are booming are those using advertising.

"The industrial position of Great Britain is very bad. Trade is at a lower ebb than I have ever known it to be before. Nearly two million are unemployed.

"This depression is chiefly in the heavy trades—steel, cotton, wool, ship building. British advertising men are seeking some way to improve this situation, possibly through co-operative advertising.

"On the other hand, the big department stores are using more and more advertising space in newspapers. Their earnings are all increasing. Their stock is going up. Their success stands out as a monument to what advertising can do in time of stress.

"Large manufacturers who realize the investment value of advertising in times of depression are also reaping remarkable results at the present time.

The outstanding American advertising success in England backing an American product has been that of Palmolive soap, Mr. Vernon said. As a result of a widespread campaign, Palmolive now ranks third in sales in Great Britain, he declared.

English newspapers do not conduct merchandising departments for the benefit of their advertisers.

"In England it is the advertising agency that offers sales cooperation to clients," Mr. Vernon said. "Personally I should be very jealous to allow the newspapers to take over this service. It is one of the most important departments of my agency."

In some cases the sales service rendered a client overshadows the advertising service rendered, he added.

Little has been done in England toward collecting linage and circulation statistics of British newspapers.

"It is not necessary because the country is so small every market and every paper is well known to advertising agents and advertisers.

"In the United States this condition is impossible because of its vast size and the number and variety of its publications. If an advertiser tells an American agency he wants to launch a campaign in Wyoming, for instance, it is necessary to consult circulation, linage and market data.

"Britain's compactness is an aid to the advertiser, according the visiting British agent.

"A national campaign can be run in England for the cost of a state campaign in the United States," he declared.

"For £1,000 per week every section can be covered. Advertising appropriations of English firms are relatively lower than in the United States, I doubt that there are more than 30 firms spending more than $200,000 a year. In America larger sums apparently are quite common."

Speaking of the organized advertising movement in Britain, Mr. Vernon said:

"The first British advertising convention held at Harrogate last July and attended by more than 1,000 delegates, proved a great impetus to the organized advertising movement in Great Britain.

"The general public, as well as the business leaders, are rapidly being educated in the power of advertising, its necessity, and its general truthfulness.

"District 14 has established a very powerful vigilance committee from which great benefits are now being realized. Overstatement in advertisinug copy is being prevented, as well as fraud and deception.

"We are already making plans for our next British advertising convention to be held at Blackpool, May 1-5, 1926. Hosts of this meeting are to be the Manchester and Liverpool advertising clubs."

Concerning expansion of the organized advertising movement in Europe, Mr. Vernon was very optimistic. A new district was created for the Continent at the Houston convention, he pointed out, and that new district needs help which District 14 of England, of which he is past chairman, is now planning to give on a large scale.

"We mean to organize the European district as District 14 was organized," he declared. "Three years ago there were only two advertising clubs in England. Today there are 40. At present there are only about seven clubs on the Continent, whereas there should be at least 200.

"We hope soon to have that many different clubs working for truth in advertising in France, Belgium, Holland, Switzerland, Italy and Germany. England has derived real benefits from organized advertising as represented by the A. A. C. W., and we want the same benefits distributed to our neighbor nations."

More than 300 delegates from England will attend the 1926 A. A. C. W. convention to be held in Philadelphia next June, Mr. Vernon said. He will be a guest of the Poor Richard Club of Philadelphia next week, where international program plans will be discussed for the first time.

Speaking at the Advertising Club of New York, Mr. Vernon commented on the French debt negotiations.

"America will render Great Britain a great service in making it easy for France to pay," he declared. "The same thing is also true of Italy. France is our nearest market. England must have its export business to live, and if the load of France and other debtor nations is eased by America, Great Britain will benefit."

He also read messages of greeting from prominent advertising men of England addressed to advertising men of America. These greetings were from W. S. Crawford, Sir Charles Higham, Thomas MacDougal, George Scott and John Cheshire.

"The advertising men of America and England are in complete harmony of thought and action," he continued. "I wish that this same state of affairs could also be made to pertain to our respective industrialists.

"American advertising men should persuade American industrialists that they have obligations they owe to industrialists in other countries of the world. I suggest that if the industrialists of the United States should meet the industrialists of Great Britain as we advertising men have met, the result would be accomplishments which would help us all in this time of stress."



Silver vase presented to Mr. Vernon by the Advertising Club of New York, complimenting his well-known fad of flower growing.

Presentation of the silver vase was made by H. H. Charles, former president of the club, on behalf of its nearly 2,000 members. Charles C. Green, club president, presided at the luncheon.

Among those at the speakers' table were: H. R. Swartz, president, Intertype Corporation; Gilbert T. Hodges, Frank A. Munsey Company; Paul Meyer, *Theatre Magazine;* Frederick Hume, former secretary, National Publishers' Association; Francis H. Sisson, vice-president, Guaranty Trust Company; Bernard Lichtenberg, Alexander Hamilton Institute; S. L. "Roxy" Rothafel; T. H. Dehnatel and A. C. Doornbos.

Mr. Vernon is a former president of the Thirty Club of London, a famous advertising society, and a former vice-president of the Publicity Club of London. For three years he was chairman of District 14 of the A. A. C. W., and success of the first British advertising convention held at Harrogate last July was largely because of his efforts. At the Harrogate convention preliminary plans for an international buy-British-goods advertising campaign were announced. Mr. Vernon declined to comment on that drive at the present time. In 1923 he was one of the leaders of the large delegation of British advertising men which attended the Atlantic City convention of the A. A. C. W. and made many friends in this country then.

When Mr. Vernon arrived in New York last week on the Berengaria he was met by a reception committee composed of H. H. Charles, John Clyde Oswald, H. R. Swartz, A. E. MacKinnon, William H. Dodge, P. L. Thompson, Paul Block, Stanley Resor, James O'Shaughnessy, Francis H. Sisson, Paul Meyer and Colver Gordon.



Photographed this week for EDITOR & PUBLISHER

C. Harold Vernon

A Future Newspaper Man.

Arthur T. Robb, Jr., managing editor of EDITOR & PUBLISHER and Mrs. Robb are parents of a seven and one half pound boy born Oct. 8. The Robb family now numbers two boys and a girl.

ILLINOIS PRESS ASSOCIATION CONDEMNS PRESS AGENT PROPAGANDA

Called "Greatest Menace to American Newspaper Today" by W. J. Smith, Newly Elected President— Villard Hits "Government in the Dark"

THE press agent evil was branded as "one of the greatest menaces to the American newspaper of today" by W. J. Smith of the *Waukegan Sun*, newly elected president of the Illinois Press Association at the 60th annual convention of that organization at the University of Illinois, Champaign, Oct. 1-3.



W. J. Smith

"Highly paid 'experts' are engaged by various big companies to flood editorial offices with propaganda until the editors are almost helpless in their effort to get good, live news into their papers," Mr. Smith said. He discussed at length the methods of propagandizing the press and declared the Association must take immediate steps to check the flood. Editor & Publisher's campaign against press agents was heartily endorsed.

The association elected H. G. Fell of White Hall, first vice-president; A. L. Bowen, Springfield, second vice-president, and H. L. Williamson, Springfield, executive secretary.

A hint of the cry against free publicity came at the opening session when Albert H. Gravenhorst, editor of the *Effingham Review*, retiring president of the association, declared the practice of showering newspapers with the output of publicity department was taking on the aspect of the "black hand."

Sectional meetings Friday gave intensive study of the various problems of the newspaper. Radio, relationship of the editorial and business offices, syndicated newspaper sections, building up papers, commercial printing shops in conjunction with weeklies and general policies were some of the subjects discussed.

Hershel J. Blazer of the *Aledo Times-Record*, a weekly, was the press agent's only defender and his commendation was confined to the publicity from institutions and projects in which the newspaper as a public servant, has a definite and friendly interest. The University of Illinois, he specified, as the type of service that comes under this head and he praised the institution's publicity department. The association membership agreed in this and E. H. Childress of the *Fairfield Wayne County Press* and A. L. Richmond of the *Mt. Carmel Republican-Register* voiced their appreciation of the service, particularly as it referred to agricultural department's bulletins.

Howe V. Morgan of the *Sparta News-Plaindealer* led the discussion on the upbuilding of the paper, declaring it to be largely a matter of individual attention and dependent in a great measure upon each editor. James F. McClure of the *Carlinville Democrat*, U. S. G. Blakely of the *Plainfield Enterprise*, John Udell of the *Lake Forest Lake Forester* and Homer B. Clemons of the *Blue Island Sun-Standard* contributed suggestions in this symposium.

Problems of the commercial printing plants and cost system operations were introduced by Dr. F. H. Bird, director of the department of research of the United Typothetæ of America, Chicago, followed by Prof. H. T. Scoville of the University of Illinois department of accountancy, Roy Clippinger of the *Carmi Tribune-Times*, Harry Bent of the *Morrison Whiteside-Sentinel* and Hugh M. Walter of the *Oak Parker*.

H. L. Williamson, secretary of the association, discussed "The Problems of the Weekly Newspaper" and in the round table that followed S. P. Preston of the *Gillespie News*, Gerry D. Scott of the *Wyoming Post-Herald*, Harry Bell of the *Whitehall Register-Republican*, John Bailey of the *Stewardson Clipper*, M. F. Walsh of the *Harvard Herald* and Norman Bennett of Marshall, spoke.

O. Lawrence Hawthorne of Omaha, Neb., speaking of "Yesterday and You" at the Thursday night session, gave the publishers a little inspiration aside from their practical problems, reciting a group of his verses on childhood and the home.

"It seems to me there is so much in life, so much in history, in memory, from which we may gain inspiration that far too little time is given to their sentimental grandeur," he said in introducing his poems.

Will V. Tufford, Clinton, Ia., Secretary of the Inland Daily Press Association, paid a high tribute to work and success of the press organizations. His topic was "The Necessity of County, State and National Organization of Newspapers."

"I want to assure you that I believe the publishing business of America has come to its dignified state and profitable place in commercial life because we have county associations, state associations, and national associations." Mr. Tufford said. "First in importance to me is the fact that they have brought publishing to so high a standard that no business is more dignified. Associations have raised the ethics of newspapers to such a high ideal that occupants of pulpits no longer lead as teachers of the people."

Oswald Garrison Villard, editor of *The Nation*, addressing the annual banquet criticized the administration at Washington for "conducting a government in the dark," especially condemning the practice of the reference to "a friend of the President" or "one familiar with the views of the President," or similar subterfuge instead of a direct quotation of the President. "On one occasion, you will remember," he said, "Mr. Coolidge deliberately disavowed a statement he had made the day before criticizing the French ambassador."

"There has grown up lately a new bondage—to government and government propaganda, which is one of the causes of the public loss of faith in daily and weekly journalism, which the most candid of us admit. We have begun to hedge the President about with something that almost approaches divinity."

Illinois papers which have been using radio to broadcast news bulletins and events advocated continuance and extension of the practice but others decried the radio as a menace to the expansion of the press. A. L. Bowen of Springfield presided at this discussion and leaders in the general talks were W. T. Ballard of La Salle, and Fred R. Jeliff of Galesburg.

The *Aledo Times-Record* won first prize for the best first page in the weekly newspapers contest with the *Carmi Tribune-Times* second. Favorable mention was accorded the *Pike County Republican, Harvard Herald, Chicago Heights Star* and *Crystal Lake Herald*.

The *Moline Daily Dispatch* won the state contest in the dailies group and was ranked third in the national contest.

Special conditions within the association have resulted in the appointment of groups of men to consider the advisability of adopting a sliding scale for payment of dues to the association by the owners of large and small circulation publications and to fix a minimum scale for advertising and circulation rates for Illinois newspapers.

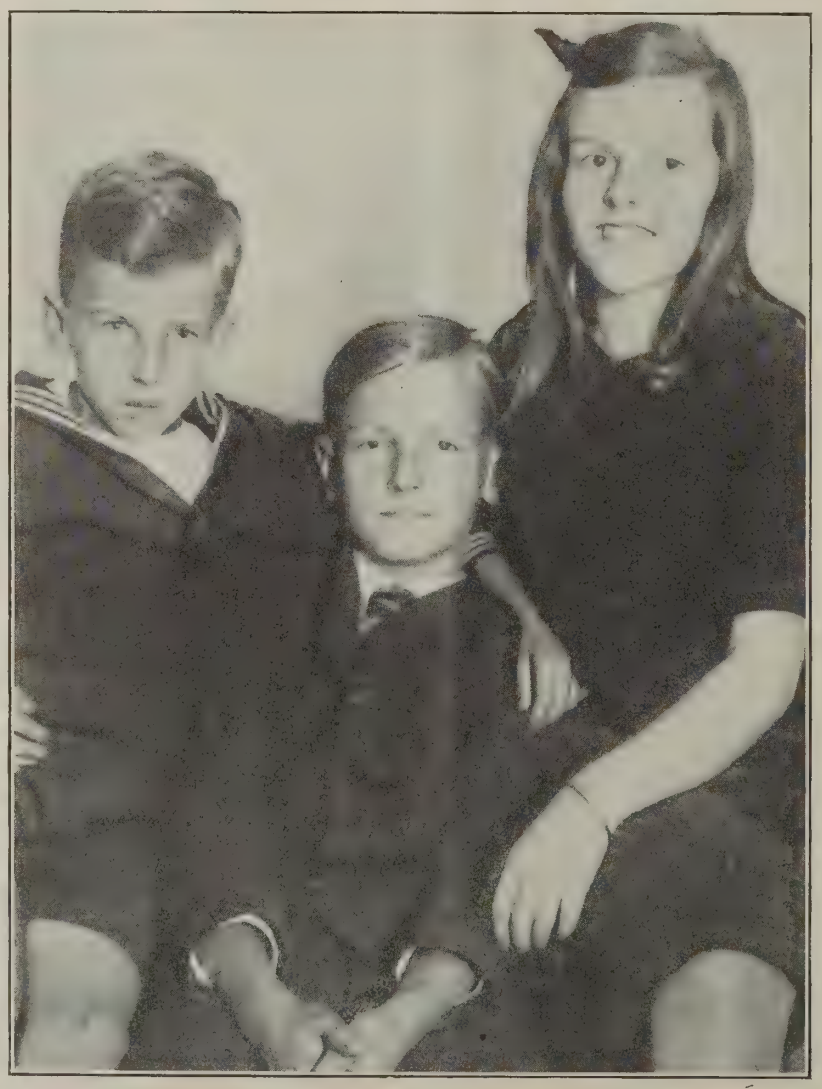
The scale committee includes W. F. Hardy of the *Decatur Herald;* W. J. Sell of the *Grayville Mercury-Independent;* E. H. Childress of the *Fairfield Wayne County Press*. The minimum rate committee includes: James W. Cowley of the *Freeport Journal-Standard;* W. J. Smith of the *Waukegan Sun;* C. R. Denson of the *Minock Dispatch;* Byron Lecrone of the *Effingham Democrat*.

The auditing committee of the association has been named to include H. W. Bailey of the *Princeton Republican;* S. Leigh Call of the *Springfield Illinois State Journal;* John H. Harrison of the *Danville Commercial News*. The resolutions committee numbers S. P. Preston of the *Gillespie News;* J. E. McClure of the *Carlinville Democrat* and L. L. Lindley of the *Granite City Press-Record*.

The *Bemidiji* (Minn.) *Sentinel* won first place in the national community weekly contest conducted by the University of Illinois School of Journalism. The *Centerville* (Mo.) *Observer* was second.

In the front page contest for dailies the *Bloomington* (Ill.) *Pantagraph* was awarded first honors, with the *Janesville* (Wis.) *Gazette* taking second and the *Moline* (Ill.) *Dispatch*, third.

THREE LITTLE BRISBANE THINKERS



Above are the three children of Arthur Brisbane, famous Hearst editorial writer, photographed in Chicago recently. They are, left to right: Hugo, Seward and Sarah.

FAKERY IN FURNITURE ADS CHARGED

Two New York Merchants Ordered to Cease Advertising Wares As of "Grand Rapids" Make by Trade Commission

A "cease and desist" order was handed down Oct. 4 by the Federal Trade Commission, Washington, against Jacques E. Ernest and Norman J. Greenberger, New York furniture merchants, found guilty of false advertising and misrepresentation.

The commission reported that under the trade name of "Grand Rapids Furniture Manufacturers' Association, Inc.," they had "intentionally deceived the purchasing public by advertising extensively that they were the New York branch of an association of Grand Rapids furniture manufacturers."

The commission listed examples of what it branded "false and misleading statements" made by the defendants in newspaper advertising. These excerpts were to the effect that the defendants operated a branch for Grand Rapids factories, and said "We guarantee to and do undersell any other furniture establishment 30 per cent to 50 per cent."

"The respondents," said the commission findings, "advertised sales of furniture at 50 per cent discount, but as a matter of fact they determined how much they wished to obtain for their furniture, then doubled the price and marked by means of tags the price of furniture accordingly. A customer could therefore pay 50 per cent of the price appearing on such tags, yet pay at a higher level than prevalent retail prices for furniture of a like kind and quality.

"It was also found that although 98 per cent of the furniture sold by respondents was made in places other than Grand Rapids, Mich., nevertheless the respondents, by the use of gummed labels, marked each piece and all of the furniture with the name Grand Rapids."

The commission entered an order directing Greenberger and Ernest to "cease and desist" from seven specific practices. They are ordered to drop the Grand Rapids names, confusing them with the Grand Rapids Furniture Manufacturers' Association, an established organization that expends $100,000 a year in advertising Grand Rapids furniture.

BUYING POWER CAN BE SHOWN AGENCIES SAY

Successful Method of Determining Qualitative Value of Circulations Attained, Prof. Starch Declares in First Report of A. A. A. Research Department—Durstine, President

By PHILIP SCHUYLER

FIRST steps have been successfully taken by the Research Department of the American Association of Advertising Agencies towards determining the "buying power" behind circulation figures, it was claimed this week by creators of the department who heralded it as the greatest advertising achievement since formation of the Audit Bureau of Circulations.

"The method of procedure in qualitative circulation analysis has been definitely determined and is highly acceptable," James O'Shaughnessy, association secretary informed EDITOR & PUBLISHER. "We know now that the buying power behind circulation figures can be shown."

Herbert Gardner, association president, endorsed this view.

Mr. O'Shaughnessy indicated a method of procedure would be arrived at to uncover the purchasing power behind newspaper circulations as well as the subscription lists of the magazines.

His statement was made after Prof. Daniel Starch, director of the research department conducted by the A. A. A. A., had reported to the assocation this week the results of his first year's efforts in formulating a qualitative analysis of magazine circulations.

One entire afternoon session of the association's eighth annual convention in New York, Oct. 6 and 7, was given over to Prof. Starch. About 75 members were in attendance. Leaders claimed the Starch report was the year's outstanding accomplishment.

The association elected Roy S. Durstine, of Barton, Durstine, and Osborn, Inc., president to succeed Mr. Gardner. Mr. Durstine moves up after serving one term as vice-president.

Illustrating statistics he had gathered by means of huge charts, Prof. Starch claimed in making his report that all he had accomplished was the uncovering of a successful foundation for future research work.

Circulations of 75 different magazines in four different cities were analyzed. The cities chosen for the experiment were Cambridge, Mass.; New Haven, Conn.; Dallas, Tex., and Madison, Wis. Choice, it was stated, was simply the result of following the line of least resistance.

It was pointed out that each of the four cities selected for the research were college towns, and that these cities had been picked because student help could be employed cheaply in gathering statistics. The cities were upheld, however, as "fairly representative" of the east, north, south and west of the United States.

"We did not wish to go into factory towns," Mr. O'Shaughnessy said in answer to a question, "because incomes fluctuate there. We wanted to investigate in centers where incomes are more stable."

In each of the four cities each one of the 75 magazines were treated separately both in the student canvass and by a mail questionnaire.

Readers of the magazines were divided into three different "income classes," and then subdivided according to occupations, and rentals. The three different classifications were listed as:

Class A: Incomes of $10,000 or more.
Class B: Incomes of $5,000 to $10,000.
Class C: Incomes of $2,000 to $5,000.

For certain magazines it was found necessary to develop a fourth classification to include readers with incomes of from $1,000 to $2,000.

Two questions asked magazine readers in the four cities were phrased somewhat as follows:

How many magazine articles do you read in each issue? Do you read the book from cover to cover, or simply read one or two of thearticles?

Do you read magazine advertisements incidentally or with a purpose?

FOUR LEADERS OF FOUR A'S



Left to right: Roy S. Durstine, of Barton, Durstine & Osborn, Inc., new association president; James O'Shaughnessy, secretary; Prof. Daniel Starch, research director; and Stanley Resor, of J. Walter Thompson, Inc., originator of research department.

The sum total answers to these questions were not divulged.

A reciprocity agreement reached between the association and the magazine publishers provided that the report would not be made public officially until the latter should have a chance to examine and pick possible flaws in it. This privilege was granted, it was said, because of the help the publishers had furnished in collecting the statistics.

In explanation, President Gardner said: "There can be no doubt about the value of Prof. Starch's research report. It proves definitely that a method has been found whereby the quality of circulations may be determined with a satisfactory degree of accuracy. This will prove as signal a service to advertisers as was the formation of the Audit Bureau of Circulations.

"This the first report of the research department however, is, we admit, fragmentary. It would be unfair to the magazine publishers and advertisers alike to make it public at this time."

While association leaders were thus emphatic in their commendation of the research work and announcements were made on the convention floor that farm papers and then newspapers would next be subjected to Prof. Starch's scrutiny, delegates questioned by EDITOR & PUBLISHER were divided in their opinions as to the value of findings presented them behind closed doors.

The A. A. A. A. convention sessions, held in the Roosevelt Hotel, New York, were guarded with unusual care this year. Every precaution was taken to prevent leakage of the research results. Association members, free in their opinions, declined to make known their names when interviewed.

"I think Prof. Starch's research report is a valuable contribution to advertising," one delegate told EDITOR & PUBLISHER.

Another association member permitted himself to be quoted as follows:

"I have placed millions of dollars of advertising business, and I am absolutely confident that possession of the Starch statistics will not influence my opinions in selecting media in the least. It is a case, I think, of research being carried too far.

"The most important fact to my mind that these figures seem to show is that the preponderance of magazine readers are people of 'moderate means.' In other words, the magazines are read more widely and thoroughly by people with incomes of between $2,000 and $5,000 than by the very wealthy."

"Qualitative circulation research is a thoroughly logical step in advertising development," was another opinion offered. "Most assuredly the Starch method will satisfactorily round out the splendid work of the Audit Bureau of Circulations."

"As far as it goes, the research report is a remarkable mass of statistics, decidedly interesting and decidedly illuminating," another delegate declared.

"But the research must be carried much further. Factory towns must be taken into consideration as well as university cities in order to permit establishment of a true law of averages."

Virtually all delegates sought for opinions commented on the expense of the undertaking. The majority declared results were worth the price.

A typewritten statement prepared for the press by James O'Shaughnessy follows in part:

"At our convention this year the big subject is research. We are going further into that subject than has ever been contemplated before.

"Marketing research has been brought to its modern development within our association. The members of this association today are the only business organizations which have carried market research so far along the way. Since advertising operations have grown so large research is becoming a necessity. In the large operations it is regarded now as a vital factor in advertising.

"The distance to which we will go in research work is not now possible to determine. We expect to carry it endlessly forward.

"Advertising in the United States has made greater progress since its service side was ethically organized eight years ago, than it had made in any 50 preceding years.

"In these last eight years under organized direction of the American Association of Advertising Agencies the operations of advertising have been standardized. That has done more to protect the advertiser's dollar than all else preceding in the history of advertising.

"Certainties have been methodically introduced into advertising. It is now true that the manufacturer's money put into advertising under ethical direction, is in a safer investment than in his raw materials. This was conclusively shown in the post war deflation period.

"More money is going into advertising in 1925 than in any previous year the United States has seen. The total appropriations in the field of national advertising handled by the members of the American Association of Advertising Agencies have increased progressively in the last three years. That fact furnishes unanswerable proof of the soundness of proper advertising. In 1924 the total advertising appropriations handled by the ethical agencies was $300,000,000. Each dollar of national advertising represents in round numbers $100 of commerce. Advertising now has enough power in the nation's commerce to exact a national influence for its stabilized sales as well as its progress.

"The work of the advertising agency is to guide and direct the use of these vast sums going into national advertising appropriations. The ethical advertising agencies have been organized effectively for the nationwide study of ever new and multiplying problems in the handling of national advertising."

The idea of the research department was originated two years ago by Mr. Resor. Last year the association appointed Mr. Starch, giving him carte blanche to do what he could in uncovering the dollar power behind cold circulation figures.

THE GREATEST REPORTER

By ROBERT B. SIBLEY

I AM the greatest reporter of them all.

No man has ever equalled my feats of accurate news gathering. No metropolitan star has ever garnered the minute detail I have assembled; no keen political writer or world-famed war correspondent has ever done what I have done; no veteran newspaper man has seen and covered the mass of men, things and events that I have seen and covered.

This is fact. I do not mean to be boastful. I was as expert on my first assignment as on my most recent. No cub stage for me.

No school of journalism counts me among its graduates. I never spent an hour in any classroom.

Yet I have seen all, and faithfully reported. Presidents, kings and princes; paupers, grafters and convicts; prominent citizens, plain citizens, magnates and laborers; great cities decked in splendor, whole states torn and devastated; victory and defeat.

This is all fact. I do not mean to be boastful. The greatest of my works was easy for me. And I have never erred.

I am the greatest reporter of them all.

I am the news camera.

Time-Saving Hunches for City Editors

[Efficiency—That's the Stuff—Prepared Stories for All Occasions Will Save Rewrite Men's Time]

By CHET JOHNSON

TOO much of the rewrite man's time is wasted in the city news room. Half of the stories that are written just before deadline for every edition could be ground out in a few seconds through the use of blank forms. Efficiency, that's the stuff.

Every city editor should have a plentiful supply of the following stories printed, tabbed and handy. All that is necessary is for one of the rewrite men to insert names and addresses:

MEANEST THIEF SOUGHT

The meanest thief in the world was sought by police today. Entering the home of....., at..... street last night, he rifled the toy bank in which little....., aged ....years, had been saving pennies and nickels with which to buy a fire engine when he grew up. The thief entered by prying open a window in the rear of the house.

BRIDE SWALLOWS POISON

Heartbroken because she and her husband had quarreled at the breakfast table, Mrs....., pretty bride of a few months, attempted to end her life this morning by swallowing poison at her home,..... street.

....., the husband, ran to the bathroom when he heard his bride groaning, he said, and found her on the floor, writhing with pain. He notified police and Mrs..... was taken to.....Emergency Hospital, where a reconciliation was effected. She will recover.

MEANEST THIEF SOUGHT

The meanest thief in the world was sought today following the discovery that several poor boxes in St.....'s Church had been looted. The Rev....., pastor of the church, said he had noticed a roughly dressed man in the church, but thought him a stranger in the city seeking spiritual comfort.

OLDEST MASON DIES

....., aged....years and reputed to have been the oldest Mason in the world, died last night at his home,.....street. His health had been failing for several years. Mr..... was a charter member of.....lodge and was grand commander of all Masonic bodies in the state from 18.. to 19... In spite of his advanced years, Mr..... had attended every state meeting of the lodge since coming to this city from ..... in 18...

UNIDENTIFIED BODY FOUND

The body of an unidentified (man) (woman) was found today floating in the (bay) (river) (lake) off the foot of ..... street. Police said the body had been in the water about .....hours and bore no marks of violence. It was found by several boys who were rowing in the vicinity.

MEANEST THIEF SOUGHT

The meanest thief in the world was sought today following the robbery of ....., blind pencil vendor. The thief crept up to....., snatched a few nickels and dimes from his cup and fled. Several passersby, attracted by the blind man's cries, gave chase. They were joined by Patrolman....., who fired several shots, but the thief escaped by running through a vacant lot and scaling a fence.

EARLY MORNING BLAZE

An early morning blaze, believed to have started from a defective flue, routed scores of scantily-clad tenants from the ..... apartments today and, for several minutes, threatened to spread through the entire block. The fire was discovered by Patrolman ....., who turned in an alarm and then ran through the building, assisting many to safety and averting a panic. The fire was quickly extinguished following the prompt arrival of Truck No. ...., which made a fast run. Damage was estimated at $25.

ATTACKED BY THUGS

The police dragnet was thrown out today for three unidentified thugs who attacked and robbed ..... about 3 a. m. in front of his home at ..... street. Mr. ..... said the men sprang from a dark alley. He struggled with them but was overpowered. The thugs took his money, but overlooked a gold watch and valuable papers. Mr. ..... was returning from a "stag" party, he said.

LARGEST STILL SEIZED

One of the largest stills ever seized here was confiscated by Federal prohibition agents early today in a raid on a house at ..... street. Several barrels of mash and ..... gallons of finished product were destroyed. The owner of the still jumped through a window and escaped as the prohibs entered. Dry Chief..... declared the raid was the first of a series directed against a bootleg ring that is supplying the larger share of the present flood of liquor.

MEANEST THIEF SOUGHT

The meanest thief in the world was sought today. When Mrs..... went to get refreshments for guests she was entertaining in her home at ..... street last night, she found that some one had pryed open the rear door and helped himself to 10 gallons of ice cream, 5 gallons of punch and five cakes. Remnants of the feast were scattered over the back yard. Police believe the robbery was the work of small boys living in the neighborhood.

The excitement and worry that often come when the sporting editor fails to show up on the morning after the prize fight also may be averted by a little preparedness. Have half a dozen blank forms available, so that it will be necessary only to insert names to have a very serviceable fight lead prepared in a few seconds. The following form will be found invaluable:

After leading the fighting through every round, ... was robbed of a victory last night when Referee ..... held up the weak right hand of .....

The decision was the rawest Referee ..... ever put over, and that's saying plenty. In the opinion of sport writers at the ringside, ... never had a chance to win after the first bell. Several times he was so weak he had to stagger into clinches or hang on the ropes to keep from falling. He was the most surprised man in the arena when he was awarded the decision.

The fight was a tame affair, at that. Neither fighter showed much. ..... hit low several times, but each time the referee went blind and refused to listen to the protests of ....'s seconds and manager.

But last night's card proves one thing the writer has contended for a long time: If the promoters expect to keep the fight game alive here, they'll have to dig up something better than last night's pathetic sample of stalling and hugging.

The fight by rounds:

Round One—They met in the center of the ring and shook hands. Neither showed any inclination to take the lead. There was a minute of cautious sparring and the crowd howled for action. A few light taps were exchanged. Each fighter waited for an opening. ..... sent a feeeble left to the shoulder and ..... countered with a short left to the head. They were in a clinch at the bell. Round even.

(Pick up other rounds if available or clip from opposition's early editions.)

Telegraph news should not be neglected in the preparedness scheme. A few old, reliable ever-present dispatches should be set up and kept standing on the emergency dumps in the composing room for use in the event of "wire trouble between Chicago and New York" or other regular "unusual" interruptions. The following have been proven absolutely safe, nonlibelous and reliable during the last year, and no doubt will be o. k. for several years more:

WASHINGTON, D. C., Oct. ..—Secretary Weeks today denied reports that he was preparing to resign from the cabinet. Although it was said his health was not of the best, friends of the secretary said he had no intention of resigning now.

TOKYO, Oct. ..—Several thousand inhabitants of villages on the north coast of the islands of Osoakum, Kooji, Sake and Hoojishito were homeless today as the result of violent earthquakes and tidal waves. No lives were lost.

SAN FRANCISCO, Oct. ..—Plans for a $345,000,000.78 bridge across the Golden Gate were made public today by a group of prominent engineers. The project is the 1456th for bridging the bay that has been announced within the last 50 years.

WASHINGTON, Oct. ..—A new plan whereby foreign nations may meet their war obligations to the United States without imperiling their own financial and economic structures, is being considered by Secretary Mellon. Details have not yet reached the stage where they may be made public, it was said.

300 ATTEND AD CLASS

G. Lynn Sumner Opens New York Advertising Club's Selling Course

Nearly 300 attended the first class of the advertising and selling course of the New York Advertising Club, which started Oct. 6. G. Lynn Sumner, former president of the Association of National Advertisers, was the speaker.

"Newspaper advertisements," he said, "are in competition with the greatest news of each day and should be given a news slant. All advertising should be newsy and informative."

He pointed out that the advertising department of Wanamaker's Philadelphia store was run on the principle of a newspaper's local room.

Thirty-seven advertising authorities are scheduled to address the course. Among them will be: Sheldon Coons, advertising director, Gimbel Brothers; D. E. Conybeare, advertising manager, Armstrong Cork Company; William A. Hart, advertising manager, E. I. duPont de Nemours Company; Dr. J. W. Watson, vice-president, J. Walter Thompson Company; Crate Larkin, secretary, Larkin Company, Inc.; and Fred Suhr, art director, George Batten Company.

FORESHADOWED EVENTS

Oct. 12-13—First District, A.A.C.W., annual convention, Springfield, Mass.
Oct. 12-16—American Gas Association, annual convention, Atlantic City, N. J.
Oct. 13-14—Associated Business Papers, Inc., annual convention, Chicago.
Oct. 13-14—Association of Newspaper Advertising Executives, special convention, Chicago.
Oct. 14—Bureau of Advertising, A.N.P.A., committee meeting, Chicago.
Oct. 14-16—Financial Advertisers Assn., fall meeting, Columbus, O.
Oct. 15-16—Audit Bureau of Circulations, annual convention, Chicago.
Oct. 15-16—Agricultural Publishers Association,, annual convention, Chicago.
Oct. 19-21—National Industrial Advertisers Assn., annual convention, Atlantic City.
Oct. 19—New England A.P. Members Assn., annual meeting, Boston.
Oct. 20-21—New York State Circulation Managers Assn., fall meeting, Buffalo.
Oct. 26-28—Insurance Advertising Conference, fall meeting, Boston.

DENVER REPASSES BILL LICENSING NEWSBOYS

Minimum Age for Boys 12 years, Girls 21—Organized Labor Backs Movement—Final Action to Be Taken Oct. 12

(*By Telegraph to* EDITOR & PUBLISHER)

DENVER, Oct. 7.—Fixing a minimum age for newsboys and girls and providing for their licensing and the strict regulation of the sale of newspapers and all periodicals, is provided for in a new newsboy regulatory ordinance unanimously passed on first reading by the Denver city council this week. Final vote on the measure will be taken Oct. 12.

The bill was drafted to replace a former ordinance the legality of which was attacked by the *Denver Post* and which was subsequently declared unconstitutional by the district court.

Organized labor is now taking a hand in the Denver newsboys fight. In talking on the new measure before the council, Frank L. Palmer, editor of the *Colorado Labor Advocate* and spokesman for organized labor, said:

"Organized labor feels that some limit should be placed on the youth of the city going on the streets selling newspapers. You can now see boys and girls of 8 or 9 years of age on the corners and in the alleys having things fixed in their minds and impressed upon their souls which they are obtaining on the streets of the city. We felt that some age limit should be placed in this bill. We submit that 12 years is a reasonable age limit to submit boys to the evils and pitfalls of the city."

The bill limits the age of newsboys to 12 and of newsgirls to a minimum of 21 years.

In addition to this age feature, which was not incorporated in the former measure, the new bill provides for the licensing of news vendors, prohibits the crying of papers and the "obstructing of free passage of persons on the street by news dealers."

All disputes between newsboys of rival papers are to be settled by the Municipal Manager of Safety whose decision is to be final.

Tibbets Buys Kansas Daily

Harlow Tibbets of Longview, Wash., has purchased the *Abilene* (Kan.) *Daily Chronicle*.

A. A. C. W. COMMISSION SIDE-TRACKS POSTAL RATE ACTIVITIES

Refuses to Take Definite Stand at St. Louis Meeting—Woodbridge Opposes Nat'l Business Bureau, Inc. as Separate Group—Finances Discussed

(*By Telegraph to* Editor & Publisher)

ST. LOUIS, Oct. 6.—Differences existing within the National Advertising Commission of the Associated Advertising Clubs of the World as to what should be done by the Commission's legislative committee or by the Associated Clubs on the revision of postal rates were emphasized in a lively debate of two hours, which marked the opening session of the Commission in regular quarterly meeting at Hotel Statler, St. Louis, Monday and Tuesday.

The debate was precipitated by a resolution introduced by Homer J. Buckley, Chicago, chairman of the legislative committee and a representative of the direct mail advertising departmental. The resolution approved and indorsed the work that has been done by various departmentals in seeking an "equitable adjustment of postal rates based on scientific principles."

Mr. Buckley prefaced his resolution with a review of the work of the committee that "for the first time in the history of advertising the conflicting interests are working together."

Everything is harmony, Mr. Buckley declared. R. King Woodbridge, president of the Associated Clubs, the first to speak on Mr. Buckley's resolution, declared that all were not in harmony, according to his impression. Mr. Woodbridge said that he was vitally interested in knowing that any plan suggested was the right one.

George M. Burbach, advertising manager of *St. Louis Post Dispatch,* and vice-chairman of the Commission, said that apparently the newspapers as a group are not entirely in sympathy with the activities of the postal committee.

"If you ask me why, I am not in a position to tell you. Judging from the telegrams I have received there is some opposition to the National Commission going on record in connection with this postal regulation."

Judge E. Allen Frost of Chicago, representing the Poster Advertising Association, pointed out that there was an honest difference of opinion as to what is meant by a "scientific adjustment." He told of paying 24 cents postage to send a copy of the Sunday *Chicago Tribune* to a town in New Hampshire. If the government is in the transportation business and the postal service should be self supporting, such a rate might be all right, he said, but if the extension of trade facilities as performed by the Chicago Tribune, and other papers is considered, the rate is excessive. He felt that the influence of the press in extending these trade facilities should be considered in the making of postal rates.

During the discussion, Mr. Woodbridge defended himself against the charge made by Mr. Buckley that he had done nothing in the way of defining a policy for the Clubs on the postal situation. Mr. Woodbridge said he was willing to do something as the head of the A. A. C. W. when all the interests in the organization are agreed on doing something.

Mr. Buckley was prevailed upon to withdraw his resolution. Then a movement was started to wash the hands of the Commission of the whole postal matter. A resolution was offered to discharge the committee and drop the whole matter, but this was lost by the close vote of 11 to 10.

Mr. Woodbridge said the thing uppermost in his mind was the finance of the Associated Clubs. The Clubs needed money to carry on their work. The Commission agreed to help, and the chairman was authorized to appoint a committee of three to attend the next meeting of the executive committee to assist in financing.

Mr. Woodbridge especially desired the unification of all the activities of the Clubs into one coordinated body. He pointed out the number of self-contained organizations within the Association.

The president said that one of the problems confronting him was the National Better Business Bureau, Inc.

"I do not like the setting up of the National Better Business Bureau, Inc. As a separate organization," said Mr. Woodbridge. "It cannot exist without the moral support of the advertising club organization. We have been raising the revenue, three fourths of our revenue going to the vigilance movement. Now there is a feeling that since it is a separate organization the Associated Clubs can shift for themselves. I do not like that. I do not think it is a good business proposition."

The international aspect was another phase to be considered. Mr. Woodbridge said that Great Britain now had 40 Clubs and that advertising had made tremendous gains over there. He intimated that perhaps they would not be satisfied merely to be known as district No. 14 because of a sense of pride.

The finances of the Association were discussed generally as well as the situation of the organization of the National Better Business Bureau, Inc. Mr. Buckley said that he was not in sympathy with the separation movement, and that the subscription of his firm to the Association had been withheld because of the separation. Carroll H. Sudler, Chicago, representing the Advertising Specialty Association, spoke against the separation movement. Other speakers pointed out that it would be impossible for the National Better Business Bureau, Inc., to raise the necessary funds without the backing of the Associated Clubs. While some thought that the better business bureau movement was the most important feature of the Associated Clubs, others disagreed, feeling that the educational work was of greater value than the "policing" of the Bureaus. Mr. Woodbridge said that he was opposed to one group going out to raise money for the vigilance movement and another for the Associated Clubs.

E. W. Houser of Chicago, president of the American Photo Engravers Association, suggested that the A. A. C. W. would not now be in financial need of it had not given three-fourths of its money to the vigilance movement.

Charles R. Frederickson of Coshocton, O., representative of the Advertising Specialty Association and chairman of the exhibit committee for the Philadelphia A. A. C. W. convention, asked the advice of the commission on three questions:

"1—Shall we permit the name of the person or firm submitting an individual exhibit to appear in connection with such exhibit?" to which the Commission voted yes, which is a radical departure from previous exhibits.

"2—Shall we award ribbons or medals for best exhibits in each of the several divisions of advertising as classified in the National Commission?" the Commission voted no to this for many reasons.

"3—Shall we invite motion exhibits, such for instance miniature replicas of paper making machinery, printing presses, duplicating letter presses, etc.?" the Commission voted approval. This is a new idea in convention exhibits.

The Classified Advertising Managers Association was admitted to membership.

Several changes in the bylaws were discussed, and these will be taken up at the next meeting of the Commission, which will be at some city to be selected later. Mr. Burbach is chairman of the bylaws committee. St. Louis was thanked for its hospitality.

The first business of the Commission was the induction into office of Robert A. Warfel, new executive secretary. He was introduced by W. Frank McClure, Chicago, vice-president of Albert Frank & Co., and chairman of the Commission.

The last business was the adoption of a resolution expressing confidence in president Woodbridge and particularly the work of coordinating the various activities of the clubs.

Members of the Commission were guests of the newspapers of St. Louis at a luncheon on Monday.

Monday evening the members were the guests of the Advertising Club of St. Louis at the club's annual dinner-dance and election of officers.

R. Fullerton Place, retiring president, presided. Short talks were made by Mr. Woodbridge, Mr. McClure and Rev. C. F. Reisner, of Broadway Temple, New York, and president of the Church Advertising Department. Sidney Smith, creator of the "Gumps," delivered a chalk talk.

Joseph Licklider, who had been nominated president of the St. Louis Club, found it impossible to serve, and Norman Lewis of the Chappelow Advertising Company, who was elected first vice-president, is now acting president.

George Stohlman of the Missouri Pacific Railway and George Gayou, Advertising Slide Company were elected vice-presidents; Douglas V. Martin, Jr., publicity manager, *Globe-Democrat,* secretary, and Frank Fuchs, advertising manager, First National Bank, treasurer.

The board of directors of the Association of Newspaper Classified Advertising Managers which met in regular session Oct. 7, elected its first representatives on the National Advertising Commission of the Associated Advertising Clubs of the World. They are Charles W. Nax, *St. Louis Globe-Democrat,* president of the Association, C. L. Perkins, *Chicago Herald-Examiner,* a director, and W. W. Miller, *New York Times.* The Association was admitted to membership in the commission in St. Louis Monday.

The Classified men's program committee for the Philadelphia convention in connection with the meeting of the Associated Clubs was announced as follows: C. C. Armstrong, *Cleveland Press,* chairman; J. H. Butler, *Houston Chronicle;* R. E. Seiler, *Los Angeles Examiner;* Hahhy Gwaltney, *Milwaukee Journal;* W. C. Pruitt, *Wichita Eagle;* Walter Dathe, *Dallas News;* J. H. Fraser, *Hamilton* (Ont.) *Herald;* James A. Doherty, *Providence Journal;* Joseph Kelly, *Dayton* (O.) *News;* and Miss Ella G. Stebig, *Fort Wayne Gazette.* The convention arrangements committee is composed of I. W. Williams, *Philadelphia Public Ledger,* chairman, and H. H. Moehlman, *Baltimore Sun.*

W. W. Murdoch, *Detroit Free Press,* was elected a member of the board of directors to succeed H. G. Barringer, *Indianapolis News,* who has left newspaper work.

The classified association now has a membership of 242, the largest in its history since its meeting in Houston last June. The membership gain is 95.

Mr. Nax presided at the meeting. Others present were: J. H. Butler, vice-president; C. C. Armstrong, treasurer; H. H. Moehlman, C. L. Perkins, O. S. Wespe, *Louisville Courier-Journal,* and John L. Irvin, *New Orleans Item-Tribune.*

SONGS OF THE CRAFT

(*Written Exclusively for* Editor & Publisher)

By Henry Edward Warner

GRAZING

They've turned me out to pasture, boys; they've given me some shears
And farmed me out to flimsy for the balance of my life!
They've given me a sinecure for my declining years,
To keep me free from worry and the nervous strain of strife.
They've got me in an office, in a little two by four
Away from all the racket and the feverish feel of haste,
And no one ever comes there, where I sit behind a door
With a nail file full of flimsy and a dirty pot of paste!

I sit here idly clipping, pasting stocks, assembling briefs;
My snipping shears drag lazily—it is no job for speed!
I clip and paste and parargaph life's pleasures and its griefs,
And fluctuating figures in the wake of human greed.
And as I clip and paste, I dream! . . . There was a day when I
Was called a Star Reporter; . . . I was only just a kid,
But I'd a nose for news that never let a thing get by,
And they used to hang up clippings of the hottest things I did!

And they used to come and pat me on the back; they used to say
Big things that made me tremble with the glory of the game!
Somehow, I never seemed to think that there would come a day
When I'd be sitting smeared with paste, my vaulting spirit tame!
I was the Kid who scooped them on the Barry murder case.
Remember it? My story tipped the cops; they got the guy
And swung him! . . . And I heard my praises sung around the place,
Who sit today with shears and paste, piling the flimsy high!

They've turned me out to pasture! . . . But I dream, and in my dream
I feel the thrill of action, and I smile, because I know
That once I paced the outfit, and across my vision gleam
The glories of some triumph of my Star days, long ago!
And I shall clip, and I shall paste, and I shall hold my way
Till Fate may signal "30," and shall face The-Things-That-Are
With memories to cheer me and to strengthen, from the day
When life loomed large before me, from the day when I was Star!

Penn Publisher's Committee Meets

The executive committee of the Pennsylvania Publishers' Association met at Harrisburg on October 7. From Harrisburg many of them went to Bloomsburg to attend the County Fair. In connection with this the Bloomsburg Rotary Club had a Publishers' Night on Oct. 8, when the Rotarians entertained at dinner a large number of publishers and editors from throughout the state. The speakers were John L. Stewart, of the *Washington Observer* and president of the Association, E. J. Stackpole, of the *Harrisburg Telegraph,* and Edward McKernon, superintendent of the eastern division of the Associated Press.

California Weeklies in Combine

The *Compton* (Cal.) *Tribune* and the *Compton News* have combined to form the *Compton News-Tribune,* which will be issued twice a week. W. H. Coonradt is general manager; C. M. Bigsby, business manager, and C. H. Gilbert, editor.

STONE LAUDS SHOWING OF DUPLEX PLANE

Pilot Goff Entered Ford Reliability Tour Without Preparation and Completed Tour on Time, Head of Press Firm Says

Participation of the Duplex service airplane in the Ford Reliability tour was described in detail by EDITOR & PUBLISHER this week by I. K. Stone, president of the Duplex Printing Press Company.

"E. A. Goff, our pilot, was in Detroit on a business trip the day before the tour started," he said, "having no notion whatever of going into the thing. The ship had been flying for several weeks off and on, taking me occasionally on hurried jaunts where I wanted to save time, and so was neither newly cleaned and adjusted, nor equipped with a new motor, nor especially tuned up. As Mr. Goff was preparing to return to Battle Creek the morning before the tour started, some of the boys wanted to know why he did not stay and enter. He hesitated a little, because he knew the other ships were all new factory ships and some had gone to the extent of having new motors shipped to the field to be put in, so that they would not even have to start with the same motor that had brought them to the field. He communicated with me and we decided to go in.

"Thus, the Duplex ship was the only one in the flight which without preparation and special tuning up went in 'as is' just as it was in daily use. It is interesting then to note that Mr. Goff made the trip with perfect scores, except for one forced landing which caused him to lose his average that day. But he caught the bunch the next day and came in on his schedule at the finish, qualifying a completed tour on time. Because of the fact that he did not make every day exactly on time, his score was not perfect and his name does not go on the trophy.

"To my mind, Mr. Goff's trip under those conditions is a real demonstration of commercial reliability and service. Furthermore, returning late Sunday afternoon, as they did, Mr. Goff returned to Battle Creek and his ship is ready here to go anywhere on call. I think it was the only plane entered which was a commercial plane in commercial service and use."

FRANKFORT NEWS SOLD

Eugene Pulliam and R. C. Swank of Lebanon Reporter New Owners

Sale of the Crescent News Publishing Company and the *Evening News*, published at Frankfort, Ind., to Eugene Pulliam, publisher of the *Lebanon* (Ind.) *Reporter*, and his brother-in-law, Roy C. Swank, also a member of the Lebanon publishing company, has been announced.

The stock was purchased from John F. and J. J. Schumann, owners of the paper who are moving to Florida. Mr. Pulliam will remain in Lebanon. Mr. Swank will go to Frankfort in the capacity of business manager of the Evening News.

Eugene Allimore of Warsaw, Ind., has been engaged as managing editor. No other changes are contemplated.

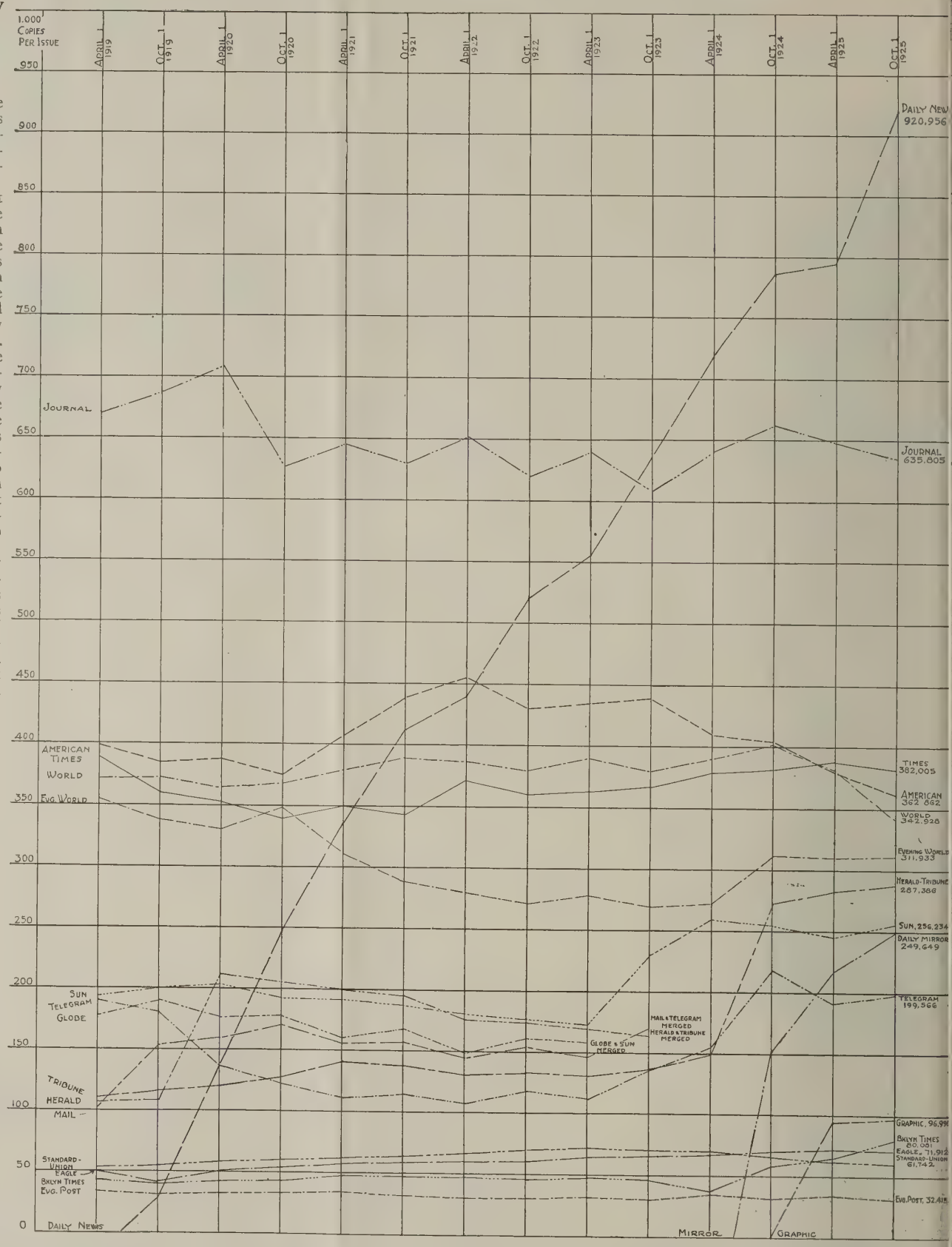
The Evening News is a consolidation of the *News* and the *Crescent*, the consolidation taking place in 1914.

New Trade Journal Launched

A new publication, *Plastics*, devoted to the manufacture and use of compostion products, such as Celluloids, Bakelte, Galilith, etc., has just been issued. Sylvan Hoffman is publisher. Carl Marx, B.Ch., is editor; Dan Rennick, B. S., associate editor, and J. H. Hodgkinson, advertising director.

Newspaper men get good jobs through EDITOR & PUBLISHER'S classified department.

MAJORITY OF N. Y. PAPERS GAIN IN CIRCULATION



NEW YORK CITY circulations show an upward trend, eight of the fifteen making statements for the six months ending Sept. 30, reporting gains over the previous period. The grand total daily average net paid circulation also continues to rise, largely, it is true, because of the phenomenal rise of the tabloid papers. The *Daily News* is the outstanding gainer, advancing 125,000 beyond last April's figure and more than 130,000 beyond last October. The *Daily Mirror* and the *Graphic*, newer arrivals in the tabloid field, also show gains, though on a less ambitious scale. Gains were also noted by the *Evening World*, the *Herald Tribune*, *Sun*, *Telegram* and *Brooklyn Times*. The above chart tells New York circulation history since the Armistice. It includes the records of newspapers which have been consolidated and indicates the dates of their suspension. The effects on the resulting newspapers and their contemporaries make a very interesting story for newspaper men. The Herald Tribune, Sun and Telegram, it will be noted, are ahead of their April averages while the Sun is about even with last October figures and the Herald Tribune is well ahead.

FIRST DISTRICT MEET OCT. 11

New England A. A. C. W. Groups to Hold Three-Day Session

The sales-producing value of advertising from the retailer's standpoint will be chief among topics to be discussed at the annual convention of the first district of the Associated Advertising clubs which opens in Springfield Sunday and continues to Tuesday. Among speakers who will be heard are C. K. Woodbridge, president of the Associated Advertising Clubs; Frederick W. Bliss, district chairman; Mayor Parker of Springfield; Arthu Freeman, specialist in public relation Chicago; and E. H. Schell, professor o business management at the Massachusett Institute of Technology and assistant pro fessor of industrial management at Har vard.

Prominent retail advertisers on the pro gram include: Sheldon R. Coons, directo of sales and publicity, Gimbel Bros., Ne York; Robert J. Murray, Murray Com pany, Honesdale, Pa.; Ernest F. Hasting Caldwell Store Inc., Washington, Pa.; Jo seph D. Nathan, president, Gross Straus Company, Worcester, Mass.; Albert W Vining, Vining and Borrner, Springfiel Mass.; Arthur Nehf, advertising manage Meekins, Packard & Wheat, Inc., o Springfield, Mass.

One of the features of the convention will be an address Sunday by Rev. Laur ence Breed Walker of Saco, Me., on, "Sel ling the Churches."

FORESTRY EXPERT OUTLINES NEWSPRINT PERILS

Dailies Consuming 3,000,000 Tons This Year—Congress Will Soon Write Budget For Reforestation and Protection—Summary of Conditions in Paper Industry.

By GEORGE G. WHEAT

OF vital importance to all who live by the printed word are the economic factors which lie behind publishing in the lumbering and paper-making fields. Mr. Wheat is well known as an engineer and analyst. We believe his statements are accurate, largely based on statistics found or confirmed by U. S. Government reports. The time has most certainly arrived when newspaper publishers can no longer neglect action in reference to this basic issue. EDITOR & PUBLISHER welcomes to its columns, authoritative discussions of newsprint conditions, forest conservation and all kindred subjects from any source.—EDITOR.

DAILY newspapers in cities of all sizes throughout the United States are this Fall attaining a record volume of advertising and the number of pages—48, 52, 56, 60 page editions are hardly news for EDITOR & PUBLISHER any longer—would have been called impossible of production and sale to the public less than 10 years ago. The newsprint upon which this tremendous volume of information appears will without doubt, amount to 3,000,000 tons for the year. Approximately half of this paper will have been manufactured outside of the United States boundaries, and considerably more than half of it will have been made from wood cut in other countries.

These facts, or information which presaged them, have been known to newspaper owners for many years and have been the subject of many anxious discussions among publishers and among paper makers. Some progress has been made toward safeguarding the future, but it is hardly more than a step or two on a lengthy journey.

Further advances are possible under the budgeting of appropriations for extension of the National Forests under the Weeks Act, which is now being considered by a Congressional committee. The committee has under consideration, among many aspects, geographical allotment of funds for forest extension during the next fiscal year and it is the purpose of this article to indicate how this program can be applied advantageously to the growth of pulpwood. It is a subject which has several newspaper contacts.

It is safe to say that nowhere in the United States is the need for growing more forests greater than in the Northeastern States.

Perhaps nowhere else can be found conditions which so fully warrant special attention to the character of forests that can be grown successfully and maketed at a profit. Surely nowhere else is there so concentrated a need for the raw materials of a large industry and at the same time so great a need for the practice of foresight in protecting the headwaters of streams.

The Weeks Act, passed March 8, 1911, provided for the purchase of forest lands and reforestation. This act was authorized under the power of the Federal government to control watershed conditions on headwaters of navigable streams, and was passed but two years after the Canadian government had placed an embargo on the export of pulpwood from Crown Lands.

At that early date, 1909, United States pulp mills were importing from Canada about 800,000 cords of pulpwood, or one-fifth of our total. The paper industry's dependence upon outside forests can be shown best by giving the figures in tons of woodpulp. We used 2,753,000 tons in 1909 and imported of this amount 875,000 tons, or 32 per cent. We used 5,847,000 tons of wood pulp and imported 2,823,000 tons, or 48 per cent, in 1922. The reported dependence on import is given for 1924 as 51 per cent.

The definite policy of Canada—to develop its pulp and paper industry at home and, to that end, the reduction of our growing import of pulpwood—was the principal economic reason that stimulated the political action in the United States. Canada has secured in a large degree the end she sought. Her own consumption of pulpwood has grown 500 per cent between 1908 and 1922.

Our own definitely enacted policy of creating new forests, a policy that had its real stimulus in the growing shortage of Northeastern forests, brought to a climax by the Canadian embargo, does not show a like favorable result. What we started to do was to create forests, and thus far, in 14 years, we have acquired only 439,101 acres under the Weeks Act in the most important pulp and paper region. The national forest areas records show a total of 2,122,970 acres purchased under the Weeks Act, but the bulk of appropriations has gone to States where there are very few mills and which import practically no pulpwood.

The manifest purpose of the Weeks Act was to combine two main objectives—grow new forests and protect headwaters of streams. As operations have progressed in new purchases, the second objective has been stretched very thin in many cases. These statements of fact are not intended in any sense as criticism of the purchase of any of these forest lands. We need these areas and the timber that will be grown upon them, but the question is here frankly raised as to whether we ought not to consider the more severe needs first.

Water supply requirements can nowhere be more of a problem than in this Northeastern section, with our present distribution of population and industry. The concentration is decidedly Northeast—New York and New England, and the New Jersey-Pennsylvania-Maryland area. Recently New York, New Jersey and Pennsylvania made a joint agreement as to division of the Delaware River waters for the future. The water supply requirements of the great cities have already brought about the investment of many millions in reservoirs, watershed forests and aqueducts. More hundreds of millions to be expended are under consideration. Boston alone as a $100,000,000 program in survey. The severity of the water problem is forced to the newspaper front pages each dry season. The menace to health and the menace of fire are constantly become subjects of greater concern.

This Northeastern section is the best natural or botanical range for growing pulpwoods. Forestry is a farming or land problem of the first magnitude, as President Coolidge has stated, and when we go into the national business of growing trees, we ought of course to go where the growing is best. Records of the lumber cut and the pulpwood cut in the pulpwood species show that the greatest harvest has been cut here. A lumber industry using up many times the volume cut for pulpwood, and the additional pulpwood cut that has built up the largest paper manufacture in the world, with the largest investment in pulp and paper manufacture, has been supported here. The business is there now and the lands are acknowledged to be the best for the growing of pulpwoods. Growing them now before the industry declines still further is surely the correct thing to do.

Studies of the pulpwood situation made by the U. S. Forest Service and the American Paper & Pulp Association show conditions as follows:

New England, New York State, and the Lake States manufacture respectively, 30 per cent, 50 per cent, and 15 per cent of our domestic newsprint. The paper industry cannot follow the forests, as the lumber industry has done, to other parts of the country.

In these regions the annual cut exceeds the new growth two or three times. As the result of unregulated lumbering, followed by fire, more than 60,000,000 acres of potential forest lands, the most accessible to the mills, are largely idle. If they were producing the reasonable expectation of one-third of a cord per year per acre, they would supply 20,000,000 cords annually, which is fully twice the amount now needed to supply all the paper of every kind now made from woodpulp in the United States.

Growing pulpwood for future markets has a reasonable promise of being a profitable business for the Federal government. The woodpulp paper industry is often called one of the marvelously fast-growing businesses of our country. From practically no production 50 years ago, we have now reached a total consumption of 150 lbs. per capita. The annual rate of growth is now about 11 per cent. The service that paper performs is an indication of its indispensability. About 43 per cent is used for printing and business records, and about 38 per cent as containers—wrapping and packages for food and commodities. These figures cover U. S.-made paper only, and when we note that nearly all of our importation is print paper, the percentage used for print becomes larger yet. More than 85 per cent of our paper is used for these two purposes.

Now the textile industries are entering the field as competitors for the supply of cellulose furnished by woodpulp. The new artificial silk has grown in a few years to an annual production of 60,000,000 lbs., taking tens of thousands of tons of sulphite pulp. This, considered beside the 7,000,000,000 lbs. of cotton annually grown and used, indicates the size of the market for textiles.

The total value of paper and its remanufactures is also a clear evidence of the economic need they fill and a true measure of their importance and future. The value in 1920 was $3,146,740,000. We need and must have these products or we would not be willing to pay this sum for them. When it is still further known that the total volume of wood required to supply this large service is only about 5 per cent of our annual total consumption of forest trees, the case becomes still stronger for growing pulpwood now where it grows best.

Actually, but 2.36 per cent of our domestic draft upon the forests goes into paper. We import now about 51 per cent of our total paper consumption, either as pulpwood, woodpulp, or paper. Sixteen years ago we imported but 32 per cent.

Let us make that a little more definite—looking at the publisher's primary concern—newsprint. This grade of paper, one year after another, runs very little more than 30 per cent of the total paper tonnage — seldom that much. Apply simple figures to that. Call all of the trees cut in our forests, burned, or otherwise lost from the forests, "40 trees." Then, domestic cut of pulpwood gets one of those 40 trees, or even less. Newsprint gets only one third or less of that tree! Newsprint, or at least mechanical pulp, puts more of the tree into paper than does any other kind of paper, and gives more actual type space from the volume of original tree consumed than other papers do. This item becomes technical, but it can be shown clearly from the technical facts.

In the face of these facts, "supine" is a convenient word to describe the usual attitude of the newspaper publisher when he has been made the scapegoat for the destruction of our forests. He has generously published the attacks made upon himself and his fellows and has freely printed the urgings of conservationists and near-conservationists who have asked him to quit wasting the forests so speedily. The real facts are the proper answer.

The actually small part of the total forest drain due to all paper manufacture serves vital social and economic needs. Paper may be classed mainly as a "container material." About 43 per cent of all paper is used to contain our printed word and business records. About 38 per cent is used to contain foodstuffs and other commodities. Our heavy imports are practically all print papers.

A correct measure of the economic service rendered by paper may be gained by learning how much value is produced by paper-use of forest materials. The U. S. Census tells us that paper and its remanufactures are valued at $3,146,740,000. This gives the industry fourth rank in value of products among the 14 "general groups" noted in the census of manufactures. Let us recall that only one tree out of 40 in our annual U. S. forest drain goes to this production of economic service, and that, did we get it all from our own forests, but one tree in twenty would be turned into paper. Further, the fact of our heavy dependence upon outside forests makes evident the strangle-hold that another nation can take on United States activities by shutting off our supply. Of course, in times of emergency, more of our own forests would be turned to paper manufacture. This was illustrated in 1920, when, during a shortage of newsprint and other papers, a number of high-cost mills which had been shut down resumed operations in a seller's market.

Against the economic value of paper and its remanufactures, let us place the record of the "sawmill route." Lumber and its remanufactures, which used more than 8 times as much U. S. timber as was used from all countries to produce paper for the United States, was fifth in rank among the 14 "general groups," with products valued at $2,429,513,000. The actual industrial return per billion board feet of timber used shows a 10 to 1 advantage for the "pulpwood route."

It must be perfectly obvious that we can afford to grow pulpwood as a nation, if we can afford to grow forests at all. We are already well started in a program of trying to do just that, and the time to do something effective about the future of pulpwood is when the plans are being made nationally for forest extension.

Government business enterprise has as good a right to look ahead to the probable markets as private business does to its markets. The rapid growth of paper use, which is found to be 11 per cent annually, is full assurance of demand. The high economic service and the corollary higher refinements of manufacture that are given to trees that go into pulpwood assures the ability of the industries to absorb the increased cost of stumpage that inevitably follows on the greater cost of new-grown stumpage over the new virgin timber which controls present stumpage prices.

We have the additional fact that no

other source of pulp other than wood has yet come commercially out of all our research. In short, wood has no competitor for producing cellulose in the form of pulp. On the contrary, instead of any visible reduction in the demand for trees to produce pulp, new demands have arrived.

Considering the other and larger user of trees, the "sawmill route," there is a marked decrease in per capita demand and use. This was well shown by a former article entitled "Minerals are Saving the Forests" (EDITOR & PUBLISHER, April 18, 1925, pp. 74-75). Mineral use has grown seven-fold while population doubled and food kept pace with population, and lumber decreased from 525 board feet per capita to less than 300 board feet annually. This took place during the period of greatest industrial expansion, accompanied naturally by the greatest period of building known.

This is mentioned solely to point out that the actual markets for some uses of timber are on the decline. Therefore, the stumpage market for those uses is lessening relatively fast. When the further fact that is considered—prices of stumpage to supply this structural timber are still in the control of virgin timber supplies, and not in the control of new-grown timber, it becomes clear that stumpage markets for structural timber may easily be much further curtailed.

To return to the Weeks Act, its purposes and its results. We have about $2,000,000 yearly to expend under the Weeks Act appropriations program at present. In the past the bulk of the appropriations have gone almost entirely South. This is not a sectional or political matter. It is not intended to suggest that patronage has entered it at all. The simple stubborn fact alone is offered that where the mills and the industry are, there the forests have had only about one-fifth of the forest acquisitions. The whole question of all national forests and our expenditures on them and the returns obtained is more or less involved in any study. But the Weeks Act alone, an act that really came out of the loss of New England forests and was authorized finally under the power of the Federal Government to police and protect headwaters of streams, is the instrument that can do more for pulpwood futures than any other phase of our tree-growing business.

FORESTRY BUDGET URGED

R. S. Kellogg Presents Suggested Estimate to Gen. Lord

R. S. Kellogg, chairman of the National Forestry Program Committee, urges the following forestry budget in a statement he has presented Gen. Herbert M. Lord, Director of the Budget:

Project	Amount Requested 1926-27	Appropriations 1925-26
Forest Purchases....	$3,000,000	$1,000,000
Cooperative Forest Protection	1,500,000	660,000
Aerial Fire Control	50,000	50,000
Fire Weather Warning service	20,000	Not to exceed 4,000
Cooperative Distribution Forest Planting Stock	100,000	50,000
Cooperative Farm Forestry	100,000	50,000
Blister Rust Control.	350,000	348,280
Protection unappropriated Government Lands	75,000	Not to exceed 4.000
Specific Forests Products Investigations.	332,000	126,000

DALLAS NEWS SPANS 40 YEARS

Fifty-six Page Edition Issued to Celebrate Anniversary

The *Dallas News* on Oct. 1 issued a fortieth anniversary edition of 56 pages. A large part of the edition was devoted to the paper's career, from its founding in 1885.

Headed by G. B. Dealey, president of A. H. Belo & Co., which until a few years ago also published the *Galveston News*, the parent paper, antedating the Dallas News by many years, the company has fifty employes in its service 21 years or more. Mr. Dealey's years of service number 51.

DAILY'S WHITE-SWEATERED MARCHING CLUB WINS PRIZE



This is marching club of the *Hibbing* (Minn.) *Daily Tribune*, which recently won first prize for the club making the best appearance in the parade preceding the dedication of the half million dollar memorial building erected to Hibbing's soldier dead. R. W. Hitchcock, owner and publisher of the Tribune, James G. Early, general manager, and George Fisher, managing editor, marched with the Tribune force.

DUPUY HONOR GUEST AT N. Y. AD CLUB

Owner of Petit Parisien Says Diplomats Share the Goodwill Between Advertising Men of United States and France

Senator Paul Dupuy, owner of the world's largest daily newspaper, *Le Petit Parisien* of Paris, host two years ago to many American advertising men visiting his city, was guest of honor Oct. 2, at a luncheon at the Advertising Club of New York, of which he is an honorary member.

He made a point of declaring his belief that the good will existing between the advertising men of the two countries was shared by the diplomats at and following the debt funding commission meetings in Washington, which he had attended.

"We leave the United States not only without any bitterness, but with an earnest feeling of esteem and sympathy toward the men with whom we have been negotiating," the Senator declared.

"They have done their best and have shown perfect good will. And on our side we went the limit."

The Paris publisher began his address by thanking the members of the advertising club for his election as an honorary member. He was introduced by Paul Meyer, owner of *Theater Magazine*, and a club director. Charles C. Green, club president, presided. Andre Geraud, who writes for *L'Echo de Paris* under the pen name of "Pertinax," was also present and spoke briefly.

Senator Dupuy's speech follows in part:

"We have just been spending some days in Washington in order to settle the French debt. We could not reach a final agreement, but it was a very difficult impassé, on account of having to bring together two so different public opinions.

"Nevertheless, great progress has been made and a foundation laid on which future settlements may be built up.

"The negotiations are not broken off—not even interrupted, and I have no doubt that in the very near future an agreement will be reached upon a solution, satisfying to both countries."

C. King Woodbridge, president of the Associated Advertising Clubs of the World, in a short speech, expressed the sentiment that "business co-operation would set the standard of harmony among nations."

Others at the speakers table included: C. C. Charles, former president of the club; James Wright Brown, publisher, EDITOR & PUBLISHER; Herbert Houston, president of the Cosmos Newspaper Syndicate; Jesse H. Neal, secretary of the Associated Business Papers, Inc., and Earnst Bourdin, New York representative of *Le Petit Parisien.*

BRISBANE PREPARES A RETAIL AD

Editor Gives His Ideas on Copy Writing for Department Stores in Advertising Club Talk—Suggests Recipe for Success

Arthur Brisbane, editor of the *New York Journal* told how to prepare a retail advertisement in an address, Sept. 25, before the retail group of the New York Advertising Club.

He formulated, he said, his recipe for successful retail copy writing 25 years ago when he prepared a full page advertisement for Macy's, New York department store, which is still used frequently by that establishment.

"Nathan Straus and his brother Isadore," he began the story, "were in those days having a hard struggle. They had just laid the foundation principal on which their success has been built—the idea of cash payment, which would allow at the same time certain advantages of a charge account, the deposit system.

"Nathan Straus had been writing the advertisements himself, but the response was slight. The two merchants needed the money badly which they could borrow from customers at 4 per cent, instead of paying 6 to the banks.

"One time I was in the store, and Straus asked me what I thought the trouble was with his plan. I asked him to show me his advertising on it, and he did. Let me tell you it was the maximum of badness.

"'All right,' I said to Straus, 'Let me prepare you an advertisement on this, just to show you. You needn't put it in the Journal, if you don't want to.'

"Well, I did lay out the ad. Across five columns I put a picture, to illustrate the Bible text: A fool is wiser in his own conceit (opinion) than seven wise men.

"Then beneath I told in the simplest baby talk, the advantages of the Macy system—something like 'while you work for money, let your money work for you.' It is true, you know, that it is impossible to exaggerate the stupidity of the public."

"'But,' Straus objected, when I showed him my copy. 'So much space for a picture.'"

"Then, I answered, and in explaning my idea formulated the recipe for advertising writing which I have repeated many times since.

"Effective advertising must do five things:

"It must be seen.
"It must be read.
"It must be understood.
"It must be believed."

INDIANAPOLIS NEWS ADVERTISES RADIO

Daily Running Eight Institutional Advertisements, Totaling 6,000 Lines to Aid Sales of Local Dealers

Without direct support from local or national radio dealers, the *Indianapolis News* is conducting an advertising campaign in its own columns to promote radio.

A series of eight advertisements have been prepared to run eight weeks, making a total of 6,000 lines. The copy, institutional in character, concludes in each case with the statement: "The Indianapolis News publishes this for you and for the advancement of radio." "We are not using our columns for this campaign with the intention of producing so great a demand for radio in the abstract that the dealer may relax and curtail his own copy, depending on this campaign to do for him what he should properly do for himself," said Frank T. Carroll, advertising director.

"But we do expect to accomplish for the dealer with this campaign some things that he cannot do for himself. He is faced daily with the necessity of producing a direct and profitable return from his space. This has a tendency for him to cut down space to the minimum to reduce costs and to crowd it full of copy, usually featuring prices. There is little room left for the institutional copy.

"Aside from the advancement of radio, the News has, of course, a utilitarian purpose in running this advertising—to attract additional radio copy from dealers who see and appreciate the effectiveness of the campaign and who wish to be tied up with it. Aggressive personal merchandising of the campaign has been done through the enthusiasm of the local and national advertising staffs. Results so far have been extremely encouraging."

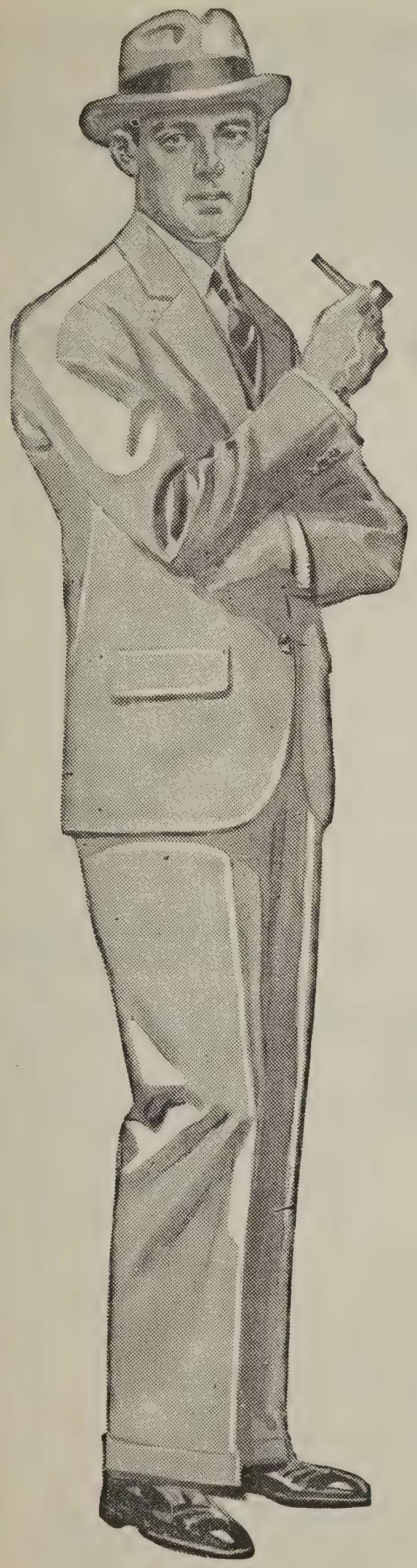
Each advertisement plays up the statement: "Radio—enjoy it—love it—thrill to it—you needn't even try to understand it."

Other general promotion ideas are brought out in the text, which is illustrated. Thus one advertisement in the series runs under the head "Dance music, while it is still new," and reads:

"A new dance hit comes out and starts a million feet to twinkling to its cadences.

"The newest dance music! New today in Atlantic City, and Walla Walla, new today in Miami and Seattle! No need to wait until by devious channels the newest music reaches you six months late. Radio brings it to you now.

"Today's hit is forgotten a few weeks hence. Know today's newest dance music while it is still today."



Men, Too, Make The Detroit News Their Buying Guide

50,138 Inches of Men's Wear Advertising During 8 Months!

59% of Detroit's Total Carried by The News, Two Other Papers Dividing the Balance

Few advertisers are more careful in checking results from advertising than those dealing in men's wear. It is very significant to note that in this classification The News' lead assumes overwhelming proportions, publishing practically three times as much men's wear advertising as the second medium!

There are many reasons for the greater responsiveness advertisers experience through The News. They find in The News a unique opportunity to cover America's most prosperous population through a single medium at a single cost.

The News thoroughly covers the homes in Detroit and the local trading area with twice the circulation of the second advertising medium! No newspaper in any city of Detroit's size or larger, offers such thorough blanketing of its field. Add to this concentrated circulation, the reader interest and good will enjoyed by The News, and you have every reason for its unequalled popularity. In sports topics, even as in features appealing exclusively to women, The News ranks supreme. Men find a host of interesting articles and special features to enjoy at all times. No Michigan newspaper publishes as many by as well known writers as The News.

Take advantage of this greater reader interest and superior circulation of The News. Reap the added benefit of advertising in a medium whose intrinsic merit is evidenced by an overwhelming lead in practically every classification of selling advertising. Many other advertisers find confining their advertising exclusively to The News the ultimate in economical selling.

The Detroit News

Greatest Circulation Week Days or Sundays in Michigan

REPORTER-SLEUTH BREAKS TRAIL FOR COPS

First Hand Investigation of Stories Is Newspaper's Duty To Public, Says Herbert Mayer, Who Digs Out His Own Facts—Has Record of Solved Crimes In New Orleans and New York

By EDWARD R. CHURCHILL

NEVER manufacture a theory but let the facts make one.

Never accept what appears to be the obvious.

Lead the police, don't follow them.

Never hit a news source once, but keep beating over the ground for new angles.

Everyone who speaks has a motive—possibly to outwit you.

Everyone you meet is using his head—use yours.

These are the maxims given the aspiring investigating reporter by Herbert Mayer, who has spent 16 years digging about behind the scenes in Louisiana and in New York City.

Mayer is the enigma of New York newspaperdom. The usual procedure, when out on a story, is for all to work together, and to share equally.

Mayer, like Kipling's cat, walks by himself, and, measuring him from his achievements, sometimes runs.

He has ruffled the feathers of a great many of the profession's peacocks by never appearing on the scene of the tragedy until his newspaper has gone to press with a first page beat. On numerous occasions, some 48 hours after the work was done, word has filtered along the journalistic highways and byways that "it was Herby."

On instances almost too numerous to mention, Mayer has been having lunch with, or has been closeted in the rooms of the protagonist of a lead yarn while the hungry mob has shouted vainly outside.

Mayer is silent. He is pensive. He seems to blend into a greyish background and one seldom is aware of his presence.

Then he is not the emphemeral worker but a romantic sort of person who sees in his newspaper a weapon for right. He feels it is filled with a sympathy for the oppressed and a relentless hate for the wrongdoer.

He cocks a graying head on one side, tries exceptionally hard to get a twinkle out of his eyes. He is slight of physique, and not tall. He looks, as a re-write man chronicled after one of his escapades recently (he gets into print now and then)—very much as if the world is "full of fun."

"Newspapers which fail to make their own investigations in order to uncover matters in which the public has a real and righteous interest fall short of their duty," he says, in justification for his digging methods. "The press of today has received the same mantle of chivalry carried by the knights of old.

"Without exposure of conditions of corruption and darkness they will continue to exist indefinitely. It is not hard to imagine what would happen if reporters spent all their time running back and forth from their offices with their hands full of press agents' copy.

"Naturally, the newspaper depends on its reporters for its investigations. The youngster of today has to be wide awake and he has to fight for his news if he expects to accomplish anything worth while. He cannot rise above the stature of a messenger boy if he accepts everything at its face value.

"It's hard to tell anyone how to handle a story. Every yarn breaks differently. But there are general rules, often overlooked by the oldsters.

"Naturally, a man must have a theory if he is about to investigate. But a theory without facts to support it is like an automobile without a motor. It won't get one anywhere.

"In dealing with the police, remember that they are not newspaper men. In many cities, too, news of crime is suppressed because it reflects on the department. Don't read the police blotter and then come into the office. Visit those involved.

"If the police fail to act when you think action is warranted, take the matter up with the district attorney. Don't wait for the law to move—move it.

"Don't forget your routine coverage of news which has happened, or is happening, as you search for more news to break. But when you have done this, follow your own ideas to the limit.

"Last of all, be observant to the extent that you will recognize a thread in a story when others have taken it for granted and have passed on to other things."



Herbert Mayer

Mayer has lived up to his maxims.

Born in Texas, and educated there, in part, he moved to New Orleans. He finished high school and one day dropped in to have a chat with Marshall Ballard about something to do, he explained.

Ballard, at that time, had assumed the managing editorship of the *New Orleans Item.*

The managing editor explained, shortly after signing Mayer up, that a newspaper was a powerful weapon, and that its writers were "dealing with a man's life, his character and his pocketbook."

"It is cowardly to use the great power of a newspaper to lay bare scandal which can have no public interest, or to be a snooping, sneaky second story man merely to excite the baser emotions of the low reader," he said.

"Upon the other hand, it is the duty of newspapers to expose wrong, to oppose fraud and to clamor without stint for the accomplishment of things beneficial to the public welfare."

Mayer took the advice into his heart and his head.

He remembers his first work with these words still ringing in his ears. He covered the Algiers and Gretna districts of New Orleans, which included a district known as Jefferson Parish. The Parish was under the control of a group of thugs headed by a sheriff with the demeanor of a czar. Gambling, drinking and vice indulgences were but a few of the evils in the district.

The youthful reporter, his face and hands dirty, his clothes torn, his intoxication simulated, invaded the district. The printed results were so effective that the district was cleaned thoroughly, but for a long time afterward, he advanced cautiously through its streets with an armed guard at his side. On one occasion he dodged bullets in a wild trip across the Mississippi to out-distance some of the thugs whom he had "offended."

He was promoted to police reporter soon after. This meant headline stories for him. But an administration opposed to the Item was in power.

Outside tips were his only means of getting news before the other newspapers printed it.

"The inspector had made some sort of remark about knocking my block off," explained Mayer, apologetically, "and as he weighed 240 pounds I didn't attempt to see whether he was joking."

The war was hot and heavy and Mayer finally enacted the role of the man who laughed last.

The body of a man was found floating in the lowlands and furnished the climax, revealing, perhaps, the most dogged piece of work the police reporter ever attempted. Mayer and Max Cressy, another police reporter, followed the body to the morgue. They found the initial "R" on an undershirt, and found friends on the police force who loaned them a message book from which they listed the names of all persons who had disappeared whose last names began with "R."

The third visit revealed the anxious wife of a jeweler, who climbed into a car and went to the morgue. There she identified the body. The Item had beat Number One.

While the chief and the opposition were still up in the air, the men took revolvers and flash lights, exploring every hut and shack near the lowlands. In one they found a letter, congratulating the receiver on having dodged the guillotine in France for the murder of a woman.

They summoned detectives, lay in wait, and when three men entered the shack they were taken. They were so surprised they confessed. Two of the three were hanged for the slaying of the jeweler. The confessions, with the arrest, went exclusively to the Item and the police inspector capitulated.

Observation brought Mayer a story which resulted in congratulations from Count Von Bernstorff. The yarn swept the nation and the world—it was the story of the attack of the *H.M.S. Baralong,* flying an American flag, on a German submarine, resulting in a loss of the underseas boat and most of those on board.

Communication and transportation in and out of New Orleans had been severed. Mayer saw several men walking down the street as he went out to lunch, while managing editor of the *New Orleans American.*

They carried suitcases and since they could not be going anywhere, and apparently could not be coming from anywhere, Mayer's reportorial instinct got the better of him. Questions followed, he had lunch with the men, and the American broke a story which, because of its stark realism and brutality shocked the civilized world.

They had come into New Orleans on a small boat which had picked them up and were survivers of the ill-fated sub. For his work on this story Count Von Bernstorff, American Ambassador from Germany, sent Mayer a letter of thanks on the black eagle stationery of the German embassy.

Mayer served on the Mexican border as a lieutenant of infantry. Later, he spent five months in first line trenches of the St. Die sector during the World War.

He has been a re-write man on the *New York American* and a reporter on the staffs of the *Daily News* and *Daily Mirror,* both tabloids.

During his several years stay in New York, he has received credit for his work in the news columns of his papers and his photograph also has been printed.

He carried the town a full 24 hours on the recovery of the body of a 12-year old lad, shot to death in a Richmond Hill swamp by first picking a theory and then following it through.

He obtained the conviction of a physician on a charge of operating illegally.

He recovered the body of another child, also working on a theory overlooked by the rest of the pack, together with a clue or two.

In each case, he was in close touch with the principals of the stories while the men who worked together were standing just on the borderline, wondering what would happen next.

These are a few of the chalk marks on Herbert Mayer's score board.

"LET THEM PAY FOR IT"

Columbia (S. C.) State Comments Editorially on Press Agents

"Why Not Let Them Pay For It" was the title of the following editorial hitting press agents in the *Columbia* (S. C.) *State* recently:

"No check has been made to ascertain precisely how many South Carolina newspapers donated to a Chicago mail order house two to three inches each of advertising under the guise of news, but the number of papers so complaisant as to publish free a two-paragraph 'hand-out,' announcing the appointment of 'crop observers' for the 'agricultual foundation' maintained by the catalogue concern is considerable—and surprising.

"Some of these same newspapers often implore their readers to 'trade at home,' rather than patronize mail-order houses or 'bell ringers.' Some editors even decline to admit to their columns on any basis material designed to promote dealing with the Chicago parcel post houses, on the ground that interest and sentiment alike constrain them to stand by the home merchant.

"Why not let the mail order gentry at least pay their way? If newspapers themselves cheapen their space, how can they expect business men to appraise it highly?"

BLOOMINGTON BULLETIN SOLD

W. Kee Maxwell, Former Akron Times Owner, Buys Illinois Daily

BLOOMINGTON, Ill., Oct. 5.—W. Kee Maxwell, Akron, O., who last spring disposed of the *Times* in that city, which he had published since 1916 in association with Ross F. Walker, of Peoria, Ill., has purchased the *Bloomington Daily Bulletin.* The change was effective Oct. 1, Mr. Maxwell taking over the interests of Graley & O'Donnell. Burnett K. Maxwell, son of the Bulletin's new owner, will be associated with his father in the business.

The Bulletin is in its 44th year, and has long been operated by the Braley-O'Donnell interests. Since the death, several years ago of Theodore A. Braley, his widow held his interests, the active management of the plant falling upon James F. O'Donnell, who began there as a reporter 39 years ago. In 1899 the Bulletin absorbed the *Daily Leader,* which was established in 1863. The *Sunday Eye* was acquired in 1900, after 22 years' existence. Mr. O'Donnell will remain in Bloomington, it is announced.

Mr. Maxwell was born in McDonough county, Illinois and was editor of the *Peoria* (Ill.) *Transcript,* from 1910-1913 and editor of the *Peoria Journal* from 1913-1916, when he purchased the Akron Times.

Roberts Returns to Paris Oct. 17

Elmer Roberts, head of the Paris office of the Associated Press, who came to this country with Finance Minister Caillaux to cover the debt parley, will return to his French post Oct. 17, on the S.S. Paris.

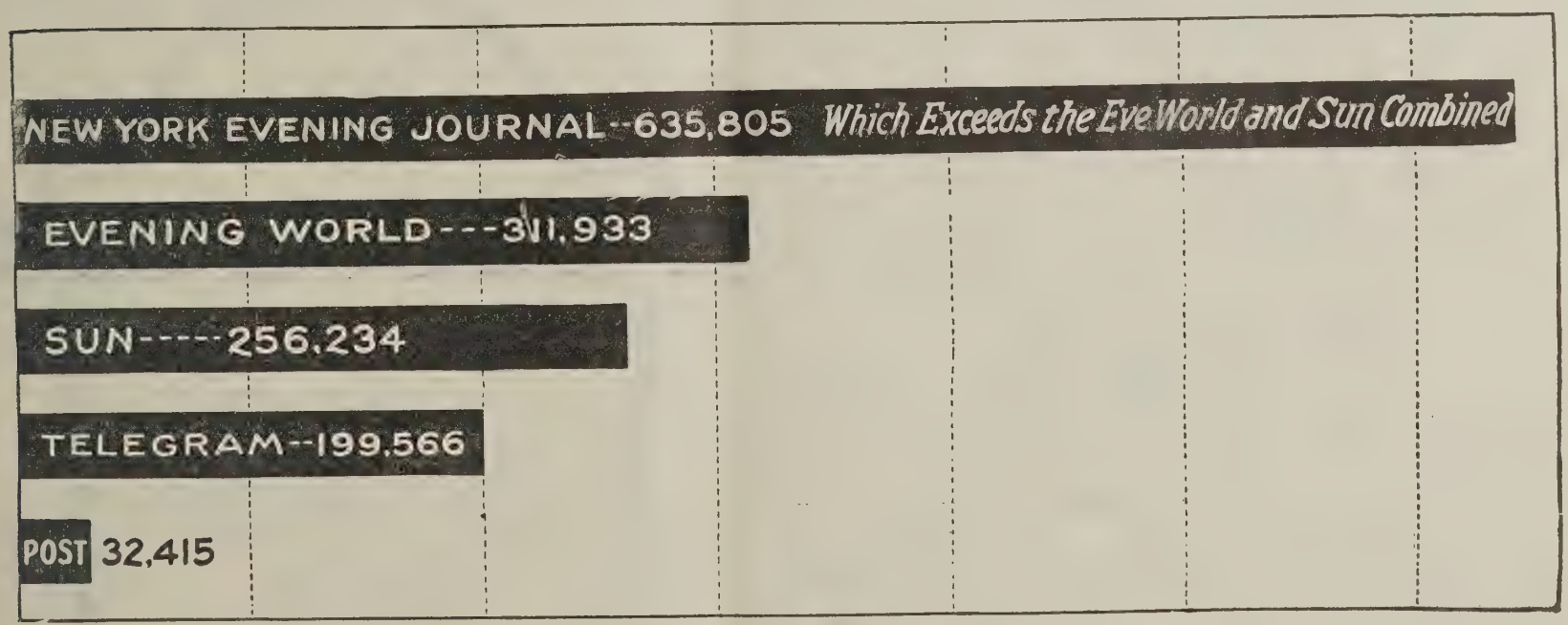
635,805

Average daily net paid circulation of the

NEW YORK EVENING JOURNAL

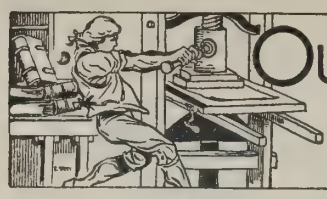
For the Six Months Ending September 30th, 1925

Evening Journal Exceeds Evening World .	by 323,872 Copies Daily
Evening Journal Exceeds Evening Sun . . .	by 379,571 Copies Daily
Evening Journal Exceeds Evening Telegram	by 436,239 Copies Daily
Evening Journal Exceeds Evening Post . .	by 603,390 Copies Daily



The Average Daily Net Paid Circulation of the Evening Journal for September was

677,199 Copies a Day—and at 3c a copy



Our Own World of Letters

By JAMES MELVIN LEE

DOUGLAS FREEMAN, editor of the *Richmond News Leader,* begins in *Scribner's Magazine* for October "Robert E. Lee and the Ladies." In this article for the first time one catches the lighter side of the Great Chieftain of the South. Such a human touch has escaped the 20 or more biographers who have written about Lee. Mr. Freeman has not added the touch for it is found in the letters which he reprints.

For more than ten years Mr. Freeman has been making a special study of the life and character of Lee. In 1914 he edited Lee's Dispatches. Previously he had edited "The Calendar of Confederate Papers." Among his honorary degrees is that of LL. D. from Washington and Lee. Since 1925 he has edited the News Leader and since 1922 he has been one of the owners of that paper.

In the November number of Scribner's he will continue his chat and tell the story of Lee's feminine correspondence from the outbreak of the Civil War until Lee ceased to be president of Washington College because of his death.

* * *

TWO editorials in the *World's Work* for October ought not to be skipped by newspaper men. The first, partly technical and partly historical, takes up "Five Centuries of Typography." It closes with a word of warning for the schools for printers such as those at Indianapolis and at Pittsburgh.

The second editorial is headed "A Unique Western Newspaper." It describes the *Enterprise,* published at Livingston, Mont. By exact count Livingston has 1,304 homes. In that town are circulated 1,279 copies. In other words, only 35 homes in the community do not get the Enterprise. Most of these are occupied by people unable to read English.

How L. E. Flint, editor, has successfully marketed his paper through a definite editorial policy is thus given in the editorial:

> He (Flint) has simply refused to print anything in his paper that makes parents uncomfortable when they see it in the hands of their children. He does not print any police court news at all. He prints no news of local criminal trials until a defendant has been pronounced guilty. In these cases, he then prints all the essential facts. In other words, Tom Jones or Jim Smith gets no notoriety for being arrested. But if either of them is convicted, the community is told.

Other papers are adopting an editorial policy similar to that recorded in the last two sentences of the quotation.

* * *

ANOTHER practical booklet in "The Journalism Series," put out by the University of Missouri School of Journalism, bears the title "Journalism Week, 1925." It contains more worth while material about editing and making newspapers than is found in many a volume of cloth binding. It may be obtained upon application to Dean Walter Williams, School of Journalism, Columbia, Miss.

The bulletin opens with "Journalism as a Public Service" by Marcellus Elliott Foster, president and general manager of the *Houston Chronicle.* Mr. Foster insists that newspapers not only should print crime news but must print it. In answering the question "What about the Bible?" he says:

> It starts with temptation and evil in the Garden of Eden. It describes the son of Adam killing that son's brother; it tells of old Noah getting drunk; of the thousand wives of Solomon, and there is nothing more graphic that has ever been printed in a newspaper than the story of the death of Absalom and the crimes that led up to it. Debauchery of sister by brother, murder of brother by brother; war of son upon father; the terrible death of the son while fleeing from a father's wrath.

Later on Mr. Foster reminds the reader that while there are stories of crime in the Bible they are always told in a manner to warn. He makes the same observation regarding similar stories told by Dickens, the novelist, who incidentally was one of the world's greatest reporters.

James Thomas Williams, Jr., editor of the *Boston American,* in his contribution "The Profession of Journalism" outlines the opportunity and the obligations of American newspapers.

Lewis Craig Humphrey, editor of the *Louisville Post* discusses "Getting at the Truth." He, too, touches upon the subject of crime in the press, mentions the committee appointed in England to consider the subject, and express this opinion:

> I boldly affirm that each newspaper should print quite extensively the news of crime in its home locality, and perhaps all over its own state. But the publication of news of crime from all parts of America may easily be overdone.

Elbert H. Baker, President of the *Cleveland Plain Dealer,* under the head "Modern Tendencies in Journalism" startles the reader with his observation, "Blessed be the critics of our newspapers." He believes that criticism whether constructive or merely destructive is "a wholesome rebuke to the pride which goeth before a fall or to that smug self satisfaction which is an effectual bar to progress." He makes this observation about editorials:

> There is today a greater editorial page than ever before, less bitter, less personal than that of old, but with a riper thought, a finer diction, a greater sincerity and honesty of purpose.

The next feature is "Freedom of the Press" by Harry B. Hawes. As this feature has been already published in pamphlet form and reviewed in some length in this department it may be passed over without further comment.

Walter M. Harrison, managing editor of the *Daily Oklahoman and Oklahoma City Times,* answers the question, "Does a Fighting Editorial Policy Pay?" He gives interesting answers by many fellow editors but before so doing he inserts the following:

> Adolph Ochs, publisher of *The New York Times,* recently was quoted as making the statement that the first duty of a newspaper is to make money. I agree with him. You cannot be both owned and free. If you are not making money, you owe money. If you are in debt, the bank, the gas company, the cotton mills, the steel crowd or some other power rings a bell and you answer. And so the first duty of a newspaper is to make money in order that it may be absolutely free to champion the causes based on moral and principle, on which every enduring newspaper success is established.

Mr. Harrison has performed a real service in getting together so many answers to one of the most important questions relating to modern journalism.

Burt P. Garnett of the Editorial Research Reports of Washington, D. C., emphasizes the importance of investigators to supplement the work of reporters.

Roy Harrison James, cartoonist of the *St. Louis Star,* chats about "The Cartoon and the Newspaper." After explaining what is meant by "cartoon" he takes up editorial cartoons and comments as follows:

> Editorial cartoons vary in styles and technique. All are good if they get the message across. There are two larger classifications—the detailed, many-labelled, and ballooned type, and the simple direct expression of one idea with few or no labels and balloons. Personally, I prefer the simply drawn one-idea cartoon with very few labels, if any. It is strong, arresting and effective. It delivers its message with one punch. The other type, to my notion, does too much shadow boxing before registering.

Contributions by Walter Stowell Rogers, American Member of the World Conference on International Communications; J. H. Furay, vice-president in charge of foreign services, United Press Association; and Chester R. Hope, editor of Universal Service, New York City; make up the section headed "International Problems"—one of the most important sections in the bulletin.

Another section is devoted to "Book and Magazine." Represented in this section are Llewellyn Jones, literary editor of the *Chicago Evening Post;* Joseph S. DeRamus, associate editor of the *Rock Island Magazine;* J. W. Hudson, author; Edward B. Garnett, Sunday and magazine editor of the *Kansas City Star;* Miss Marjorie Barrows, assistant editor of *Child Life,* Chicago; Mrs. Ida Migliario, editor of *Household Magazine,* Tokepa, Kan.; Arthur Frederick Kollick, *Kansas City Star;* and Hugh F. Grinstead and Mrs. Amy Barron Leonard, who are short story writers. Space permits only this comment by Mr. Jones about the common fault in book reviewing:

> Many young reviewers do not review the book but simply the ideas which the book embodies. Thus they will take a book on socialism and instead of telling whether it is a good or a bad presentation of socialism they will review socialism itself, and tell us what a terrible thing—possibly—socialism is. But after all, the readers of a literary review probably have their own ideas as to whether socialism is good or bad. When they read what purports to be a review of a book on socialism all they want to know is whether the book is accurate in its presentation of socialism and logical in its criticism of socialism.

The next section "The Small-Town Newspaper" includes brief chats on the subject by Clayton T. Rand, editor of the *Neshoba Democrat,* Philadelphia, Miss. A. H. Steinbeck, editor, *Union Republican-Tribune;* William E. Arthur, publishers' Auxiliary, Chicago; Charles H. Whitaker, editor, *Clinton Democrat;* and C. P. Dorsey, editor, *Cameron* (Miss.) *Sun.*

* * *

ANOTHER book to go on the advertising shelf after it has been reviewed a little more in detail is "The Language of Advertising" (Isaac Pitman and Sons) by John B. Opdycke. The introduction is by Percy S. Straus, vice-president of R. H. Macy & Co., Inc., New York City.

* * *

JAMES L. FRI in his book "Retail Merchandising, Planning and Control" (Prentice-Hall, Inc.) devotes considerable space to retail store advertising. He lays special stress on the necessity of co-ordinating the work of buyers of different departments not only as to the quality but also as to the policy of department store advertising.

* * *

STYLE books are so numerous that a new one seems scarcely worth editorial mention. But "A Deskbook of Style" (Collegiate Press, Inc., Ames, Iowa) by F. W. Beckman and Blair Converse covers a field midway between the pretentious text of book publishing houses and the short, incomplete style sheets put out by certain newspapers.

In the publication of the present manual the authors have had in mind the needs of journalism students in American universities, the staff of the collegiate paper, and authors of bulletins and scientific articles printed under the auspices of experiment stations. The text is admirably suited to the needs of these three groups. For the last of the three it meets "a long felt want."

For The Six Months Ending Sept. 30, 1925

the average net paid daily circulation of The Baltimore Sun (morning and evening issues) was

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814 —a gain of 1,783.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

The INDIANAPOLIS NEWS

FOR fifty-six years The Indianapolis News has given the women of Indianapolis all the news —editorially, the unabridged advertising of local merchants and the greatest selection of classified. Indianapolis women have the habit of reading and responding to advertising in The News.

INDIANA REPRESENTATIVE—
THE 100,000 GROUP OF AMERICAN CITIES

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

October 1, 1921..60,565
October 1, 1922..70,584
October 1, 1923..76,773
October 1, 1924..90,185

Now [Oct. 1, 1925] Over 100,000

NOW!
The Daily Courier-Journal (morning) and The Louisville Times (afternoon) lead the other daily combination by over 50,000!

The Big Sunday Courier-Journal

Dominant in Louisville—Kentucky—Southern Indiana—Northern Tennessee

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

ABOLITION OF PUBLISHERS' STATEMENT CHIEF TOPIC OF A. B. C. MEET

Question to Be Considered at General Sessions Next Friday—1500 Expected to Attend Week's Various Conventions

POSSIBLE scrapping of the publishers circulation statement looms as the most important topic up for consideration at the 12th annual convention of the Audit Bureau of Circulations, to be held next week in Chicago.



STANLEY CLAGUE

This major question will be presented to the membership by the bureau phrased as follows:

"Shall the publishers' statement be abolished, with the activities of the bureau confined to the annual audit report?"

First broached at divisional meetings, this topic, along with other minor problems on the calendar, will then be put before the general session of the bureau to be held Oct. 16, in the Red Room of the Hotel La Salle, with O. C. Harn, bureau president, presiding.

About 1,500 editors, publishers and circulation managers are expected in Chicago next week to attend various conventions of which the A. B. C. each year forms the nucleus. Activities of A. B. C. week will culminate Oct. 16 in the annual A. B. C. dinner at the La Salle, at which the chief speakers will be Postmaster General Harry S. New, former Gov. Frank O. Lowden of Illinois, Senator Arthur Capper of Kansas, and Henri Gagnon of *Le Soleil*, Quebec.

The Audit Bureau of Circulations, established in 1914, will celebrate the beginning of its second decade of service to advertisers, advertising agents and publishers with a birthday record of more than 1,900 members—the greatest membership in its history.

"Reservations from all parts of the United States and Canada are greater than ever before," said Stanley Clague, managing director.

The importance of the activities of A. B. C. Week, from Oct. 12 to 17, and the A. B. C. convention, Oct. 15 and 16, is stressed this year by the fact that the volume of national and local advertising is approaching, if it has not already exceeded, the billion-dollar mark in the United States and Canada, according to Mr. Clague. The conservation of these appropriations is the fundamental object of the bureau.

The A. B. C. convention will open Thursday morning, Oct. 15, in the Louis XVI room of the Hotel La Salle, with a joint meeting of all divisions of the bureau. After the formal opening members will adjourn to rooms assigned to various divisions, where problems affecting each division will be discussed and candidates for directors will be selected. Following the policy inaugurated last year, definite topics will be presented for discussion at these divisional meetings and recommendations asked for presentation at the annual meeting the following day.

Among other affairs scheduled for the morning meeting will be the nomination of directors to fill vacancies. The election will be a part of the afternoon session. Present members of the Board of Directors whose terms expire at the meeting, and who will be reappointed or whose successors will be named, are:

F. R. Davis, General Electric Company, Schenectady, N. Y.

Ralph Starr Butler, resigned, United States Rubber Company, New York (1 year).

B. H. Bramble, American Chicle Company, Long Island City, N. Y.

L. B. Jones, Eastman Kodak Company, Rochester, N. Y.

E. E. Taylor, Postum Cereal Company, Inc., New York.

W. K. Towers, Paige-Detroit Motor Car Company, Detroit, Mich.

W. W. Wheeler, Pompeian Manufacturing Company, Cleveland.

Advertising Agents: Walter Hine, Frank Seaman, Inc., New York.

Newspapers: Walter A. Strong, *Chicago Daily News*.

Magazines: S. R. Latshaw, Butterick Publishing Company, New York.

Farm Papers: B. Kirk Rankin, *Southern Agriculturist*, Nashville, Tenn.

Business Publications: E. R. Shaw, *Power Plant Engineering*, Chicago.

Other important gatherings to be held during A. B. C. Week include the annual meeting of the Associated Business Papers, Inc., opening at the Congress Hotel Oct. 13 and continuing until Oct. 15, with the annual dinner at the Congress Oct. 14. Three important national speakers have promised to attend.

The Inland Daily Press Association will meet at the Sherman Hotel Oct. 13 and 14. Two luncheons have been arranged. The directors of the association will meet at a dinner at the Sherman Oct. 12.

The Farm Food Conference, held under the auspices of the Advertising Council of the Chicago Association of Commerce, will open Oct. 13 in the Red Room of the Hotel La Salle. At a noon luncheon at the La Salle, Hon. E. T. Meredith, former Secretary of Agriculture and publisher of *Successful Farming*, will speak on "The Outlook for Increased Business," based on a recent comprehensive farm analysis. Delegates to this conference will participate likew in the A. B. C. dinner Oct. 16.

The Western Council of the Amer Association of Advertising Agencies scheduled a luncheon at the Drake H Oct. 15.

Other activities are: annual meet of Agricultural Publishers' Associa Oct. 15; Bureau of Advertising, Am can Newspaper Publishers' Associa meeting; a meeting of the members "The 100,000 Group of American Citi in the East Room of the Hotel La S Oct. 14.

The Central States Circulation Ma gers' Association will hold a one- meeting at the La Salle Hotel Oct.

INLAND PROGRAM COMPLETE

Directors' Dinner to Open Three D Chicago Meeting

The Inland Daily Press Association h prepared an exceptional program for October meeting to be held at the Ho Sherman, Chicago, Oct. 12, 13, and It will start with a directors' dinner Monday evening.

President George D. Lindsay of t *Marion* (Ind.) *Chronicle*, who has b in Florida, is coming north for the s sion. At the directors' meeting repo of committees will be considered.

With President Lindsay in the chair t Tuesday session will open at 9:30 A. to hear the president's and secretary's r ports and that of the committee on r organization of the Inland. Other co mittees to report include, Cost Findi Income Tax, Postal, Labor, A. B. C., a Paper. During the afternoon R. S. K logg of the News Print Service Bure who has just toured the paper mills the country will talk and answer que tions.

A symposium of business manageme with S. E. Thomason of the *Chica Tribune* presiding, will be held on t morning of the third day. A half ho with past presidents will feature the afte noon session.





PARTIAL SUMMARY OF CONTENTS

Founding and Growth of Dallas, Covering the Period from 1841 to 1885.
Business and Municipal Growth of Dallas from 1885 to 1925.
Social Life of Dallas Forty Years Ago and Now.
The Old French Colony.
Styles of Architecture Prevalent Then and Now.
Review of Sports Popular in 1885.
Theaters and Players in Dallas Forty Years Ago.
Reminiscences of Frederick Warde on His First Appearance in Dallas.
Development of Parks and Playgrounds.
Feature on Early Day Gambling Houses.
Story of the Founding of The News.
Interviews With Original Stockholders of The News, Now Living.
Reproduction of First Editorial in The News.
Reproduction of Story Telling How First Issue was Printed.
Reporting the News Forty Years Ago.
Growth in Manufacturing in Dallas.
Dallas Police Department Forty Years Ago and Now.
Early Club Life in Dallas.
Coming of the Railroads.
Development of Street Railways, Telephone and Telegraph Services.
Early Colonization in Texas.
Dallas Banks of Forty Years Ago and Now.
Trinity River Navigation.
Cotton Diversification.

This issue is printed on extra-calendered paper and contains the most complete collection of Dallas illustrations ever compiled.

A Mirror for a Lady of Forty

The lady? An American city in the rare bloom of fresh maturity; standing expectant, alluring, vivid in the rich promise she discloses.

"The development of Dallas began," say the city's prominent citizens, "with the establishment of The News in 1885."

On October First The News published a special Anniversary Issue presenting in a most interesting fashion the history and development of the city.

It is a splendid record of deeds of enterprise close-crowded into a short span of years; a strikingly clear mirror of Dallas' many-sided life.

The whole course of American industry, which in older cities runs back whole centuries, is epitomized in the rapid career of this young municipality.

If you want to know what has happened in Dallas, and *to* Dallas, since buffalo hides ceased to be legal tender, write for a copy of this souvenir Anniversary Issue.

The Dallas Morning News

Supreme in Texas

WEATHER
RAIN—COOLER.
Forecast for western Pennsylvania—Rain and continued cool tonight and tomorrow.

THE PITTSBURGH PRESS

The People's Paper—Largest Daily and Sunday Circulation of All Pittsburgh Newspapers

FINAL LATEST STOCKS

FORTY PAGES. PITTSBURGH, PA., TUESDAY EVENING, SEPTEMBER 22, 1925 TWO CENTS

Passing Sh

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Pittsburgh Press Gains!

It is one thing to establish complete dominance in circulation and advertising of every kind and division; it is still another thing to continue to gain steadily after such supremacy has been achieved.

The Pittsburgh Press has accomplished both. Net paid average circulation of The Daily Press for six months ending October 1, 1925, was—

181,883

Net paid average of The Sunday Press for the same period was

233,377

The Pittsburgh Press blankets the Pittsburgh market and is the only medium needed to reach the dealers and consumers of this rich territory.

The Press, furthermore, has no near competitor. In 1924 The Press carried more than twice as much advertising as the next nearest paper. The Press is first in everything.

The Pittsburgh Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

WCAE TODAY'S PROGRAM

Appears on Page 28

Train Kills Autoist.

Alliance, O., Sept. 22.—Roland D. Kimblebine, Canton, was instantly killed when his machine was demolished by a passenger train near here last night.

the post so far have met with failure. The defeat reported by the French foreign office is the first major success which the French have recodded since the wild tribesmen of the Djebal Druse rose up in rebellion against what they term French domination.

unfinished portions of the Atlantic-Pacific highway through Huntington, Charleston and White Sulphur Springs will be completed speedily and the thoroughfare opened on Thanksgiving day, according to Herbert M Smith, secretary of the Huntington automobile club.

ance monthly payments.
Two months' steady work is offered union bricklayers at Sewickley.
TODAY'S CLASSIFIED ADS APPEAR ON PAGES 24, 25, 26, 27, 28.

Deyno, cashier of the First State bank of New Castle, closed by the state banking department a few days ago, has waived a hearing on charges of forgery and embezzlement made before Alderman T Hamilton.
He has been held for court under $7,000 bail.

TEMPERATURES.

Lowest													
Mean	67	68	68	69	72	87	68	67	66
Precip	.71	.01	.01	.01	.01	.21	.01	.01	.01

Midnight	54	8 a. m.	49
1 a. m.	53	9 a. m.	48
2 a. m.	52	10 a. m.	48
3 a. m.	51	11 a. m.	50
4 a. m.	50	Noon	52
5 a. m.	50	1 p. m.	54
6 a. m.	49	2 p. m.	57
7 a. m.	48	3 p. m.	58

pride' in 'the world today" said the Rev Dr B Frank White preaching last night on "The Judgment Day"
"Pride never gets anywhere with God and, of all pride, intellectual pride is the worst"
Tonight Dr White will speak on "Eternal Punishment."

HOME
RADIO CONDITIONS: Moderately good tonight. Some static. Little fading.

The Cleveland Press

HOME
THE WEATHER—U. S. Official Forecast: Cloudy today; fair tomorrow.

NO. 14761 Entered at Cleveland Postoffice as Second Class Matter Under Act of 1879 CLEVELAND, THURSDAY, SEPTEMBER 3, 1925 PRICE TWO CENTS

SHENANDOAH WRECKED

WILB
FORE
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By United Press
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HAWAII

Search Pacific
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By United Press
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which for success
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rain showers.
Every resource
base is being use
for the PN-9-1.
The weather and
variable. At one
wind made the wa
the sea calmed a
at sundown.

LIFE IS R

Baby, Born Dead,
Fire Department

By United Press
LOS ANGELES
dead baby of Mrs.
was brought back
the rescue squad
partment.
The baby was
inhalator was app
and in seven mi
was breathing no
This makes the
the fire departmen
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OFFER PO

Cleveland Officials
to Disaste

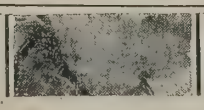
An offer to send
and firemen to t
Shenandoah wre
Thursday by Safet
Barry phoned t
and offered to sen
as are needed to
among the crowds
ered at the scene.

Dirigible Buil

By United Press
BERLIN, Sept.
and grieved ove
disaster," Dr. Hu
man dirigible bu
United Press toda
crew now belong to the immortal
pioneers of the air."

THE WEATHER

FOR CLEVELAND AND VICINITY: Generally fair tonight, Friday fair and cooler. Fresh to moderate winds, mostly west.
FOR OHIO: Fair tonight. Cooler in central and northwest portions. Friday



a. m. Monday. Due to fog, it could not land and it circled the field all day and until late at night before it could be moored to its mast.
The flight was abandoned, it was explained, because of the failure of two of its engines and also of the motors which operated her water recovery system.

Largest Circulation Ever Attained In Ohio

The net paid average circulation of The Cleveland Press for the six-month period ending October 1, 1925, was—

211,210

This is the largest total circulation ever attained by any newspaper in the history of Cleveland or of Ohio.

This figure represents a gain of 9,846 over the previous statement and a gain of 17,654 over the corresponding period of 1924.

The city circulation of The Press for the six-month period was 174,170, a gain of 8,346 over the previous statement and a gain of 16,946 over the corresponding period of 1924.

The Press has more than 65,000 greater city circulation than the morning daily paper and more city circulation than the other evening paper has total circulation.

The Cleveland Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

:D

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IDGE

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Thursday.
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reports

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JRED

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Shenandoah

Greenville, O.
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Allston, Mass.

N. J.

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ay Hills, N. Y.
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e, Ill.

C.
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unday.
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a course direct-
ind Dayton.
watching for
emerge drunk-

ia telephone op-
up, spinning on

T" IS
SHIP

One survivor told Wood he leaped and was saved when he saw that the crash was inevitable.
Another said he saved himself by leaning from a porthole and grasping the branch of a tree as the ship crashed thru the upper foliage.
In describing the flight of death that was pursued crazily thru the once quiet fields, Wood said the ship left three dead

In 1919 Lansdowne was the only American to make the flight from England on the R-34. The English had extended an invitation to America to have a representative on the trip, and the Ohioan was chosen.

COLUMBUS, Sept. 3—"Am losing my seat."
This was the last official word heard from aboard the fatal Shenandoah shortly before she fell near Ava, O.
The above was radioed to the signal depot at Fort Hayes by the radio operator aboard the craft at 5:20 a. m.

The Cincinnati Post

VOL. 90. NO. 63. WEATHER: PARTLY CLOUDY TONIGHT AND THURSDAY, POSSIBLY LIGHT SHOWERS, SOMEWHAT WARMER TONIGHT, CONTINUED WARM THURSDAY. CINCINNATI, WEDNESDAY, SEPTEMBER 9, 1925. 18 PAGES TODAY TWO CENTS HOME EDITION

CINCINNATUS COLUMN



this church. "W have folks join desire. What we do is to help pe with Jesus Chri live godly lives their fellowmen

This is a good ples for all churc to do with the qu try, or whethe created in seven the whale swallo to do with the m on the earth and it a better place should be the churches.

EA

A MAN kills Woods and his age, his addr his act.

And thus he from the earth to his eyes in th the park at the death

The earth sp "What a beautif before you stan goodness of Cre man, and enjoy you."

But he did not face away to look If men stopped t earth says to th of beauty they long their enjoy

PO

CINCINNATUS Tudor, the closing the cases who were suspec against whom th proof.

The prosecutin the conviction of complished their to make graft u Department he there is little ch department now be ceaseless vigi again shall there fection.

And it should to establish such Police Departme be no cause here man to say: "I h port my family."

PERFE

WILLIAM M years a teac College of Music played in the Sy

Nhem is Mr. say. "I have ha I am, I might sa What more is the

But Mr. Knox so much to learn his classes in th and his place in goes to Europe f of study.

Who is a w pupil of his teach

And the teacher man is he who h ne perfection. I better that whic done. Knowing perfection, he is when he has mu strives endlessly Knowing the in own work and na with the imperfec

All of which consideration of t who like to search unfortunate eno them

MO

TWO measures will be befo Jan

1: A measure levy

2: A measur wages of council manager plan.

The people sh measures, but at should vote for c they can entrust extra tax levy an increased wage.

It is the opin that nine candida ray Seasongood the Citizens' Cha the candidates w this confidence.

PAR

THE PARADE the other day was, comparative poral's guard of of the city. Scar out to march in parade on July 4

Concerning wh "The people are that has to do wi

And another sa longer care to walk long distances."

To the mind of Cincinnatus there who fought in the WEF are still foo close to it and its mud and its horror and its long marches to care much for marching to commemorate the war on a hot day.

And, in any event, the day of

WALKERS TO BE CURBED

as Pedes-
leeds

said last week

few days.
streets. About
, Copelan esti-

**L ROW
DLINER**

I Expected to
Nation

IE PROBED

to Investigate
harges

Sept. 9.—A trial
pes evolution case
s expected to fol-
artment's investi-
William Mitchell's
petency criminal
almost treason"
nd Navy Depart-

emotion from as-
rmy Air Service
s before a House
rted ready to re-

A. Nugent is or-
onio to get Mit-

s Foresees

bably will meet
Washington with-
will be public.
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ct is anticipated.
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sal can be recom-
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e president alone

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Congress

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y is the sole

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g on his charges
a court-martial,
they would ask
tigation.

PROBE

Shenandoah
art Soon

Sept. 9. — The
determine the
andoah disaster
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as quickly as
t Station, Secre-
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ive before it all
ed by the board
was sent to the
, as well as that

so that Captain
an dirigible ex-
e collapse of the
e reduction of
obably will be

NO FAKE

**So True Opera-
y After Act**

Sept. 9.—Jack
D., is a success-

ait last night at
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rgeons say they
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enterprising
orked in a
y store. He
nd decided to
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the Business
in The Post
ught a dandy
rs in his own
Business is
now making
y fast.

fellow-clerks
should not.
n own their
y watch the
nity Ads in

Cincinnati Post Leads!

The Post is first in Cincinnati with a total circulation of

185,142

This is a gain over the same period of last year of

23,069

In circulation confined to the city and suburbs, The Post's gain was

15,196

Post Gains In Detail

Post gain in city	12,232
Post gain in suburban	2,964
Combined city and suburban gain	15,196
Post gain in country	7,873

You cannot cover Cincinnati and the rich Ohio Valley without listing the leading newspaper.

The Cincinnati Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

OUR FRIEND GUPPYI IS A QUEER FISH

OF all the queer fish!

You should see the Japanese

she or it at a given moment. The next moment there might have been quite a crowd more. For

This would be more remarkable if the offspring came from eggs. But they don't.

A baby Guppyi is about a quarter of an inch long.

At manhood—or is it womanhood?—that Guppyi

WHAT'S ANSWER TO THIS?

Plea Cuts In Charging the grand jury, called for thoro investigation of primary elections and closed his address by flaying whisky makers and gun toters.

CLEVELAND, Sept. 9.—Rufus

BEANED PLAYER OUT

Kenneth Williams, of Browns, on Bench for Season

ST. LOUIS, Sept. 9.—Kenneth Williams, hard-hitting outfielder of the Browns, who was beaned Aug. 15 in

See Classification 66

POST Your Want-Ads Phone Canal 0700

Want-Ad Headquarters

Forecast
Partly cloudy tonight and Thursday; slightly warmer tonight.

The Toledo News-Bee

HOME EDITION

VOL. 50—NO. 223 Published Daily Except Sunday. Entered at Toledo Postoffice as Second Class Matter Under Act of 1879 TOLEDO, WEDNESDAY, SEPTEMBER 23, 1925 PRICE: TWO CENTS

MURDER AUTO KILLS WOMAN; SPEEDS ON

Toledo News-Bee Gains

The net paid circulation of The Toledo News-Bee for August and September, 1925, exceeded

90,000

This is a gain over the April 1 figure of

12,000

Average for the six-month period ending October 1, 1925, was 87,604, a gain of 9,552 over the previous statement.

News-Bee City, i.e., the vast group of people who read The News-Bee, represents a larger population than the cities of Dayton, Canton and Springfield combined. Visualize this loyal, interested reader-audience — thousands upon thousands of families to whom the News-Bee is their newspaper "bible." Every Ohio campaign should enter "News-Bee City." You cannot cover Toledo without The NewsBee.

The Toledo News-Bee

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

HIGH AND LOW
Today's Temperature Range.
Columbus, O. 79
Birmingham 102
Helena, Mont. 32

The Columbus Citizen

HOME EDITION

VOL. 27.—No. 175. ENTERED AT COLUMBUS, OHIO POSTOFFICE AS SECOND CLASS MAIL MATTER UNDER ACT OF 1918. PUBLISHED DAILY EXCEPT SUNDAY COLUMBUS, OHIO, SATURDAY, SEPTEMBER 19, 1925. TWO CENTS

NEW TRAFFIC RULES PROPOSED HERE

WORLD SERIES SEATS CHECK

Pittsburgh T
Seating C

COUNCIL

Washington
ets All S

By United Press
PITTSBUR
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on city park
Forbes Field.
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Forbes Field fr
mately 42,000.
son in this gra
on the day of
each.

All Gone But Bleachers

By United Press
WASHINGTO
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Griffith Stadiu
Series baseball
and 11, has be
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in.
Fifteen hundr
er seats will be
each at 10 a. m
game.

CHASE LONG-S

Upsets Brea
Vain Effo

Jap Rowe, c
in trying to e
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Rowe is hel
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Detectives Pu
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rying a packa
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and 18th stre
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which a numbe
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room where h
from a window
arrested him.
The package
Wade. It cont
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ANESTHE

Pulmotor Fails
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MORE LU

Six $2 Bills Wo
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It still may p
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Citizen.
Each is wort
The Citizen offe
1 re 4 p. m. W

SOAP WORKS FIRE

By United Press.
battled a spectacular fire in the Purnes Soap Works at Green Point.

NICKOL INDICTED

DAYTON, O., Sept. 19.—Fred C. Nickol, former wealthy manufactur-

A.B.C. In Columbus

Only one newspaper in Columbus is a member of the A.B.C. "Net paid" circulation quoted by the Citizen means "net paid" according to the A.B.C. definition.

The average net paid circulation of The Citizen for the six month period ending October was—

81,439

This is a net gain of 6,211 over corresponding period of 1924.

The U. S. Census of 1920 recorded 58,913 families in Columbus. Unofficial 1925 estimates place the number of families at 70,000 and the total population figure at 300,000.

The Citizen has city circulation sufficient to reach more than 50,000 families, a coverage which cannot be ignored in a successful Columbus campaign.

More than 84% of The Citizen's entire circulation is concentrated in the rich Central Ohio market. The Citizen's circulation growth is built on the Rock of Reader Faith. No contests! No premiums! Honest, solid circulation! A.B.C. circulation!

Net paid circulation for September, 83,320.

The Columbus Citizen

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

URGE E ON CIL

rs To Stop sing.

TO TURN owntown rking.

ges in down itions will b ncil Monday aid Saturday

lution may be afety Director Chief French nt with traffic six weeks. a will be pro- suggested by Stork and W. ty Engineering were indorced by McCune, an Wehe.

CHANGES.
nclude:
streets before

gh-st, between

traffic.
les of Wall and ts) in direction

street cars reet would per- e turn because zone would not

FT TURN.
n is that the dging into the rning sharply , or the center t cut thru, the he safety zones to the left of center of the

is turn is said operation are , Los Angeles

eight machines one operation.

here there are s at State and ones would be rom the corner.

PINION.
n practical it to make it ef own streets, in

e plan he does le parking on nd Pearl streets om Fulton to parking zone

platforms have ed from Wall en they are re- ve to eliminate g on both sides cCune declared.

DISCUSSED.
he traffic situa- ally at the traf-

r patrolmen at intersection to ffic rules when ffic regulations

ew traffic lights t cross intersec- mber "change"

g and stopping en Fifth-av and ing rush hours, s on High-st be- Main-st.

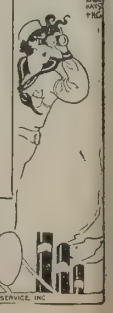
GGESTED.
ing to get all pt High-st cars

wntown stores branch neigh- ing it unneces- to come down-

FLEES

Sept. 19. — The has declared a Jose Villanueva, ast spring, has y. Villaneueva e presidency as lared illegal.

INNY says



Partly cloudy Saturday night

2 a. m.	61	2 a. m.	71
4 a. m.	60	4 a. m.	70
6 a. m.	59	6 a. m.	69
8 a. m.	60	8 a. m.	69
10 a. m.	67	10 a. m.	73
12 m.	72	12 m.	79

A MONTH or so ago he opened the latch on his car, shot furniture department, where he knocked over reading lamps and messed things up generally.

A week ago he again worked the latch open, shot thru the window and missed the ledge outside.

[illegible] however, and seemed as good as new.

* * *

FRIDAY he again worked the latch—a new one, supposed to be burglar proof, and hopped also on the fifth floor, he found Jake huddled on the corner of a big desk in the office, trying to make a meal off paste.

Ruthless Ruth, his mate, was inconsolable during his absence,

Special to The Citizen.
[illegible] ing to stand on their heads do the "Charleston" and other intricate dance steps, he called a Zanesville veterinarian. He diagnosed the cases as plain drunkenness. A search of [illegible]

about 20 miles from Southampton, filled with passengers, but that they are in no danger.

FORM NEW RUM ROW

By United Press.
NEW YORK, Sept. 19.—A new



FINAL

YOUNGSTOWN TELEGRAM

WEATHER: Showers tonight; cooler tonight and Saturday.

SEVENTY-FOURTH YEAR—No. 215 YOUNGSTOWN, OHIO, FRIDAY EVENING, SEPTEMBER 11, 1925. PRICE THREE CENTS

LAST FLYERS FOUND; FOODLESS 5 DAYS

The Telegram Continues Its Triumphant March

Again and again a gain—that is the story of The Telegram, the leading newspaper of Youngstown, Ohio. Take a look at the score-board showing circulation statements for 3 years:

April 1, 1923	23,957
October 1, 1923	26,036
April 1, 1924	28,285
October 1, 1924	30,029
April 1, 1925	31,311
October 1, 1925	32,522

The Telegram is first in circulation and advertising volume in the daily field. "Steel Valley" has a population of 250,000 and a payroll of $120,000,000. In this field of highly-paid skilled workers, buying power is reflected in income tax returns which show Youngstown to be third in Ohio, ranking with Cleveland and Cincinnati. The Telegram is the wanted and preferred paper—the dominant paper—in this rich and responsive market.

The Youngstown Telegram

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

PRICE 2¢ EVERYWHERE

TWO PAPERS IN ONE

THE TIMES-PRESS

FINAL HOME EDITION

No 8511 WEATHER: Local showers Monday and Tuesday; temperature unchanged. (14 PAGES) AKRON, MONDAY, SEPTEMBER 7, 1925 TWO CENTS By Mail Outside of Akron, $5 Per Year.

Hikers 'Work' SCION OF WEALTH ADMITS

Passa
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But First
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By PARKE

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and gentlemen.
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Capt. A W C
for Carroll Reed
manner of Char
out any of that
shocking exploit
that Love has a
to rod over his
me for the littl
that I slept
Second Mate
is a native of an
in Somerville M
for many years
the whipped w
tomb many were
thrust in the
Stout leader an
for nearly 30 yea
Percival Mc
sailor vessel w
being shipwrecke
and the Baham
about how a w
a coastwise fre
to New York

THIS SOUNDS
AN ADVERTISE

Or rather it
we worked Mr
of the line, as t
performed thus
iron hook out of
mate as we left
yesterday afterno
among vessels in
Eastern Steams
Before the co
Samuel Hancourt
Master Reboll,

(Continued

SEEK V
FLOO

Wreckage o
to Hold

By United News
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The Weather
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Weather Bureau m
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COLUMBUS
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INJURED
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TO HONO
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and 200 Marion
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delegates have
local lodge

Two Papers In One

The consolidation of the Akron Press and the Akron Times brought together two strong evening newspapers, the new Times-Press retaining all of the features and services of the two papers.

Average daily circulation of The Times-Press for the six month period ending October 1, 1925, was—

43,275

The Times-Press offers the best contact with the homes of Akron at the lowest cost.

THE SUNDAY TIMES-PRESS is the only Sunday paper in Akron, offering an opportunity completely to cover the field at one cost.

The marriage of The Times and Press is one of the most successful newspaper consolidations on record — practically all of the circulation of the separate papers having been retained and new circulation being added steadily.

The Times-Press is definitely "first choice" for advertisers entering the national field.

The Akron Times-Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

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ant. The young man was taken t
Sandee's bed in the Montclair Hos
pital.
Then Noel was brought to Litt
Falls.
The body of the little girl wa
found in a clump of bushes 20 fee
off a mountain byroad.

SEEKS MISSING GYPSY

BARBERTON—George Valdo, king of gipsies, who lives in Brooklyn, N. Y., has wired local police to assist in a search for a member of a tribe by the name of Martini. Police know of no local gipsy camp.

DR. CRILE TO TALK HERE

Dr. G. W. Crile of Cleveland will be the speaker Tuesday night at the meeting of the Summit-co Medical Association session at Peoples Hospital. His subject is "Problems Relating to the Liver and Biliary Tract."

Robert and Leolah Beck of Navarre, O., entertained with songs. J. B. Carnahan was acting chairman and introduced the speaker. John A. Jones is president of the class.

Dr. George F. Zook, new president of Akron U., will speak there next Sunday.

GO TO OHIO WESLEYAN

Miss Helen Noble, 386 N. Firestone-blvd, and L. J. Freedhof, 160 S. College-st, have been accepted for the freshman class at Ohio Wesleyan and will leave Akron late this week.

result was the finding of a large quantity of liquor concealed in a secret cellar.

The diamonds were returned to Moses and the liquor was loaded on county trucks.

Moses was registered at County Jail on charge of possessing liquor.

damages from the building owner...

CIVIL WAR VET DIES

WASHINGTON C. H., Sept. 6.—Fred Swarts, 85, prominent Civil War veteran, is dead at his home here. He died suddenly from a heart attack.

ing supply.

Officials say that at the present rate of fall, it soon will be impossible to lift the water into the city mains. The steam pump, abandoned when motors were installed at the waterworks, again has been placed in service.

3 CENTS ALWAYS FOR SAN DIEGO

The San Diego Sun

EXCLUSIVE UNITED PRESS LEASED WIRE NEA SERVICE NEWS PICTURES

HOME FINAL

FORTY-FIFTH YEAR—WHOLE NO. 13,987. TUESDAY, SEPTEMBER 15, 1925 SAN DIEGO, CALIFORNIA

Eyes of Nation Focus on Aviation Development

THE SUN, *Alone*

In San Diego

The Sun, alone, covers the San Diego market at one cost. For only 4½c a line, the national advertiser may reach the homes in this territory through the home paper which enjoys the reader faith and loyalty of the best families in this wealthy city.

The net paid average circulation of The San Diego Sun for the six-month period ending October 1, 1925, was:

18,571

This is an increase of 18% over last year.

The value of the Sun's thorough coverage of the homes is substantiated by the fact that The Sun leads in volume of paid advertising from San Diego merchants in the daily field.

For 44 years, The Sun has been a power for tolerance, civic betterment and clean government. It is a quality newspaper in a quality field.

List the Sun exclusively and avoid duplication and excessive cost.

The San Diego Sun

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

Partly cloudy tonight and Friday. Slightly warmer tonight. Moderate southwest and west winds.

Sun rises Friday at 5:56 a. m.
Sets at 5:57 p. m.

The Baltimore Daily Post

HOME

NUMBER 886 | 20 PAGES | BALTIMORE, MD., THURSDAY, SEPTEMBER 24, 1925. | Entered as second-class matter Postoffice, Baltimore | ONE CENT

'Year Without Summer' False Alarm, Weatherman Believes

The "year
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Weatherma
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Worker**

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and Ohio e
shops will
beginning
today.
The furl
throughout
A similar
July. It
company's economy program.

SCALDS FATAL TO BOY

NEW YORK (U. P.)—Joseph Savaresa, 2, Charlotte, N. C., died in

man Spencer said today. From midnight to 9 a. m. today the mercury varied only one degree, from 56 to 57.
The temperature is expected to rise slowly for the next 36 hours to

Worker Is Killed As Crane Falls Off Truck

Ransacks House, Then Warns Woman

Clarence Smith, colored, entered

Days, which will open Monday in

THE POST

Baltimore Post Leads!

National advertisers will be greatly interested in the new situation in Baltimore where The Baltimore Post has steadily climbed to leadership in the evening field.

POST CIRCULATION

October 1, 1923	56,824
October 1, 1924	77,555
October 1, 1925	111,195
Month of September, net paid	122,684

The Post is first in city circulation in the evening field.

Growth of Post advertising linage has also been rapid and substantial, the gain for the first six months of 1925 exceeding 1,300 columns. During the same period another evening paper gained 243 columns and the third evening paper *lost* 3,733 columns.

The Baltimore Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

1¢ Weather: Fair tonight and Tuesday

The Washington Daily News HOME EDITION

VOL. 4—NO. 275 WASHINGTON, D. C., MONDAY, SEPTEMBER 28, 1925 Entered as Second Class Matter at the Washington, D. C., Postoffice ONE CENT

GALE HALTS OUR RESCUE

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"It was all I could do," repeats Brown, staring blankly about his cell. "I wouldn't have done it if I weren't blind."

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ell.

nearly a
dozen "oscillators" or microphones aboard nearby submarines and destroyers.
But no sound came to tell that life remained within the water flooded

Boeing factory in Seattle for repairs and modification ordered by naval experts after tests.

Marshal Lyautey Quits

Treaty in Fraternity War Likely This Week

Conference Expected to Result in

tween 9:30 a. m. and 3:30 p. m.

Downtown Prices

Prices at Pennsylvania-av ticket brokers for three games are: Grand-

In Washington—Wow!

The circulation progress of The Washington Daily News is more than a "gain"—it is a leap. Month by month the figures have been steadily climbing.

The net paid average circulation for the six-month period ending October 1, 1925, was

62,274

This is a gain of more than 22,000 over the corresponding period of last year. This magnificent gain is the result of reader demand.

The Daily News is Washington's home paper. It is edited for the Government employee, for the families which live in Washington permanently. With the exception of The Star, The Daily News leads in home-delivered carrier circulation. The News is a tabloid newspaper—but not a picture paper.

Include The Daily News in your Washington schedules as your best contact with the permanent Washington population.

The Washington Daily News

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

LIBRARY OF THE UNIV

HOME EDITION **The Fort Worth Press** HOME EDITION

VOL. 4, NO. 308 FORT WORTH, TEXAS, SATURDAY, SEPTEMBER 26, 1925 WEATHER FORECAST: GENRALLY FAIR 1007 COMMERCE STREET

—The— SPOT

"WHEE!"

And they st

Men, when t ball game as have come her They cut up j have cut up youngsters.

There is so great athletic causes men to supporters of whether it be team or a coll hip it up!

And while t the best trad from wildness, fed regularly to drink but boys that do not restricted.

Do you reme when booze w

I do. I rem a football tea once, when ou University of were offering rides

And all that find a perso throng, was t the big hotel

I remember heroes of that football playe Missouri team fore

He was very and tho he vis lege mates ar didn't drink.

Hundreds didn't. But the buffet an

Nowadays, t in the lobby.

Every visito best time now

I hope the time, see all t member it -all hospitable Tex

Help yourse we want is t

DISMISS DIVOR

Solon Mus $150

By United Press ALPENA, M Both Represen of Michigan a Scott, were de decision hande Frank Emerich Scott first b vorce a year fo ration in Decer ing cruelty an In her cross made sensation bling and exc Congressional ton.

The judge d without cost ar pay his wife $1 ing further or

DUCK B BE AL

Hunters A: Lake (

Hunters will get locations o duck blinds ne tory to the ope son October 16, Healther L. H.

Owners or th are asked to Dyer, lake cust dock 1 p. m. tions on the we Goat Island, M Similar meeti obtain locations land.

Regulations w before with blin Martin said.

The meetings expectation of t proposed for which also cont ordinance woul license of duck

FIRE CI ATTEN

Ferguson I Louisv

Fire Chief S. urday morning where he will national Assoc engineers, Sept. 2

Ferguson wen the fire chief towns and cities of Oklahoma and Texas will assemble to take a special car over the TP to the bluegrass state.

Ferguson, the chief of the Fort Worth department, which is one of the best known in the southwest is chairman of the committee on the public.

Twenty-six fires occurred during the week, all of which would have been very well but for the big one. It run the loss for the week far above the average monthly loss. Firemen swore under their breath, and vowed to keep

year.

Mayor H. C. Meacham has proclaimed Oct. 4 to 10 for Fire Prevention Week this year. Clubs, organizations and the public have been asked to join in the movement.

"Fire loss for last year was

populated districts will be visited.

* * *

"WHEN accumulations of trash, paper, grass, leaves, tree limbs and rubbish are found, persons responsible will be requested to put the waste in the alley, or

take advantage of the opportunity and cooperate with the city officials in the attempt to lessen fire loss in Fort Worth.

Fort Worth lost her fire record credit with the State Fire Insurance Commissioner thru the

ond class.

S. H. Priffitt, torpedo man, third class.

W. E. Harmon, seaman, first class.

An ancient superstition persists

Leads Texas in Gains

During 1925, The Fort Worth Press has gained more city circulation than any other newspaper in Texas.

City and suburban net paid average circulation for the six-months' period ending October 1, 1925, was—

17,190

Fort Worth is an afternoon-newspaper city but it is not a "one-paper" city.

Fort Worth has more than 37,000 families (fully substantiated by actual canvass).

Fort Worth cannot be covered without The Fort Worth Press. Fort Worth is now, and has been for months, in the "prosperity zone." National advertisers who have bought complete city coverage have been well rewarded. Include The Press in every Fort Worth schedule.

The Fort Worth Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle



FLAPPER FANNY SAYS: 'Bout half the summer resort fellows a girl promised to write to are disappointed.

FAIR
88 WEATHER FORECAST: Fair tonight and Friday; not much change in temperature. Temperatures in El Paso past 24 hours: High, 88 degrees, low, 58 degrees.

El Paso Post

2ND HOME EDITION
ONE CENT
In El Paso—Elsewhere 2c

VOL. IV, NO. 30 EL PASO, TEXAS, THURSDAY, SEPT. 24, 1925 BY CARRIER, 10 CENTS A WEEK

THE PASS | SEE HOPE FOR | Says Park Mar | Cussed | HIRE EXPERT | Fi... J.D. | O...

El Paso Post First Choice

The net paid average circulation of The Post for the six-month period ending October 1, 1925, was—

10,726

This is a gain of 28% over the previous statement.

According to the latest available figures, The Post has as much or more city circulation as any other El Paso paper, and has city circulation sufficient for coverage of more than 50% of El Paso homes.

Yet the rate of The Post is only 3 1/2c a line as compared with 7c and 8c for other papers. Practically every active local advertiser uses The Post regularly.

Avoid excessive cost by listing The Post, the fastest growing paper in El Paso. Remember, too, that in this territory, country circulations of newspapers are a liability and only city circulation an asset. On the basis of cost and city coverage, The Post in FIRST CHOICE.

The El Paso Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

er

mit

RDERS CO. TO IN FEES

oday asked the Telephone & Tel- how cause why he reduced from onth for business n $3.50 to $3 a nce phones ter Scott report- ks the present in view of the ure which sets one rates at $6

Kd Rates preme court decl- which declared set rates so low atory of a com-

ates were estab- vernment during government was July 31, 1918, to Council, on Dec. ued the rates in investigation. Extended 1920, the council let the higher s time "until fur-

ded today that ouncil was illegal mpany franchise. ibers will not be ite in the event duced. Scott said. d his former rul- hat the company rug stores to in- s for customers. sinesses are also n pay phones. hat the company disconnect free such disconnec- substantial rela- or efficiency of

, manager of the ny here, said he he matter of re- uperiors. He re- hether the com- e at a profit on

DRIVER O HELP

STREETS since Jan. 1), 14 D, 230 d woman, driv- ran over E. E. aphis, at Cotton t 1.30 a m. to- eriously injured pped on the gas

oday is. atch the circus ok some friends as parked on Rio as crossing the it when a Ford h on Cotton cut ruck me, knock- rement eels of the car bdomen When e, she screamed

icked me up and me home but I could make it th a great deal

I can identify ar if I see them

able to turn a and difficulty. ation was made extent of his in- nder care of Dr.

IME BREW

st made in a since the recent of home brew- developed to-

id his wife, Ale- ged with posses- f beer and prop- the manufacture gave $750 bond . Schmid today. turday at 2:30.

TESTIFY

girls testified in issioner's court w men and wo- t Refugia Con-

Amelia Castrico o held for trial

BERY TRY

Tom Armstrong at a drunken ke a show win- e at the United o., 106 E. San he night. otos of bloody pane, however, pector believes

Spirits Foretell El Paso Flood; Then Promise Relief

BY FRANK SAYINGS.

El Paso county is going to get flood protection, local spiritualists declare. They insist that the

of a spiritualist group, in the Brazos apartments that St. Paul delivered his message.

It was during Sunday night

The other medium, perforce, sat down.

"A calamity is coming to El Paso," Mrs. Sheffield, spokesman

for St. Paul, continued. 'But do not despair. For the city will grow bigger and better."

She spoke as tho in an inspired trance. Then she went o stealing

and Sadie Gould, both mediums; said they "got the same calamity feeling." Neal thought it would be an earthquake. Mrs. Sheffield

It was a robbery attempt.

Pipe Causes Death

PARIS—Some smokers, will tell you that the pipe is not dangerous to health, but a pipe was directly responsible

New York Spot, 23.65

THE New York cotton market closed today at 3.85 cents a pound, the same as spot

LARGEST CIRCULATION IN ALBUQUERQUE

NEW MEXICO STATE TRIBUNE

LARGEST CIRCULATION IN NEW MEXICO

VOLUME 4, NUMBER 145. HOME EDITION ALBUQUERQUE, N. M., MONDAY, SEPTEMBER 21, 1925. TWO CENTS In Albuquerque, Elsewhere 5 Cents.

OTERO QUITS GOVERNOR CONTEST

TURN THE

CARL C

The American laudable mission son and my bb seas men, affiliz it in the states "It's mission a state are terrib the money and M. Cutting. Th in this, as in ne he touches, is m public purpose, trying to make to his buddies. state, it might t then the terr moral effect of be there.

Cutting buys He needs a cert until his econon cupidity, leaves then he gives, money which n tical prop.

Cutting, aide who know bett political design election of offic can Legion last at Santa Fe. Th for twenty-four times Cutting h control the elec spending the n and brag in fi enough of the n a majority. C payment of du return for votes A vigorous n laws, who belie should not be a hold out to the unabated, sat it that his pr was elected sta means, of coun Baca, the wors the state, will b get Cutting's n will have pl charge. The Le of the persona of L. M. Cutting Cutting dragged tion.

Cutting offe minority the c later would agr man Baca as s said to their c rejected this o They were figh Legion from po to drive racial They could not ciple for which Cutting's bargo the Legion pas it. It made m a fine group stand pat to th the Cutting me

What appalls Atwood and Se certainly made from the publi community wh this kind of a well of these n opinion of thei of late. Perso friend. But th ger of selling t ing their publ cause of a pol ambition whic a most reprehe fess I don't kn in Chavez offu my guess that in danger of l dence political this conclusion sonal liking fo Cutting is m ably ridiculou inherited. I a very reliable so ganizing the Si northern counti expectant moth

"With our both service a mothers and b England's United States Surely the can afford to g only about $90

Comes no far-flies each curs in one of captain notifie and it send ting's dear per family bereaven occurs, Cutting ly informed an sends the new cup to show th From the same an autograph Cutting accom cup. This is t proud of and t evidence of wh among the grea wonder if any possible? I gue of information

Money! Mo money' Cuttin late is a path Those who coo politically are get his financial help. Everybody thinks they are getting it. As well have the game as the game. Why be in the small minority who aren't financially assisted by Cutting if you are going to follow him? Better get the money. The getting is

New Mexico at 4 Cents

The net paid average circulation of the New Mexico State Tribune for the six month period ending October 1, 1925, was—

10,472

According to the latest available figures this is about twice as much circulation as the next nearest paper in the state, and a gain of 70% over the corresponding statement of 1924.

The State Tribune offers thorough coverage of Albuquerque and reaches most of the worth while English-reading families throughout the entire state. (A substantial part of the population reads Spanish exclusively).

Thus the State Tribune, alone, at a cost of only 4 cents a line, will give the national advertiser adequate coverage of the entire state of New Mexico.

The Albuquerque market is noted for its high per capita wealth. The beauty of the city and its superb climate attract many well-to-do residents of eastern and northern states who make their permanent homes in this garden spot.

Get contact with this state market through this famous newspaper

The State Tribune

Albuquerque, New Mexico

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

AUTOMOBILE RIDE LEADS TO COURT

James F. Buckalew and a man who signed his name on the police blotter as "John Doe" will be

The State Tribune Secures Best Mystery Story of Year for Its Readers

The State Tribune has selected one of those neighborhoods which tory stories published this year "The Red Rain Mystery" for its seems to stand still, while the rest readers, beginning Friday. of the world moves on, and has This story is regarded as one of plunged this countryside into a

Here's the way the story begins: Near horizontal rays of a bright halls and parks of his quiet English estate. Servants, busy with their morn- in the rain-gauge, Adams. It's— it's horrible. Like—like—" "Like blood, sir," Adams sup-

ple pickers.

WANTED—Experienced Electric appliance salesman and radio salesman.

FOR SALE—Two theater rifles, a bargain.

Turn to page 2 and read the

WEATHER
Probably showers Monday night and Tuesday. Slightly cooler Monday night.
Temperature Sunday at 7 a. m. 72; Monday at 7 a. m. 77.

The Knoxville News

HOME EDITION

VOL. 4.—No. 266 THE KNOXVILLE NEWS, KNOXVILLE, TENN., MONDAY, SEPTEMBER 21, 1925. Three Cents a Copy. By Carrier, Ten Cents a Week

ADMITS AID SERVICE IS INADEQUATE

MOB LY NEGRO ATTAC

Prisoner Sheriffs Stake; N

NEW ALBA arrests had be day of the mo took J. P. Ivy pect, from the him at the s noon.

Sheriff R county and Sh county had l from Aberdee for identificat the daughter mer.

The girl ide man who atta afternoon. Th back with th stopped near by a mob of n Co

..The prisone the place of t to a stake. around him a a chance to c Ivy confesse plicating three subsequently c and released. T the mob dispe

Deputies -at the mob said t break into th the suspect's erts, who ple of the mob to made no arre of the 400 n recognize one.

No further v eltho accomplis are being sou

WATERS TWO

Destroyer S In a

MANILA, Claude Stew mate on the and M. J. St the destroye washed over during a t learned bei arrival of a Stewart H S. C. Sulliv not be learn

College And G Win

Are you a Were you ev dent—in U college?

Then you enter this Ne

Tell the m dent you eve a freshman, a News.

For every News will gi the Riviera, Lloyd, who week in "Th

Your storie News office The shorter

CLOUDS

Sunday Re Equall

Protected fr by clouds, Kn few hours of day morning a scorching hot S

Temperature was 93. The steadily until reached 97.

Slightly cod probably show for Monday nig

Temperature was 77; at 9 a. 86 at 1 p. m.

The voters c They know tha dorsement to t city would slip l looters again.

They had vo boods for water ent going to h but honest heart

The people of Morton and Fulton, and Aldridge, and lees of Morton and Williams, and Baker, and Hazen, and Peters, and Keller, who had the strength of Brakebill character not to get "tired of doing things and getting nothing out of it."

The people showed this by rolling up what was really a tremendous vote for an election in which there were no contestants.

pays for."

Not being a morals expert, we would have hesitated about making an insulting insinuation of that kind, especially since the Federal Council of Churches represents nearly all the churches, including the Methodist church which hires Dr. Wilson. We would have sought a little information

NIGHT LIFE IN KNOXVILLE

By O. O. Tack-in-Tire

Wandered out to Whittle's dance Saturday night. There was one woman there (a motor tourist, it seems) who came on the dance floor in knickers. The other women on the floor, some 50 or

ture he is shown taking one of his favorite mounts over a high barrier. Since boyhood he has



lage to carry guns and equipment. At the right Mitchell is shown with a grouse he has just bagged.

10th, W. 11th, 12th wards—the vote was more than two to one. In one of these, the Second with a vote of 56 for Allor and 144 for Morton, the vote was nearer three to one than two to one.

The two Park City wards which

FUNDS N, DAVIS QUIZZERS

ir Secretary Vant Unified ses.

ON, (U.P.)—The vice equipment in numbers and ault during the ctory in condi- ecretary of War president's na- commission at ssion here Mon-

nds, due to the les of the ad- s the cause of , which can be ly by money,

reason to be pan- condition." Davis t in the War De- ir service appro- t years has been ored, some times f other services." atement required to read.

Weeks plan" for a uni- efense arm was acting war chief n from Secretary tatement before a mmittee investi- osal last winter, ress has kept him desk for the last t at that time.

on, no organiza- t up under which n for any depart- another depart- ired to conduct believe the pres- under the na- provided for an integral part of and should not

forces must be e most efficient and not for peace tion and opera- tant forces em- er of operations single command, per co-ordination ity of command rces be included navy

s Probe ng his statement, inquiry into the Page, Please)

IN ACT

ot Sample in Hotel

s stolen $593 clothing from sampleroom at tel John Weav- ee-av and John 14 Lee av, were rest of stealing day by Detective Detective Chief Meyers engineer

f clothing stolen which consisted pairs of overalls, y trousers, seven pairs of ladies' cents' hose, and belonged to D. O. g representative house. The boys goods in an old icks away.

nny Says:



pr Morton te against Allor and the other ncilmen - at - rict councilmen districts was llowing wards. Seventh, N W. 11th, 12th, five of these Seventh, S 12th wards—

The News covers more than half the population of Knoxville *by carrier* and is absolutely essential to advertising success in this thriving city.

The advertising rate of the News—4 cents a line—is particularly attractive as compared with 7c a line for practically the same amount of home-delivered circulation.

You cannot cover Knoxville without The Knoxville News.

Knoxville News Gains

The net paid average circulation of The Knoxville News for the six-month period ending October 1, 1925, was—

15,751

Net paid average for September:

16,940

The News also continues to make substantial gains in advertising volume. In department store advertising The News is definitely established in first place in the daily field.

Department Store Linage
Six Months

News	521,248
Journal	468,762
Sentinel	439,852

The Knoxville News

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

SEPTEMBER LINAGE IN NEW YORK SHOWS SLIGHT INCREASE

LINAGE in New York newspapers showed a slight increase during September over the corresponding period in 1924, according to figures compiled by the Statistical Department of the *New York Evening Post*. Total linage this year was 14,042,550 compared with 14,003,160 a year ago, a gain of 39,390 lines.

The Evening Post tables for the month follow:

Pages 1925	Pages 1924		Percentage of total space	1925	1924	Gain	Loss
1,274	1,260	American	7.6	1,063,654	1,206,792	.....	143,138
1,554	1,262	Herald Tribune	10.4	1,458,012	1,333,986	124,026	.....
1,928	1,746	Times	18.4	2,580,816	2,531,332	49,484	.....
1,334	1,262	World	10.7	1,507,690	1,576,226	.....	68,536
888	814	*Mirror (Tabloid)	2.6	362,984	359,010	3,974	.....
1,128	1,068	News (Tabloid)	3.8	536,528	500,636	35,892	.....
918	....	*Evening Graphic	1.4	199,688	†.....	.....	.....
1,222	1,112	*Evening Journal	8.4	1,181,606	1,223,742	.....	42,136
698	714	*Evening Post	2.8	392,940	367,900	25,040	.....
732	686	*Evening World	5.5	765,118	680,406	84,712	.....
968	856	*Sun	8.9	1,253,426	1,139,532	113,894	.....
578	638	*Telegram	3.7	1,370,366	1,377,046	.....	6,680
1,106	1,122	Brooklyn Eagle	9.8	394,970	392,468	2,502	.....
568	518	Brooklyn Times	2.8	523,032	748,592	.....	225,560
538	558	Standard Union	3.2	451,720	565,492	.....	113,772
15,434	13,616	Totals	...	14,042,550	14,003,160	39,390 Net Gain	.....

*No Sunday edition.
†Evening Graphic first issue September 15, 1924. Sunday edition inaugurated May 3, 1925; discontinued Sept. 1, 1925.

	1925	1924	1923	1922	1921	1920	1919
American	1,063,654	1,206,792	913,642	891,362	788,818	815,126	935,638
Herald	.....	.....	736,822	982,604	967,058	1,041,284	755,556
Herald Trib.	1,458,012	1,333,986	628,436	724,190	753,188	799,570	707,858
Times	2,580,816	2,531,332	1,433,464	2,074,500	1,851,767	1,897,614	1,785,816
World	1,507,690	1,576,226	1,126,548	1,527,720	1,176,962	1,524,068	1,562,780
*Mirror (Tab.)	362,984	359,010	.....	.....	.....	.....	.....
News (Tab.)	536,528	500,636	285,886	252,596	257,694	181,804	†.....
Eve. Graphic	199,688	†.....	.....	.....	.....	.....	.....
*Eve. Journal	1,181,606	1,223,742	630,378	938,506	919,910	793,936	785,234
Eve. Mail	.....	§.....	402,084	468,138	490,212	500,280	371,892
*Eve. Post	392,940	367,900	397,288	316,930	378,494	416,094	405,483
*Eve. World	765,118	680,406	419,044	636,952	737,182	723,496	624,650
Globe	.....	.....	‡.....	565,798	645,092	563,202	718,238
*Sun	1,253,426	1,139,532	601,640	756,480	706,318	737,914	755,718
*Telegram	523,032	748,592	540,070	584,950	542,536	540,294	730,156
B'klyn Eagle	1,370,366	1,377,046	1,049,342	1,250,910	1,112,568	1,097,764	1,033,718
B'klyn Times	394,970	392,468	339,500	253,154	296,588	316,538	.....
Stand. Union	451,720	565,492	517,458	610,826	559,572	698,786	573,092
Totals	14,042,550	14,003,160	10,021,602	12,835,616	12,813,959	12,647,770	11,745,829

†Figures not recorded.
‡Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
§Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

STATE A.P. GROUP ELECTS

H. C. Schaub of Decatur Review Heads Illinois Members

The second annual meeting of the Illinois *Associated Press Association* was held in conjunction with the Illinois Press Association meeting at Champaign, Oct. 1-3. H. C. Schaub of the *Decatur Review* presented a report of the state service of the A. P. Lee Call of the *Springfield Illinois State Journal,* discussed the general wire and mail service. Edgar T. Cutter, superintendent of the central division attended.

John H. Harrison of the *Danville Commercial-News,* retiring president, was chosen Illinois member of the advisory board for the central division and will represent the state at the divisional meeting to be held later in Chicago. H. C. Schaub, general manager of the *Decatur Review,* was elected president of the state organization; Lee Call of Springfield, vice-president; Aubrey Cribbs of Springfield, secretary. Mr. Cribbs is state editor of the A. P.

NEW WEEKLY GROUP

Thomas Kennett Named President of Westchester Publishers—Seitz Speaks

Representatives of the 30 weekly newspapers of Westchester County, New York, elected Thomas Kennett, editor of the *Pelham Sun,* president of a new weekly newspaper publishers' association of Westchester County, formed Oct. 2, following a well attented dinner at White Plains.

Fred Drumgoold, of the *Mt. Kisco Recorder,* and Harry Sattler of the *Harrison Observer* were elected vice-presidents, G. Harris Danzberger, editor and publisher of the *Hartsdale Herald* was elected secretary, and Colin T. Naylor, Jr., of the *Peekskill Highland Democrat* was elected *treasurer.*

Don Seitz predicted an era of great prosperity for the county in general and for the newspapers in particular, chiefly because the New York City dailies are neglecting the suburban field.

He said it was the duty of newspapers to cover their circulation territories.

TWO CALIFORNIA CONTESTS

Dailies and Weeklies to Vie for Editorial and Front Page Prizes

With a view to stimulating interest in typography and editorial service, two contests have been arranged for members of the Southern California Editorial Association by Managing Director Ben H. Read.

The contests are divided into two classes, one for the weekly or semi-weekly papers and the other for the daily group.

The *Los Angeles Times* is offering a silver cup for the best front page entered by a weekly or semi-weekly member. Judging of the contestants entries will be on the basis of 50 points for typographical appearance; 25 points for choice of material; and 25 points for handling.

The President's Cup, offered by J. R. Gabbert, is to be awarded to the daily paper member entering the best editorial page. In judging these entries 30 points will be awarded for scope, suitability and originality of topics; 30 points for leadership; 30 points for literary excellence; 10 points for mechanical appearance.

Daily Host to B.B.B. Delegates

At the close of the annual conference of the National Better Business Commission in Indianapolis, Sept. 22, 23 and 24, the *Indianapolis News* was host to the visiting delegates and to the Indianapolis Better Business Bureau at a dinner at a neighboring Indianapolis chicken dinner farm. Hilton U. Brown, of the News, and Edward L. Greene, of New York, a director of the National Better Business Commission, spoke.

Typesetting Inventor Dies

Fred A. Bright, inventor of various devices related to typesetting machines, died Oct. 7, in his home in Greenwich, Conn. He had retired from business in 1912. Prior to that he was president of the Hess-Bright Manufacturing Company.

A. N. P. A. AD BUREAU SPELLS IT "LINAGE"

FOLLOWING the editorial suggestion of EDITOR & PUBLISHER, the Bureau of Advertising of the American Newspaper Publishers Association has now adopted "linage" as the correct spelling of the newspaper term denoting lines of advertising.

Thomas Moore, associate director, said bulletins issued by the bureau would henceforth carry only the simplified spelling of the word.

Our Customers Write Our Ads

"We were showered with congratulations upon the *attractive appearance* of our *first issue* printed on our new DUPLEX TUBULAR press."

J. R. ALEXANDER, Gen. Mgr.,
McKeesport, Penna., Journal.

DUPLEX PRESSES

FOR ALL NEWSPAPERS

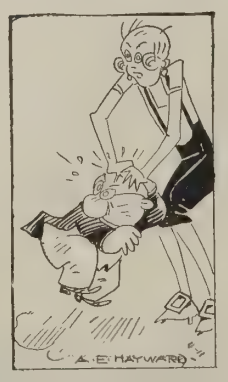
Duplex Printing Press Co.
BATTLE CREEK, MICH.

"SOMEBODY'S STENOG"

The Original Office Comic

OFTEN IMITATED BUT NEVER EQUALLED

"We consider SOMEBODY'S STENOG the second best of eight comics we are now using. This comic met with immediate favor, and interest in it has never dwindled."—F.W. CLARK, ATLANTA CONSTITUTION.



LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

"It's a Pleasure to Boost Certified Dry Mats"

Under recent date a publisher* in writing to a fellow publisher who had inquired about the results with Certified Dry Mats, said:

"We like to receive inquiries of this sort and it is a real pleasure to give a boost to a product that comes up to the promises made for it.

"The News-Telegraph has used Certified Dry Mats for a little over two months with much success. The best answer is in the comments received from subscribers who frequently asked the writer what we had done to improve the paper, the printed matter being more clear and the cuts showing up like photographs."

There is no good reason why Certified Dry Mats can't mean just as much to you, if you will but give them a chance. If you associate in your mind all dry mats with poor, grey printing, Certifieds will be a revelation to you.

It's a very simple matter to check up on the claims made for Certifieds; if they are not perfectly satisfactory to you, they cost you nothing. If they are as represented, it will pay you to use them.

Samples are yours free of any charge or obligation; it's a pleasure for us to put Certifieds to the test in your plant. Please do it NOW.

*Name on request.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York, N. Y.
For wet mat printing with DRY MAT facility—use Certifieds.
Made in the U. S. A.

The Sun

The Sun's Commanding Position in the Advertising Field Has Been Won Solely on the Character and Quality of the Newspaper Itself

IN September, for the third consecutive month, The New York Sun published a larger total of net paid advertising by 71,820 lines than any other Evening Newspaper in New York.

In September The Sun carried 1,253,426 lines of advertising, a gain of 113,894 lines over September of last year. This gain in advertising is greater than the September gain of all the other New York Evening newspapers combined.

Moreover, it is a greater gain than the combined gain of all the New York morning newspapers on their weekday issues and it comes within only two hundred lines (200) of beating any one of these morning newspapers with both its weekday and Sunday issues—six days of The Sun against seven days of the morning.

Last year The Sun carried 13,268,308 lines of advertising and all in six day weeks—no Sunday issues. This year The Sun will show a gain of better than a million lines.

Mere volume of advertising, however, doesn't tell the full story. It doesn't reflect the full meaning of The Sun's very splendid growth in advertising. The full meaning is found in the character and quality of The Sun's advertising considered in connection with the actual lineage gain.

Measuring growth by lineage alone takes no account of character and quality. The newspaper that is careless about the character and quality of the advertising it carries has a wide field to draw upon. A line of advertising is a line of advertising in the count whatever the character.

THE NEW YORK SUN

280 BROADWAY NEW YORK

WASHINGTON, D. C. Munsey Building
BOSTON Old South Building
CHICAGO 208 So. La Salle St.
LOS ANGELES Van Nuys Building
SAN FRANCISCO First National Bank Building

EDITORIAL

WHERE WE STAND

THE approaching 69th Congress will witness another determined effort to repeal the publicity feature of the income tax law. This will be in response to heavy pressure. EDITOR & PUBLISHER'S recent surveys have plainly indicated that a considerable section of the daily press, perhaps a large majority, editorially favors secret filing of income tax returns. A number of editors are so deeply moved on this subject that they have considered it inconsistent to publish the 1924 income tax lists, although there is specific legal provision.

In view of the approaching agitation for a repeal of the law, EDITOR & PUBLISHER should restate its position in favor of publicity of income tax returns.

In the first place, we believe that income tax returns are public documents and as such should be open to public inspection; it is curious that the legality of a procedure so true to the traditions of our constitutional government should have been questioned.

No one has ever convinced us that there is the slightest difference in principle or in fact between the public filing of Federal income tax returns and the long-established public filing of tax returns under state laws; we have never heard of an instance where any newspapers declined to publish a state, county or city tax return, when it was a news issue, on the ground that such publication might embarrass an individual, invade public rights or be regarded as an improper press inquiry.

Secrecy in the affairs of government is as dangerous to the welfare of democratic principles as it is repugnant to free men.

Specifically, it is obvious that secrecy in regard to tax payments is dangerous because of the very great temptation it offers to weak individuals to profit through corrupt methods; in this tax instance, more than any other, secrecy is an absolute encouragement to fraud. This is not stated cynically. The average man is honest in his tax responsibilities. But every experienced newspaper man reading EDITOR & PUBLISHER knows that there are a considerable number of individuals, some very powerful, who, under a blanket of secrecy would gyp good old Uncle Sam to rags and tatters if they could "get away with it," and drag a lot of government employes into the same foul mire as accessories.

Senator Norris, of Nebraska, stated in the last session of Congress that not only does publicity tend to bring about more honesty in returns and a fairer statement of property, but that publicity enables correct legislation. Is this not to be encouraged? He added that publicity of returns would mean "many millions of income taxes," coming from men who would evade proper payments if they believed false statements might be made in secret.

There has never been a time in the history of the American press, to our knowledge, when editors have failed to join in any movement which would tend to lessen private and public fraud.

We believe in equality under the law and that secrecy makes for inaccuracy and inequality.

Above all else, we believe that the constitutional guarantee of free press is a grant of responsibility as well as of privilege. Establish the precedent of secrecy in the instance of income tax returns and, in logic, it must be carried down the line through every department of interest. When that happens the free American press will have lost its function in the life of the people and the government.

The people have a right to know ALL about their public business. Thus are we free, for with such understanding we may intelligently act.

The American newspaper shall not be thin-skinned in the instance of publicity of the dollar fortunes of citizens, when it does not scruple to publish to the world the heart and soul affairs of men, women and children.

Print income tax returns, or leave them out, as you will; exercise your news judgment; but don't uphold a law which makes news secret in the hands of the government!

If the Federal Trade Commission will kindly end the ancient "commission" argument once and for all the game may be worth the candle.



Judge not, and ye shall not be judged; condemn not, and ye shall not be condemned: forgive, and ye shall be forgiven.—St. Luke, VI; 37.

UNWORTHY CRITICISM

CRITICISM must be specific to mean anything. We feel familiar enough with syndicated press material to dispute the claim of the Methodist Board of Temperance and Prohibition, that the country is being flooded with comic strips and sport cartoons, made in New York, which are designed to flout the prohibition law. We do not believe that the comic artists are such ardent wets that they have turned propagandists, hoping to convert the West and South, by satire and ridicule, to the alleged booze liberalism of New York.

Where are these offending cartoons? We believe they are in the imagination of zealous people who write general charges against the press.

The *New York Times* aptly remarks that if the syndicated comic is propaganda assailing prohibition the power lies with editors not to publish them. Also that the newspaper syndicates are in business for profit and it is absurd to believe that they are so devoted to the devil's work that they will sacrifice both principle and profit to corrupt the pure minds of the reading public. It is all just a little weird to read the generalities of this religious committee in reference to the newspaper press. There are instances of comic cartoons which represent the low ideas of those who make and trade in them. Sometimes we think their appeals are lower than the lowest possible reader. But such cartoons are the exception, not the rule. The average comic is first rate good fun, clean and really helpful to the public. To charge that the whole comic business is in the hands of the devil's disciples is loose talk, which can only bring discredit upon those who utter it.

You see an advertiser wasting his money on inappropriate, misconceived, unscientific copy—do you dare to tell him? Why not, his failure means more to you than to him!

October 10, 1925 Volume 58, No. 20

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
Mrs. H. Craig Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Olive 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.
Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy, $4 a year; foreign $5; Canadian, $4.50.*

NEW PRESS AGENT TACTICS

OUR newspaper friends advise us that the press agent grafters are working a new wrinkle. No longer able to bam-boozle easy editors into using their advertising, disguised as "news," they now propose to club their way into the press.

A Southern newspaper publisher writes EDITOR & PUBLISHER as follows: "You have got the press agents on the run. They have made their last stand here. The advertising manager of a local department store handed a bunch of proofs and mats, raw publicity for three brands of merchandise, to one of our people, with a request that they be printed as news. We got under it and found that a press agent in New York had sent the stuff to the store with a request that we be induced to run the matter. A few minutes' plain talk with that advertising manager convinced him that he would not want to play cat's paw to pull those hot chestnuts. Keep up the good work, EDITOR & PUBLISHER."

Another editor, in the mid-west, reports the same activity in the following letter:

> "Your campaign against the menace of 'free publicity' has been one of the most constructive factors in the newspaper industry in many years. I take this means of endorsing it and of urging its continuation.
>
> "That the campaign has been effective is definitely established by the new tactics being employed by the professional publicity seekers.
>
> "Finding the direct road to the editor's desk blocked by the waste basket, they are making the approach from a new angle. Instead of mailing propaganda direct from a publicity agency, they are now compiling lists of retail dealers in each town, furnishing these dealers with the usual line of mats and stories and urging them to use the weapon of advertising withdrawals to get the stuff into print.
>
> "We have noticed an alarming increase in the number of local retailers coming in with prepared propaganda.
>
> "This approach through the local advertiser savors of blackmail, and it is important that the publisher take a determined stand against it from the very beginning. Give in to them once, and they will fill your paper with the disgusting rot. Give in to one man, and you will have to abide by the precedent with all others.
>
> "We are finding it effective to reason it out with the advertiser who brings in this propaganda. Most of them are reasonable men, and are capable of seeing the point when it is explained to them.
>
> "The publisher who has allowed his advertisers to get the habit of expecting several inches of free space with every line of paid advertising will be overwhelmed by this new flood of prepared publicity.
>
> "A clothing merchant comes in with a quarter page ad and a bunch of mats from the 'Born Tailors Guild.' Ask him if he will give you a new overcoat with every suit of clothes you buy.
>
> "This publicity mooching is an evil that must be eliminated from the industry."

Space moochers all qualify as the world's keenest judges of what's "news."

EMBARRASSING CONSEQUENCES

RECENTLY the Military Academy at West Point invited 100 editors to attend a special drill. Acceptance notices were sent out with the invitations. One hundred editors sent in acceptances. The Army authorities made arrangements for the transportation of 100 persons, luncheon was set for 100, and just 15 men appeared, four from one newspaper.

Newspaper men are a busy lot. But they are not too busy to meet the ordinary rules of courtesy. They have won a pretty terrible reputation for this sort of thing, an unconscious process better understood and explainable in news offices than elsewhere. It is a simple matter to say "sorry, can't come." Embarrassing situations are certain to arise when you say "yes" and mean "no."

Sell him a valuable advertising idea! Space will take care of itself.

DEFENDER OF MOVIE ORGY

LINDSAY McKENNA, managing editor of *Illustrated Daily Tab*, Miami, Fla., passionately denounced EDITOR & PUBLISHER'S comments on the publicity orgy that was called "Greater Movie Season," for want of a better name. Mr. McKenna's criticism was appropriately contributed to *The Quill*, the theatrical press agent's organ. He says that if it were not for the press agents he could not possibly publish a movie column in his paper. That, however, has been done by newspaper editors who control their editorial expressions.

PERSONAL

MILTON A. McRAE spoke recently before the Hammer Club of San Diego, Cal., on "The Evolution of the Newspaper."

Victor Murdock, editor of the *Wichita Eagle,* is on a trip to Southern Europe. He will visit Jugo-Slavia, Czechoslovakia and the Balkans and write a series of articles for his paper.

Harvey Ingham, editor of the Des Moines, (Ia.) *Register and Tribune-News,* accompanied by his wife, is spending a few days visiting his brother, Dr. George W. Ingham, of Olympia, Wash.

Robert F. Wolfe, proprietor of the *Columbus,* (O.) *Dispatch,* entertained the members of the Dispatch Country Club to a clambake at the club's building near that city. Mr. Wolfe himself acted as chef.

J. B. Gabbert, publisher of the *Riverside* (Cal.) *Morning Enterprise* and president of the Southern California Editorial Association, has been appointed by Gov. Friend W. Richardson as state real estate commissioner.

Maurice L. Stafford, formerly in the editorial department of the *San Diego* (Cal.) *Sun,* and now in the consular service, has been assigned to duty in London, Eng.

IN THE BUSINESS OFFICE

C. B. McKEE, who has been advertising manager of the *Danville* (Ill.) *Morning Press* two years, has resigned to take charge of the advertising department of the Cramer & Norton store.

Charles K. Jackson, for many years connected with southern California newspapers, has joined the new *San Diego* (Cal.) *Independent,* as classified advertising manager.

F. B. Grant, general manager of the *Salt Lake City Deseret News* has resigned as chairman of the Utah State Racing Commission.

IN THE EDITORIAL ROOMS

WILLIAM M. HINES, managing editor of the *San Francisco Bulletin,* visited Washington this week. He was the guest at the National Press Club of Leo A. McClatchy, Washington correspondent of the Bulletin.

Walter Chase, managing editor of the *St. Paul Daily News,* is on vacation at Lake Kabetogama, on the Canadian border.

Marshall N. Dana, associate editor, *Portland Oregon Journal,* has been elected president of the Portland Council of Churches.

Walter Howey, former managing editor of the *New York Mirror,* last week visited his home, Fort Dodge, Ia., where he was a reporter on the *Fort Dodge Messenger* 25 years ago.

J. W. Maynard, managing editor of the *Newark Evening News* has gone to Europe. He has a month's leave of absence.

Wilton W. Vaugh, of the *Boston Post* editorial staff, accompanied by his sister, Miss Mary E. Vaugh, sailed from Boston Oct. 4 for Liverpool on a six weeks' tour of the British Isles.

Henry Cabot Lodge, Jr., grandson of the late Senator Henry Cabot Lodge of Massachusetts, has resigned as state house reporter of the *Boston Transcript* to join the Washington staff of the *New York Herald Tribune.* Previous to covering the state house, he went to Europe for the Transcript where he interviewed the various prime ministers.

Nat. S. Gooding, managing editor of the *New Bern* (N. C.) *New Bernian,* and Mrs. Gooding are parents of son, born Sept. 28.

Lewis A. Kirkpatrick, managing editor of the *Santa Ana* (Cal.) *Bulletin,* has resigned to take charge of a commercial printing plant at Whittier, Cal.

A. M. Carpenter, editor of the *Spartanburg* (S. C.) *Sun,* has resigned to do editorial work on a chain of newspapers in North Carolina, Virginia and Maryland.

Wilbur Morse, Jr., of the Washington staff of the *Philadelphia Public Ledger,* and Mrs. Morse are parents of a daughter. Mr. Morse is a son of Wilbur Morse, Sr., of the *Philadelphia Evening Bulletin* staff.

Hubert and R. H. Roussel, brothers, are now city editor and assistant city editor, respectively, of the *San Antonio Evening News,* R. H. having joined the paper from the *St. Petersburg* (Fla.) *Times.* He succeeded J. F. Massey, who went to the *Jacksonville Journal.*

James A. Peterson, political editor, *St. Paul Daily News,* won the 1925 staff fishing contest with a seven-pound five-ounce wall-eyed pike, caught in Big Marine lake.

Pierce Cummings, formerly on the *Philadelphia Evening Ledger,* has joined the staff of the *San Diego* (Cal.) *Sun,* handling telegraph. J. N. Kieldsen, formerly in the northwest, has joined the Sun copy desk.

Herbert La Duke, copy editor on the *Boston Traveler,* is convalescing in the Deaconess hospital, Brookline, following an operation.

Douglas E. Done, reporter for the *Salt Lake City Deseret News* and Mrs. Done are parents of a son.

Maj. Carl F. White, managing editor of the *Kansas City* (Kan.) *Kansan* and a war veteran was recently elected president of the Kansas Reserve Officers Association.

Miss Gertrude Gordon, feature writer, *Pittsburgh Press,* has returned from a trip to Europe.

Theodore Joslin of the *Boston Transcript* Washington office recently visited his old home city, Leominster, Mass., and spoke at the luncheon of the Rotary club.

Mrs. Walter Harvey has joined the staff of the *Garden City* (Kan.) *Telegram.*

Antonio Cargas, of *El Universal,* Mexico City daily, accompanied to the United States recently four University of Mexico students who won a constitutional government essay contest conducted by the paper.

Emmett Butler has joined the editorial staff of the *Burlington* (Ia.) *Gazette.*

Miss Reba Latta has resigned as society editor of the *Leesburg* (O.) *Citizen,* and will go to Florida. Miss Carrie Barrett of Leesburg succeeds her.

John F. McNamara, city editor of the *Northampton* (Mass.) *Hampshire Gazette,* has been appointed assistant manager of the Academy of Music in that city.

Edward E. Yeaton, police and court reporter on the *Lynn* (Mass.) *Daily Item,* is a candidate for councillor-at-large in the city primaries to be held Oct. 13. Francis P. "Tip" O'Neill, of the city staff, *Boston American,* also is a candidate for the same office.

William Vose has left the insurance business to cover the federal run for the *St. Paul Daily News.*

Mrs. Ralph Tennel, associate editor of the *Sabetha* (Kan.) *Herald,* is on a tour of Europe.

Myron Townsend is now writing a column "Tips on Sport Topics" for the *Newark Ledger.* He has written sports on 22 newspapers in various sections of the country.

Herschel C. Atkinson, formerly of the *Baltimore Post,* is now city editor of the *Akron Times-Press,* succeeding Harry Bennett, who now edits the *Akron Topics,* weekly magazine. Paul W. VanCamp, formerly make-up editor, is now assistant city editor, succeeding James Schlemmer, now sports editor of the *Akron Beacon-Journal.*

Howard White, society editor of the *New York Herald Tribune,* has returned from a three weeks' vacation at Lake Placid, N. Y.

Guy Woods, local commercial photographer, has joined the *Des Moines Register and Tribune-News* staff.

FOLKS WORTH KNOWING

GILBERT N. GUNDERSEN, classified advertising manager of the *New York Telegram* who this week was promoted to advertising director to succeed Thomas Burns, resigned, has had broad experience on the business side of daily newspapers.



GILBERT N. GUNDERSON

His first newspaper work was done on the *Fargo* (N. D.) *Courier - News* and after that he was connected with newspapers in Missoula, Montana, and Little Rock, Arkansas.

For seven years he was on the business staff of the *St. Paul Dispatch.*

Mr. Gundersen joined the Munsey organization four years ago in Baltimore. After a year there he was transferred to the New York Telegram, owned by Frank A. Munsey, to take the post of classified manager. In that position he conducted a unique classified promotion campaign based on the slogan "The Right Sort of People Respond."

The new advertising manager of the Telegram has been active in the Association of Newspaper Classified Advertising Managers. He is a charter member of that group and served four years as secretary and treasurer and a year as vice-president.

Ishbell Ross of the *New York Herald Tribune,* and Bruce Rae, her husband of the *New York Times* staff, have returned from a three weeks' vacation at Bermuda.

Ralph Taylor, *New York World* reporter was given a farewell dinner by staff associates Oct. 7, and presented a leather carryall before sailing, with Mrs. Taylor, for Europe. Taylor will continue newspaper work in Paris.

WITH THE SPECIALS

H. C. BLAKE has joined the staff of Williams, Lawrence & Cresmer Company, newspaper representatives, New York. He was formerly with the Frank Seaman agency.

Woodward & Kelly, Chicago, publishers representatives, have been appointed Chicago representative for the *New York Herald Tribune.*

S. C. Beckwith Special Agency, New York, has been appointed to represent the *Sharon* (Pa.) *News-Telegraph.*

Quebec L'Evenement, French morning daily, has appointed James B. Allen, publishers' representative of Toronto and Montreal, as its national advertising representative for the Provinces of Ontario and Quebec.

HOLDING NEW POSTS

B. R. MARTIN, from circulation department, *Atlanta Georgian,* to circulation manager, *Salisbury* (N. C.) *Post.*

Malcolm Mollan, from special writer, *Boston Herald,* to *Manchester* (Conn.) *Herald* as telegraph editor and editorial writer.

H. R. Grobie, from *Beaumont Journal,* to *San Antonio Evening News* staff.

Robert L. Girvin, from editorial staff, *Reading* (Pa.) *Tribune,* to telegraph editor, *Miami News.*

Benjamin Feldman, from local staff, *Chicago Evening American,* to staff, *Chicago Tribune.*

MARRIED

MAX FOWLER COLWELL, Pasadena representative of the *Los Angeles Times,* to Miss Ruth Halliwell Chamberlin, church and fraternal editor of the *Pasadena Post,* recently in Pasadena. They will reside in Altadena.

Miss Grace F. Gillin, for 10 years executive secretary to President C. S. Henshaw of the Henshaw Motor Company of Boston, and director of the firm's advertising, to Edward J. Galvin, Oct. 12, at St. Mark's Church, Dorchester, Mass.

Tom L. Sears, Associated Press bureau man at Lincoln, Neb., formerly of the Des Moines, Ia., bureau, to Miss Mary Sommercant, Sept. 24.

John E. McComb, assistant to the publisher, *San Antonio Express and Evening News,* to Miss Julia Runge of Houston, Tex., in Concord, Mass., recently.

J. Robert Kershaw, of the staff, *Falmouth* (Mass.) *Enterprise* and correspondent for the *Boston Globe,* to Miss Doris Smith of Sandwich, Mass., recently.

Christopher Messerschmitt, State House reporter on the *Trenton Times,* to Miss Katherine Kaiser, of Trenton, Oct. 2.

John M. Cleary, of the *Trenton Times* reportorial staff, to Miss Margaret M. Caullet, of Trenton, recently.

Peter Ainsworth of the editorial staff, *Cedar Rapids* (Ia.) *Gazette,* to Miss Ruby Faul of Denison.

Kenneth McVey of the *Hillsboro* (O.) *Gazette,* to Miss Anna Lucy Emery.

William A. Corbett, circulation manager, *Hagerstown* (Md.) *Herald-Mail,* to Miss Helen Craig, of Carlisle, Pa.

Donald A. Morrison, a director of and accountant with the *Halifax Herald,* to Abbie A. Hemphill, at Mackenzie Corner, Nova Scotia.

Key Papers of Three States Prefer Central Press Service

The Portland *Press-Herald,* with the largest circulation in Maine; the Jacksonville *Times-Union,* with the largest circulation in the up and going state of Florida; and the Raleigh *News and Observer,* Josephus Daniels' newspaper, with the largest circulation in North Carolina, are new clients for Central Press' complete and exclusive illustrated daily newspaper service.

They are making and holding readers with Central Press' news-picture mats and distinctive daily features.

Write us to send you the service for four days without charge, and you will see why they prefer Central Press.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

P. S.—We produce the world's best picture page.

SPECIAL EDITIONS

GALESBURG (Ill.) *Republican-Register,* 64-page Knox County Centennial edition, Sept. 30.

Wisconsin Rapids Daily Tribune, 104-page Greater Wisconsin Rapids edition, Sept. 30.

Bloomsburg (Pa.) *Morning Press,* 13th County Fair edition in seven sections, Oct. 3.

Phoenix (Ariz.) *Gazette,* 140-page annual edition in 11 sections, Sept. 30.

Lubbock (Tex.) *Morning Avalanche,* 82-page special edition in connection with the Panhandle-South Plains Fair and the opening celebration of the Texas Technological College, Sept. 27.

Cincinnati Times-Star, 44-page Kentucky edition, Oct. 1.

Galesburg (Ill.) *Evening Mail,* 52-page edition, Sept. 30, Autumn Corn Festival and Fall Fashion Show edition.

San Antonio Evening News, 66-page annual industrial edition.

Fairmont (Minn.) *Daily Sentinel,* 32-page, Martin County Fair edition, Sept. 25.

Faribault (Minn.) *Daily News,* 24-page Open House Night edition, Sept. 26.

Geneva (N. Y.) *Times,* 64-page 30th anniversary edition in three sections, containing history of the growth of Geneva and the Daily Times.

CHANGES OF OWNERSHIP

PRESTON F. GRANDON recently sold the *Quincy* (Mich.) *Herald* to C. J. Van Every and C. H. Powley of Bronson, Mich. Mr. Powley is publisher of the *Bronson Journal.* Mr. Van Every will manage the *Herald.*

Lyle R. Moorehouse, editor and owner, has sold the *Placentia* (Cal.) *Courier,* a weekly, to Henry R. Honey, editor of the *Olive Sentinel,* and H. W. McClure, formerly of the *Pomona Progress.*

D. W. Grandon, publisher of the *Sterling* (Ill.) *Gazette,* has purchased the *LaSalle* (Ill.) *Daily Post,* owned by the McLain sisters. He has taken over the plant and announces plans for the construction of new home for the *Post.*

E. W. and W. O. Jewett, owners of the *Shelbina* (Mo.) *Democrat,* have sold it to S. R. Hoover of Edina, Mo. Mr. Hoover two weeks ago sold his *Edina Democrat* to the *Edina Sentinel,* which consolidated the two.

The *Odell Tribune* and *Wilbarger Press,* both printed in the *Quanah* (Tex.) *Times* office, have been sold by A. C. Smith and C. C. Woodson of the *Times* to J. S. Spires.

Francis and Leland Case, who recently incorporated the Times-Herald Publishing Company, Hot Springs, S. D., have taken over the *Star* of Hot Springs and are operating it under the Star Publishing Company, a $25,000 corporation. Joyce Wilson, formerly with the Star, is interested in the new concern.

Herman Hilson, for many years connected with the *Coeur d'Alene* (Idaho) *Press,* has purchased the *Oakesdale* (Wash.) *Tribune.*

Butte Tipton, formerly editor of the *Jordan* (Mont.) *Times,* has purchased a used plant and will publish the *Glentana* (Mont.) *Tribune.*

Editor Johnson of the Lewis Press, Great Bend, Kan., purchased the *Pawnee Rock Herald* from L. G. Hixon.

NEW PLANTS AND EQUIPMENT

ANAHEIM (Cal.) *Bulletin,* which purchased the *Orange County Plain Dealer* early in the summer, has moved into the building formerly occupied by the latter. The paper now has larger quarters and better equipment.

The Sun Company, publishers of the *San Bernardino* (Cal.) *Sun and Telegram,* is building a second story to the Sun building, which will house the editorial departments of the two papers, the composing room, and a conference room for staff meetings. The space now used for the composing room will be used for a new press and also additional space for the advertising department. R. C. Harbison, Harry S. Webster and James Guthrie are the owners.

CIRCULATION PROGRESS

"Service Has No Substitute in Circulation Building"—Ed Pugh



Ed Pugh

"SERVICE has no substitute in building circulation."

That is the opinion of Ed Pugh, circulation manager of the *Long Beach* (Cal.) *Press-Telegram.*

The success of Mr. Pugh in building and maintaining the position of his newspaper in a city whose population has doubled, tripled and quadrupled in population since he took charge of circulation is attributed by him to the personal element which he has instituted among his hundreds of employes as the guiding force of their endeavors. But more than that, he believes that the circulation manager must know what the reading population desires and demands in its newspaper.

"A circulation manager who 'makes good' 100 per cent with his boys is in a position to demand a high-grade of service from them," said Mr. Pugh. "By the same premise, the circulation manager who fails to give the public the service it wants, finds himself slipping. He must know every branch of business, home and industrial life in his city, and he must be willing to forego his own ideas if he finds they are in conflict with the needs of his public.

"I believe the type of system used in circulation is unimportant in-so-far as the public is concerned, and that the service furnished and not the method is what counts.

"We recruit our employes from homes where the paramount idea is to train their sons in business methods; we insist that the boys shall continue their schooling; we try to adjust each individual boy to the place where he will fit in best in the organization; we encourage thrift by a system of rewards for work well done, and discharge those lads who work for us solely for the revenue derived and who do not give the maximum of service. Boys that show special ability are advanced to position of importance, where they are in a position to help train younger boys."

Mr. Pugh began as a newsboy around a steel mill in Pueblo, Col. He later joined the *Pueblo Daily Chieftain* and worked in various departments. Thirteen years ago, he went to Long Beach, where he was appointed circulation manager for the Telegram. After four years he joined the *Press* in the same capacity.

Following the merger of the Telegram and the Press, in September, 1924, Mr. Pugh was appointed circulation manager of the merged papers.

Miami (Fla.) *Herald,* which recently ordered a specially built heavy pattern unit-type octuple press from R. Hoe & Co., Inc., last week placed a further order for a quadruple of the same style. The two presses will be erected as a Double Sextuple giving greater speed and more flexibility in page combinations than possible with present facilities.

With a new Duplex press, the *Hiawatha* (Kan.) *Daily World* is occupying its new home, just completed. Much new equipment in addition to the press was purchased. Ewing Herbert is editor.

Hagerstown (Md.) *Herald-Mail* has purchased a unit-type quadruple press and a full complement of stereotyping equipment from R. Hoe & Co., Inc.

A press room and other additions are being made to the plant of the *Crown Point* (Ind.) *Star.* When construction has been completed, a new Goss web perfecting press will be installed.

George Yust, owner of the *Sylvia* (Kan.) *Sun,* has purchased a linotype.

Faribault (Minn.) *Daily News* has added two Intertypes, Model C, a Virkotype machine and a Universal saw trimmer.

Abilene (Tex.) *Reporter* Publishing Company, publishers of the morning and afternoon editions, has let a $28,000 contract for erection of a two-story and basement concrete and steel warehouse. It will have trackage facilities.

PRESS ASSOCIATION NOTES

R. B. McClain of the Consolidated Press, Washington headquarters, is seriously ill and has been confined to his home for the past three weeks.

Mark Temple, formerly of the *Paterson Press-Guardian* and more recently of the New York local staff of the Associated Press, has been transferred to the Newark bureau as night editor. Fred B. Stauffer, of the *Jersey City Journal,* is now assistant editor in the Newark bureau.

FLASHES

Nothing is more pitiful than to see a bashful child run and try to hide behind his mother's knickers.—*Kansas City Star.*

Perhaps Shapurji Saklatvala was barred in order to protect the harried proofreaders.—*J. R. W. in Milwaukee Journal.*

Crime is estimated to cost this country $10,000,000,000 a year. It is not worth the price.—*Chicago Daily News.*

The long green finds few men color blind.—*Cleveland Times.*

If the flappers keep on getting their hair cut shorter, soon they'll have their heads shaved, and then the babies can use them for rattles.—*New York American.*

We never smile about the exploits of Samson. The jaw-bones of asses have slain more millions than all the cunning weapons fashioned by men.—*Columbia Record.*

Perpetual motion: Taking prohibition out of politics.—*J. R. W. in Milwaukee Journal.*

Editor E. Fullerton Brown, writing in the *South Side Review* of Chicago, says: "We owe money to so many people that we do not have to be subservient to the predilections of any one person or clique of persons."

Shake, brother.—*The Minnesota Editor.*

HOW FAR AHEAD DO YOU PLAN?

Has your newspaper a church advertising page?

MANY churches have been seeking earnestly for a solution to a common problem,—too many empty pews.

Some churches are solving that problem effectively by the use of good, vigorous, advertising copy, displayed weekly in their local newspapers.

The new series of church advertisements prepared by the Church Advertising Department of the Associated Advertising Clubs, is dignified, purposeful, and in keeping with religious ideals. These advertisements have real pulling power because they are sane, commonsense appeals from all churches to "Come to Church."

The Church Advertising Department offers its advertising copy to newspapers

First, to promote a more general interest on the part of the public in the work of the Churches;

Second, to help churches to make the most effective use of the newspaper as a great advertising medium.

May we send you our new series of church advertisements?

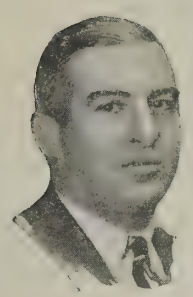
Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.



RODNEY E. BOONE



HERBERT W. BEYEA



ALFRED G. EAGER



LOUIS C. BOONE

In New Offices

EIGHT men, each skilled in advertising and merchandising, comprise the staff of the eastern advertising offices of the six newspapers in this group now located in new quarters at 9 East 40th Street, New York City.

These men are at the service of eastern advertisers. They are thoroughly familiar with the six markets covered by the newspapers they represent. They are rendering intelligent, helpful service to scores of advertisers.

Any representative of this group will welcome an opportunity to show you how one or all of this newspaper sextette may be used to increase your business.

RODNEY E. BOONE

Eastern Advertising Representative

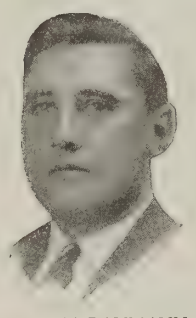
9 East 40th Street New York City

Telephone Murray Hill 6100

CHICAGO EVENING AMERICAN
BOSTON AMERICAN
DETROIT TIMES
WISCONSIN-NEWS
ROCHESTER JOURNAL
SYRACUSE TELEGRAM



HAROLD A. STRETCH



JOHN H. BAUMANN



FRED M. VAN GIESON



WALDO S. KEMP

ASSOCIATIONS

MINNESOTA ASSOCIATED PRESS Editorial Association members met in Duluth last week as guests of the *Duluth Herald.* Fred Schilpin, publisher of the *St. Cloud Times* and president of the state group presided. E. T. Cutter, superintendent of the Central division of the A. P. and E. T. Wolford, traffic chief attended. M. F. Hanson, publisher of the *Duluth Herald,* was host at a dinner at the Kitchi Gammi club after which the regular business session was held. Nearly 25 editors were in attendance.

Two hundred students enrolled on the opening night of the **Detroit Adcraft Club's** course in advertising, conducted this year at the Detroit College of Law. Speakers at the meeting included Verne Burnette, secretary of the advertising committee of General Motors; Ward Marsh, president of the Adcraft club; and Gordon W. Kingsbury, secretary of the club.

Kane and Kendall county, Illinois, newspaper men have organized the **Fourteenth Senatorial District Editorial Association** with C. B. Mead of the *Geneva Republican,* president.

Annual convention of the maritime provinces division of the **Canadian Weekly Newspapers Association,** was held last week in Sackville, N. B. The following officers were elected: president, Donald F. Fraser of New Glasgow, N. S.; vice-presidents: C. C. Award of Sackville, N. B.; H. G. Harris of Kentville, N. S.; A. R. Brennan of Summerside, P. E. I.; secretary-treasurer, H. B. Anslow of Campbellton, N. B.

Formal opening and house warming of the new home of the **Pittsburgh Press Club** took place on Thursday evening, Oct. 1. There was music and a buffet luncheon. The new building is at the corner of Sixth avenue and Grant street.

Crosscup-Pishon Post, American Legion, composed of Boston advertising men, last week elected Maj. Carroll J. Swan, head of the Swan Advertising Agency, commander.

Boston Press Club gave a dinner in honor of George M. Cohan, Oct. 2. Charles E. Young, assistant managing editor of the *Boston Post,* was toastmaster. The speakers included A. J. Philpott, art and dramatic critic on the *Boston Globe.* Morris Gest, theatrical producer, also was a guest.

SCHOOLS

A DEPARTMENT of journalism, will be established at Waseda University, Japan. American newspapers and journalistic practices are being studied in the United States at present by Prof. Y. Kita, of the Japanese University, who plans to offer a college journalistic course when he has completed his study and survey of the American field.

Kansas editors will be guests of the University of Kansas journalism department at the annual round table discussions on Oct. 16 and 17. General sessions will be held each day, with a dinner the night of Oct. 16.

William H. McLoed, advertising manager, William Filene's Sons Company, Boston, will give a series of lectures on Retail Advertising at the College of Business Administration, Boston University, beginning Oct. 10.

A school of journalism, organized and conducted by undergraduates, has been opened at Williams college in Williamstown, Mass., for the purpose of giving freshmen training in news writing before they enter the competitions of the *Williams Record* and Williams News Bureau.

Second year students in journalism in the University of Toledo are receiving practical newspaper experience under the direction of Charles R. Cobin, assistant managing editor of the *Toledo Blade* and instructor in journalism in the university. Each student in the advanced course will spend one Saturday morning a month on the Blade's general staff.

The *Savitar* of the University of Missouri, was judged the best university yearbook published in the United States in 1925, and *The Totem,* of South Side high school, Fort Wayne, Ind., the best secondary school yearbook, according to the Central Interscholastic Press Association, at the University of Wisconsin, which announced results of its fifth All-American yearbook contest.

Harry R. O'Brown, a staff writer for *Country Gentleman,* has been engaged to teach agricultural journalism, in the department of agriculture of Ohio State University, Columbus. He succeeds John R. Fleming, who becomes extension news editor.

NEW PUBLICATIONS

WENDELL CHAMBERS, formerly connected with the *Alhambra* (Cal.) *Argus,* has started publication of the *Rosemead* (Cal.) *Review* on the Valley boulevard east of Los Angeles.

N. Y. Publishers Meeting Oct. 30-31

The fall meeting of the New York State Publishers Association will be held in Syracuse on Friday and Saturday, Oct. 30 and 31. Headquarters will be at Hotel Syracuse. The sessions will begin with an informal dinner Friday evening. After a short speaking program, members of the Associated Press will hold their annual meeting. The business session will be Saturday morning from 9:30 to 12:30 p.m. In the afternoon the members will attend the Syracuse-Penn. State foot ball game.

$100,000 Libel Suit Dismissed

Justice H. Y. MacDonald of Regina has dismissed the $100,000 libel suit brought against the *Regina* (Sask.) *Morning Leader,* the *Saskatoon Star,* and the *Saskatoon Phoenix,* by Aaron Shapiro. Letters written by Joseph Passaneau attacking Shapiro's methods in the organization of a fruit marketing agency were published in the newspapers and formed the basis of the suit.

ON AVIATION ASSIGNMENT

John Goldstrom Touring Europe by Air for N. Y. Evening World

John Goldstrom, of the *New York Evening World,* is making a flying tour of European airways with Mrs. Goldstrom to determine whether Europe may be traveled as safety and dependably by airplane as by rail, steamer or motor.

Mr. Goldstrom flew from New York to San Francisco with the first through consignment of transcontinental air mail, and, as an aeronautical writer, has flown more than 40,000 miles. He is now making the first tourist flight of its kind ever attempted, and writing his experiences in a series of articles in the Evening World.

New Weekly Tab in New Jersey

The *Jersey Transcript,* a new weekly tabloid, started publication in Newark, N. J., Oct. 1 with R. H. Reed, formerly on the *New York American,* editor and publisher. The first issue numbered forty pages of news-features and pictures. Considerable play was given in both text and picture to A. Harry Moore, Democratic candidate for New Jersey governor, but Mr. Reed denied his paper was supported by any political group.

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

81 New Ludlow Typefaces

DURING the past two years, the Ludlow library of matrix faces has been doubled and now includes more than 400 different fonts. The typefaces shown are representative of the eighty-one new faces which have been cut since September 1, 1924.

Some represent complete new series as Caslon Old Face Heavy, Lining Plate Gothic Heavy Condensed, Lining Plate Gothic Bold, Artcraft Light Italic, Number Eleven Light Italic, Bookman Light, Ludlow Black and Ludlow Black Italic, but in many instances new sizes have been cut to complete an older series such as Caslon Light Italic which, with its new eight and ten point sizes, is available in the complete series from eight to forty-eight point. This was one of the first and most popular series cut by the Ludlow Typograph Company.

EMPhasize 1-LI 8 and 10 point	**SUBStantiality** 6-B 60 point
DIGnity of 1-OFH 12 to 48 point	**NO regular** No. 9 14 point
SMALL column 2-BC 12 and 60 point	*BECOming* 10-LI 10 to 48 point
CONcentrated 2-BCI 48 point	*REFINEment* 11-LI 10 to 48 point
REDUCE measure 2-BEC 14 and 48 point	*DISplay line* 11-BI 10, 12 and 14 point
STRONGER 6-LPB 3-6 pt., 4-12 pt. sizes	UNIForm 14-L 12 to 48 point
BUSINESS 6-LPH 6 point No. 1	**BOLD for** 15-Black 8 to 48 point
THIN SPACE 6-LPHC 3-6 pt., 4-12 pt., 2-18 pt. sizes	***FOrceful*** 15-I 12 to 48 point

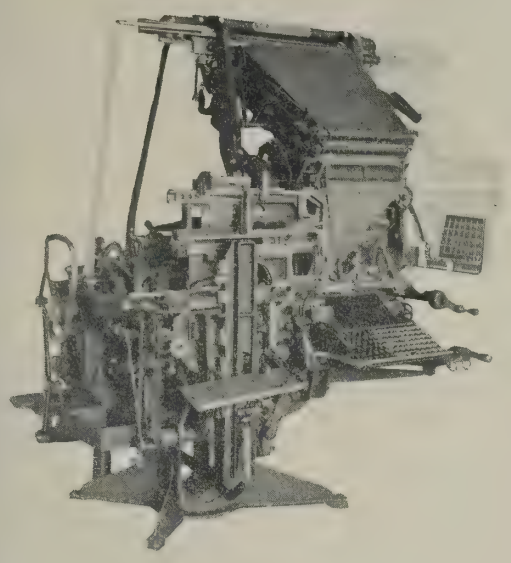
FOR advertising and job composition -- The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta St.
New York: 63 Park Row
Boston: 261 Franklin St.

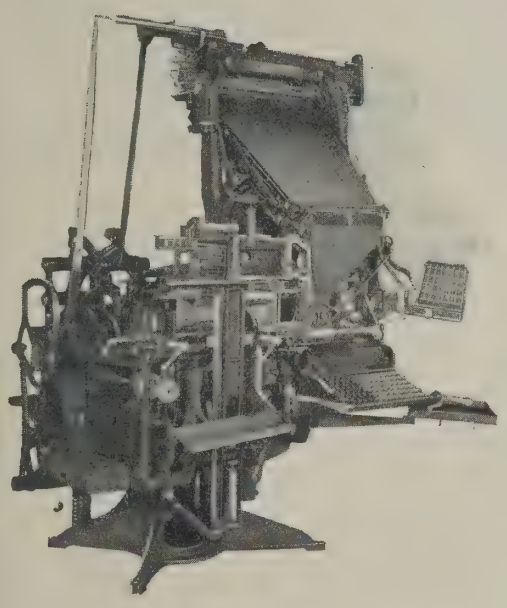
LUDLOW QUALITY COMPOSITION



SINGLE DISTRIBUTION

The MODEL 8 *can be equipped with either one, two or three Standard Main Magazines.*

The MODEL 14 *is just like the Model 8 with the addition of a Standard Auxiliary Magazine.*



MULTIPLE DISTRIBUTION

The MODEL 25 *is equipped with two Standard Main Magazines.*

The MODEL 26 *is just like the Model 25 with the addition of two Standard Auxiliary Magazines.*

[*Can be supplied to cast either 30 or 42 pica maximum measure*]

FACES FROM ALL MAGAZINES MIXED IN THE SAME LINE

A Linotype Exactly Suited to Any Purpose

All Using Standard, Interchangeable Magazines, Matrices, Molds and Liners
All Operated from the Same Standard Power-driven Keyboard
All Magazines Quickly Changed from the Front

The Linotype principle of standard, interchangeable equipment means that each machine unit can be precisely adapted to its primary purpose and still be instantly available to help out on any other work for which it might be required. It means a completely flexible battery with the greatest possible production from every machine and man.

A Linotype may be equipped with one, two or three main magazines; single or multiple distribution; either 30 or 42 picas maximum measure, as required for headings, body matter, classified or display advertising.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

532.25.9-F

Composed entirely on the LINOTYPE *in the Bodoni Series*

TEXAS WEEKLIES GAIN BY TEAM WORK

New Advertising Office In Dallas Selling Field As a Whole to Advertisers—H. L. Grable in Charge

Service that saves both advertiser and publisher is being offered by the Texas Weeklies, Inc., a new association of weekly newspapers in Texas maintaining an office in Dallas. This office, of which H. L. Grable is the manager, puts before state and national advertisers the rates, circulation and other claims to patronage of its several co-operating weekly papers, takes the orders for advertising, prepares the advertisement in printed form when the size of the order justifies, and bills the advertiser at the proper time.

In a state so large that its several sections are commonly designated as North, South, East, West and Central Texas, etc., few national advertisers care to take the trouble to investigate the merit of its many weeklies. The Texas Weeklies, Inc., has done this for them.

The Dallas office not only obtains business for members, but it relieves them of all clerical work connected with the accounts. By furnishing a printed copy of the advertisements it saves the mechanical departments of the weeklies time which would otherwise be spent in planning the lay-out.

So far there are 136 members of the association and a campaign is about to be launched by which it is believed the membership will be raised to 250. In the two months the organization has been in existence the manager has secured for members advertising to the value of $7,000 notwithstanding the fact that most of his time has been spent in organization work.

The Texas Weeklies, Inc., is a ward of the Texas Press Association. Rate cards are required of every member paper and an effort is being made to standardize rates according to circulation. R. H. Nichols of the *Vernon Record* is the presi- is the vice-president, and Sam P. Harben of the *Richardson Echo* is the secretary-treasurer. Will H. Mays of the University of Texas and S. W. Papert of the Texas Daily Press League were active in the organization of the body.

N. Y. Group Meeting This Week

Members of the Central New York Press Association are scheduled to gather for their fall meeting this Saturday at Syracuse. The Department of Journalism at Syracuse University will act as host to the weekly editors and publishers.

Riffian Bullet Kills News Writer

Reginald Kahn, Moroccan correspondent for *Le Temps,* Paris, was killed by a Riffian bullet Sept. 30, a few moments after leaving staff headquarters of Gen. Naulin, near Fez.

C. TRACEY BRONSON

Former Sunday Editor, New York Times, Dies in New Haven

Charles Tracey Bronson, former Sunday editor of the *New York Times,* died at his home in New Haven, Conn., Oct. 4. He retired from the Times about seven years ago.

Mr. Bronson began his newspaper work on the *Hartford* (Conn.) *Courant,* later joining the *New Haven Register.* His next connection was with the Times, in charge of the magazine section. He remained with this latter newspaper 25 years.

While with the Times, Mr. Bronson revealed turf scandals in New Jersey, which put an end to horse racing in that state.

JOHN VINTON EARLY

King Features Artist Dies of Heart Affection

John Vinton Early, 36, a newspaper artist for the last 13 years, died Oct. 6, at his home, 33 West Eighth street, New York. Mr. Early had been ill a month. Death was due to an affection of the heart from which he had suffered for ten years. He studied art at the Stevenson Art Institute in Pittsburgh and did his first newspaper work as a member of the art staff of the *Pittsburgh Dispatch.* For the last eight years he has been on the staff of King Features Syndicate. Mr. Early was married to Miss Juanita Hamel, also a newspaper artist four years ago. He is survived by her and a brother.

P. G. Hubbell, Tacoma Veteran, Dies

One of the oldest active newspaper men in the United States, Philo G. Hubbell, 82, *Tacoma News Tribune* reporter, died Oct. 2. The "Squire," as he was affectionately called by his fellow newspaper men, suffered a stroke about a year ago, but returned to his desk at the News Tribune. Mr. Hubbell, who was a resident of Tacoma for 36 years, was born in Centerville, N. Y., Dec. 14, 1843. At 22 he entered newspaper work in Winona, Minn. Here he became interested in lumber and since that time has been correspondent for a number of national lumber journals. Since 1889 Mr. Hubbell had been a member of the staff of Tacoma newspapers.

Sargent Files His Last Story

J. Ray Sargent, for 21 years on the *Boston American* staff, died suddenly Oct. 6, in Sydney, N. S., soon after he had written and filed a story on the return of the MacMillan Artic expedition.

"Dean of Georgia Journalists" Dies

H. M. McIntosh, editor and publisher of the *Albany* (Ga.) *Herald,* and known as the "Dean of Georgia Journalists," died suddenly at his home there Oct. 2.

Obituary

CHARLES J. PETERSON, 57, editor of the *Alcester* (S. D.) *Union* for 22 years, died Sept. 26.

JAMES H. MCMAHON, 57, for the past 20 years a member of the *Boston* (Mass.) *Globe* composing room staff, died at his home in Medford last week.

WINTHROP B. JONES, 70, Boston printer and paper manufacturer, and son of Justin Jones owner and editor of the famous Civil War paper the *Yankee Blade,* died at the Brigham Hospital in Boston recently.

WILLARD E. EVERETT, 72, long identified with the newspaper print manufacturing business, died at his home in Norwood, Mass., recently.

MRS. IDA M. ATKINSON, 54, wife of Claude M. Atkinson, publisher and editor of the *Hibbing* (Minn.) *Daily News,* died Sept. 30.

IRVIN D. CONVERSE, 69, editor of the *Strandquist* (Minn.) *Press,* who had edited and managed numerous weeklies in the Northwest, died recently.

WILLIAM E. POWERS, for 18 years editor and publisher of the *Pierce County* (Neb.) *Leader,* died recently at his home in Long Beach, Cal. He had not been connected with the Leader for 20 years.

WILLIAM T. EDDY, 51, for four years editor of the *Hancock County Journal,* Carthage, Ill., former city editor of the *Quincy* (Ill.) *Herald* and for 15 years associated with western Illinois papers, died Sept. 26 in Carthage.

WILLIAM R. COWDERY, employed in the composing room of the *Boston Transcript* for nearly 20 years up to his retirement two years ago, died recently at his home in Winchester, Mass. Before joining the Transcript he was with the old *Boston Journal.*

S. G. WILLIAMS, 73, veteran editor of the *Kamokawa* (Wash.) *Eagle,* a weekly, which he had published for 30 years, died recently.

CHARLES T. YOE, 76, who with his brother the late William Yoe founded the *Independence* (Kan.) *South Kansas Tribune,* died at his home recently.

JOHN ALBURTIS, of the *Boston Globe* composing room for more than 34 years, died at his home in Cambridge, Mass., Oct. 1, from injuries received when struck by an automobile last January.

W. J. PATTON, 48, for the past 24 years editor and publisher of the *Green Castle* (Pa.) *Echo-Pilot,* died in his home, Oct. 4, after a brief illness.



Service cannot stop

The telephone, like the human heart, must repair itself while it works. The telephone system never rests, yet the ramifications of its wires, the reach of its cables and the terminals on its switchboards must ever increase. Like an airplane that has started on a journey across the sea, the telephone must repair and extend itself while work is going on.

To cut communication for a single moment would interrupt the endless stream of calls and jeopardize the well-being and safety of the community. The doctor or police must be called. Fire may break out. Numberless important business and social arrangements must be made.

Even when a new exchange is built and put into use, service is not interrupted. Conversations started through the old are cut over and finished through the new, the talkers unconscious that growth has taken place while the service continues.

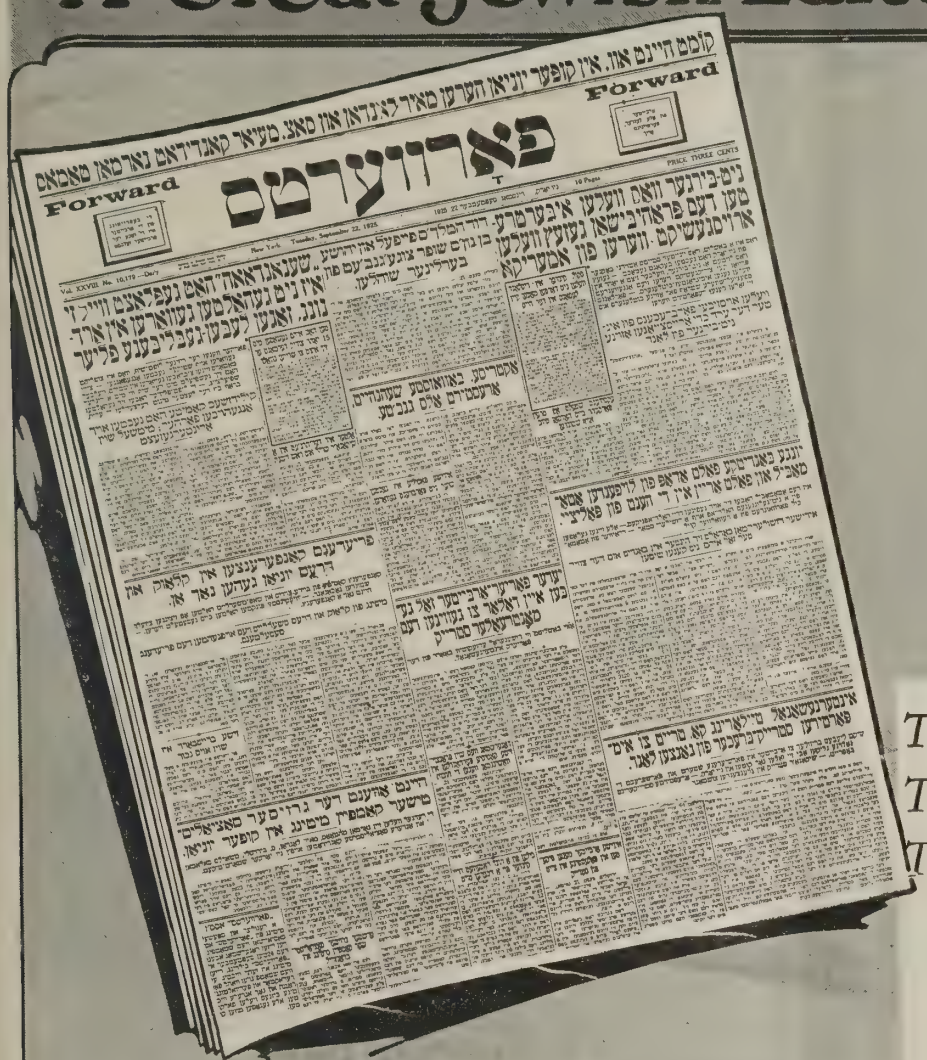
Since 1880 the Bell System has grown from 31 thousand to 16 million stations, while talking was going on. In the last five years, additions costing a billion dollars have been made to the system, without interrupting the service.

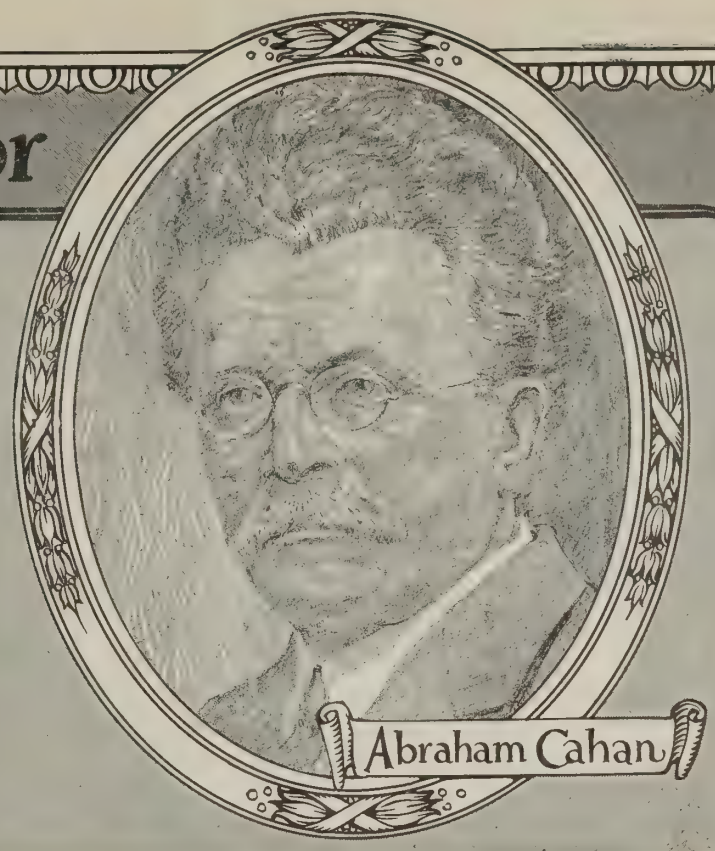
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES
BELL SYSTEM
One Policy, One System, Universal Service

FOR PROMPT SERVICE
TYPE
BORDERS ~ ORNAMENTS ~ BRASS RULE
Printers' Supplies
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT
Carried in stock for prompt shipment at the following Selling Houses of the
American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

A Great Jewish Editor





The Impressions of a Gifted Journalist
The Experiences of a Keen Observer
The Observations of a Great Editor —

A vivid pen picture of the Jewish ancient homeland —

PALESTINE

by

MR. ABRAHAM CAHAN

Editor of the

JEWISH DAILY FORWARD

are recorded in a series of brilliantly written articles now published in both Yiddish and English in the columns of the Forward—America's largest Jewish newspaper.

Mr. Cahan went to Palestine as an impartial disinterested observer to investigate at first hand the true conditions concerning the future of Palestine as a Jewish Homeland. His will be no partisian expression of any single viewpoint, but a truthful, colorful, straightforward interpretation of conditions that prevail, and what basis there be for the ultimate realization of the hopes and dreams and aspirations that have fired the hearts of millions of Jews the world over.

Mr. Cahan is the first editor to have gone to Palestine with a staff of men to perform the worthy mission of bringing to his hundreds of thousands of readers a true and vivid picture of Palestine. His articles are looked forward to with an expectancy and interest which his writings have always enjoyed among all Yiddish and English reading people.

In Mr. Cahan's revelations of PALESTINE OF TODAY, the Forward feels that it is rendering a service to the millions of its faith, and it is this spirit of enterprise and service to its people, which has identified the Forward and its Editor, as two vital and dominant forces in the life of American Jewry.

THE JEWISH DAILY FORWARD

National Circulation more than 200,000 average daily



The Greatest Jewish Newspaper

WHAT'S WHAT IN THE FEATURE FIELD

Introducing Robert F. Schulkers, Creator of "Seckatary Hawkins"—New Historical Feature Offered—Blanchard Writes Auto Series

A SLIM, dark-eyed youth of 20 appeared at the *Cincinnati Enquirer* office seeking work.



R. F. SCHULKERS

"Well," said W. F. Wiley, then managing editor, "What can you do?"

"Nothing much, but..."

"Good, you can be my secretary."

That was 15 years ago. The youth's name was Robert F. Schulkers. Today Mr. Schulkers is rapidly gaining a reputation as creator of the "Seckatary Hawkins" series, distributed by Metropolitan Newspaper Service.

Mr. Schulkers remained with Mr. Wiley 10 years. During that time he did not forget the "but" which the managing editor had interrupted when he was asking for a job. He had intended to say—"but I love to write for kids."

Since his high school days he had been writing stories for boys. His first story appeared in the *Cincinnati Commercial Tribune* in 1904.

Mr. Wiley soon found this out and Schulkers was asked to continue to write for the children's page of the Sunday editon. His staff appeared twice a month. Then one day the Sunday editor asked him to write weekly. It was then "Seckatary Hawkins" came into being.

Jonathan A. Rawson, Jr. is author of a new daily feature entitled "150 Years Ago," which is now being offered by the Putnam Syndicate, New York. The feature takes up day by day happenings of the Revolution.

Harold F. Blanchard, automobile expert, has written a series of nine special articles on the care and operation of motor vehicles for weekly release to newspapers through King Features Syndicate, New York. Each release will be illustrated.

"Do You Mean What You Say" is the title of a new one column daily feature added to the list of the Register & Tribune Syndicate, Des Moines, Ia. It reveals the origin of popular phrases.

A new weekly style service for men is now being distributed by the Ledger Syndicate, Philadelphia. It appears under the title "London's Latest Modes for Men" and is signed "Beau Burlington." Text runs to about 1,000 words, and each release is illustrated with a two-column and a one-column cut.

J. N. "Ding" Darling, cartoonist for the Herald Tribune Syndicate, New York, is visiting in New York for a few weeks. His home is in Des Moines, Ia.

Two new serials put on the market by the Ledger Syndicate are entitled: "Island Gold" by Valentine Williams; and "The Locked Book," by Frank L. Packard.

McClure Newspaper Syndicate, New York, announces a symposium of nine authors entitled "My Religion" to appear in weekly installments. Authors writing for the series are: Hugh Walpole, Sir Arthur Conan Doyle, E. Phillips Oppenheim, Israel Zangwill, Henry Arthur Jones, Compton MacKenzie, J. D. Beresford, H. DeVere Stackpoole, and Rebecca West.

F. J. Starzl, assistant manager of the Register & Tribune Syndicate, Des Moines, Ia., visited New York this week on business.

Goss Representative Enjoined

The Goss Printing Press Company of Chicago and its representative in Indiana, Frank Bernard, have been enjoined at Jeffersonville, Ind., by Judge James W. Fortune, from removing a Goss Comet printing press from the building of the Cloverleaf Press, publishers of the *Jeffersonville* (Ind.) *Evening Bulletin.* The paper recently suspended publication. The affairs of the Cloverleaf Press are involved in the bankruptcy courts, an involuntary petition having been filed Aug. 24. Before being enjoined, Bernard was arrested for malicious trespass at the behest of Claude B. McBride.

Stanton Buys Anthony Republican

Mack Stanton, who recently purchased the *Anthony* (Kan.) *Bulletin* from George Van Dyke, half owner with Mr. Stanton, has also purchased the *Anthony Republican* from H. M. and J. P. Sydney, owners. The papers will be consolidated.

Marble's Daily in New Home

Ft. Scott (Kan.) *Monitor-Tribune* has moved its new home. The building is of brick, two stories high, and will house the job printing and bookbinding departments as well as the newspaper publishing business. George W. Marble, former president of the National Editorial Association is president of the Monitor Tribune Publishing Company, and editor of the paper.

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Johnstown Tribune
Johnstown, Pa.

We refer you to them for their opinion

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — CLINE WESTINGHOUSE

MAIN OFFICE
Conway Bldg.
111 W. Washington St.
CHICAGO

EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK

Prize of $200

THE NEW YORK TIMES will give a prize of $200 for the best plan, complete in detail, with copy, for advertising in newspapers, December 10 to 17, 1925, inclusive, a year's subscription for The New York Times as an appropriate and useful Christmas Gift.

Domestic Subscription Rates

Daily and Sunday	1 year	$12.00
Daily except Sunday	1 year	10.00
Sunday only	1 year	4.00

Plans must be received in typewritten form, accompanied by copy and layout not later than November 1, 1925.

Address:
CHRISTMAS GIFT ADVERTISEMENT PLAN
THE NEW YORK TIMES
NEW YORK

A subscription for The New York Times makes an acceptable Christmas present. It keeps alive the thought and sentiment which inspired the gift and is a reminder of the giver, every day in the year. It is appropriate for men or women, young or old. The New York Times is many gifts in one; it prints all the news, foreign, national and local, of politics, finance, sports, science, art, literature, music, the drama, fashion and society.

The Sunday edition is without equal in the newspaper world; its contents of the highest value and quality appear nowhere else. The Book Review, Magazine, Picture Sections and Sports Picture Section are all printed by the beautiful rotogravure process.

The New York Times is strictly a newspaper, for intelligent and thoughtful people. The regular reading of The Times is a liberal education.

ORDER THE TIMES IN ADVANCE. IT IS ALWAYS SOLD OUT FIRST.

CHARLES W. ELIOT, President Emeritus of Harvard University, says of The New York Times:"

"Many years of experience with The New York Times and of observation of many other newspapers, both American and foreign, have satisfied me that The New York Times is the best newspaper in the world for thinking Americans to take who want to get promptly all the news of the world free from guesses, comics, scandals, puzzles, gossip and mere speculation."

Still First in Miami!

The Miami Herald Policy Of Fairness To Its Advertisers

The value of newspaper leadership to an advertiser is consistency. It has never been the policy of The Miami Herald—nor will it ever be—to use any one month's business in which it issues a special edition, as a claim to leadership in advertising lineage. Herald leadership in Miami—and the world as well—is based upon a long term period, allowing a sufficient amount of time to guarantee to its advertisers that Herald leadership is consistent—that it is NOT a "spasmodic" affair—and that it represents the continued preference of advertisers. The Miami Herald is still first in Miami—First in the South—First in the United States—and First in the world!

Still First!

In Miami
In the South
In the United States
In the World

The Miami Herald is still first among the greatest newspapers of the world in total advertising lineage for the first eight months of 1925.

This fact certainly bears out the statement that The Miami Herald is not only a continuous leader in Miami, but in the world as well.

The following comparative figures of advertising carried by The Miami Herald and The News-Metropolis for the first eight months of 1925 will reveal that The Herald leads in 25 out of 31 classifications, and is tie in one—proof positive of The Miami Herald's continuous leadership in Miami.

COMPARATIVE STATEMENT OF ADVERTISING LINEAGE CARRIED BY THE HERALD AND NEWS FROM JANUARY 1st TO AUGUST 31st, 1925

Classification	Herald	News Metropolis	Classification	Herald	News Metropolis
*Amusements	464,597	427,938	*Men's Furnishings	225,295	112,980
*Automobile Accessories.	530,551	484,785	*Miscellaneous	858,368	671,118
*Bicycles, Motorcycles	1,526	1,344	Motion Pictures	154,091	154,476
*Building Materials	257,271	217,343	Musical	60,956	82,649
*Candy, Gum	34,328	6,657	*Beverages	97,937	22,876
*Classified Advertising	5,121,158	2,190,944	Office Appliances	20,986	29,652
Department Stores	647,724	786,044	*Medicines	396,571	172,151
*Druggists	19,054	17,052	*Real Estate	12,654,586	8,256,402
*Features	48,132	39,424	*Railroads, Travel	532,343	378,091
*Financial	495,460	413,994	Schools and Colleges	12,530	17,304
*Foodstuffs	471,968	383,383	*Shoes	163,359	126,742
*Furniture	281,085	140,175	Special Pages	369,054	369,054
*Hotels, Resorts	617,190	330,785	*Tobacco	28,938	19,327
*Household Articles	149,380	105,875	*Toilet Goods	57,106	16,128
*Jewelry	117,068	88,851	*Women's Wear	299,110	245,189
*Legal	277,270	245,217	TOTAL	25,464,992	16,553,950

(Audited by the Statistical Department of the Miami Herald)

The Miami Herald

"Florida's Most Important Newspaper"

Frank B. Shutts, Publisher

*Indicates HERALD LEADERSHIP in 25 out of 31 classifications. Those classifications in which The News leads are due to a local condition which will be readily explained to the entire satisfaction of any interested advertiser.

WITH THE GENERAL ADVERTISERS

Carl J. Schumann Succeeds Sumner as A. N. A. President—Oakland Motor Car Company to Promote "Surprise" Car—Radio's Advertising Investment Estimated at $10,000,000

CARL J. SCHUMANN, secretary of the Hilo Varnish Corporation, has been appointed acting president of the Association of National Advertisers, succeeding G. Lynn Sumner, resigned as vice-president of the Women's Institute of the International Correspondence Schools, Scanton, Pa.

Mr. Sumner retired from the A. N. A. presidency as soon as his business resignation became effective, which was Sept. 21. Mr. Schumann will serve until the next annual association convention to be held in Washington Nov. 16-18.

Mr. Schumann was a director of the A. N. A. from 1922 to 1925, when he was elected vice-president by the board of directors to succeed Ralph Starr Butler, who resigned Feb. 5, of this year.

As a member of the general committee on the "Save-the-Surface" campaign and its sub-committee in charge of advertising for the last four years, Mr. Schumann has been prominent in the co-operative work of the paint and varnish industry. He is vice-president of the National Varnish Manufacturers' Association, and a member of the National Industrial Advertisers' Association.

Graduated from Rensselaer Polytechnic Institute in 1902, he taught a year and then spent four years as a civil engineer before entering the advertising business. He is president of the Rensselaer Society of Engineers.

Extensive plans are being made to promote through advertising a new General Motors' car yet unnamed which is now being manufactured by the Oakland Motor Car Company. The Campbell-Ewald Company, Detroit agency, is handling the account.

It had been rumored for some time that General Motors contemplating bringing out a new car and these rumors were verified in the announcement in trade papers last week, the first of the teaser advertising campaign to be released.

The new car will be manufactured in the Oakland factories at Pontiac and it is expected that an additional force of 2,000 men will be added to the plant before the first of 1926. At the present time Oakland Six is having the largest sale in the history of the company, according to Campbell-Ewald, with production of 350 cars a day in an effort to keep pace with incoming orders.

The radio industry will invest $10,000,000 in advertising this year, according to the estimate of an investigator reported to the Bureau of Advertising of the American Newspaper Publishers' Association. Of this sum it is figured $2,500,000 will go to newspapers.

The radio linage in magazines, the bureau states, will probably show an expenditure to exceed the amount in the newspapers, but the newspaper figure does not show the immense volume of linage placed through local jobbers, distributors and dealers.

There are more than 500 manufacturing concerns, large and small, competing for radio business this year, and there are something like 4,000,000 sets to be sold between now and Jan. 1.

Malcolm B. MacIntire, assistant to the president of the R. L. Watkins Company, makers of Mulsified Cocoanut Oil Shampoo, Glostora, and Liquid Arvon, has been elected to membership in the Association of National Advertisers.

Pathex, Inc., is making contracts for large newspaper campaigns in metropolitan eastern cities. The account is handled by Dorrance, Sullivan & Co., New York. This agency says national use of newspapers may be put under way during the fall months.

Wahl Company, Chicago, manufacturers of pens and pencils, has become a daily newspaper advertiser instead of an exclusive magazine account.

B. L. Wales, formerly advertising manager of the M. N. Arnold Shoe Manufacturing Company of North Abington, Mass., has been promoted to sales manager and director of this company. Mr. Wales is only 35 years of age and has been with the company for 17 years, working his way up from the factory.

Carl Gazley, formerly advertising manager of the Yauman & Erbe Manufacturing Company, has been promoted to assistant general sales manager.

The Arrowhead Springs Company, Los Angeles, is conducting a campaign on Arrowhead Pale Dry Ginger Ale in Pacific coast newspapers.

ADVERTISING AGENCY AFFAIRS

Harford Powel, Jr., Leaves Barton, Durstine & Osborn, Inc.—Charles W. Hoyt Company Opens Southern Branch—Horace Cleveland on European Trip

HARFORD POWEL, Jr., has resigned from the staff of Barton, Durstine & Osborn, Inc., New York advertising agency, to become editor of the *Youth's Companion*, Boston, it was learned this week. Mr. Powell has been three years with Barton, Durstine & Osborn, and became widely known as author of the Macy editorial advertisements, which won the Harvard Advertising Award last year.

Graduated from Harvard College, Class of 1909, he first was connected for five years with the business department of the Vogue Company. Later he became editor of *Harper's Bazaar*. During the war he served as a Captain in the air service, and afterwards was appointed editor of *Collier's Weekly*, a post he held until joining the New York advertising agency.

Charles W. Hoyt Company, Inc., New York, opened a branch office in the Wachovia Bank and Trust Building, Winston-Salem, N. C., Oct. 1. Ernest H. Abernethy, who for the past year has been acting as account executive in the New York office, is in charge as southern manager.

Horace Cleveland, vice-president of Dorrance, Sullivan & Co., New York, sailed for Europe last week and will be in France and England, for a short business trip in connection with plans fo clients.

Keith Crombie and M. S. Charlton hav joined the Campbell-Ewald Compar staff as copy writers. Mr. Crombie wa formerly editor of the *Goblin*, Canadia humorous magazine, Mr. Charlton com from the Caxton Company, Clevelan where he was engaged in copy work. one time he was assistant advertisin manager of the Peerless Motor C Company.

Pfeifer's Advertising Agency, Detro has moved its offices from 10 Peterbo street to 112 Madison ave.

Fred M. Randall, president and trea urer of the Fred M. Randall Advertisi Agency, Detroit and Chicago, has be appointed general chairman of the Was ington bureau service of the Associat Advertising Clubs of the World.

Lincoln & Smith Press, Inc., of Bost has been granted a charter of incorpor tion in Massachusetts to engage in prir ing and advertising business. The capi .s $60,000 and the incorporators are Kil Page Smith of Waltham, Thomas Pa Sm.th of Scituate and Albert M. Da of Wellesley.

Canadian Dailies Launch Campaign

Western Canadian newspapers, beginning Sept. 26, started a fall campaign, inserting advertisments of a co-operative nature in the leading newspapers of Eastern Canada. The copy features the cities of Western Canada endeavoring not only to build new business in the big western centers, but to attract advertising in the paper represented there and participating in the cooperative advertising. Western newspapers participating are: *Vancouver Province, Calgary Herald, Edmonton Journal, Lethbridge Herald, Medicine Hat New Saskatoon Star and Phoenix, Nels News, Winnipeg Free Press, Moose J Times and Herald, Brandon Sun, Regi Leader and Post.*

700 Dailies Advertise A. P.

More than 700 Associated Press me bers are giving free advertising space their columns to their organization, hea quarters office announced this week. M are furnished free. Copy is written Arthur Thompson of the executive sta

first! in OHIO

15,279,513 Lines

Dispatch advertising record first nine months of 1925 exceeding other Columbus newspapers combined by 2,699,290. For the first 8 mos. 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638.

NET PAID CIRCULATION

CITY	54,851
SUBURBAN	28,024
COUNTRY	22,944
Total Circulation	105,819

Columbus Dispatch

OHIO'S GREATEST HOME DAILY



"STRAIGHT-UNIT" INTERMEDIATE FOLDER SEXTUPLE PRESS

Three floor fed units with two heavy duty 64 page folders. Also furnished in mezzanine type with paper fed from floor below. These arrangements can be varied to meet individual requirements under all conditions that favor the use of a "Straight-Unit" Press.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, New Jersey, U. S. A.
New York Office.....1457 Broadway
Chicago Office.....1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

N.P.A. RE-ELECT OFFICERS

·thur J. Baldwin Again Heads Magazine Publishers' Group

Arthur J. Baldwin, of the McGraw-ill Company, was re-elected president the National Publishers' Association the association's sixth annual meeting ld at Shawnee-on-Delaware, Pa., Sept. -30.

George C. Lucas, who recently suc-ded Frederick Hume, continues as ex-tive secretary, and F. L. Wurzburg, the Conde Nast Company, as secre-y.

Roto Section Up Four Pages

Beginning Oct. 25, the *Des Moines gister* will add four pages to its eight ge Sunday rotogravure section.

AD TIPS

Aubrey & Moore, Inc., 210 East Ohio street, icago. Has secured account of the Fargo-llowell Shoe Company, kinder-garden shoes, icago.

N. W. Ayer & Sons, 308 Chestnut street, iladelphia. Making 2,500-line contracts with wspapers generally for D. M. Ferry & Com-ay, seeds, Detroit.

George Batten Company, Inc., 383 Madison enue, New York. Now handling account of Magazine Razor Company, New York, nufacturers of the Schick Repeating Razor.

Bellamy-Neff Company, 127 North Dearborn eet, Chicago. Placing accounts of the olmes Electrical Mfg. Company, "Argon" argers, Chicago, and Gregory Oil Burners, c., Chicago.

Thomas M. Bowers Company, 304 South Wa-sh avenue, Chicago. Sending out general edules on the All American Radio Corporation Chicago.

Britt-Schiele Advertising Company, Central tional Bank Building, St. Louis. Will use wspapers in Missouri and adjacent states for Meletio Seal Food Company, St. Louis.

Campbell-Ewald Company, General Motors ilding, Detroit. Will place account of the w General Motors car (yet unnamed).

Cleaveland A. Chandler and Company, 35 ngress street, Boston, are placing the adver-ing of Coburn Kittredge & Co., Alan Shepard Co., Inc., New York & Boston Auto Tourist ., Potter & Rogers, Florida Syndicate, Inc., d Washington Jewelry Co. Newspapers and gazines are being used.

Nelson Chesman & Company, 1127 Pine eet, St. Louis. Has secured account of the arter Oak Stove & Range Company, St. uis.

Chilton Advertising Agency, Busch Building, llas. Planning to use newspapers in the uthwest for the Dyo Shoe Polish Company, aco.

Critchfield and Company, 223 West Jackson ulevard, Chicago. Will send out one time ders for the Western Railways committee on blic Relations.

D'Arcy Advertising Company, Inc., Missouri ate Life Building, St. Louis. Placing ac-unt of The White Company, Cleveland, manu-cturers "White" motor truck and busses.

Evans, Kip & Hackett, Inc., Springfield, ass. Now handling account of Certified ods, Inc., Westfield, Mass.

Ferry-Hanly Advertising Company, 441 Lex-ington avenue, New York, N. Y. Has secured e following accounts. Adolph Goldmark & ns, Marshall's Kippered Herrings and iver's Marmalade, New York, N. Y., and indsor Motor Products Corp., New York, Y.

Charles Daniel Frey, Inc., 30 North Michigan enue, Chicago. Reported to have secured count of the Atlas Portland Cement Company, w York.

Gardner Advertising Company, 1 Pershing uare, New York. Has secured account of orient Inc., dyes, New York.

A. S. Goldsmith Company, 9 East 41st street, w York. Now handling account of the nsco Products Company, radio equipment, w York.

Charles C. Green Advertising Agency, 450 4th enue, New York. Has secured account of e Utility Company, manufacturers of Gre-lvent.

Harvey Advertising Agency, Walton Build-g, Atlanta. Placing orders with newspapers nerally for the Creomulsion Company, lanta.

E. T. Howard Company, 33 West 42nd street, w York. Now handling account of the nerican Dry Corp., "American Dry Ginger le," Long Island City, N. Y.

H. W. Kastor & Sons Advertising Company, tton Building, Chicago. Placing account of e Remmers-Graham Company, "Lanoil" soap, ncinnati. Placing orders generally for the ooks Appliance Company, of Marshall, Mich.

Kling-Gibson Company, 310 South Michigan ulevard, Chicago. Placing of account of the rmola Company, of Detroit, Mich.

Lamport-MacDonald Company, J. M. S. ilding, South Bend. Has secured account of e Johnson Motor Company, South Bend.

Landsheft Advertising Agency, 110 Delaware enue, Buffalo. Placing orders with news-pers in various sections of R. B. Waite, aite Dental Cream, Springville, N. Y.

Lord and Thomas, Inc., 400 North Michigan ulevard, Chicago. Issuing new schedules on ucotton Products Company (Kotex), Chi-cago, Ill.; also on Mother's Oats, for Quaker Oats Company, Chicago, Ill.

H. K. McCann Company, 6 North Michigan boulevard, Chicago. Will send out orders to Texas newspapers on the Cleveland Metal Products Company of Cleveland, O.

McFarland Publicity Service, Harrisburg, Pa. Placing orders with some Florida newspapers for Glen St. Mary Nursery, Glen St. Mary, Fla.

Robert M. McMullen Company, 522 5th avenue, New York. Again placing orders with newspapers in selected sections for the American Cranberry Exchange, "Eatnor" cranberries, New York.

Harold D. Menken, 1182 Broadway, New York. Preparing a newspaper campaign in selected sections for Fred Fear & Company, "My Wife's Salad Dressing," Brooklyn, N. Y.

Mitchell Advertising Agency, Inc., 806 La Salle avenue, Minneapolis. Placing account of the Shaft-Pierce Shoe Company, Faribault, Minnesota, manufacturers, juvenile footwear.

Mitchell Advertising Agency, 8th and LaSalle avenues, Minneapolis. Making 5,000-line contracts with some Pennsylvania newspapers for the Russell-Miller Milling Company, "Occident Flour," Minneapolis.

Picard, Bradner & Brown, Inc., 16 West 46th street, New York. Now handling account of the Krueger Brewing Company, "Old Essex Brew," Newark, N. J.

Rowland Advertising Company, 250 West 57th street, New York. Handling account of the National Association of Engine & Boat Mfrs., New York.

Sacks Company, Inc., 120 West 42nd street, New York. Placing account of the Laminated Shim Company, Long Island City, N. Y., manufacturers Laminated Shims.

Sehl Advertising Agency, 360 North Michigan boulevard, Chicago. Sending out schedules until June, 1926, on the Calumet Baking Powder Company, of Chicago.

Shuman-Haws Advertising Company, 230 East Ohio street, Chicago. Will shortly issue advertising schedules on Thoradson Electric Company, Chicago, Ill.

J. Walter Thompson, 410 North Michigan boulevard, Chicago. Making up a list on Horlick's Malted Milk Company, Racine, Wis., and issuing schedules to start Oct. 8 on Aunt Jemima Mills Company (pancake flour), St. Joseph, Mo.

Alfred Wallerstein, Inc., 70 West 40th street, New York. Reported will shortly make up list of newspapers, etc., for the Piso Company, medical, Warren, Pa.

James T. Wetherald Advertising Agency, 110 Mewbury street, Boston. Renewing newspaper contracts for the Lydia E. Pinkham Medicine Company, Lynn, Mass.

Williams and Cunnyngham, 6 North Michigan boulevard, Chicago, contracting for space for the Lavex Chemical Company of Kansas City, Mo.

St. Louis
The Most American City in America

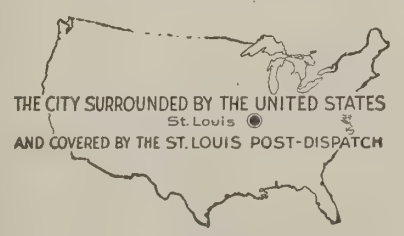


Advertising agencies, advertisers, manufacturers and distributors agree that the community which is the most American has the highest standards of living. And standards of living greatly influence the potentiality of a market.

St. Louis not only has the smallest number of foreign-born of any metropolitan city in America, but also has the lowest percentage of foreign-born and illiterates. St. Louis has less than 20,000 aliens—only 3.7% of its total population. When compared with other large cities, this small percentage becomes even more striking.

One Big Newspaper Covers the most American city and its trading area. The Daily Post-Dispatch reaches five out of every eight families in the St. Louis Market. The Big Sunday Post-Dispatch reaches five out of every seven! The St. Louis Market, as officially defined by the Audit Bureau of Circulation, is a circle having a forty-mile radius with St. Louis at its center. In this compact area there are 1,240,000 people served by 18,748 retail outlets.

The St. Louis Market—near the center of population, near the center of agricultural production, and near the geographical center of the United States—with its great purchasing power and high standards of living, is an ideal "Try-Out" market which can be reached most effectually by advertisers at ONE COST—Daily and Sunday—through its ONE BIG newspaper, the St. Louis Post-Dispatch.



The great power of the Post-Dispatch as an advertising medium is indicated by the fact that it carries far more local Display Advertising than the second and third newspapers COMBINED, and the further fact that more than 650 National Advertisers used the Post-Dispatch **exclusively** in 1924 to introduce, maintain or increase the sale of their products in the St. Louis Market.

The Post-Dispatch is FIRST in St. Louis in Local Advertising, FIRST in St. Louis in National Advertising, FIRST in St. Louis in Classified Advertising, and FIRST in St. Louis Circulation.

ST. LOUIS POST-DISPATCH

St. Louis' ONE BIG Newspaper

EASTERN ADVERTISING OFFICE: World Building, New York. WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago.
KANSAS CITY OFFICE: Coca Cola Building.
SAN FRANCISCO OFFICE: 564 Market St. SEATTLE OFFICE: Terminal Sales Bldg.
LOS ANGELES OFFICE: Title Insurance Bldg.

JACK WILLIAMS, OF WAYCROSS, GA., WINS SUTLIVE TROPHY



JACK WILLIAMS, editor and publisher of the *Waycross Journal-Herald* and publisher of the *LaGrange Reporter,* the *Blackshear Times* and the *Hoggansville News,* is the winner of the Sutlive Trophy, a loving cup offered annually by W. G. Sutlive, managing editor of the Savannah Press and former president of the Georgia Press Association, to the editor performing the most valuable community service in the state of Georgia.

The cup is presented through the Georgia Press Association. It was offered for the first time in 1924, and was first awarded to Mrs. Nora Laurence Smith, of the *Ashburn Wiregrass Farmer.*

Mr. Williams has been an enthusiastic advocate for good roads and schools, through his support of local bond issues, and he has conducted a booster campaign for his city.

Last year editor Williams was the winner of the Waycross Kiwanis Cup for rendering the greatest civic service to Waycross.

The Kiwanis Club this year, in recognition of the valuable work Mr. Williams has done, proclaimed Friday, October 2, Jack Williams Day.

CRITICS GET PUBLICITY

Eight Musical Writers Form Text of Radio Ad

Eight music critics on different daily newspapers are quoted to form the text of a Freed-Eisemann radio advertisement, now being placed in newspapers.

They are Glenn D. Gunn, *Chicago Herald-Examiner;* Harvey Gaul, *Pittsburgh Post;* James Davies, *Minneapolis Tribune;* R. J. McLauchlin, *Detroit News;* Penfield Roberts, *Boston Globe;* Mary M. Howard, *Buffalo Express;* H. A. Strickland, *Brooklyn Times;* and W. S. Goldenburgh, *Cincinnati Enquirer.*

Ball with Canadian Weeklies

Louis J. Ball, editor and manager of the *Vernon* (B. C.) *News,* the paper that won the silver trophy cup for the last three years in succession for the "best newspaper" competition sponsored by the Canadian Weekly Newspaper Association, has resigned editorship of the *News* to take up his new duties as manager of the Weekly Newspaper Association.

The King of Spain attended a bricklayer's wedding. Now he'll probably be charged with toadying to the rich.—*Cincinnati Enquirer.*

ADDRESSES WANTED
C. A. SHERWOOD
E. J. WILLIAMSON

FIRST

IN CITIES OF ITS CLASS
(200,000 to 249,000 Population)

THE
Akron (O.) Beacon Journal

according to Editor and Publisher's, September 19th, linage tabulation, carried in six days a greater volume of advertising than any other six-day newspaper in any city of its class.

The Beacon Journal was first in local, classified and radio linage, being exceeded in National linage by only a small margin by The Memphis Commercial Appeal.

The Beacon Journal—First with 6,988,649 lines
January 1st 1925—June 30th, 1925

It's First Because It's Best

Akron, Ohio.

Akron is enjoying the greatest prosperity in its history. Work is plentiful—wages are high.

The advertiser who wishes to try out a campaign in a real live, active city, will get excellent results in Akron.

When Akron is the question—The Beacon Journal is the answer



Her Majesty, Marie, Queen of Roumania, will write a short daily article entitled QUEEN'S COUNSEL, for release October 19th.

Her Majesty writes easily and simply, with humour, understanding and almost startling frankness. Queen Marie has much to say and knows how to say it. Her Majesty has the greatest of gifts—human understanding—and has both the love of writing and the courage to write truth.

This is the first time in history a reigning sovereign has consented to write daily for an indefinite time for American newspapers.

A partial list of the cities in which this feature is under contract is as follows:

New York	St. Louis	Seattle	Milwaukee
Albany	Louisville	Cleveland	San Antonio
Syracuse	Washington	Cincinnati	Fort Worth
Rochester	Baltimore	Birmingham	Los Angeles
Boston	Chicago	Portland	San Francisco
Philadelphia	Detroit	Atlanta	Pittsburgh

Wire or write at once for quotation and sample releases

Famous Features Syndicate

INCORPORATED

1819 Broadway, New York, N. Y.

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

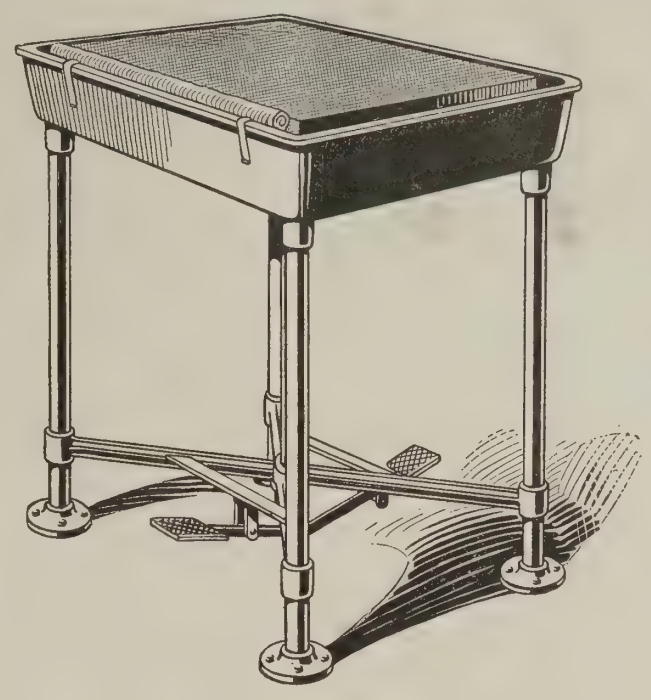
The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.



The price of the Powers Perfection Cooler is $350

The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

A. P. DIRECTORS PAY TRIBUTE TO LAWSON

Order Picture in Steel Engraving to Be Sent to All Members—One Hour of Next Annual Meeting Will Be Set Aside to His Memory

Victor Lawson's portrait will be reproduced in a steel engraving and sent to every member of the Associated Press, it was decided at a meeting of A. P. board of directors in New York this week. The directors passed a resolution paying tribute to Mr. Lawson as the creator of the Associated Press.

The resolution follows:

The members of the Board of Directors of The Associated Press lament the death of Victor Fremont Lawson, a man of brilliant and conscientious mind, with the highest conception of his obligations as a citizen; fair, just and honorable in all his transactions, of pleasing personality, a loyal friend, a charming companion. He was a true American in every fibre; an outstanding Christian gentleman who made Divine wisdom his guide; a courageous, generous and enterprising newspaper man, practicing the highest ideals and ethics of journalism; a tower of wisdom and strength in every activity with which he was associated.

Mr. Lawson's life, his work, his achievements, the devotion of his most intimate friends and the impression he made upon all who had the privilege of his acquaintance, will not only be a cherished memory of the profession to which he gave his life, but will also be an example and inspiration to all who are right-minded and aspire to useful life and the respect and admiration of mankind.

Victor Fremont Lawson was the first president of a national association of newspapers to gather and dstribute news, without profit and with the sole purpose of fairly, promptly and honestly informing the public of the happenings and occurrences of the day. He led the revolt against privately owned and controlled news agencies and gave to the movement the stamp of his high character and unselfish public service and the financial standing of his large resources—and thus rallied to his support leading newspapers of America and created the greatest news gathering organization in the world—The Associated Press—in which 1,200 newspapers, representing diverse opinions and divergent interests, co-operate in demonstrating that brethren can dwell in unity for a great and useful purpose.

The Associated Press typifies the character, lofty aims and noble purposes of the life of Victor Fremont Lawson; and so long as it maintains its high principles and serves the public honestly, the spirit of Victor Fremont Lawson will continue to live with the beneficent influences it exercised during his lifetime.

Therefore be it Resolved, That the Board of Directors and the executive staff of The Associated Press extend deepest sympathy and condolence to the members of the family of Victor Fremont Lawson and particularly to his associates and co-workers in that great and model newspaper—the idolized child of his brain—*The Chicago Daily News.* We have with them a deep and keen sense of irreparable personal loss in comradeship and in wise constructive counsel.

Resolved, That his portrait be reproduced in a steel engraving suitable for framing, inscribed as founder and President of The Associated Press, and a copy thereof be sent to every member of the association.

Resolved, That the first hour at the next meeting of the members of The Associated Press be devoted to tributes to Mr. Lawson's memory.

Resolved, That a copy of these resolutions be sent to the family of Mr. Lawson, to The Chicago Daily News, and be sent to all members.

Reporter Named Prosecutor's Aid

Harry S. Rushmore, *New York Evening World,* has been appointed executive secretary of Attorney Buckner.

WHAT OUR READERS SAY

Chanticleer!

To Editor & Publisher: Good friend, why all this hullabaloo about *linage?* That spelling which means "quantity of written or printed matter estimated in number of lines," or "payment according to number of lines," has been in use in the language for at least a half a century, and the distinction is clearly drawn between this sense and the sense of the word *lineage,* "lineal descent; ancestry; pedigree."

The editors of *some* dictionaries rejoice in misinforming a nation. The public has been told that the form *linage* was an obsolete form of *lineage,* a statement made away back in 1877 by the editors of "The Encyclopedic Dictionary," copied by "The Imperial," "The Century," and Webster's "International."

Let me install an up-to-date dictionary in your office, or, if you have one, good friend, why not consult it once in a while?

Frank H. Vizetelly,
Editor New Standard Dictionary.

Ably Fighting Moochers

To Editor & Publisher: The Southern California Editorial Association is co-operating very thoroughly in the drive against the free publicity grafters. Members have been referring to this office some of the most flagrant violaters and we have been writing direct to the heads of the companies to be benefited, along the lines of your sample letters recently published.

We also carry a column in our monthly publication headed, "Into the Waste Basket." In this column we call attention to some of the worst offenders. In addition to this, the members of our Weekly Division have been supplied with stickers as per the enclosed. Also instructions on how to return free publicity. The members of our Dailies Division will be supplied with rubber stamps with similar wording. This is copied after the plan used by Wil V. Tufford, secretary of the Inland Daily Press Association.

You are certainly to be congratulated upon the vigorous fight you are putting up and members of this association are with you to a man.

Ben H. Read,
Managing Director,
Southern California Editorial Association.

Not a "Game"

To Editor & Publisher: Just a word of appreciation from one who never misses reading Editor & Publisher each week for your editorial, "Personal Romances," in your issue of Sept. 12.

You are doing a remarkable work in constantly driving home the thought that newspaper work, regardless of the particular field, is no longer a "game." And your editorial on the rewards of ability and sticking to it is the best thing you have yet done in impressing your readers the days of the "game" are over.

Austin B. Fenger,
Gen. Mgr., Kimball-Mogensen Co.,
San Francisco.

Why Be a Dead Beat?

To Editor & Publisher: The following letter has been sent by this newspaper:

Rocky Mount, N. C., September 28, 1925.
Procter and Gamble, Cincinnati, Ohio.
Attention Advertising Manager.

Dear Sir: Again we are called upon to mail back to you some of your attempted free publicity undertaken in the guise of Home Economics and as sent us by the high sounding firm name of National Household Service. We are at a loss to understand why we should continue to get these mailings when your firm doesn't spend a cent with us and if we had space to give away we would undoubtedly give it to people who make our existence possible.

And just another reaction to this effort on your part to land free advertising. We don't believe you would have much respect for a dead beat whether he merely beat the street car company out of his fare, the railroad out of a ticket or the slot machine out of a stick of chewing gum. We just cannot admire your way of doing business. If you want something pay for it or do without it.

In fact for more than ten years my wife has been a constant user of your Crisco and she noted some of your attempted graft the other day and has indignantly declared that from now on it's Snowdrift for her. In fact, I was tempted to ask her to take your graft to her club and show it to some of the other ladies there who do their own work and who prefer your Crisco—but who wouldn't do it if they knew of this graft effort on your part. She has been using your Ivory soap, and its a good piece of goods and the wonder to us is how you can consistently make it so good and at the same time employ such confidence destroying tactics with reference to your efforts to secure advertising. We would like to have your impressions. Yours very truly,,

The Evening Telegram,
J. L. Horne, Jr.

"No Propaganda Week"

To Editor & Publisher: More power to the campaign the Editor & Publisher is making against "publicity specialists."

In this connection it seems that most editors fill their waste baskets daily with the general run of press agent stuff, but we all fall, more or less, for the biggest of all space grafting propositions, namely the "national weeks," proclaimed by some interest with an axe to grind. These "eat more prunes" and "watch your step" weeks, etc., come with great regularity sometimes with presidents, governors and commercial organizations lined up to help in the propaganda, which is designed primarily to get free space.

We have a magnificent example of this sort of thing in "Fire Prevention Week." There is no business in the country more strongly intrenched than the fire insurance monopoly, (many different companies but all operating in a rate fixing combination that is air tight). While none of us are incendiaries, we can see no good reason why this business enterprise should deluge the press of the country with propaganda for the benefit of its business. Other business enterprises much weaker financially than the fire insurance trust, are able to get their messages to the public in the regular way, and do not resort to propaganda drives of this sort.

Why not have the Editor and Publisher declare a national "No Propaganda Week," and urge every newspaper in the country to fill the waste baskets with all the propaganda that comes along?

Many would like it so well, no doubt, that they would make it a fifty-two weeks a year affair. Yours truly,

Edwin Rackaway,
Editor *Mt. Vernon* (Ill.) *Register-News.*

The Wanamaker Copy in Phila.

To Editor & Publisher: In the issue of Editor & Publisher, dated Sept. 19, last, column 1, page 7, in news item headed: "Advertising Is Imperative," Cyrus H. K. Curtis is reported to have said to a convention of general agents of the Ætna Life Insurance Company at Poland Spring, Me., on Sept. 12: "A newspaper in Philadelphia today cannot exist without the Wanamaker advertising."

If Mr. Curtis is reported correctly, he certainly is wrong. The *Philadelphia Evening Bulletin* with a daily circulation of approximately 500,000 does not and has not in the last 25 years, at least, carried one line of Wanamaker advertising, and the *Public Ledger,* which is now owned by Mr. Curtis, did not carry the Wanamaker advertising until after Mr. Curtis bought the old *Evening Telegraph* for its A. P. membership for his evening paper, the *Evening Public Ledger,* and is paying the greater portion of the purchase price for that newspaper and the old *Philadelphia Press,* in advertising space for the Wanamaker copy.

Of course, it is a fact that Wanamaker copy, as well as the copy of any popular big department store is a circulation asset to a Philadelphia newspaper, but not to the extent that a publication cannot exist without it, as is proven by the facts stated.

W. A. Gordon,
Editor, *West Philadelphia Times.*

In a house to house inquiry to determine the facts about the circulation of both newspapers in

CHARLESTON, W. VA.

the route inspectors have found

4,223 HOMES

in which the only newspaper is

THE DAILY MAIL

That is a larger number than the entire circulation of the other paper on those same routes.

To deliver your sales message to the homes in Charleston, you must use

THE EVENING MAIL

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York and Chicago

IN PENNSYLVANIA

RIVALS THE BEST
NORRISTOWN
SURPASSES THE REST

and—

98.2%

of its homes are covered by

Norristown Times Herald

National Representative
PAUL BLOCK, Inc.
New York Detroit
Chicago Boston

Consistently Building Permanent Classified

Volume Begets Volume

Each week's new volume of seasonable lines helps to broaden the thoughts of a continuously new public, and to prove the unlimited possibilities for classified advertising.

Clarence M. Rusk Service
For Newspapers
Harrisburg Pennsylvania

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

New York State

MUST BE FED

In the 47,654 square miles of land surface of New York State, with a population (estimated, 1925) of 11,105,625, there is an average of 233.04 persons to the square mile.

In the 59 cities there are six with over 100,000 inhabitants, and sixteen with 25,000 to 100,000. There are close to nine million city dwellers in New York State and these folks, in addition to the hundreds of thousands of visitors, constitute a vast army of food consumers.

Here is a great territory in which ninety per cent of the residents are engaged in various industrial, professional and business occupations.

An increase of 17 per cent in August sales of chain grocery stores over August, 1924, is reported by the Federal Reserve Agent in New York under date of October 1st. This increase was partly reflected in the opening of new stores.

Here in New York State is one-tenth of the people of the United States—and they must eat.

The Greatest Market in the World for the Merchandising of Food Products

[This list of newspapers thoroughly covers the territory]

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	27,331	.08	.08
**Albany Knickerbocker Press .....(M)	33,519	.10	.10
**Albany Knickerbocker Press.....(S)	57,395	.14	.14
**Amsterdam Recorder-Democrat .....(E)	7,788	.04	.04
††Auburn Citizen .....(E)	6,158	.045	.035
**Batavia Daily News .....(E)	3,869	.04	.04
**Binghamton Press .....(E)	34,017	.10	.10
**Brooklyn Daily Eagle .....(E)	70.957	.22	.22
**Brooklyn Daily Eagle .....(S)	81,537	.22	.22
**Buffalo Courier and Enquirer.....(M&E)	79,900	.18	.18
**Buffalo Courier .....(S)	120,499	.25	.22
††Buffalo Evening News.....(E)	129,782	.25	.25
**Buffalo Evening Times.....(E)	97,406	.21	.21
**Buffalo Sunday Times .....(S)	103,424	.21	.21
††Buffalo Express .....(M)	48,437	.14	.12
††Buffalo Express .....(S)	58,086	.18	.14
**Corning Evening Leader .....(E)	9,125	.055	.05
††Elmira Star-Gazette Advertiser.....(E&M)	33,559	.11	.11
††Geneva Daily Times .....(E)	5,724	.04	.04
**Gloversville Leader Republican.....(E)	7,022	.035	.035
**Ithaca Journal-News .....(E)	7,451	.05	.05
**Jamestown Morning Post.....(M)	11,209	.04	.035
**Middletown Times-Press .....(E)	6,724	.04	.04
**Mount Vernon Daily Argus .....(E)	9,830	.05	.05
**Newburgh Daily News.....(E)	11,811	.06	.06
**New Rochelle Standard-Star .....(E)	8,084	.04	.04
**The Sun, New York.....(E)	247,370	.60	.56
**New York Times .....(M)	353,852	.75	.735
**New York Times .....(S)	598,244	.90	.882
**New York Herald-Tribune.....(M)	275,312	.594	.576
**New York Herald-Tribune.....(S)	330,504	.6435	.624
*New York World .....(M)	309,888	.595	.58
*New York World .....(S)	542,436	.595	.58
*New York Evening World.....(E)	311,933	.595	.58
**Niagara Falls Gazette .....(E)	19,359	.06	.06
**Port Chester Item.....(E)	4,300	.03	.03
**Poughkeepsie Star and Enterprise.....(E)	12,335	.05	.05
**Rochester Times-Union .....(E)	69,349	.21	.20
**Syracuse Journal .....(E)	42,757	.14	.14
**Troy Record .....(M&E)	22,653	.06	.06

†† Government Statement, March 31, 1925.
** A. B. C. Statement, March 31, 1925.
* A. B. C. Statement, September 30, 1925.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Looking Ahead for Holiday Linage—Jack Tims.

SOME newspaper business executives are of the opinion the present is none too early to plan for big local linage during the coming holiday months.

They remember the Christmas Club saving funds will be released from banks the first two weeks in December and are mapping out solicitation campaigns centering around this date. The report is these deposits are larger this year than ever before.

One stunt for making the best out of the big advertising investment days prior to Dec. 25, was described this week by Jack Tims, Jr., business manager of the *New Orleans Times-Picayune*.

"On the second Sunday in December," he said, "we issue a special section, made up entirely of advertising. In a five column box on the front page, we index every article mentioned in every individual advertisement.

"For instance, a department store takes a full page, say page three. Among merchandise promoted in the advertisement are ties. This same article is also offered by other advertisers on succeeding pages.

"Thus, in the index, which is arranged by our staff alphabetically, we would list this product possibly as follows: 'Ties ....pages, 3, 4, 7, 9' etc!"

"It is a section we have found easy to sell, and one that has proved valuable to local merchants. Of course, an obvious sales argument is that gift buyers will want a handy reference guide such as the section presents in making up their Christmas shopping lists. We also base advantages on the fact the Christmas savings funds are just being released by banks. Another way to promote the stunt is around the slogan, 'Do Your Christmas Shopping Early—and in Comfort.'

"We call the issue with this section our 'Catalogue Edition,' and it is just that. We have been publishing it now for about five years. Last year we printed 765 columns of advertising in this one edition."

Mr. Tims is an energetic newspaper business man. His brain is crammed with ideas he has worked out. But, in the main, he is not a believer in stunt advertising, he said. A newspaper, in his opinion, should be sold above all on the merits of its market.

To aid advertisers in understanding the New Orleans market, Mr. Tims and the Times-Picayune organization are continually making exhaustive and comprehensive surveys.

"We never want to take an advertiser's money, unless we are confident we can bring him results," he asserted.

"In consequence we are always willing to check up the field accurately for an advertiser by questionnaires and personal dealer calls and let him know the outlet possibilities for his product in our city and trade territory. I believe this is a service newspaper should perform."

It is no wonder Mr. Tims likes his newspaper and his city. The Times-Picayune was his first and only job. He started on the old Picayune in 1908 as an office boy and has worked himself to the top of the business staff since. He was made business manager in 1922.

EDITORS PROTEST TO A. P.

Pacific Coast Newspapers Want Earlier Release Dates

A plea for an earlier release date was made this week to the board of directors of the Associated Press by member newspapers from the Pacific Coast.

At present morning newspapers in California, Oregon, and Washington, are not permitted to publish A. P. dispatches earlier than 9 o'clock in the evening. Editors object that this ruling makes it necessary to use other services than the A. P. to obtain telegraph copy for early editions, which, in some cases, are on the streets at 8 o'clock in the evening.

Karl M. Anderson, managing news editor of the *San Francisco* (Cal.) *Chronicle,* was among the protesting editors.

"Sporting events and financial news from the east are ready for publication long before nine o'clock," he said. "We feel we are entitled to this news for our early editions."

Other Western editors in New York on the same mission include: Ralph Trueblood, *Los Angeles Times;* William Hines, *San Francisco Bulletin;* and Clark Leiter, *Portland* (Ore.) *Journal.*

Duplex Press Company Sues

Suit has been filed in district court, Independence, Kan., by the Duplex Printing Press Company, Battle Creek, Mich., against T. P. Perry, Coffeyville, stockholder and former president in the old Dawn Publishing Company, publishers of the *Coffeyville Morning Dawn,* to collect $2,500 on notes which he signed. The Dawn was a Klan paper, C. C. Drake was editor and managing editor and Mr. Perry was business manager. The Dawn's shop was dynamited and the press on which the suit was based, was destroyed, in December, 1924.

GREETINGS ROUND THE WORLD

North Americans Radio Messages to Empire Press at Melbourne

Newspapermen of the British Empire attending the Imperial Press Conference in Melbourne, Australia, received greetings from American press associations and American newspapers and press organizations by radio on September 30. The messages of greetings were transmitted from Pittsburgh by Westinghouse Station KDKA on its international short wave relay system, and received by the *Melbourne Herald.*

The messages were relayed at 5 o'clock in the morning, so as to be received in Melbourne during the evening, as there is nearly 12 hours difference in time between the two cities.

Press Invited to Radio Conference

The press has been invited to send delegates to the fourth annual conference on radio called this week by Secretary Hoover, to be held in Washington, Nov.9.

THE CITY OF MANY INCOMES

The Dallas Journal's Home Town

Only five of America's forty-two largest cities have a greater percentage of personal income-taxpayers than Dallas.

Man, that's buying-power with a kick!

The Dallas Journal

There are 225 users already on the Shop-o-scope list for 1925! How about you?

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Bldg. Philadelphia

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

FORHAN'S
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Vanderbilt
means
Newspapers Clean Enough For Every Home!
Where do you want your advertising to go?

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

COLLECTIVE NOUNS CAUSE OF MOST NEWSPAPER ERRORS SURVEY SHOWS

Dangling Participles Also Menace to Good Writing, Oregon Journalism Professor Says—50 City and Country Papers Examined for Errors

WHAT are the most common errors in newspaper English?

To discover them, C. J. McIntosh of the ırnalism faculty, Oregon Agricultural llege recently examined more than 50 blications, both country and city. The ject of the survey was to clip mistakes d also to note correct usages showing w errors were dodged.

Mr. McIntosh reported the results of investigation in a recent talk before e Oregon State Editorial Association.

"The survey showed that the quality of nglish varies widely, not only among fferent papers but in different parts of e same publication," he said. "In gen- al the copy prepared in the office by e editors and reporters was much freer om error than the copy from out-of- ice sources—correspondents, news syn- cates, and publicity agencies, and oc- sional forum contributors. A further assification showed that the bulk of rors in outside copy comes from the cor- spondent and the forum writer, which often not only poorly written but for me reason or other does not seem to so carefully edited as the office, syn- cate and publicity copy. The greatest udeness appears in the marriage and neral writeups.

"In all, 191 clippings were taken, 49 owing correct usage in difficult situa- ons, and 142 showing errors, as follows: rbs, 63; pronouns, 15; adverbs, 12; con- nctions, 19; adjectives, 5; prepositions, 5; ouns, 2; and wrong meaning, 25; with faulty structures and 6 particularly icked spellings.

"The nature of the verb errors proved structive. The greatest number was in e verb number as governed by subjects presenting group words, known in our hoolboy days as 'collective nouns.' In any instances the mind of the writer and e editor seemed to have been on the ob- ct of the intervening prepositional phrase stead of the group subject word. Nei- ıer did any difference appear to indicate ıat the writer distinguished between the nited action' purport and the 'divided ction' idea—as 'the jury is agreed,' but he jury are disagreed.' Other wrong lurals and wrong singulars were occa- onally found. Other verb errors were ı active and passive voice, in past and resent tense, in participial phrases—angling participle—and in subjunctive ıode.

"The survey indicated that the subjunc- ve mode as a means of clear expression about done for in the Oregon press as ell as in newswriting and literary writ- ıg throughout the country. A few writ- rs used it to excellent advantage in dis- nguishing between clauses that concede ıe point and those that either deny or ıke it as uncertain.

"'If he *be* a man he will play a man's art,' wrote one writer, showing that he new how to express uncertainty. Just o indicate how clear the opposite meaning ıay be made by the subjunctive, assume ıat the writer had said 'If he is a man,' ıdicating that he believes he is, or that ıe writer has said 'If he were a man he ould have played a man's part,' thus trongly denying that he is a man. This lustration shows that the subjunctive has eal values. If it is to be saved, it seems hat the press will have to save it. Con- emporary literary writers do not seem o know that it ever had a place in good riting.

"The verb error in tense is found chiefly n secondary clauses after verbs of say- ng, teaching, etc. Reports of the evolu- ion trial in Dayton carried error after rror in this particular.

"'The defense attorney said that the orld *was* round,' is characteristic. While he general rule is that the secondary lause verbs agree with the primary clause erbs in tense, the noted exception is that ll present and continuing truths are ex- pressed in the present tense—'is round' rather than 'was round.'

"'Leaving in a drenching rain, the weath- er did not portend...' is one illustration of the dangling participle, several of which were clipped. The only safe rule here seems to be to put the real subject modi- fied by the beginning participle before any other noun or pronoun in the follow-up clause.

"Notwithstanding these and other mis- takes in verb forms a real improvement over those used a few years ago was noted. Not one editor made use of the old-timer—'took his departure for' for 'left for.' Most editors write 'died' and 'married' rather than 'euphonious syno- nyms.' 'Motored' is the most over- worked verb, substitutes for which might be 'drove,' 'went,' or, as some editors suggest, 'autoed.'

"Words are not so important as things, thought they express and lead to things. Oliver Wendell Holmes may have had editors in mind when he wrote:

'Words lead to things—a scale is more precise—
Coarse speech, bad grammar, swear- ing, drinking, vice.'

For many an editor has been sent on an orgy of profanity and drinking by reason of the slips he has made in newspaper writing .

"'A little word is like apples of gold in pictures of silver,' chanted the proverbs author, and Oregon editors have no pen- chant for the big word.

In the opinion of Mr. McIntosh the Oregon survey can be considered as typical of news writing in most states.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF EDITOR & PUBLISHER
published weekly at New York, N. Y., for October 1, 1925.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared J. B. Keeney, who having been duly sworn according to law, deposes and says that he is the Business Manager of EDITOR & PUBLISHER and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers, are:

Publisher, James Wright Brown,
234 Valentine Lane, Yonkers, N. Y.
Editor, Marlen E. Pew,
Wading River, L. I., N. Y.
Managing Editor, Arthur T. Robb, Jr.,
175 Linden St., Rockville Centre, L. I., N. Y.
Business Manager, J. B. Keeney,
609 West 173d St., New York, N. Y.

2. That the owners are:

THE JOURNALIST CO., 1475 Broadway, New York, N. Y.; James Wright Brown, 234 Valentine Lane, Yonkers, N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

J. B. KEENEY,
Business Manager.

Sworn to and subscribed before me this 1st day of October, 1925.

WILLIAM ATKINS,
Notary Public.

New York County, N. Y. Co. Clerk's No. 116, Reg. No. 6111. Commission Expires March 30, 1926.



When the Youngsters Go to See Jackie Coogan

Off they scamper with bright eyes and merry laughter on the road to adventureland.

How secure you feel when you know the theater to which they are going is built of concrete. For concrete has great reserve strength and is firesafe.

To help you get the protection that concrete insures in theater construction, the cement industry, through the Portland Cement Association, offers you a free service. This covers every use of concrete. It helps you get the greatest value for your money.

PORTLAND CEMENT ASSOCIATION
111 W. Washington Street
Chicago

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 30 CITIES

TESTS HUMAN INTEREST NEWS VALUES IN FICTION THRILLER FORM

Young Author of "The Heart of Salome" Finds Four Universal Human Interests in Seeking Formula for Fiction Writing—Studies Values

ALLAN RAYMOND, copy-reader on the *New York Times,* formerly with the Paris office of the North American Newspaper Alliance, has written and published his first novel—"The Heart of Salome." In it is embodied, he says, the experiment of a newspaper man to see if the same human interest values which make for newspaper circulation will make for reader interest in the fiction field.



ALLEN RAYMOND

"During some nine years of writing and editing newspaper stories, chiefly from the re-write and copy desks, I have tried to analyze the qualities in news which make for "stories," and in so doing to analyze my audience," he said. "I reasoned deductively from the 'why' of headline words, such as Mother, Millions, Millionaire, Wife, Baby, Shot, Love, etc., trying to justify them on the most widespread appeal,—and as a result I gradually reached the theory that there are four human interests to be found in everyone, from the top to the bottom of society,—i.e., in the whole newspaper audience.

"The first is money—because most of people's lives are spent in coping with getting the wherewithal to live,—or in spending on luxury the surplus after acquiring enough cash for necessities. Because of this it has become a truism in newspaper circles that the very spectacle of money itself, in the mass, or in its manifestations of luxury, exerts a tremendous fascination on people. Stories about rich people are better news than stories about the poor, and Rich becomes a great headline word. Before the war $1,000,000 was a great headline word. Now it is some multiple of that.

"Reasoning still as a copy reader, anxious to advertise news stories, I came to the opinion that after the money interest, comes the sex interest. This, perhaps, is not in a "world of things as they ought to be," but in a world of "things as they are." The primary interest of man and woman is getting enough to eat and drink, to shelter themselves from the elements, etc.,—in other words, getting money. Once the living is assured, both man and woman turns to sociability,—the human being is a gregarious animal and can't exist happily alone. He bases his whole social existence on sex, with its manifestations in pure love, lust, parental or filial affection, etc. So Husband, Wife, Mother, Baby, Triangle, Homes, etc., become headline words. They are of universal appeal.

"Granting that the human being is fed and satisfied sexually in some fashion, he or she turns to diversion, to escape from the routine of living in which the economic and social systems conspire to make mankind prisoner. I believe the fact that excitement is the third widespread human interest is the chief factor in making our Amundsen stories, and Plane Flights, to say nothing of horse racing, baseball, and sporting news, likewise news of the movie stars and theatricals. Some satisfaction to this instinct for adventure, to be satisfied vicariously in the press, is found in the crime news,—most certainly was found in the war headlines.

"And last of all I find in Crime and Church news, strange allies in satisfying the fourth human interest, which is in self-justification and the judgment of others, in other words in morals or religion. Granting mankind a little leisure, it pauses to figure what the game is all about, frames religions and superstitions, moral codes and the like. There never was a person so low but what he had some code of honor, some act he deemed beyond his pale, and some standard by which he measured his fellows.

"Such was the reasoning that produced "The Heart of Salome," as my first experiment at gambling my work against the chance of a best seller. I was out as a newspaperman to tell a good story with the widest human appeal, so I shot the story at all four of these I have outlined: Interest in money and riches, in sexual love, in adventure, and in the sense of right and wrong."

Mr. Raymond said he began to think about headlines and their result-bringing formula while sitting in the slot on the *Detroit Times* copy desk. Then he had to tell some greenhorns on the rim what it was all about. He himself was under the direction of John Hastings, now managing editor of the *New York Journal,* and Arthur Brisbane, who spent several months in Detroit in 1921 getting the Times under way.

"I look at my novel as a re-write man's job," he said.

It took him only four months to write the novel, and he was holding down three jobs at the same time. In addition to being Paris correspondent of the North American Newspaper Alliance, he was reading copy on the *Paris Times,* and representing the *London Daily Sketch* in Paris.

In 1922 he had gone to France with his wife and family (he has two children) on $750 he received for a 60,000-word six-part serial which ran in *Ace High Magazine.*

During 11 years of newspaper work, Mr. Raymond has worked on 14 newspapers. He started on the *New Bedford* (Mass.) *Standard* under George Hough. Other newspapers with which he has been connected include the *Worcester Telegram,* the *Lynn Telegram, Brooklyn Times, Brooklyn Standard Union, New York American, New York Sun, Evansville* (Ind.) *Journal* and *Detroit Journal.*

During the war he served in France with the Tank corps. He saw service overseas for eight months, and was gassed. Returning to this country he was forced to spend a year on a farm for his health. It was in this year he did his first successful fiction writing—the serial which made him enought money to take him to France.

CABLE JARGON DISTURBS MUSE

Snappy Journalese Intrudes Upon Reporter's Somber Poetry

Joseph Freeman, staff man in the New York bureau of Rosta, Russian Telegraph Agency, tried his hand at poetry during the early stages of his vacation. Memories of cable stories, however, persisted in breaking the scene and rhythm. Result as follows:

LIFE AMONG THE ZUBUG-RAWANAH INDIANS

Wide mist implacably obscures
The vast green hills; the lake endures
The rippling burden of the rain
(BOLIVIA TO EXPORT GRAIN)

The heavy perfume of the pines
Fills all the valley (COOLIDGE DINES WITH PARTY LEADERS) gray and still
The west grows dark (NEW SENATE BILL

CUTS TARIFF ON WOOL) beloved, come
And we shall make the night our home;
Warm is the flower of your mouth
(BOLL WEEVIL MENACES THE SOUTH) etc., etc., etc.

Lovering Returns to Work

F. J. Lovering, of the editorial staff, *Chicago Evening Journal* has returned to work following an attack in the county jail by Terry Druggan. Lovering was interviewing Druggan. The trial for the assault will take place Oct. 14.

Pleasants Joins Item-Tribune

W. S. Pleasants succeeded B. C. Anderson-Smith as financial advertising manag of the *New Orleans Item and Morni Tribune* this week. Mr. Pleasants was a vertising manager of the Hibernia Bank Trust Company in 1919-1920. In 1920 joined the advertising department of t Item. In 1923, he resigned to associa himself with the Reese Advertisi Agency, New Orleans, where he b came vice-president. Mr. Anderso Smith recently resigned from the Ite Tribune to join the brokerage firm Watson Williams & Co.

New A. N. P. A. Member

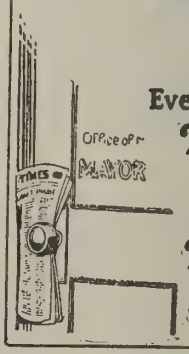
The *Saginaw* (Mich.) *News-Couri* has been elected to active membersh in the American Newspaper Publishe Association, L. B. Palmer, manager, a nounced this week.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Detroit Times

Evening 220,000
Sunday 250,000

The Morning Telegraph
Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.
Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.
The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

EN U. S. PAPERS HAVE COLONIAL ANCESTRY

nnapolis Capital, Spanning 198 Years, Is Oldest Paper Still Publishing— Kansas Professor's Booklet Lists Pedigrees

Ten American newspapers now being blished can trace their beginnings back the Revolutionary period or before, ac- ding to William A. Dill, assistant pro- sor of journalism, University of Kan- , who has just compiled a booklet "The rst Century of American Newspapers." ery newspaper issued between the years 1690 and 1790 is listed by Prof. Dill th the date of its start and the name its founder.

In that early period 227 papers were nched, some to struggle and die, others have long and illustrious careers.

The ten survivors still being published, most cases under changed names, in e order of their founding are: *Annap- s* (Md.) *Capital,* 1727; *Hartford* Conn.) *Courant,* 1746; *Boston Adver- er,* 1748; *New Haven* (Conn.) *Journal ourier,* 1766; *Baltimore American,* 1773; *lizabeth* (N. J.) *Journal,* 1779; *Alex- dria* (Va.) *Gazette,* 1784; *Augusta a.) Chronicle,* 1785; *Hudson* (N. Y.) *zette,* 1785; and *Poughkeepsie* (N. Y.) *gle-News,* 1785.

The *Saturday Evening Post,* established 1728 as the *Pennsylvania Gazette* is the ly antiquarian in the magazine field.

The Annapolis Capital, 198 years old, w published by Ridgely P. Melvin be- n as the *Maryland Gazette.* The Hart- rd Courant's name has remained un- anged in its 179 years of publication. is owned by the Courant Company and harles Hopkins Clark is present editor.

The Boston Advertiser, starting as the *dependent Advertiser,* and the Balti- re American first christened the *Mary- nd Journal* are now owned by William ndolph Hearst.

The New Haven Journal-Courier, de- ended from the *Connecticut Journal* and *ew Haven Post Boy,* is at present pub- hed by John B. Carrington.

The Elizabeth Journal dates from the *ew Jersey Journal* launched at Chatham 1779. It is owned by Frederick E. ane. The Alexandria Gazette, like the artford Courant, is still published under original name. C. C. Carlin, Jr. is esent editor.

Beginning as the *Georgia State Gazette Independent Register,* the Augusta ronicle has spanned 140 years. T. J. amilton is present publisher.

The Hudson (N. Y.) Gazette is now blished as the weekly edition of the *udson Register,* of which Fred J. Cook editor.

Francis W. Platt is present editor of e Poughkeepsie (N. Y.) Eagle-News, nich is a descendant of *Zenger's New ork Journal,* established in 1885.

The earliest papers in the colonies as ted by Prof. Dill with the dates of their blication are: *Boston News Letter,* 04-1775; *Boston Gazette,* 1719-1798; *hiladelphia American Weekly Mercury,* 19-1747; *New England Courant,* Bos- n, 1721-1726; *New York Gazette,* 1725- 72; *Annapolis Gazette,* 1727-discon- ued 1736, revived 1745, still published; ennsylvania Gazette, 1728 now Saturday vening Post; *South Carolina Gazette,* 31-1802; *Weekly Rehearsal,* 1731-1775; *ew York Journal,* 1733-1751-2; *Boston Weekly Post Boy,* 1734-1775; *Virginia Gazette,* 1736-1750; *Germantown Penn- sylvania Recorder,* 1739.

The *Philadelphia North American,* launched in 1771, continued publication until May 14 of this year when it was purchased and merged with *Public Ledger* by Cyrus H. K. Curtis.

STAFF WORKS 3 MONTHS IN QUAKE WRECKED PLANT



So many buildings were thrown down in Santa Barbara, Cal., in the earthquake of June 29, it was three months before a construction crew could be obtained to start rebuilding the plant of the *Morning Press.* During this time the business and editorial forces continued work in the partially demolished building. The entire front was out and the roof shattered.

The composing room, press and mailing rooms of the Press are in a reinforced concrete building in the rear of the three-story brick editorial and business office quarters. No damage was done to the mechanical departments.

The accompanying picture shows builders at work Oct. 1, three months and a day after the quake. A heavy piece of canvas across the front end of the building has protected the force from the drafts to a certain extent. Fortunately no rain fell during the three months. The staff admits, however, that it was "issuing a newspaper under difficulties."

Immediately followed the earthquake it was necessary to run a private gas line to the gas factory for the Mergenthalers and string a private power line to the electric light plant.

NEW COAST AD GROUP

S. S. Anderson Heads Northwest Advertising Executives

Organization of the Northwest Advertising Executives was completed at a recent meeting in Tacoma. A code was adopted providing for the standard of practice conforming closely to the standard of the National Association of Advertising Executives.

The new association elected S. S. Anderson, advertising manager of the *Tacoma News-Tribune,* president, and J. A. Davidson of the *Portland Oregonian,* secretary-treasurer. A committee will prepare by-laws to be presented at the next meeting to be held in Portland in March.

P. O. Issues Cost Questionnaires

Questionnaires were sent out Oct. 1 by the Cost Ascertainment Section of the Post Office Department to all publications using the second class mails requesting data for use in this year's cost report to be prepared by Postmaster General Harry S. New. Information asked for includes number of complete copies with foreign destination in each issue, amount of postage on foreign copies, and number of separately addressed pieces and bundles for domestic and foreign points.

News Men Launch Swampscott Weekly

The *Swampscott* (Mass.) *Review,* a weekly, made its first appearance last week. Thomas B. Farrell, Jr., formerly on the advertising staff of the *Lynn* (Mass.) *Telegram-News* and *Manchester* (N. H.) *Union-Leader,* is publisher and business manager; Edward R. Place, formerly golf editor, *Providence* (R. I.) *Journal,* is editor; Harry Zam, literary editor, and Mrs. Harriett Hull, society editor. The initial number was of eight pages. In the summer it is planned to publish the Review daily.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory.

A. B. C. Sept. 30, 1924, *124,468 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 129,834

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

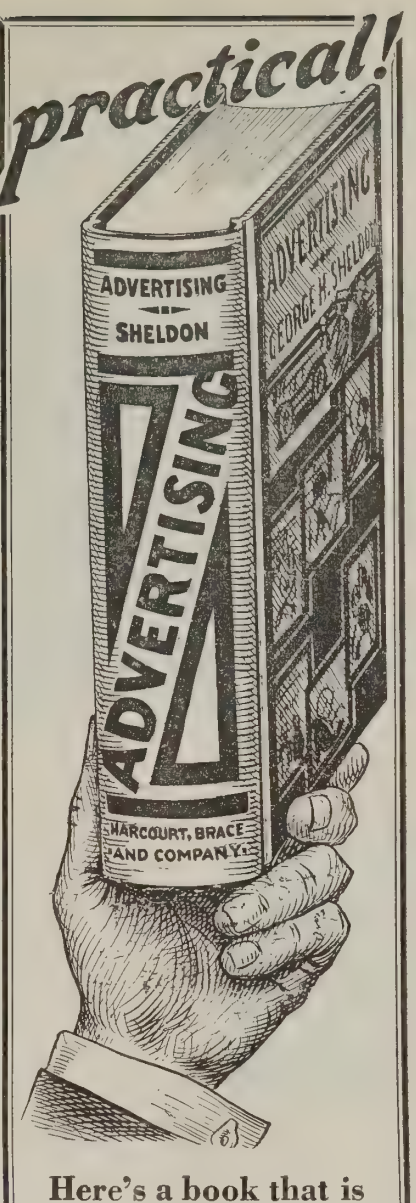
LOS ANGELES EVENING HERALD

Los Angeles, Calif.

Gained 3,749 Daily Average Circulation Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.



Here's a book that is built right out of an advertising man's day's work.

"Comprehensive without being dull; optimistic without glorifying advertising."

—FREDERICK C. KENDALL.

Editor, Advertising and Selling Fortnightly.

Read These Chapter Heads

Advertising as a Force in Modern Business; Growth and Development of Advertising; The Manufacturer and National Advertising; The Dealer and Retail Advertising; Analyzing the Market; The Advertising Agency; Advertising Copy; Digging for Copy Facts; Layout and Display; Pictures in Advertisements; Color in Advertisements; Making the Plates; Advertising Typography; Advertising Media—Circulations—Rates; Magazines and Magazine Advertising.

And 13 other chapters.

"Advertising," by George H. Sheldon, is $5. If your book store hasn't it, send check for $5.10 to the publishers and your copy will be sent by return mail.

Harcourt, Brace & Co.
383 Madison Avenue, New York

SHREVEPORT JOURNAL NOW OCCUPIES NEW MODERN $250,000 BUILDING

Sharp Contrast Seen Between Humble Building of 29 Years Ago and Present Plant—Thousands Attend Open House



IN sharp contrast with its humble beginning, 29 years ago, in one room, 20 by 30 feet, housing all departments and equipped with a cheap, old-fashioned printing plant, the actual value of which could not have exceeded $1,000, the *Shreveport* (La.) *Evening Journal* recently moved into its new $250,000 home, with a modern equipment, the cost of which runs well above $300,000.



DOUGLAS ATTAWAY



A. L. WILLIAMS

The move was celebrated by two days and nights of "open house," when thousands of Shreveport people and visitors from near-by towns were shown through the plant and presented with souvenirs.

The building is spacious, with three stories of large, well lighted, well ventilated rooms. The structure is of brick throughout and was built for permanence.

The lobby is 20 by 40 feet. Italian Botticeno marble has been used for wainscoating. It has walnut woodwork and bronze grills. Stained wood beams in the ceiling are finished in dark walnut, while their supporting brackets carry out the general Italian architectural effects.

Behind the lobby are the general offices, with new furniture, fixtures and rubber-tiled floors. There are smaller offices for the managers of the various departments.

The editorial rooms on the third floor are complete in every detail. The main room is 30 by 40 feet, while the managing editor and the telegraph editor have their "dens" connected with the main editorial room, enabling them to keep in close contact with the staff men.



D. G. FRANTZ

A small stereoptical room has been provided and equipped with everything necessary for the projection of election returns and other important news to a screen on the opposite side of the street for the benefit of the general public.

The composing room is directly behind the editorial rooms. This room is 50 by 90 feet. Here the 10 linotype machines are located. A special ventilating system has been installed. There is a tiled shower and locker room.

A large conference room and stereotype room are also located on the third floor. An electric elevator at one side of the building serves all the floors. A ladies rest room and locker room is provided for the women employes.

The press room is large, roomy and well ventilated. The press, a Duplex Tubular, prints 24 pages at the rate of 30,000 an hour.

A total of 140 persons are employed in the various departments of the Journal building. Many of these employes have been with the paper for years and all feel a proprietary interest in the business. All the older employes own their homes and most of them received material assistance from the management in the process of becoming home owners. Asked to name the chief factor in the success of the Journal, Douglas Attaway, president and general manager, said simply, "That everlastin' team work."

Mr. Attaway holds a majority of the stock of the Journal Publishing Company and the remainder is distributed among the city's leading business men.

The Journal has never had any labor troubles. The mechanical work has always been under the jurisdiction of organized labor, and harmony has prevailed throughout the three decades of the publication's life.

The managing editor, Dolph G. Frantz, is a Mississippian, and comes of a family of journalists, his father being at present engaged on a morning paper at Jackson, Miss. Mr. Frantz's policy, since taking the helm of the Journal, about ten years ago, has been to foster the schools and churches and every movement for the advancement of the community. In addition to his editorial duties on the Journal, he finds time to serve the *New Orleans Times-Picayune* and the *Dallas News*, together with other publications, as special Shreveport correspondent.

A. L. (Bill) Williams, associate editor, has been on the Journal staff about nine years. He has served in every capacity from galley boy to associate editor. Prior to his connection with the Journal he was composing room foreman of the *Shreveport Times*.

A staff of local correspondents serves the Journal throughout North Louisiana, Arkansas and East Texas.

It is much easier for a rich old man to make a fool of himself than a poor old man.—*Frankfort* (Ind.) *News*.

Ask the Canadian Pacific about Canada

CANADIAN PACIFIC RAILWAY

Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

Development Branch—If you are interested in the mining wealth and ever increasing mining industry of Canada or in the development or supply of the very great variety of industrial raw materials available from resources along the Canadian Pacific Railway you are invited to consult this Branch. An expert staff is maintained to acquire and investigate information relative to these resources and to make examinations of deposits in the field. Practical information as to special opportunities for development, use of by-products and markets, industrial crops, prospecting and mining given on application.

No charge or obligation attached to the above services. Business men and organizations are invited to make use of it.

Canadian Pacific Railway Company

Department Colonization and Development
C. P. R. Building

Windsor Station, Montreal, Can. | Madison Ave., at 44th St., New York | 165 E. Ontario St., Chicago, Ill.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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14 King Street
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ECOPUBLISH, RAND, LONDON

MERCHANDISING SERVICE A LUSTY INFANT NEEDING CONTROL

tandardization of This Newspaper Department Through Association of Managers Urged—Many Publishers "Offering Everything But the Moon"

By CHARLES H. CARSON

Manager, Merchandising Service Department *Roanoke* (Va.) *Times*

THE merchandising idea as now offered by a large number of newspapers roughout the country, is at once an in- nt and a giant. It is an infant, in so far s its age is concerned, while looking at from the benefits that have been de- ved and the opportunities ahead for rvice, it is a giant of no mean pro- ortion.

Like the child, however, that in its early ears is meek and by no means strong, is new idea in newspaper business is rowing and will continue to grow. hose newspapers which have adopted uch a department praise it and at the me time condemn it. It receives praise ue to the fact that gains in national as ell as local advertising linage is trace- ble directly to its operations. It is con- emned because of the rapidness of its rowth, and without the restraining hand f a parent to guide it.

Agencies have the various merchan- ising departments spotted and make full se of their service. However many of hose who are making use of this service re at the same time abusing the privilege. Newspapers are running a neck and neck ace to see which can offer the most to the dvertiser through this department, and hereby obtain additional linage. It is n that aspect that the merchandising idea as become a giant and needs a Jack to old it in tow.

Practically every other department of he newspaper today has its own organi- ation through which it benefits by an xchange of opinion. Such an organiza- ion for merchandising managers with an xchange of ideas, ways and means of handling the work and the placing of his work on a definite basis of coopera- ion which would be observed by all the newspapers—should be an accomplish- ment that would materially aid news- papers that now have a merchandising department and also newspapers contem- plating installing one.

Realizing the need of such an associa- ion the writer during the past month sounded out merchandising managers upon the idea. It was advanced several years ago by the *Philadelphia Record* we were informed in a letter from Ross An- derson of the Advertisers' Service Bureau, but at that time, stated Mr. An- derson, "received no encouragement. This we could not understand as the advantages of such an association are so obvious."

The result of the work of the present writer, although by no means complete, has been much more encouraging. The merchandising managers listed in the 1925 Year Book of EDITOR & PUBLISHER, each have been approached by letter

The replies received have been most interesting.

Here are a few extracts from them showing the interest taken in the sug- gestion:

The *Columbus* (O.) *Dispatch*:

"It would not be a bad idea at all for the newspapers throughout the country to allow their merchandising managers to meet each year for the exchange of ideas and opinions on the cooperation to be rendered national advertisers."

The *New Orleans* (La.) *Times-Picayune*:

"Such an association would, I believe, be of great value in adopting and prac- ticing standard forms of merchandising cooperation, and I will be glad to hear from you on the subject again."

The *Philadelphia Record*:

"***the advantages of such an associa- tion are obvious. I assure you that I will be glad to cooperate in forming such an association as you mention."

Other newspapers endorsing the plan are the *Peoria Journal-Transcript; Fargo* (N. D.) *Forum; Cincinnati Post; Tra- verse City* (Mich.) *Record-Eagle; Kansas City Journal-Post; Detroit Free Press; St. Paul Dispatch and Pioneer Press; San Francisco Examiner; Pueblo Star-Journal; Indianapolis Times; New Orleans Item-Tribune; Indianapolis Star; Hartford Courant* and others.

There will be of course various objec- tions brought up against such a plan, chief among them being that now there are too many organizations in the news- paper business. That is no doubt true. However the fact remains that there must be some organization to perfect a standard of work for merchandising de- partments or this new device will run wild and ruin not only itself but its sponsors. Most of the departments are observing the Standard of Practice laid down by the A. N. P. A., while on the other hand it is found in many cases where a paper has a competitor that this standard is not observed, both papers go- ing after the business and offering every- thing but the moon.

The idea of such an association as out- lined here is also an infant, but from the type of response that has been re- ceived the writer believes it will grow into an organization.

World Stages Accuracy Test

An "accuracy contest" conducted by the *New York Evening World* has caused considerable comment. In the contest representatives of four different sports competed for low score over a golf course. More than 1,000 watched the match in which a golf player, baseball player, archer, and surf caster participated. Lou Gehrig of the New York Yankees won. To "hole out" on the green he was re- quired to throw the baseball in a tub. The archer was required to hit the bulls- eye of a target; the surf caster to drop the lead in a small hoop.

ADVERTISING WILL CURE MARKETING ILLS

So Members of Co-operative Pure Milk Association Are Told By L. J. Tabor, Grand Master of National Grange

Advertising, more advertising and still more advertising was prescribed by Louis J. Tabor, Grand Master of the National Grange and the former Director of Agri- culture of Ohio, now residing at Colum- bus, as one of the most important cures for the marketing ills of the farmers of America. Grand Master Tabor gave the prescription while addressing the annual picnic of the Co-operative Pure Milk Association, an organization of 3,500 dairy farmers of the counties of southern Ohio and Indiana and Northern Kentucky, held the Cincinnati Zoo recently.

"Farmers must learn to organize, mer- chandise, standardize and advertise," said Mr. Tabor. "And I want to stress this one point and say the greatest of these for this present time is advertise. I be- lieve one of the greatest needs of the farmers today is the practice of a larger use of printers' ink. Advertising has made millionaires out of scores of mer- chants and manufacturers. It has strength- ened every kind of financial and industrial institution that has practiced it consist- ently. I think it is high time that the farmers made use of it in a judicious manner. It will yield big dividends to all organized farmers.

"Dairy farmers most of all need to tell the public in a convincing manner that they have the best and purest milk, the freshest of country eggs and that their butter is better than most of their competi- tors. The farm organizations have a right to win the confidence of their fellow citi- zens, for last year through co-operative marketing more than $2,000,000,000 worth of farm products were sold."

Advertisers Get Complete Coverage of Michigan

Outside of Detroit

With The Booth Newspapers

Seven out of eight are alone in their fields

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

The Booth Publishing Co.
2500 Buhl Building
DETROIT, MICHIGAN

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
120 West 42nd Street New York

ALL EYES

in some 2,800 homes of Franklin, Ind., and vicinity are eagerly focused upon all reading matter within the pages of

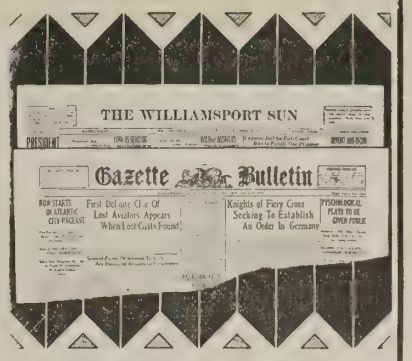
The Evening Star
Franklin, Ind.

Think of its power as a limelight in which to display your offerings.

Associated Press News
United Press News
Consolidated Press News
Universal Service
N. E. A. Features

All of the above appear in Erie, Pa., exclusively in the Dispatch-Herald. That's why this news- paper leads its field in circulation, and consequently in advertising.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston



Williamsport Newspapers Like Imperial

WE feel that the best possible evidence of the worth of the Imperial Plus Metal Plan is shown by the many cities that have every newspaper using the Plus Plan. As an example of the above we are showing this week two splendid Pennsylvania newspapers from the same city, The Williamsport Sun and Gazette-Bulletin.

No matter how widely newspapers of the same city may differ in national and local questions they all get together on the best way to take care of their type metal. That way is to sub- scribe to the Imperial Plus Metal Plan.

The Plus Plan serves all newspapers alike regardless of location or size of circu- lation. And it brings them all the same results—a con- stantly balanced, efficient metal and the addition of years of working life.

Save by The Plus Plan

Using the Plus Plan in your shop means that you are postponing for years the time for getting a new supply of metal. May we tell you about this economical, reliable Plan?

Imperial
METAL
Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.
Philadelphia—Cleveland—New York—Chicago



MEN ALSO ARE BARGAIN SEEKERS, AUTO ACCESSORY DEALER SAYS

Samuel Taubman Gives Newspaper Advertising Credit for Building His String of 14 Stores—Says Ad Costs Decrease As Linage Mounts

"I CANNOT understand how anyone can truthfully say that newspaper advertising does not pay," says Samuel Taubman of Taubman's Auto Accessory Stores, a chain operating in several cities throughout the East which has its headquarters at Buffalo. "We don't spend our money in newspaper advertising—we invest it."

Mr. Taubman started his first store at Greensburg, Pa., six years ago, and today there are 14 in the chain located in Buffalo, Baltimore, Washington, D. C., Rochester, Altoona, Johnstown and Greensburg, Pa. Starting with a business of a few thousand dollars a year this chain has grown to a total volume of millions. The founder unhesitatingly says that the growth of his business would not have been possible without the daily newspaper.

In fact, it was newspaper advertising that forced him into the chain store business. He started primarily with the idea of selling his goods at lower prices than prevailed in the auto accessory field. To do this he had to have volume and to get volume he was compelled to use newspapers.



Taubman's Bargain Copy Appealing to Men

Business came and in his efforts to supply the demand for lower and lower prices Taubman began to buy in large quantities. Soon he was buying larger stocks of a single item than could possibly be disposed of in a single store. Therefore he had to acquire a second store, and shortly thereafter a third.

When it is considered that this chain sells articles which have to be advertised almost exclusively to men, the story of this newspaper success becomes all the more remarkable.

Many storekeepers claim that men are not bargain seekers and that they will not respond to the department store type of newspaper advertising. Yet this is exactly the type of display on which Taubman has built his success—large advertisements featuring dozens and scores of small articles, each illustrated and priced, with a few words of descriptive matter.

Now, when Taubman puts out an advertisement of a special sale he brings crowds of men to his store—sometimes thousands in a single rush. They come early, too, just the same as the women and it is no uncommon sight in front of a Taubman store to see a big crowd of men lined up waiting for the doors to open.

Mr. Taubman has tried other forms of advertising—outdoor display, direct mail, etc., but he has concluded that the newspaper alone must be depended on to get him business.

He is a user of large space, sometimes using pages and occasionally resorting to two-page spreads. When times are hard he increases his newspaper advertising instead of cutting it out.

When Mr. Taubman first began using such large space in the newspapers, his competitors frankly told him they thought he was crazy. The automobile accessory business never will stand such an expense, they claimed. But he smiled and went on his way.

Sometimes in opening a new store he spends as much as 40 per cent of total sales in newspaper advertising at the start. Experience has shown that the advertising cost soon runs down to under 5 per cent because of the immense volume of business built up.

"We have to produce volume and we have found that the only way to build volume is through newspapers," claims Mr. Taubman. "If a retailer today cannot use newspaper advertising he might as well get out of business. Of course, one has to take a gamble at the start in spending big money in the newspapers, but we find it always pays in the end. The more we advertise the more our advertising costs decrease, compared with our total business.

"We carry 5,800 different articles in stock and illustrate every one of them in our advertising. We carry more cuts in the newspaper offices than some department stores. This means a problem for the composing rooms. Yet by keeping a close contact with the newspaper men we rarely have a mix-up in cuts.

"With us it is very important always to get the right cut used. We insist on absolutely truthful advertising. If a mix-up occurs and the wrong cut is inserted with a certain advertisement it means that the public is disappointed when they come to the store and that we are guilty of unintentional misrepresentation.

"We have found that the location of an item in an advertisement has something to do with results. By moving an item around from one place to another in the ad, we can increase or decrease the sales. This is important to know, but every advertiser must find out the best locations for his particular proposition for himself.

"When we use double-page spreads our results are simply phenomenal. When we opened our Baltimore store for an expansion sale, we used two-page spreads. Next morning we had a crowd of 1,000 persons in the store, and many outside that couldn't get in. We had to have a cash register both in front and back and open the rear doors so that part of the crowd could get out.

"One other point I would make is that the retailer must advertise regularly and without cessation. We advertise 52 weeks each year and sometimes twice a week. We never let our advertising stop or lag.

"One of the finest results of newspaper advertising I know of happened when we opened our Rochester store. We used extensive advertising and turned our entire stock over in 15 days, establishing a new record for our chain."

Pioneer Kansas Paper Sold

The *Pratt* (Kan.) *Republican,* oldest newspaper in Southwest Kansas, and founded in the late 70's as the *Iuka Republican,* has been sold by A. A. Cochran, owner and postmaster, to the *Daily Tribune* and the *Weekly Union.* The paper is said to have used the same press with which it was first printed until its last issue. The machinery was distributed between the two papers.

San Antonio Raising Ad Fund

The San Antonio Chamber of Commerce this week began a drive to raise $250,000 for each year of a three-year program, $100,000 per year to be used on a national advertising campaign to attract tourists and industries and business to the city.

Courses Dull, Student Daily Says

Severe criticism of 40 of the most prominent courses at Harvard College was made by the *Harvard Crimson,* student daily, at Cambridge, this week. In Monday's issue it printed a catalog of the 40 courses in question, with a criticism of each by some prominent undergraduate who has taken that particular course during the past two years. This is believed to be the first time in American college history that such a criticism has been attempted by a student organization.

Carrier Shot; Mistaken for Thief

Mistaken for a robber, Frank Poss, carrier for the *Kansas City Star,* was shot by a subscriber. The man had been robbed the evening previously and had spent the night in his store. Poss was poking a paper through the letter slot when shot.

REVISED, BOUND, INDEXED

The following Reports, issued during July, August and September, have been revised, bound and indexed:

The Wadsworth-Garrett Amendment (proposing change in method of amending U. S. Constitution).
Problems of State and Local Taxation.
Miners' Wages and the Cost of Anthracite.
Strike Emergencies and the President.
Belgian Debt to the United States.
The Bituminous Coal Problem.
Germany and the Dawes Plan.
The Interparliamentary Union.
Disposal of Alien Property.
Reorganization of Executive Departments.
Conflicts in Departmental Reorganization.
The Government and Aviation.

The volume containing these Reports is available to new clients.

EDITORIAL RESEARCH REPORTS
828 18th St., Washington, D. C.

RADIO PROGRAMS ANY STYLE

Used in more than 150 newspapers; complete, CONCISE and accurate; IN YOUR LOCAL STANDARD TIME.

Write for TERMS and SAMPLES

AUDIO SERVICE
30 N. Dearborn St. Chicago

You

should sign up your paper for Joe Mitchell Chapple's biographical sketches of world-known celebrities.

BRAND NEW SERIES NOW ON THE WAY

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

fashion society travels

All three combined in a series of 12 articles which ELEANOR GUNN will write from the highways and byways of Sunny Italy and Romantic Spain. Weekly releases commencing Nov. 7.

FAIRCHILD Newspaper Services
∞ EAST 13th ST. NEW YORK

A Daily One Column
RADIO COMIC
To Brighten Up Your Radio Section
"OTTO WATT"
By Barrie Payne

ASSOCIATED EDITORS
Incorporated
440 S. Dearborn St.
CHICAGO

MARKET NEWS *Plus* **TABLES**

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

IRVIN COBB

Is Reporting Great Events of History as Though They Were Occurring **Today**

The Feature is Interest-Compelling, Informative, Dramatic.

It Is COBB'S Own Idea and He Likes To Do It

FOUR NEW PAPERS
Ordered the Service This Week.
Territories Are Closing
Write or Wire for Terms and Samples

THE BELL SYNDICATE, Inc.
154 Nassau Street
New York City

TECHNICAL MEN JOIN IN DALLAS CAMPAIGN

ngineers, Architects, Contractors Cooperate on Large 24 Time Copy Stressing Civic Aspect of Their Work

The engineers, architects, contractors, id others of their class in Dallas, Tex., lieve there is much to be done by way educating the public and have been pporting that conviction for several ars with advertising campaigns in the *orning News* of that city.

The Technical Club embraces men of l technical professions although many these have their own organizations ch as the local branch of the American ociety of Engineers, the Architectural lub, The Traffic Club, and others. he "Tech" Club is a luncheon organation in which cross-sections of all inistrial and technical problems are mascated with the roast beef.

Some four years ago they began to lvertise using "card" spaces within a ge layout. When the copy service partment of the News offered to pre- re some constructive educational mesges to the public, they were ready.

The purposes of the campaigns which ve followed are: to develop a civic lant" on all engineering and industrial ndertakings; to show that the technical an is a civic-minded individual; and so that Dallas has trained men along ery technical line whose services are ailable to the public.

Back of the current campaign are four the five public utility corporations, a ilroad, a college of engineering and chitecture, a railroad, a paving comny, a lime concern, a sand and gravel mpany, machinery manufacturers, a rtland cement manufacturer, besides nsulting civil and structural engineers, alytical chemists, architects and conactors. There are 24 on the list.

And what do they say in their copy? They tell about portland cement, city streets and paving, natural gas and other industrial products and engineering undertakings. Take the portland cement copy: "They Grind Hills to Powder to Make Sky Lines Such as This—" And then the reader is invited to guess the number of sacks of cement in the Dallas sky line. A brief history of portland cement is told and, as the story is unfolded, the exact processes of science are described which make this product a building material of the highest standardization. And the technical man? He is the physicist and the chemist who take and analyze samples from the newly-quarried raw materials; who tests the product at every stage of manufacture. He is the engineer and chemist at the laboratory of the Portland Cement Association's headquarters. He is also the engineer in charge of building projects.

Touches of philosophical comedy are used as "attention-getters" in the copy dealing with city streets and paving. Philip II, of France, in 1184, to rid his palace windows of offensive odors, ordered the street paved. A cartoon sketch shows the king standing by the window saying: "Phew! Pave that street right away!" Similarly an episode is taken from "Les Miserables" in which Jean Valjean betrays his identity by giving a "fancy exhibition" of weight-lifting when the poor carter's vehicle bogged in the street.

Streets are discussed as a social, economically and, finally, an engineering problem.

The present campaign calls for twenty-four 952-line spaces in 12 months.

Warner Now Elizabeth Times M.E.

Former Assemblyman Arthur E. Warner has been named managng editor of the *Elizabeth Times,* recently purchased from Leonard F. Sawvel by Hearst representatives. Mr. Warner was named to his position by Edgar Shaw, president of the new company. E. Michael Scanlon remains city editor.

Where Opportunities Meet

THE Buyer and Seller of Equipment, Supplies, Features, Services, Business Opportunities, etc., can meet in the classified pages of Editor & Publisher to their mutual advantage.

Classified advertising means specific opportunities — opportunities of the present not prospects of the future.

Its record as a result-producer recommends the classified service of

EDITOR & PUBLISHER

BUSINESS CONDITIONS WERE NEVER BETTER IN

ILLINOIS

Continued improvement in business and increasing confidence in the prospects for an enormous autumn and winter trade throughout the entire state of Illinois are based on the following reports:—

Increased production of corn, cotton, wool, lumber, coal, iron, petroleum and practically all of the metals and minerals. An increased consumption of leather, cotton and silk in manufacture. An increased freight tonnage.

Railroads are preparing for a record freight and passenger movement. Orders for equipment indicate that practically all the carriers have entered the market on a larger scale.

Crops already harvested show the agricultural districts will have plenty of money. Wholesale merchants report marked activity on the part of the country dealers.

Building continues on a large scale, although the season is far advanced and the usual let-down is not yet in sight. Prices remain firm in all building material markets.

Iron and steel mills are active.

These are positive indications of increased purchasing power in an already dominant market.

Merchandising and sales promotion in this ideal territory can be accomplished by advertising in the following list of newspapers:

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
**Aurora Beacon-News	(E)	17,901	.06	.06
†Chicago Herald & Examiner	(M)	355,799	.55	.55
†Chicago Herald & Examiner	(S)	1,120,294	1.10	1.10
Chicago Daily Journal	(E)	123,016	.26	.24
**Evanston News Index	(E)	6,912	.04	.04
†Freeport Journal-Standard	(E)	9,665	.045	.045
**Joliet Herald News	(E)	18,979	.06	.06
**La Salle Tribune	(E)	3,427	.025	.025
**Mattoon Journal Gazette	(E)	5,460	.03	.03
†Moline Dispatch	(E)	11,113	.045	.045
**Monmouth Daily Review Atlas	(E)	5,590	.035	.035
**Ottawa Republican Times	(E)	5,390	.03	.03
**Peoria Star	(S) 23,382 (E)	30,669	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

**A. B. C. Statement, March 31, 1925

†Government Statement, March 31, 1925

17TH CENTURY PAPERS IN STATE'S FILES

Copies of London Newspapers of 1665 In Collection of Minnesota Historical Society, Also U. S. Papers of Post-Revolution Days

The newspaper collection of the Minnesota Historical society in St. Paul is the third largest in the United States, being surpassed only by those of the historical societies of Kansas and Wisconsin. There are upwards of 14,000 bound volumes, which occupy steel shelves on four floors of stacks, nearly the whole length of the building, under the reading room. The collection is being augmented daily, for the society receives about 500 current daily, weekly and semi-weekly papers, nine-tenths of them being published in Minnesota.

This collection also contains some of the oldest newspaper files to be found in the world. To mention a few, there are the *Gazette* of London, England, from 1665 to 1713, and the *Chronicle,* also of London, from 1757 to 1762; the *Massachusetts "Centinel"* (so spelled) and *Columbia Centinel* of Boston, 1792 to 1827; the *Independent Chronicle and Universal Register,* Boston, Sept. 3, 1795, to April 17, 1797; the *Goshen* (N. Y.) *Repository and Weekly Intelligencer,* July, 1793, to April, 1802; the *Orange Patrol,* 1800-1802, and the *American Mercury* of Hartford, Conn., 1802-1815.

Most interesting are the contents of these ancient papers. For example, they record the details of the Napoleonic wars from beginning to end and present the first printing of "Common Sense," by Thomas Paine, that "stormy petrel of revolution," which was so potent for the cause of the colonies at the time of the American Revolution that Washington had it read to every regiment of his army and pronounced it worth a regiment of soldiers.

The collection also comprises New York, Albany and other American newspapers from 75 to 100 years old. It would be possible to write, without any other material, almost a full history of the United States from these files. Indeed, they or their like have proved of incalculable value to ali American historians.

The Minnesota Historical society was founded in 1849, the same year Minnesota Territory was organized, and the newspaper collection dates from the same year. These files are and have been for 17 years in charge of John Talman, a retired newspaper man, whose first work was done for the *Rochester* (N. Y.) *Democrat & Chronicle* and the Albany *Argus.*

Four Generations in Newspaper Work

C. C. Eaton, editor of the *Winthrop* (Minn.) *News* is said to be the only editor in the state to belong to the fourth continuous generation of newspaper men. His great grandfather, Samuel Eaton, was a printer in New York state; his grandfather, Samuel William Eaton, was an editor and printer at Lodi, N. Y., and his father, Horace G. Eaton, founded and edited the *Rochester* (Minn.) *Post,* now the *Daily Post-Bulletin.*

Former Trindad Publisher Dies

Olney Newell, prominent newspaper publisher and writer and outstanding figure in Colorado politics died Oct. 3, in Denver. One of the pioneer western publishers, Newell established the *Trinida* (Col.) *Daily News* in 1880. Althoug he later abandoned publishing for sta politics the veteran editor until short before his death wrote a weekly letter political and humorous comment under t pseudonym of Jason Pepper for the De ver *Rocky Mountain News.*

California Semi-Weekly Merge

The two Compton California sem weeklies, the *News* and the *Tribune,* ha consolidated. Carl M. Bigsby and V H. Coonradt of the Tribune have join forces with G. H. and A. L. Gilbert the News in the new *News-Tribun*

12 Pages of Comics in Milwaukee

Twelve pages of comics, in color, now included in the Sunday editions the *Milwaukee Journal,* which beginni Sept. 20, was enlarged from nine to twel sections. There was added a tabloid ma azine, in color, for children, a ficti story magazine, in color, newspaper s (supplementing a tabloid magazine), a a motoring and radio magazine. T sport section was doubled.

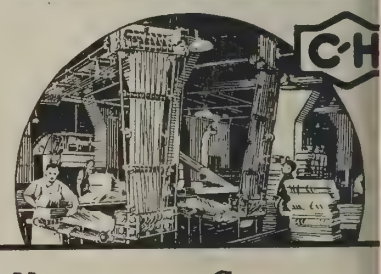
SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

For Sale.
1 Goss 8-column casting box for plates 7/16" thick; 3 Autoplate cylinders and boxes complete with extra set of rings. All in good condition; 1 Auto shaver arch for above equipment. For further particulars write Manager, The Gazette Times, Pittsburgh, Pa.

For Sale—Cheap.
Used Goss Mat Roller for wet mats only. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

We Have For Sale Cheap
1 Roto Press, German type, with folder, controls, motors, copper shells, mandrils, grinders, burnisher and copper replating outfit. The Cleveland News, Cleveland, Ohio.

Printers' Outfitters.
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.



Newspaper Conveyors
speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

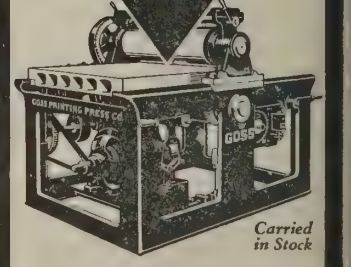
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

Don't "Pig" Metal It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

GOSS STEREOTYPING MACHINERY



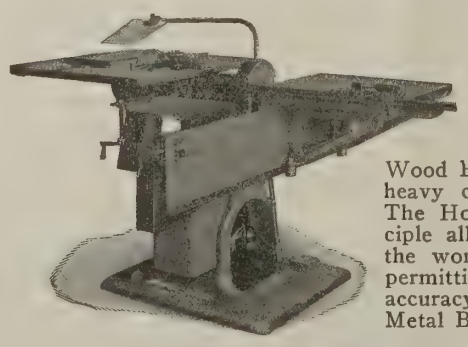
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Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

THE MARKET PLACE OF THE NEWSPAPER

DITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

tuations Wanted" 40c per line per insertion, h with order.

o insertions 35c per line per insertion, cash h order.

ree insertions 30c per line per insertion, h with order.

ite space charged at same rate per line insertion as earned by frequency of ertion.

other classifications 60c per line per inser-n, cash with order.

cial rates for contract advertising upon uest.

COUNT SIX WORDS TO LINE.

SITUATIONS WANTED

vertising Manager.

nt job on Middle-West daily from 2,000 to 00 circulation where I can eventually "buy if mutually agreeable. Here is background: rtising department of manufacturer, agency erience, space salesman on magazine. Age unmarried, worked way through college. x A-884, care Editor & Publisher.

vertising or Business Manager.

thoroughly experienced newspaper executive l be available October 15th. Eighteen years executive positions on newspapers in cities to a million population. Enviable record results. Prefer second or third paper in of hundred thousand or more where pub-ier is convinced that the right man can terially increase the business and lower ts. If you need or can use such a man te for full particulars. Address Box A-846, tor & Publisher.

siness Executive,

roughly experienced, now making exceptional ord as business manager on medium size stern daily, contemplates making change for sonal reasons. Long record of successful all und experience and particularly strong in iness building. A real producer—37 years age—married—excellent reputation. Bonus increased business or profit sharing arrange-nt preferred. Address Box A-899, Editor & blisher.

culation Manager.

. Publisher: Can you use exceptionally good culation man, with clean record, proven lity as producer with maintenance at low t. A circulation business man with thor-gh knowledge of circulation work. Now in riodical field but anxious to get back on a wspaper. If interested, write or wire Ivan Moore, 617 West Twenty-sixth Street, rfolk, Va.

culation Manager.

harge of a department. Experienced in all gles of circulation, city, suburban, country d rural. Also experienced in organizing rrier Service. Present employed as District nager. Box A-895, care Editor & Publisher.

facts
ON CLASSIFIED

"I received several answers to my ad in your September 12th issue and connected with the Evening News of ——— on Sept. 21.

"Naturally I am very much sold on the results from your publication."

You can have his name. He will tell you he wrote the above to

EDITOR & PUBLISHER

Situations Wanted

Circulation Manager.

Here is my past record: Increased circulation seventy per cent and revenue three hundred per cent on a thirty-five thousand circulation newspaper; increased circulation one hundred and twenty-five per cent and revenue three hundred and fifty per cent on a six thousand circulation newspaper; increased circulation one hundred and fifty per cent and revenue four hundred per cent on a fifteen thousand newspaper; all under same management. With present employer seven years. Best of references from present and past employers. Age forty-two. Box A-885 care Editor & Publisher.

Copy Editor.

Also read proof. Useful; capable; dependable. Box A-887, care Editor & Publisher.

Editor

now available for afternoon papers; prefer city with population between 40,000 and 60,000; can give employer as reference; editorials command attention; good executive; alert and constructive; good mixer; married and not floater; five years on present job. K. H. Craig, Mansfield, Ohio, care Mansfield News.

Editors and Publishers:

Young, single man of twenty-five, desires opportunity in publishing and editing field. Has broad, general education, widely traveled, and three years' business experience. Exceptional ability in writing vigorous, homely, human and humorous material. Have done some work in editing, also writing for the press. Want to develop thru hard work with organization that needs this sort of timber. Will start in any capacity, at any moderate salary. Box A-896, Editor & Publisher.

Editorial.

News, Telegraph, City Editor, General or Political Reporter, foreign experience, with 15 years on metropolitan papers, desires change. Available short notice anywhere. State salary. Box A-901, care Editor & Publisher.

Eminently Successful Editor

Women's Correspondence Column and Book Department, wishes similar work on magazine or newspaper. Box A-892 care Editor & Publisher.

Experienced Able Editorial Executive,

in prime of life, seeking similar connection with Southern newspaper in city of 100,000 or larger. Prefer evening paper. Smaller paper would be attractive on a stock basis. Full statement of qualifications, experience, etc., on application, together with visit, if proposition is attractive. Address A-843, Editor & Publisher.

Executive.

Publisher of daily in middle west that lost $40,000.00 in 1923. This year will show profit. Change made by cutting expenses and developing business. Hard work, with thorough experience in every department. Competent to take full charge operating plant economically and systematically. Good reason for desire to change. Address Box A-902, Editor & Publisher, New York City, N. Y.

Free Lance Writer,

31, wishes to join newspaper or periodical staff as reporter or feature writer. Ten years varied newspaper and free lance experience. Can send specimens of work. Box A-881, care Editor & Publisher.

Make Good or Quit!

That's what the owner of a weak newspaper ought to do. I'll take job as manager on that basis. Plenty of evidence that quitting is not in my line. Manager, downtown, Box 556, New York.

Managing or News Editor.

Thoroughly experienced newspaper man; for last several years in charge of local news on paper with 10,000 circulation. Can develop and write news interestingly and train reporters to do so. Credited with good sense of policy. Not afraid of work but wants fair pay for it. Will consider offer for full responsibility of news end of afternoon daily in city of 15,000 or up. Box A-893, care Editor & Publisher.

Newspaper Man,

present city editor of one of the South's largest dailies, desires a change (South only). Twelve years experience. Not only an executive, news and make-up man, but a good writer. Age 30, married, family. If you want a valuable man and have something with a future, address Box A-894, care Editor & Publisher.

Newspaper Advertising Manager.

With unusual ability to achieve co-operation. Strict disciplinarian with fifteen years of successful National, local, and classified experience. Reader interest and promotion expert. Classified Manager of Metropolitan daily. Box A-889, care Editor & Publisher.

Situations Wanted

Telegraph Editor, Copy Reader,

first class, seeks evening paper berth on two weeks' notice to present employer. Address Cox, care Editor & Publisher.

Wanted.

Opportunity of handling all or city news on small city daily up to 50,000 population. Experience, large and small papers. Personality. Tact. Develop, write, edit, head copy in way making commonplace news attractive. Ability to develop local news when regular sources fail. Will consider anything. Now employed. W. R. Baldridge, 15½ Paris Road, New Hartford, New York.

Writer Desires Position.

Magazine, syndicate, advertising and editorial writer (now conducting own business) desires salaried position with magazine, newspaper, advertising agency or book publisher; had long, diversified experience; 35, unmarried, photo, references, details supplied. A-882, care Editor & Publisher.

HELP WANTED

Advertising Solicitor.

Young man with a little copy writing and sales experience. Well organized small city daily. Best of conditions. Exclusive field; $35 to start. Globe, Ironwood, Mich.

Advertising Manager.

For Florida evening daily. Must be good copy writer, skilled in layouts and a hustler. State salary requirements. The Key West Citizen, Key West, Fla.

Advertising Manager

for only afternoon daily in thriving Southern City of 53,000. Must be good copy writer with ability to handle men. Southerner or one familiar with the South preferred. State salary expected. Box A-891, Editor & Publisher.

Assistant Managing Editor.

Wanted by middle western daily, sixty thousand circulation. Must be young, keen, competent, thoroughly tested and a man of personality and integrity. Give complete history and reference. Box A-886, care Editor & Publisher.

A Young Reporter

with some experience and looking for more; on semi-weekly New Jersey suburban newspaper. Should be single. Chance to develop in growing territory. Apply promptly. Editor Summit Herald, Summit, New Jersey.

Business Manager.

Grafton (W. Va.) Sentinel, A. P. Daily, wants responsible experienced newspaper business man, sterling character for business manager. Handle all accounts, collecting, soliciting advertising, circulation and printing. Have two assistants. State full experience, age, reference, salary.

Combination Desk and Street Man

wanted by New York State paper. Give age, education, experience, references, salary expected. Box A-897, Editor & Publisher.

Managing Editor.

To a seasoned, thoroughly trained editorial executive who can rebuild this department of New York State daily we will pay $100 weekly. Complete details of previous experience and copy of newspaper you are now associated with desired. Box A-850, Editor & Publisher.

Managing Editor.

A thorough editorial executive wanted for a New York State daily. Please give complete details of previous experience. Box A-898, Editor & Publisher.

Newspaper Syndicate Salesman.

Alert man who wants to forge ahead. Road experience desirable, but not necessary. Great opportunity for right man. In writing sell yourself in first letter. A-863, Editor & Publisher.

Wanted.

Advertising manager for live daily in middle western state; city of 22,000. Address H. R., Editor & Publisher.

We Offer

for immediate acceptance

Only newspaper in city of 25,000 in N. Y. State

(This is six day evening)

PALMER DeWITT & PALMER

350 Madison Ave., New York City

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

PUBLISHER OR GENERAL MANAGER. Eighteen years' successful experience—last six in charge of newspapers with hundreds of employees. Record substantiated by owners, A.B.C. audits, lineage, and continued loyalty of all associates. Large foreign advertising acquaintance. Proved ability to make and hold local merchants' friendship. Harvard Business Administration School training. Salary $15,000. Our No. 5750.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Help Wanted

Wanted.

Advertising man; middle-aged; experienced in writing copy and making lay-outs; permanent position; salary $50.00 to start; full particulars in first letter. Address Box A-854, Editor & Publisher.

Sporting Editor and Desk Man.

Permanent place on live paper in city of 40,000 in Middle West for fast, accurate worker, able to write good copy and lay out page. Address A-880, Editor & Publisher.

BUSINESS OPPORTUNITIES

For Sale.

Exclusive daily field, Kansas county seat. Box A-890, Editor & Publisher.

Newspaper for Sale.

Only afternoon newspaper in one of leading cities of Carolinas. Long established, good circulation and plant, fine opportunity. A-883, Editor & Publisher.

Newspaper for Sale.

Alabama evening daily, exclusive, profitable and most promising field. Perfecting press, three linotypes; $40,000; liberal terms. Must be sold within thirty days. Box A-888, Editor & Publisher.

Pacific Coast Representative

wanted for a fast-growing national weekly newspaper. Circulation now over one-quarter of a million. Must have entree into agencies and national advertisers on Pacific Coast. One who has some papers now, but not too many. He will be well supported by national and direct mail advertising. Preferably a Mason. Give all details, including papers you are now carrying, in first letter. Write General Manager, 219 G St., N. W., Washington, D. C.

Representative Connection Desired.

Eastern Special Representative with established New York office for past ten years, will consider an arrangement with responsible western representative desiring an eastern connection. Excellent contact with agencies and advertisers. Address, A-867, Editor & Publisher.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

M. MURRAY, hardware dealer of Honesdale, Pa., has been using a novel style of advertising, with results reported to have been unusually good. In a recent issue of the *Independent* the firm carried a 3 x 9 display ad headed "Everything for the Farm News." In this ad was contained general farm news; also records of recent sales made of farm equipment, etc., with care being exercised to use as many names as possible. The idea should prove effective in the average country town newspaper and for the average general hardware store in such a community.—T. J. Brislin, Scranton, Pa.

The *Houston Post-Dispatch* offered prizes aggregating $50 for the best window displays made during "retail week" in that city, and a large number of merchants entered the contest. The paper called attention every day to the windows in the contest and invited the public to inspect them. Merchants used advertising space to invite inspection. Each reader of the paper was entitled to a vote as to the best decorated window. The voting was heavy. Such a contest pleases the merchants and created interest in window shopping as an aid to advertising in selling goods.—W. H. M., Austin, Texas.

"Letters to Elizabeth, With Sidelights on Buying," is an advertising feature, run on the society pages of the *Sunday Times-Picayune,* New Orleans. The "sidelights," boosting the different businesses, are written in a chatty, personal vein, as if they were the results of real visits of the writer to the shops played up. This has been done before by other big newspapers, but never better, perhaps, than the New Orleans paper is doing it.—A. W. Roe.

Many of our large cities are following the business policy of closing their principal stores on Saturdays. Other places choose different afternoons upon which to close. Not all the stores, however, close on these business holidays. A Boston paper has hit upon the novel idea of running a column of advertisements under the heading of "Open For Business On Saturday," Saturday being a business holiday in Boston. Other papers might do well to follow the same idea in relation to their closing days. It is a help to the public as well as increased advertising space for the paper.—C. E. Pellissier, Boston, Mass.

"Present Prices of Your Favorite Car in Seattle," was a recent ribbon of a Seattle newspaper under which many of the local dealers took space. The page was commended to the readers as valuable to dealers and prospective purchasers. All the leading dealers co-operated in presenting the prices of standard cars in uniform space.—C. M. L.

Why not hit the roadside stands for an ad? Fill a page once a week, each week taking a different road to exploit. Run a box in the center of the page, telling how to get to them, and get each stand owner to specialize on its best seller.—R. E. Dietz, Battle Creek, Mich.

Vacation is now over. Everyone is back at work again and the desire to save money will soon begin to be felt by the average citizen. Now is the time to get the savings banks' advertising. Run a special section devoted to savings.—C. E. Pellissier, Boston, Mass.

"CLOSE THE PUBLICITY DOOR"

Is Advice of Sheboygan (Wis.) Press —Says Newspapers Would Gain

Try the "closed door policy" in the matter of free publicity is the editorial advice of the *Sheboygan* (Wis.) *Press,* which states newspapers have nothing to lose and everything to gain by fighting press agents.

"If newspapers want to share in the prosperity that is coming to the magazines," says the Press, "they must close their columns to free publicity.

"Can yau blame an advertiser for accepting gifts. Magazines give nothing away.

"As one advertiser said: 'Why spend money in newspapers, when a publicity agent can get free readers, either direct or through local influence.'

"Let us turn down every request for free publicity, and we will soon realize handsome dividends from those who have been giving the press everything but their money. The magazine is a selling organization with no free publicity to handicap its success."

Motorists say that the pedestrians dumbells, while the pedestrians say motorists are reckless idiots. Who right? Interview the chief of police several of the cops, then talk with s of the motorists and then with some those "dumbell" pedestrians who hav cars.—P. B. Oakley, Geneva, N. Y.

Many times syndicate pictures of erally interesting happenings or ev which have taken place in the past printed with a brief explanation of picture. Would it not be of more in est to the reader to have the picture companied by an account of the hap ing. In most cases this could be obta from the old files.—M. C. Ryason.

Why not a feature on the amoun petty thievery in your city's lea hotels? Interview half a dozen h managers. It'll be a revelation how m hotel property is carried off by h guests—every thing from a cake of s to the rugs.—Harold J. Ashe, L Beach, Calif.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

AN Old Pet Animal letter contest started by the *Madison* (Wis.) *Capital Times,* drew a great number of letters from readers that were, in themselves, absorbing human interest feature articles, describing patriarchal domestic animals of many species: cows, cats, dogs, squirrels, canaries, and many others. Five dollars was offered to the person writing the best letter on an oldest animal. On the first day of the contest, the Capital Times published a feature article, illustrated, on the oldest cat in Madison, one that was 20 years old. If unusually aged animals are described in some of the letters, a reporter may be sent out to write feature articles on them.—Ruben Levin, Madison, Wis.

For more than two years the *Greensburg Review* has been publishing a baby picture on the first page every Saturday morning. As there are always new babies and proud parents this feature can run indefinitely. Besides the name of the child and parents a short appropriate poem or quotation is used.

Ask leading citizens, "What is your favorite sport and why?" and make a daily feature of the answers, using one briefly each day, perhaps as a sport page box.—John H. A. Kelly, Norristown, Pa.

An effective promotion stunt is being used by the *Toledo Blade* in its Saturday football extras. Fans are asked to guess the scores which will be made in ten specified games the following Saturday. All guesses are filed with the contest editor the day before the games. The thirty persons whose guesses are nearest the scores made on the gridirons are given tickets to any Toledo game, high school or collegiate, they select. The first mail after announcement of the guessing contest brought 70 letters and hundreds of others swamped the contest editor before the deadline.—Max Hahn.

Verisimilitude and Convincing Atmosphe
Assure
The Vicarious Thrill
To Readers of
"The Yankee Princess
The Latest Serial
By **Mildred Barbou**
Metropolitan Newspaper Service
Maximilian Elser, Jr., General Manage
150 Nassau Street, New York City

"SKIPPY"
By PERCY CROSBY
The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.
A feature you can't afford to miss
JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

DR. COPELAND
"YOUR HEALTH"
By ROYAL S. COPELAND, M. D.
6-a-week
NEWSPAPER FEATURE SERVICE
241 W. 58th St., NEW YORK CITY

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

"The Faint Heart"
is the title of the
Latest Serial
by
RUBY M. AYRES
Most Popular Writer of Daily Fiction
Runs Six Weeks
1200-Word Daily Installments
Ask for Sample Releases
The McClure Newspaper Syndicate
373 Fourth Ave., New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

THE SOUTH

A Market for National Advertising

THE trend of growth from every direction is southward. The South is fast becoming the greatest center of activity in the United States.

The wealth of the entire country and the rapidly increasing population are now serving to strengthen the power of the South.

It has more natural advantages for development and for creature comforts of its growing population than any other part of the world.

The growth of southern commerce is shown in foreign exports from southern ports during 1924 as having amounted to $1,627,930,000. It is nearly four times the total value of foreign exports from the entire Pacific coast, which amounted in 1924 to $444,555,000.

Though the South has given great attention to the production of cotton, it is making rapid progress in diversifying its farm products. For the five-year period from 1918 to 1922 it raised an average of 975,000,000 bushels of corn. The total production of grain of all kinds—corn, wheat, oats, rice and kaffirs is about 1,250,000,000 bushels a year. It is annually shipping to the people of the North and the West, during the winter and early spring seasons, about 500,000 carloads of early vegetables, fruits and cotton seed oils.

THESE NEWSPAPERS COVER THIS WONDERFUL TERRITORY

	Circulation	2,500 lines	10,000 lines
ALABAMA			
††Anniston Star ..... (E)	5,469	.035	.035
•Mobile News-Item ..... (E)	11,527	.05	.05
•Mobile Register ..... (M)	20,192	.08	.07
•Mobile Register ..... (S)	32,440	.025	.036
FLORIDA			
•Daytona Daily News..... (ES)	4,036	.035	.035
•Florida Times-Union, (M) 40,679..... (S)	46,974	.10(S.12)	.10(S.12)
†Lakeland Ledger ..... (E)	2,996	.025	.025
•Miami Herald ..... (M)	31,499	.09	.09
•Miami Herald ..... (S)	36,498	.10	.10
•Orlando Reporter-Star ..... (E)	5,799	.035	.035
•Orlando Sentinel ..... (M&S)	5,749	.035	.035
•Pensacola News and Journal..... (EM)	9,569	.06	.06
†St. Petersburg Independent ..... (E)	10,087	.055	.055
•Tampa Times ..... (E)	18,021	.05	.05
•Tampa Tribune (M) 28,523..... (S)	45,191	.08(.09S)	.07(.08S)
•Palm Beach Post ..... (M)	8,637	.04	.04
GEORGIA			
•Augusta Herald ..... (E)	15,753	.05	.05
•Augusta Herald ..... (S)	15,190	.05	.05
†Macon Telegraph ..... (M)	24,910	.07	.07
†Macon Telegraph ..... (S)	25,512	.07	.07
•Savannah Morning News (M), 20,479. (S)	22,072	.06(.07S)	.06(.07S)
KENTUCKY			
•Lexington Leader ..... (E)	19,498	.06	.06
•Lexington Leader ..... (S)	19,376	.06	.06
•Paducah Sun ..... (E)	9,275	.04	.04

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA			
†Greensboro Daily News ..... (M)	25,672	.08	.07
†Greensboro Daily News..... (S)	32,557	.08	.08
†Raleigh News and Observer..... (M)	30,270	.07	.07
†Raleigh News and Observer..... (S)	34,609	.07	.07
•Winston-Salem Journal ..... (M)	12,453	.05	.05
•Winston-Salem Journal ..... (S)	12,462	.05	.05
•Winston-Salem Sentinel ..... (E)	16,031	.06	.06
SOUTH CAROLINA			
•Columbia State ..... (M)	24,657	.07	.07
•Columbia State ..... (S)	25,287	.07	.07
•Greenville News ..... (M)	21,513	.065	.06
•Spartanburg Journal ..... (E)	4,086	.05	.05
•Spartanburg Herald (M) 6,901..... (S)	9,606		
TENNESSEE			
•Chattanooga Times ..... (M)	27,545	.08	.08
•Chattanooga Times ..... (S)	27,666	.08	.08
•Memphis Commercial Appeal..... (M)	100,305	.18	.18
•Memphis Commercial Appeal..... (S)	125,725	.21	.21
•Nashville Banner ..... (E)	55,560	.11	.11
•Nashville Banner ..... (S)	55,471	.12	.12
VIRGINIA			
•Danville Register and Bee..... (M&E)	12,081	.05	.05
•Danville Register (Sunday)	7,774		
•Newport News Times-Herald..... (E)	7,827	.05	.05
•Newport News Daily Press..... (S&M)	5,706		
•Roanoke Times & World News.... (M&E)	26,188	.07	.07
•Roanoke Times ..... (S)	17,815	.06	.06
•Staunton News-Leader (M), Leader.. (E)	6,662	.035	.035

• A. B. C. Statement, March 31, 1925.
†Government Statement, March 31, 1925.



Colonel Charles Sweeney

They Told It To Sweeney

Somebody said there was a war in Africa.

Sweeney heard it and went—with an air squadron of gentlemen adventurers—and once more a fighting Irishman was making history.

Colonel Sweeney and his fliers are fighting the Riffs with a $5000 reward on their heads in a country where a safe landing is impossible and capture means death by exquisite torture.

And Sweeney is writing about it between flights. He has furnished some of the most remarkable human interest tales of first-hand adventure in the history of journalism.

He is writing his exclusive dispatches for the Chicago Daily News Foreign Service. They are cabled direct to America and distributed over the leased wire system of the Consolidated Press Association.

World News of Human Interest is only one part of the eight-hour day leased wire service of the C. P. A. which furnishes "to-day's news specials today".

Write for a new prospectus.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—CHICAGO SCENE OF FALL PUBLISHERS' CONVENTIONS.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 21 NEW YORK, OCTOBER 17, 1925 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

The Key to the Chicago Market—

Is The Chicago Daily News

Metropolitan Chicago comprises almost 50% of the total population of Illinois—and an even greater proportion of its personal wealth and buying power.

Chicago is the richest, most compact and most economically served market in the middle west.

Its most profitable buying power, as advertisers have proved by long and successful experience, is substantially and effectively covered by a single medium—The Chicago Daily News, which carries a greater volume of display advertising than any other Chicago daily newspaper.*

You can sell very nearly all of financially competent Chicago by using The Chicago Daily News alone. An advertising campaign in Chicago that omitted The Daily News would be Hamlet played without Hamlet.

Advertisers who wish to succeed in this greatest and most compact market in the world, should profit by experience and print their sales messages where they will be most effective; in the "medium of proved returns"—

THE CHICAGO DAILY NEWS

First in Chicago

****Because it paid them,* advertisers bought in the first 8 months of 1925 9,890,113 agate lines of display advertising in The Chicago Daily News. The next highest record for the same period was 8,011,741 lines.**

Invitation Accepted

EDITOR & PUBLISHER, October 10th, asks to be told how to conserve newsprint. It says the daily newspapers of the United States will consume 3,000,000 tons this year.

The average saving of print paper by using the WOOD DRY MAT process is 2½%. And to save it no reduction in the number of pages printed or change in measure is necessary.

If all daily newspaper stereotype foundries used WOOD DRY MATS—and of necessity they must eventually come to the dry mat process—the saving for the year in newsprint would be 2½% of 3,000,000 tons. This means an actual saving of 75,000 tons.

We suggest to EDITOR & PUBLISHER it can do much to aid in the saving of newsprint by putting into effect the following plan:

EDITOR & PUBLISHER knows the tonnage of newsprint consumed by individual newspapers and the cost of it to the newspaper. Let EDITOR & PUBLISHER put the saving of 2½% in actual dollars and call the attention of each publisher to just what he can save in paper costs every year. This saving will continually increase as the cost of paper *must* go higher.

Publishers who are suspicious of the claims for WOOD DRY MATS, because we have something to sell them, will believe the statements of EDITOR & PUBLISHER. And furthermore we will guarantee their accuracy.

In this way EDITOR & PUBLISHER can render a great service to daily newspapers.

WOOD FLONG CORPORATION

501 Fifth Avenue **New York City**

Double the number of postmen—

¶ You feel reasonably secure when, in New York or Seattle, you drop a letter in the mail addressed to Baltimore, Md.

¶ You know that Baltimore is a city of close onto 800,000; and you feel sure that Baltimore is ably and efficiently served by a large corps of letter-carriers.

¶ To be exact Baltimore's postoffices employ 589 regular letter-carriers.

¶ Suppose we double that 589—what have you? 1178.

¶ Well, that 1178 is within 100 of the number of carriers who are every day employed in the delivery of the Sunpapers through the length and breadth of Baltimore's 93 square miles.

¶ Just double the number of letter-carriers in Baltimore and you have a fair idea of the thoroughness with which the exclusive Sun Carrier Organization covers the homes of Baltimore and suburbs.

¶ For the Sunpapers are home papers, read from front page to back, at home, leisurely, carefully—

¶ And that explains, in part, the immediate and gratifying response called forth by advertising in the Sunpapers.

Average Net Paid Circulation for 6 Months Ending Sept. 30, 1925

Daily (M. & E.)	**239,198**
Sunday	**183,814**

JOHN B. WOODWARD
110 E. 42nd Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Selling Men's Clothing and Furnishings IN PHILADELPHIA

Philadelphia, having the third largest population in the United States, is a very important market for the maker of men's clothing, underwear, furnishings, shoes, hats, etc.

Philadelphia has been very prosperous this year and holiday buying of wearing apparel on the part of its men and boys will be very big.

Naturally the big sales will go to those manufacturers who educate the buying public regarding their brands of apparel.

What local advertisers do is probably the best guide to national advertisers in sizing up the situation in any city. Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him, he knows!

Send for a free copy of THE BULLETIN ROUTE LIST OF MEN'S WEAR DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, OCTOBER 17, 1925 No. 21

Chicago Scene of 13 Fall Conventions With Audit Bureau as Focus

More Than 900 Attend Mobilization of Publishing and Advertising Forces—Vital Topics Discussed —Vote Against Abolishing Publishers' Semi-Annual Circulation Statements.

By WARREN BASSETT

(*By Telegraph to* Ed.tor & Publisher)

CHICAGO, Ill., Oct. 16.—An impressive mobilization of the most powerful publishing and advertising interests in the United States took place in Chicago this week, when more than 900 publishers and advertisers gathered for the twelfth annual convention of the Audit Bureau of Circulations and for the thirteen allied conventions held during the week.

It celebrated the beginning of the Audit Bureau's second decade of service, with the bureau standing in efficiency, activity and membership at its highest peak. Stanley Clague, managing director, in his annual report (printed elsewhere in this issue) said that the bureau now has 1,900 members, a new record.

Every hotel in Chicago felt the influx of convention delegates. On Wednesday, preceding the opening of the A. B. C. sessions, the allied activities reached their height, with five different groups meeting simultaneously at separate hotels.

Every section of the country was represented, and many Canadian A. B. C. members were present.

One of the most important topics up for the consideration of the bureau was the proposed abolition of publishers statements. The subject was referred to the various divisional meetings in the following form:

"Shall the publisher's statements be abolished, with the work of the bureau confined to the annual audit report?"

Action was to be taken upon this important subject at the general sessions today.

The newspaper division Thursday affirmed the resolution paying tribute to the late Victor F. Lawson, publisher of the *Chicago Daily News,* which was passed by the board of directors of the Audit Bureau.

The rapid growth of advertising was stressed by Stanley Clague. He told the convention that a billion dollars is now being spent annually in newspaper and periodical space in the United States and Canada.

Earnestness of purpose characterized all sessions. Every group meeting of the week was largely attended and each organization edited its activities down to a strictly business basis.

Convention week opened Monday night with a meeting of the board of directors of the Inland Daily Press Association and culminated in the brilliant annual dinner of the Audit Bureau Friday night, the latter the most successful in history.

Held in the huge ball room of the LaSalle, it proved such an attraction that an overflow dinner had to be arranged in an adjoining room where more than 200 were served.

Headed by Postmaster General Harry S. New as the principal speaker, those on the program included Senator Arthur Capper of Kansas; former Governor Frank O. Lowden of Illinois, and Henri Gagnon, publisher of *Le Solcil,* of Quebec.



O. C. Harn, presiding officer of Audit Bureau of Circulations, at Chicago said:

The real worth of the bureau is not in "making a few people honest."

The object is to create a better understanding among publishing and advertising interests.

Total membership of the A. B. C. is now 1,900, a new record.

Former Governor Lowden said it was a hopeful sign that those engaged in other occupations were beginning to interest themselves in the farm problem.

"It is the soil and its fertility which sets a limit to national growth," he declared. "The products of industry may multiply indefinitely. Today the working man enjoys luxuries denied a king a hundred years ago. Science and invention are busily engaged in suggesting new wants to man and then supplying them. We are spending uncounted millions upon luxuries of which our grandfathers never dreamed. If it were not for one limiting factor, no one can say to what heights this industrial era in which we live might go. That limiting factor is the raw materials that come from out the earth. Most important of all these is food."

Henri Gagnon, publisher of *Le Soleil,* Quebec, sketched for the assembled editors the history of "New France," its cultural and industrial achievements. He began with the French explorers who landed in the northeastern part of America in the 16th century and with rapid strokes brought the progress of the French in Canada down to the present time. Regarding newspaper development, he said there are now nine important French dailies in Canada and that every small town with a French population has its weeklies and bi-weeklies. He invited the publishers to visit the old capital of the province of Quebec.

During the dinner the publishers were entertained by a galaxy of grand opera singers that included Rosa Raisa, Rimini, Charles Marshall and Margery Maxwell. Following the banquet the delegates moved en masse to a special midnight performance of Eddie Cantor in "Kid Boots."

O. C. Harn of New York, president and chairman of the board of directors of the A. B. C., opened the general session of the bureau's convention Friday morning at the LaSalle with his annual report, followed by the presentation of the eleventh annual report of the board of directors.

Reports were then received from the departmental meetings held Thursday afternoon, at which a number of questions affecting the six divisions of the A. B. C. were discussed.

Nomination and election of directors whose terms expired at this convention was scheduled for the afternoon meeting of the bureau.

Meetings of the six departmentals of the A. B. C. were held Thursday afternoon at the LaSalle. Mr. Harn, presided at the meeting of the Advertisers' Division. The Advertising Agents Division met under E. I. Mitchell, head of Mitchell-Faust Advertising Company, of Chicago. Director David B. Plum, of the *Troy Record,* presided at the meeting of the Newspaper Division, while Director F. W. Stone, of the *American Review of Reviews,* was in the chair at the meeting of the Magazine Division. Director Marco Morrow, of the Capper Farm Press, was chairman at the Farm Paper Division meeting. The Business Publication Division met with Director Mason Britton, of McGraw Hill Co., N. Y., presiding. Canadian members met under Director John Murray Gibbon of the Canadian National Railways.

Thursday evening the members of the board of directors met to consider matters referred to them by the various departmental meetings.

Encouraged by the largest attendances in their histories, publishers, business managers, advertising agents and other newspaper representatives pronounced their various meetings the most successful ever held.

The Inland Daily Press Association which held record sessions, reported much progress in solution of various problems before it. In the matter of the cost finding system the members directed the employment of one man to work out in a practical way the application of the system to member newspapers desiring it. The report that the Southern Newspaper Publishers Association had voted to adopt a cost finding system was greeted with enthusiasm by Inland members.

With the agricultural districts in a really prosperous condition for the first time in several years, the meeting of the Agricultural Publishers Association reflected the optimism of its members over conditions generally. Plans for future development took concrete form. Business publishers outlined future policies and discussed present day problems.

The advertising agency members of the A B C indivisional meeting Thursday afternoon, voted against the abolition of publishers statements. Walter Hine, of Frank Seaman, Inc., New York, was nominated for director.

The newspaper division also voted to maintain the present system of publishers' statements. At its session a lively discussion of combination circulation of papers in separate cities at the price of one paper occupied a large share of the afternoon meeting. A resolution was adopted requesting the general assembly which meets Friday to ask the A. B. C. board of directors to rule that when two papers are sold in combination they must be sold at a price higher than either. The discussion revolved about the *Los Angeles Express* and its suburban affiliated papers. The circulations of each of the latter papers has hitherto been recognized by the Bureau as net paid, with the notation that the paper was circulated with the *Los Angeles Express.*

The Business Publications Division followed the lead of the agency and newspaper divisions in voting against the abolition of publishers' statements. The group decided also to change its name to the Business Paper Division of the A. B. C. and eliminate all but business periodicals.

The Bureau's annual report will be found on Page 4 and accounts of other Chicago meetings appear on subsequent pages. The Bureau's closing activities will be chronicled next week.

PUBLICATION WASTES DIE HARD, A. B. C. REPORTS

Yet They Are Small Beside Those of Decade Ago, Says A. B. C. Manager, In Annual Report—Urges Foreign Language Field Should Get Bureau's Close Attention

FOLLOWING is the eleventh annual report of the Bureau of Audit Bureau of Circulations:

The Tenth annual report submitted to the members of the Audit Bureau of Circulations at its last annual meeting was, appropriately, devoted in a large measure to a review of the achievements of the Bureau at the conclusion of its first decade of service to the publishing and advertising world.

It is equally appropriate in this Eleventh Annual Report that, not forgetting the achievements of the first decade, we should look forward as to the manner and methods for still greater achievements through which we can contribute to the allied professions of publishing and advertising.

While the fortuitous combination of words in the title of our Association made possible the familiar "A. B. C." which is now well known throughout the entire civilized world, yet to a certain extent it is a misnomer.

The inference given is that the Bureau is solely an auditing institution, whose duties are confined to the adding and subtracting of figures. This work plays a large part in the duties of the Bureau, but if its activities were confined to the work of an adding machine the many hours of careful thought devoted to your interests by the Directors and your executives, and the time devoted in traveling over one hundred thousand miles annually to attend the meetings of the Board of Directors would be to a large extent wasted.

And the same is true of the time devoted by the departmental committees who were appointed last year by some of the divisions of the Bureau.

This does not mean that your Board counsels a departure from the sound fundamental principles which have made the Bureau successful during the past decade. But it does counsel an open mind in the development of the Bureau's work.

A famous educator, Dr. Glenn Frank, President of the University of Wisconsin, within the last few days epitomized six rules for success given by a well known merchant in the East. He characterizes these six rules as "the A. B. C. of effective work in any job, big or little."

The sixth rule he gives as follows: "Keep the plan open to revision but do not allow it to be changed until after the most careful reasoning. You must not keep digging up your beans to see if they are growing. Be open minded about your plan; but remember that a mind can be so open that it is drafty. The best minds have swinging doors rather than open doors. They open for a draft of fresh inspiration in order to close it on a decision, to be gladly opened again when the decision is to be revised."

The Board desires to emphasize again its opposition to departure from the sound principles on which the Bureau has been built. The presentation of accurate figures by which the advertiser and advertising agent can more successfully spend the advertising dollar is the alpha and omega of the Bureau's work. Opinions as to the value of such circulation must be left wholly to the judgment of the advertiser and the advertising agent.

But to enable the advertiser and the agent to wisely judge circulation, he must be given the full facts concerning such circulation. He must know, not merely the total copies distributed, but he must know where they were distributed; he must know how the subscriptions were secured, the price paid by the subscriber, the condition of his payments and many other vital facts. In the Business Paper field he must know the class and character of the recipients.

He must know all these things in order to avoil waste. It is within the memory of many who will read this report that 10%, 15%, 20% in some cases 30% waste existed. This was before the days of the A. B. C.; but even today there exists a volume of waste in the publishing and advertising business which, while not as large as formerly, is economically unsound. This very largely exists outside the membership of the A. B. C.

It has been stated that the total volume of newspaper and periodical advertising in the United States and Canada now nearly approaches or has already reached the billion dollar mark. If the activities of the Bureau have saved or are now assisting in saving only 10 per cent of this amount, the tremendous figure of $100,000,000 per year is the result. And when the millions of tons of white paper consumed is taken into consideration, the value of the Bureau's service has not been confined to advertisers alone, but has also embraced the entire publishing business.

Every ton of white paper needlessly used to endeavor to secure results for the advertiser or to serve the public is a wasteful decimation of our forests—and it is in this respect that the work of the Bureau extends beyond the advertising and publishing business, but should interest every citizen of the United States and Canada.

A careful analysis of the waste of a limited number of publications made not many years ago showed that this waste on these publications alone was sufficient to destroy every year a forest which would cover the whole of Manhattan Island.

This is being eliminated. Waste is much less than it was ten, five, even two years ago. But the price of maintaining this forward movement in the elimination of waste is eternal vigilance on the part of both advertisers and publishers.

In order to maintain and enhance the results of the Bureau in this elimination of waste, your Board again appeals to advertisers and advertising agents to carefully study every detail of the analysis of circulation methods. In spite of repeated appeals to the space buyer to carefully analyze every detail of both the publisher's statement and audit report, there still exist those who accept total figures without reference to the full analysis to be found only in the Bureau's reports.

This attitude on the part of a diminishing number of space buyers is the result of lack of appreciation of the damage involved. Not only are conscientious publishers discouraged in their effort to maintain high ideals, but the acceptance of total figures gives aid and comfort to those outside the Bureau whose last desire is to give the complete analysis required from A. B. C. members.

Aside from total figures, it is the "big, little things" in a circulation report which count most—and sometimes the "big, little things" count for more than total figures.

And it is to the adjustment of these "big, little things" that the Board of Directors applies its time at each meeting, so that out of the adjustments of these cases there may be established month by month a slow but constant advancement of the ideals underlying the institution.

If members of the Bureau could attend the monthly meetings of the Board, they would have a keen appreciation of the thought and care given to individual cases, which may have an influence on the changing of a rule or the reaffirmation of the justice of an existing rule. The Board has often wished it were possible to open up these meetings to members in general, but this is not practicable because of the necessarily confidential nature of the information which must be laid before the Board before decisions are reached.

At the September, 1924, meeting of the Board the followni resolution was passed:

RESOLVED, that the Managing Director be requested to suggest to eacn division of the Bureau the election by the division of a divisional committee of five each, whose duty it shall be to bring before the Board, either in writing or in person, any suggestions which they may consider desirable for the welfare of their division or any member thereof; such divisional committees to be elected for a period of one year.

In response to this suggestion several departments appointed committees to work in cooperation with the Board of Directors. Several committees have met both separately and with the Board of Directors, with beneficial results. Each committee worked upon the theory that its advice and counsel could be valuable only when general principles were involved. The members of these committees knew that they had neither the time nor opportunity for the adjudication of competitive differences and these were referred to the Board, which in every case has given all the facts possible. It is hoped that this work of the departmental committees will be continued and extended during the coming year. Your Board desires to record its especial appreciation for the work done by the Newspaper Committee. The members have traveled thousands of miles to meet the Board and their recommendations have been soundly constructive.

From this 1925 convention of the Bureau, there will be absent for the first time in many years the gracious presence of Victor Fremont Lawson. He will be absent from conventions of other associations—the American Newspaper Publishers Association—the Associated Press (of which he was one of the founders)—but from no association will he be missed with keener regret than from the annual meetings of the Audit Bureau of Circulations.

The following resolution was unanimously adopted at the September meeting of the Board of Directors:

"The Audit Bureau of Circulations through its Board of Directors, representing a membership composed of 1890 of the leading publishers, advertisers and advertising agents of the United States and Canada, desires to place on record its expression of profound sorrow in the passing on of Victor Fremont Lawson, late publisher of the Chicago Daily News.

"The journalistic world has lost a leader whose influence extended far beyond the North American Continent, one who by his far sighted vision in sending emissaries to all corners of the world to gain unbiased views of progress, contributed greatly to the fund of knowledge so essential in the years of reconstruction since the War. The passing of Victor Fremont Lawson is not only a very great loss to the United States and Canada, but a loss to the entire civilized world.

"To an almost equal extent the journalistic world is bereft of a great business leader.

"Over thirty years ago Mr. Lawson pioneered the way toward an honest deal between publishers, advertisers and advertising agents. Not only did he insist on a fair basic rate to all advertisers, but, anticipating the Audit Bureau of Circulations of which he was a charter member by almost four decades, he insisted upon the right of the advertiser to know exactly how many copies of his publication reached actual buyers and readers.

"At the head of his editorial column the net paid circulation of the Chicago Daily News has been stated since the year 1877 and not one year since that policy was established by Victor Fremont Lawson has the truth of his statements been successfully assailed.

"The Audit Bureau of Circulations, through this action by the Board of Directors and the Canadian Advisory Committee, feels that in honoring the memory of Victor Lawson, it is placing on record a tribute to a man who, perhaps unconsciously, not only made possible to a large extent the establishment of the A. B. C. but through his active personal interest contributed substantially to its success.

"Men of the type of Victor Fremont Lawson can be ill spared from the journalistic and business world of the United States and Canada, but if his career, and his example, inspire the youth of the North American Continent to carry on in journalism as he carried on, we need have no fear of the future.

"AUDIT BUREAU OF CIRCULATIONS
"STANLEY CLAGUE
"Acting Secretary."

Your Board presents herewith the report of Arthur Young & Company, showing a satisfactory increase in the balance available to cover membership liability.

The obligation to members as established by Arthur Young & Company as of August 31st, 1925, is $186,314.39. The balance available to cover this liability as shown in the report is $185,867.96.

There is, as expected, a slight increase in the liability to members, due as stated in last year's report, to the increase in publication membership. This is caused by the fact that the increase in publication membership has been and must from now on necessarily come from publications of small circulations, the dues from which do not always cover the cost of service rendered by the Bureau.

The increased efficiency of the Bureau must also result in increased cost of operation. There is a constantly growing demand for more and more outside investigations supplementing the inside work of our auditors, which will necessarily result in a decrease in the amount which can annually be added to the balance available to cover the liability to the membership.

While the Bureau is in an excellent position in that its liabilities are adequately protected by sound assets, and while it is the plan and purpose to meet these increased demands for outside investigations, progress in this direction must only be made with regard to sound business practice.

Care should also be taken in the adoption of any sugestion which would substantially increase the cost of operation. Several suggestions have been made as to the extension of the Bureau's service. For instance, one suggestion has been made that would involve an increased cost to the Bureau of approximately $29,000 per annum without any revenue to offset this increased cost.

The service which the Bureau is rendering to advertisers and advertising agents in connection with the "Blue Book," which has been so widely appreciated, is also adding to the cost of operation. Your Board believes that this service is fully warranted and it is planned to continue the issuance of the "Blue Books" during the coming year.

The financial condition of the Bureau is thoroughly sound, but every care should be taken to maintain this status.

Some progress has been made during the year in the movement to secure larger representation of this branch of the press in the membership of the Bureau, but not as much as the Bureau had hoped. The intensive work on this branch of publications will be continued during the coming year.

Advertisers and advertising agents can contribute materially to the progress of this endeavor by appreciation in a practical way of those publications which submit their circulations to a thorough analysis by the Bureau. A great work can be accomplished in this direction by making possible the success of worth while publications printed in foreign languages.

As stated in last year's report, there are about twelve hundred foreign language publications printed in the United States, in about forty different languages. It has been asserted by an authority in this field that a real service would be rendered not only to the publishers of foreign language papers and to advertisers and advertising agents, but also to the American people, if the light of circulation truth extended to this branch of journalism, thereby making possible the success of worthwhile publications printed in foreign languages, which would inevitably result in the spreading of true American principles among our people of foreign birth.

A special representative of the Bureau, speaking six European languages, is employed to keep in touch with the publishers of foreign language papers and to assist them in the maintenance of records adequate to the Bureau's requirements.

If advertisers and advertising agents will cooperate in this movement it is

(*Continued on page* 14)

SEND FREE PUBLICITY TO ADVERTISED CONCERN

n Inland Address Huckle Commends EDITOR & PUBLISHER Space-Graft Fight and Approves Remedy—Bitterly Assails Editors Who Use Free Advertising as News—Situation Improving

UBLISHERS who run free publicity articles were condemned and propa-ndists were termed "grafters" by T. O. uckle, business manager of the *psilanti* (Mich) *Press,* in a talk on ree Publicity; Its Abuses—How to ight It" before the Inland Daily Press nvention at Chicago on Wednesday.

EDITOR & PUBLISHER came in for com-ementary remarks by the speaker, be-re he opened his formal talk, in which showed the co-operation extended in ghting free publicity, and articles from DITOR & PUBLISHER were used in illus-ating his salient points.

Mr. Huckle quoted the following letter nt by his newspaper to a New York to-truck manufacturer:

"Yours at hand regarding New Ash and rbage Truck. After reading the illustrated aterial and your suggestion that we run the ustrated news story (mat furnished) in our per we know you are going to grant us the llowing request:

"On all your trucks sold in Michigan will u please have the following printed on both des, having name of our paper in red: 'You n not cover "The Ypsilanti Trading Territory" ithout advertising in the Daily Ypsilantian-ress. Advertising rates on request.'

"The lawyers say in law that a jug handled reement won't hold water. It must be ualized. In business there is only one satis-ctory deal, i. e., where everyone profits."

The speaker asked: "Do you think my quest is absurd? I say not a bit more than those we publishers receive in lmost every mail. As publishers we ust first admit that some of the free blicity material is not only interesting t beneficial to our readers." He men-oned the financial reviews of the Guar-nty Trust Co., New York, and the nion Trust Company of Detroit.

Concerning architects who employ ress agents the speaker said: "Too hical to take paid advertising they are xious to send in write ups in which re included their names. How many re today who do not attach the chitect's name under the illustration of new local building, or in a real news ory? How many have been featuring e numerous parts that are going into e giant salt water ship *Malolo* by ac-pting propaganda news stories sent out Gibbs Brothers, Inc., New York chitects? How many have featured ogganson Bros., New York bank archi-cts, when a fine new bank was built in our own town? In doing this are you ir with those who make your paper ssible with paid advertising?

"Another profession that robs the cash awer with their so-called ethics and t as a national organization are spend-g thousands of dollars for so-called humanitarian" news stories broadcast rough their Hygeia and kindred chan-ls are the doctors. In mentioning the ctors we must also recognize the eye ght conservation propaganda.

"As publishers we realize the import-nce of the farmer's prosperity to the owth of the nation, and so does the lue Valley Creamery Institute, Sears ebuck & Co., and others, but theirs is different motive.

"When a new hotel stock company is anned for a large city, a big manu-cturing venture contemplated, a con-lidation of certain public utilities con-dered, a railroad merger comtemplated, d many other ideas in which the prime otive is to sell stock; those behind the ovement get in touch with the "space afting publicity writers," who live at e expense of the publisher with the re-ilt that newspaper editorial rooms are oded with attractive and illustrated ews stories." The promoters then mply sit back in swivel chairs, send out eir stock salesmen, and await the shear-g of the lambs lead to the slaughter the 'easy mark' publishers who even day accept such propaganda as news.

"How beautiful are some of the pic-res of the fair sex used to illustrate certain kind of shoe leather, knitted ear, silk hosiery, embroidery, and scores others. Is it the attractive girl in the picture that makes such fools of publishers who ran these as feature articles to the detriment of the cash drawer?

"The worst offender is our own government and particularly the civil service department which issues an enormous amount of propaganda all too well known to the publishers. Write them about it and their only answer, in effect is: "We can see your point of view but there are no funds available for this, but really it is news." Some publishers ease their minds into believing that a local civil service opening is of news value, but charge their best local advertiser for a classified ad if he wishes to hire a new clerk. The same applies to government savings stamps and the postal savings department, but the publisher takes cash from his local bankers who use 'honest-to-goodness' advertising space to put their thrift messages across.

"How many publishers are 'holding the bag,' while outsiders use the American Legion as the point of contact to get local interest? The outsiders take the long end of the receipts for entertainments after the public has donated liberally with the thought that it was for the ex-service men while the Legion gets what is left. Of course the publisher gets nothing. I think every publisher should visit the local Legion, and all others who are being used as tools, and put the matter up to them and stop these public mulchers riding under false pretenses.

"Isn't it time that publishers awoke and stopped running the unlimited amount of bunk that is now coming from the automobile industry, even if it is spending large amounts for paid advertising? Is it news that the 'Speedum' car goes in high from the Atlantic to the Pacific, or is it propaganda? Publishers have made Henry Ford the richest man in the world, while many of them may have hard times paying their own bills. Is it fair to charge higher rates for automobile advertising and include their bunk, as some publishers do, and foist it upon the reading public as news?

"In passing I might ask is not the local merchant entitled to just as much free publicity as the automobile manufacturer, and yet none of you, I dare say, run weekly column articles for even your best advertising merchant.

"How many state fairs can exist without the newspapers? How many of them are taking even a semblance of paid advertising, they should in putting them over, but rather are depending on free publicity? How many state fairs are in the hands of politicians instead of real business managers who know rural life instead of the gay midway and questionable amusements.. Yet some publishers support state fairs to the limit.

"I believe it is needless for me to dwell further on special interests or individuals who are growing rich at our expense. But in passing I want to ask. Are the great news feature services above reproach in this matter? We all received an unlimited amount of propaganda on behalf of the rodeo here in Chicago, and the new Union Station and I assume in large part it was not printed, but here we have an illustrated item from a well known feature service which charges well for its material, including both the rodeo and the Union Station, in a very attractive illustrated features.

"Who is to blame for this free publicity octopus? No one but the weak-kneed or indifferent publishers. I have used 'space grafter' to designate the man who sends out this material. But he is as human as we publishers and I ask, who of you here today, from a financial standpoint, would not consider stepping into his shoes to receive some of the fancy salaries paid with no material equipment capital or Saturday night pay rolls to worry about?

"It was mentioned in our meeting two years ago that one space grafting organization offered for $80,000 to do more for a certain national advertiser with 'news articles' than they could get with their contemplated $100,000 paid space appropriation. Who would not want to save a clear $20,000? Why blame the advertiser?

"It is a strange coincidence that I should be listed on the program today with a talk on free publicity following H. Colin Campbell, who represents one of the greatest co-operative working organizations in America today, which has been slammed right and left by some publishers. So have the Society for Electrical Development, the fruit growers exchanges, Cycle Trades of America, the Enamelware Association and many others.

"Times have changed in some instances. Today the Portland Cement Association and some others are buying advertising; the cement advertising, by the way, is running in nearly every daily paper in Michigan besides a large list of weeklies. Then note the co-operation extended this month by the Portland Cement Association in Fire Prevention Week advertising and the tie-up advertising of the Cycle Trades of America.

"While these and many other big national organizations and advertisers are not entirely convinced something has been accomplished by these organizations co-operating more freely with the publishers. It was through Mr. Campbell's personal visit and free and frank discussion with members of the Michigan League of Home Dailies at a gathering last year that a better understanding was had of the interests and purposes of both sides and the way paved for Michigan cement advertising.

"Every live publisher is already conversant with the fact that hundreds of space grafting publicity artists are being well paid and their clients made rich. They want to know of a remedy to help kill the octopus. Throwing the material into the waste basket is not going to help much as long as some publishers will let it get into print.

"I would suggest that all free publicity material received at every newspaper office be first sent to the business office for perusal before the editorial end has access to it. The business office can more quickly detect the joker and also stop the city editor or others from letting it get through as news.

"Then I would mail it back as received each day to the advertiser, (not publicity grafter) in a plain, unstamped envelope with a circular or folder drawing attention to this great evil against the publishers of America. It might be well to also include a rate card. I have used different methods.

"Stop for a moment and think what it would mean if every one of the 242 members of the Inland Daily Press Association would do this for but one month and the advertiser received 242 requests from as many postmasters telling them a letter was held for 2 or 4 cents postage. Then if our association could interest other regional publishers in this I venture to say more than one arm would be cut from the octopus."

LAYING THE SPACE GRAFT PROBLEM ON THE DOOR-STEP OF THE FREE ADVERTISER

THE following is a circular letter which is enclosed with all space grafting offerings as they are returned to the advertised concern (not the press agent):

If You Were a Publisher

Three Questions

Has it ever been your privilege to sit in an editorial chair and receive the great amount of help (?) that the publisher receives in every mail from those who have "news" stories for the dear public?

If you were a newspaper publisher, honestly, would you be fool enough to be asleep at the switch (or too lazy to write real news stories) and let such propaganda as you are sending out get into your news columns?

Do you think a publisher would be fair to his readers if he should run your propaganda (returned herewith) as news matter?

ANOTHER ANGLE TO THE QUESTION

The man who wrote the enclosed; the artist who drew the fine illustrations; the engraver who made the cuts; the printer who printed the material; the mat manufacturer; also others "got theirs"—and the publicity artist who sent the enclosed is receiving a very fancy salary, or is a big fool.

WHAT DOES THE PUBLISHER GET?

All of the above is worthless unless it appears in print—and yet what does the publisher get?

We enclose our latest rate card and upon receipt of your order and check we will be glad to run some "honest-to-goodness" paid advertising. In the meantime please have The *Daily Ypsilantian-Press* taken from your list of "weak-kneed" publishers.

PAY FOR DISPLAYS

Advertisers Should Not Expect Unreasonable Free Service

Members of the Pacific Northwest Newspaper Advertising Executives' Association, meeting last month at Tacoma, discussed merchandising co-operation which would prevent competition leading to excessive and unreasonable trade service.

The standard of merchandising practice adopted by the National Association of Newspaper Executives was reaffirmed, with the added sentiment that newspapers should not install window or counter displays unless such service is paid for by advertisers.

In the event that any individual newspaper renders to any advertiser any form of unusual service not covered by the standard of practice, that newspaper shall notify the other newspapers of the details of the service given.

S. S. Anderson, advertising manager of the *Tacoma News Tribune,* was elected President and J. A. Davidson, manager of the merchandising service department of *The Oregonian,* was elected secretary-treasurer.

"THAT'S NO AD, IT'S A PLAIN EDITORIAL!"

Press Agent for Tailors Guild Imputes Lack of Brains in Cleveland Editor Who Wants Pay for Publicity

When the Born Tailors' Guild began a month ago to flood newspaper offices with matrices and proofs of free publicity designed to educate the male public in matters of good dress, its offerings to the *Clveland Times* reached the desk of Marshall R. Hall, financial editor. Mr. Hall noted the satiny stationery which convoyed the Guild's copy. He noted the "Office of the Fashion Director" at the upper left corner of the letter-head. Then he wrote to the "Fashion Director," presuming that the mats and proofs were for a schedule of paid advertising in the Times and would the Guild please indicate whether it had any special page or position preference, etc.

"I should like to know what there is about the articles from the Born Tailors Guild that should make you think that they were intended to be run as paid advertising in the Cleveland Times," came the prompt rejoiner from the Fashion Director, Glenn G. Hayes by his signature.

"For the life of me," he continued, *"I can't understand how any advertising man with any brains could misconstrue a plain editorial as a paid advertisement.*

"The Born Tailors Guild hasn't a thing in the world to advertise. It is purely an educational institution established to promote better dress among men and boys, and what funds we have available are used entirely in educational work. Advertising is to sell something, and we haven't a single thing to sell. We did go to the trouble to prepare in mat form these articles on men's dress, all of which are strictly educational and do not contain one iota of advertising. A set of these were sent to the Cleveland Times, because we believed that the readers of this publication would be interested in this message. We still believe that. We should like very much to have you turn them over to your feature fashion editor for his best editorial consideration."

To which Mr. Hall replied:

"Thank you very much for your letter which disillusioned me about the matrices and articles that were turned over to me in connection with your 'educational' drive.

"If by educational, you mean spreading through newspapers a demand for fashions created by the Born Tailors Guild, then you certainly are right in your contention; unfortunately, however, a real newspaper cannot appreciate the subtlety of your views.

"By creating a demand for Born fashions, I have no doubt you are able to sell to wide numbers of tailors designs that originate with your company. I can hardly bring myself to believe that you GIVE this service away, or that you are a philanthropic institution devoting its time and money to helping poor, miserable man to improve his personal appearance and without hope of remuneration for your efforts.

"I grant you that your matrices and articles do not carry an outright hint that you have anything other than a fashion service to sell, but you must surely admit that you are asking a lot of valuable space from newspapers for material that is of no earthly benefit except to the Born Tailors Guild.

"I appreciate your hint that I haven't any brains. If I really had any, I probably would be a fashion director of some tailoring establishment instead of a lowly financial editor. There, again, I am unfortunate. Born that way, perhaps.

"But, speaking plainly, don't you think that the Born Tailors Guild has a lot of unmitigated gall in asking newspapers to spread the firm name over the continent without hope of remuneration for the service?

"Despite what you say, your stuff is advertising pure and simple, and your prejudiced contentions cannot change this condition. You are spending good money on space-grabbers and on occasion you doubtless get the space you seek from deluded papers with editors who care more to fill up their columns than to produce quality news. The same money spent in the legitimate advertising that you really should be using would do you a lot more good and cover a lot more territory."

"Golden Circle List"

To make it easier for advertisers to use Southern California newspapers, Ben H. Read, Managing Director of the Southern California Editorial Association, Los Angeles, has compiled the rates of the members of that association and placed them before the advertising agencies. "Golden Circle List" is the name coined.

Indiana Daily Chances Field

The *Connersville* (Ind.) *Free Press* has changed from the morning to the evening field.

CAMP FIRE GIRLS TENDER BAIT ON OLD PRESS AGENT HOOK

Scores of Newspapers Fall for Story Broadcast to Advance Colleen Moore, the "Perfect Flapper"

MORE than 160,000 American lassies, associated in the Camp Fire Girls, Inc., learned through newspapers of the country the other day that they were engaged in a "crusade" led by a motion picture actress.

The campaign had as its alleged motive the utter abolishment of the word "flapper."

None of these little girls knew, of course, that this gallant fight against the "odious and unfair" term as applied to maidens of this day and age, had been set into motion by the press agent of the First National Pictures, Inc., but each must have taken quite seriously the stuff that got into an Associated Press di patch.

It was a fair example of how the pre agent defeats advertising by framing "news" story. Inconsequential as w the "news" in world affairs, it doubtle seemed important to many Camp Fi Girls who were unconscious bait for free advertisement.

The original "release" of the Fi National's press agent coined story abo Colleen Moore, "long known on t screen as 'the perfect flapper'" and n had been "invited" by officers of t Camp Fire Girls to lead a nationwi campaign against the use of the te flapper. The actress had wired fr Holywood, quite naturally, that she wo accept the kind invitation and, thus e couraged, the press agent fired hundre of words of free advertising which land in news columns of many papers, oft in first-page "boxes."

The Associated Press put the story from New York under date of October saying that Colleen Moore, "known the perfect flapper of filmdom," had be "drafted" for the business of leading t Camp Fire Girls' crusade. The A. carried an interview with Lester F. Sco national executive of the Camp F Girls, who was not asleep to the opp tunity to issue a little Camp Fire enli ment propaganda and appreciation of organization.

Miss Moore's press agent gave out telegram he said she had received fr Mrs. Oliver Harriman, President of Camp Fire Girls, wherein that lady pleadingly asked: "Would you lead nationwide crusade of Camp Fire G to stamp out the use of the odius word

EDITOR & PUBLISHER got at the facts the case at the headquarters of the Ca Fire Girls, Inc., in New York this we It was admitted that the press agent the First National Pictures had sugges that the Camp Fire Girls invite M Moore to lead the battle; this was d with the full consent of responsi officers of the Camp Fire Girls; object was considered worthy. It stated that officers of the Camp F Girls, Inc., were aware of possible vantages to accrue from newspaper p licity concerning its activities, altho hooked to the wagon of the motion ture star.

BABY BUNTING RABBIT SKIN GAME

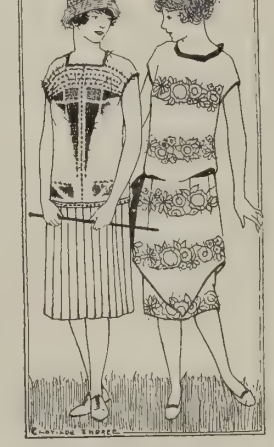
EDITOR WOMAN'S PAGE:
A mat of these features is supplied to you without charge. Released upon receipt.
T. B. NILES, INC.,
1 Madison Ave.,
New York City.

Colorful Angora Yarn Embroidery To Add a Furry Touch of Warmth



SOMETHING really new for your child's dresses this Autumn is English Angora yarn in the loveliest of colors. Little children are adorable in knitted suits made from it and older children look charming in dresses trimmed with it. These new yarns are especially desirable for children's clothes because they wash beautifully. In fact, they become furrier with each washing. They never mat. They are made from the fur of Angora rabbits, fluffy, white animals that grow fur six inches long. The fur is spun into yarn and dyed in the newest French shades. It can be worked in various cross-stitch designs on net or any loosely woven washable material. The range of colors is large and includes all the delicate pastel shades so suited to children, as well as the deeper shades and black. In making a child's dress it is well to do the major part of the embroidery in delicate shades and use but a small amount of the deeper shades for contrast. The yarn is extremely light so it can be employed in complicated designs without making a garment too heavy for a child. While these Angora yarns give the effect of fur, it is rather nice to know that it is obtained without in any way harming the winsome rabbits that furnish the fur from which it is spun.

Gay Angora Designs



THESE girls are wearing dresses that they have embroidered themselves with the new English Angora yarns. The one with the jumper is wearing a hat knitted from the yarn and embroidered to match the jumper. The jumper is made of a heavy net embroidered in tangerine and black Angora yarn. The other girl's dress is of a finer net embroidered in a floral design that is carried out in lovely pastel shades. English Angora yarns are made from the fur of Angora rabbits, spun into yarn and dyed in the most delightful French shades. This beautiful embroidery actually improves with washing.

A Cosy Suit to Keep Him Snug



NOTHING could be prettier than a knitted suit of English Angora yarn for the small child. It is so soft and furry that it seems completely suited to a baby. The yarn is spun from the fur of Angora rabbits, snow white little animals with pink eyes that differ from our own white rabbits in that their fur attains a length of six inches. This new yarn is dyed in the prettiest shades. It makes an adorable suit for a baby in white, pale pink, pale blue or pale yellow. An older child might look charming in a suit knitted in Antwerp blue Angora yarn, which is dark, or in a bleue de France, which is bright. A brown eyed child would be pretty in a suit knitted from one of the brown shades such as suede, cameo tan, cinnamon or perhaps a russet. The yarn washes so well that you do not have to think of selecting a color that will not require washing. In fact, each time it is laundered it becomes more furry. English Angora yarn is very light and, being made from fur, very warm. A little suit with cap and mittens to match would make an incomparable Christmas present for a child.

Smart Hat and Scarf



THIS snug hat and scarf to match can be made by any girl who is clever with her needle. The material is sand colored duvetyne. The embroidery that makes the set so smart is done in English Angora yarns in warm Autumn shades. These yarns are something very new that have just been introduced in this country from England. The colors used in the conventional design are suede, russet, cinnamon and tangerine. These give an effect of cheerful warmth most gratifying on a frosty day.

All free! Just think of the high privilege of publishing these valuable mooch advertisements for the English angora yarn people, as "news,." An editor would have to be hard up for "filler," it would seem.

New News Course in Birminghan

Birmingham-Southern College at Bi ingham, Ala., has established reg classes in journalism, with practical w in writing newspaper stories. Profe Michel C. Huntley of Milsaps and Em University is the head of the departm Professor Huntley has had several y of practical experience under E. M. F derson of the Associated Press in A bama, in addition to his Univer training.

Fort Madison, Ia., Loses Its Dail

The *Fort Madison Broadcaster* morning publication, which started a semi-weekly March 17 and became a d last August, has suspended. Mark F son of Nauvoo, Ill., founded the pa but turned the business over to fou his employes, Nick Cowherd, Collie ter, Hilding Bingston and Ted S The last issue was dated Sept. 26.

Iowa Daily Incorporates

The *Oskaloosa Daily Herald* has incorporated with $60,000 capital. Hoffman is president of the comp Arthur Walling, vice-president, and M gie Hoffman, secretary-treasurer.

Sunday Edition in Ft. Lauderda

The *Ft. Lauderdale* (Fla.) *New* now publishing a Sunday edition. Associated Press board of directors week approved the newspaper's plea the Saturday night news report.

CALIFORNIANS READ MOST PAPERS KELLOGG TELLS INLAND PRESS

Largest Percentage of Newspaper Readers to Population— Inland to Further Perfect Cost-Finding System— S. N. P. A. Adopts Inland Methods

By LUCILE BRIAN GILMORE

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Ill., Oct. 15.—Another forward step in the development of a cost-finding system for newspaper publishers was taken by the Inland Daily Press Association Tuesday and Wednesday, during the autumn meeting of the organization at the Hotel Sherman, Chicago, when Clifford Yewdall, accounting expert of New York, was engaged by the association to promote the cost-finding work. He will assist the members of the cost finding committee, A. L. Miller of Battlecreek, Michigan; Chairman, C. L. Butler, Mankato, Minnesota; and A. J. Wilhelm, Huntington, Indiana; who have devoted several years to the plan which has attracted the interest of publishers in every part of the country.

At the Wednesday evening session of the association, John A. Park of the *Raleigh* (N. C.) *Times,* announced that the Southern Newspaper Publishers' Association had decided to adopt the cost-finding methods evolved by the Inland Daily Press Association. Inquiries have been received from publishers in Australia and Hawaii, as well as from hundreds of American newspaper owners.

The fall meeting of the association was attended by one of the largest gatherings ever assembled, attracted by many new features and important problems of the organization. Two amendments to the By-Laws were accepted at the two-day session, one fixing dues of members, and the other providing for a budget committee to control the expenditures of the association.

The laws adopted read: Amendment to Article 4, Section 2; the dues of each member of this association shall be $10, plus such additional sum, not to exceed $3 for each 1,000 circulation or major fraction thereof, and may be determined by the Board of Directors; and said circulation to be the figures submitted by the member in its record to the government the October preceding; provided that the maximum amount of dues to be paid by any member shall be $100. This method of computing dues shall become effective January 1, 1926, and dues shall be payable semi-annually, in advance.

"Amendment to Article 2, Section 4: The president, secretary, and chairman of the board of directors shall constitute the budget committee. In December of each year the budget committee shall meet and formulate a budget for the ensuing fiscal year, which budget shall include the amount necessary to be raised from dues and the manner of its expenditure, and shall submit said budget to the board of directors.

Section 5. Expenditures for any purpose in excess of the amount allotted thereto in the budget shall be made only with the unanimous approval of the budget committee.

A report of the re-organization committee of the association was tabled until the next meeting of the association in February. A resolution was adopted, thanking the Canadian National Railways for its invitation to the association members to make a trip through Canada. "A see Canada Club" will be organized among individual members and the sight-seeing trip most likely will be held in May, following the meeting of the Association then.

George C. Lucas, executive secretary of the National Publishers Association, addressed the meeting at the Tuesday morning session on postal conditions, following a report of that committee by Mrs. Zell Hart Deming of Warren, O.

H. Colin Campbell, secretary of the Portland Cement Association made a short talk on "High-Way Construction in Relation to Newspaper Delivery." "There is not any industry that exerts a greater influence on prosperity in this country, or the reverse, than the construction industry, interpreting the term in its largest sense," Mr. Campbell said. "Put a stop to construction and you put a damper on a lot of other things." The relation between literacy, newspaper circulation and population was interestingly presented to the association by R. S. Kellogg of the Newsprint Service Bureau, of New York, in a lecture. California leads in the percentage of newspaper readers to population, according to Mr. Kellogg's charts, with Illinois second. An unusual addition to the program of the meeting was a past president's luncheon Wednesday at which many interesting reminisences of past inland days were recalled by the speakers. A. W. Gleasner who was president of the association from 1902 to 1905, who is now associated with the Excelsior Furnace Fittings Company, Chicago, presided, as toast-master. Because of the press of business attendant upon the launching of a new publishing enterprise in Sarasota, Fla., President George D. Lindsay, of the *Marion* (O.) *Chronicle* was unable to be present at the session of the Inland Association. J. E. Campbell of the *Owosso* (Mich.) *Argus Press,* vice-president, acted in Mr. Lindsay's absence.

BUSINESS MANAGEMENT VITAL FACTOR

By H. C. Stilley

Chief Accountant of *Chicago Tribune* in an Address This Week Before the Inland Daily Press Association at Chicago.

IN my opinion the most important factor in the development of the newspaper business is its business department and its business management. Let it be understood that a newspaper, in every department of its activity, must apply common sense business methods. The more attention paid to its business management, the greater is the promise of success of its business. It has been true in the past that a large number of newspapers have been able to exist by employing slipshod or indifferent business methods, but if the causes for financial failures in the newspaper business were analyzed, I venture the opinion that a large majority of such failures can be atributed to the fact that proper attention was not given to the business side of their operations. Publishing a newspaper cannot become a reality without some sort of business management, and therefore that part of the business of publishing a newspaper which relates to the revenues, the expenditures, the production, and the accounting should properly be under the supervision and control of a man especially fitted to analyze and direct the affairs of the company by acceptable business methods. The subject under discussion, therefore, is one of tremendous importance and in the limited time at my disposal, I will attempt to dwell only upon the functions of the business departments of a newspaper in which all of the business activities of the paper are placed in the hands of one man.

If the organization of a newspaper is such that its business management in respect to its different departments are entrusted to the managers of each department, some degree of success can be attained, provided the manager of each department is able to apply business methods and consider the affairs of his department in a business way when occasion requires. The organization of a large metropolitan newspaper requires concentration of its business affairs and the supervision by one man of that portion of its business which relates to its revenues, production, disbursements and accounting. This department, when the company is so organized, becomes the manufacturing department of the concern. The business manager is the manufacturer of the concern and it evolves upon him to produce, circulate and attend to the financial needs of the paper. The business manager in particular, and his staff generally in the business department, whether wholely under his control or only partially under his control, must be men with cool heads and sound business judgment. The business manager must be able to act with decision and firmness and he must have a general knowledge of business and business methods. He must be able to co-ordinate the business of his paper with all other departments. The business manager and his subordinates, of necessity, must furnish the labor and material for producing the paper. He must apply keen business judgment in the sale of the paper and of the advertising that appears in the paper. The revenues must be made to exceed the expenses and the funds must be conserved and properly disbursed. In a large metropolitan newspaper all of the mechanical departments naturally fall under the direction of the business manager of the paper. The purchase of raw material and all supplies for the printing of the paper must naturally come under his control. Adequate and proper machinery and equipment must be installed to meet the requirements of the paper. The business manager naturally is the guardian of the credit of the paper and therefore he is responsible for the economies and the reduction or elimination of extravagances.

Prior to the world war many newspapers conducted their business regardless and in spite of extravagances which would have been fatal to the success of any other business, and evils then existed which were accepted as being necessary, without any thought of their elimination. Labor then was much lower than it is at the present time and the trend of most newspapers was toward extravagance, first in the consumption of paper and second, in the acceptance of advertising for which little, if any, thought was given concerning payment. The paper was circulated without much regard to revenue and in some instances, at least, of which I have personal knowledge, the only thermometer by which the owners and publishers of the paper determined the success of their operations was the available cash in the bank on the first of each month. The war brought on a changed condition. Labor became scarce, the supply of news print was regulated and a tax was levied upon the profits made. This new condition made it necessary that the owners of newspapers should make an inventory of their conditions. Within a few years the waste in newsprint had been materially reduced and many economies were employed which put the business on a sound financial plane. More attention was paid to accounting and the accounting department became a real factor in the business.

Never in the history of newspaperdom has the accounting department been so vital and important as it is today. The owners of newspapers through their business managers are able to ascertain the actual conditions of their business through the accounting department which mirrors and reflects a true picture of revenues and costs. It is generally conceded that The Chicago Tribune is one of the most progressive newspapers in this country and I can say without fear of contradiction that there is no other newspaper in this country in which the business department and the accounting department under the business manager have been brought to as high a state of perfection to render real service to the owners of the paper in keeping them informed of their business at all times. The owners of the paper recognize the value of service of this kind and the auditing and accounting departments have ceased to be a necessary evil. I will refer, therefore, to the auditing and accounting departments as an important factor in the management and operation of a newspaper, believing that my hearers are interested in the methods employed by us for keeping the business manager and the owners of the paper fully informed.

More than four hundred people are employed in the business management, auditing and accounting departments of the Chicago Tribune. This is about one-sixth of the entire number of people employed in the business by the company in this country. I believe this demonstrates to you that we at least recognize the value of the work performed by these people. This department, under the auditor and controller who is accountable to the business manager and the president of the company, sees to it that all the revenues are placed upon the books, all the expenses and disbursements are made in accordance with agreements and contracts entered into by the management, attends to all the collections of money and renders a comprehensive statement of revenue and expenses each month, as well as special statements required by the management at all other times. Operations of the company are shown in more than eight hundred accounts and the cost sheets furnished to the management shortly after the first of each month are sufficiently detailed by reason of this large number of accounts to make it unnecessary, except in very exceptional cases, for the management to call for additional information concerning the operations.

The circulation department and the advertising department, both under the direction of the business manager, have highly developed sales organizations. Their functions cease after the sale is made and it then is the function of the auditor and controller to see that the sales are entered upon the books, bills rendered therefor and collections made. This is likewise true of sales made for any other service in any other department. It has been accepted, I believe, as a fact that a salesman makes a very poor collector and this perhaps accounts for the fact that in the methods employed by us the salesmen do not attempt to influence or control the gathering in of the proceeds of their sales and as a consequence the Chicago Tribune and other metropolitan newspapers are enabled to conduct their business on a cash basis.

We are able to collect our revenue and make it possible for the business management to function without the uncertainty of cash receipts. Losses and bad debt accounts have practically been eliminated. Waste and extravagance in the production of the newspaper have been brought down to a minimum and the business management is able to calculate to a certainty how much there is available at all times for expenses and improvements beyond the actual needs of the paper in its current operations.

Every advertisement appearing in the paper is checked into the books of the company; every paper circulated is checked into the books of the company; every commodity bought for consumption is checked as to its receipt and use; every item of labor is verified and checked into the books of the company; every payroll for labor and every bill for material and supplies is checked, verified and distributed on the books of the company. Every piece of mail addressed to and received by the company is received and distributed to its proper destination in the organization without delay.

A highly developed credit department is maintained and contracts and sales are entered into and made in accordance with modern ideas and practice. Advertising space is sold only to individuals and firms who can demonstrate their financial ability to pay for same. Some classified advertising is accepted without credit supervision from individuals who are telephone subscribers and credit supervision does not begin to operate with this class of advertisers until they fail to pay their bills which are rendered promptly after the appearance of their

advertisements. The summary of charges to advertisers of all classes, compiled by a force of men who check the advertisements which appear in the paper and enter same to what we call charge sheets, are compared with the monthly summaries which are compiled by the billers and are taken from the bills actually rendered and these are compared with the advertising revenue for the month and tested as to space and rates, thereby proving their accuracy before the books are closed for any month. Circulation revenue is checked somewhat in the same way. Monthly summaries are compiled from reports of the pressroom and the circulation departments and these reports are compared with the records of the accounting department to show the total revenue derived from circulation. The quantities delivered as recorded by the circulation department are summarized and designated in respect to the various rates effective in the several territories.

The rates are applied to the quantities delivered and compared with the revenue determined by the accounting department at the close of each month. Charges are checked against roll sheets and compared with the summary of charges with individual accounts in the city on a special ledger containing the names of city carriers and the charges to the carriers in this ledger with the total shown by the roll sheets for each month are compared and verified. The same process is employed with country newsdealers whose accounts are kept in its separate ledger.

The total of all bills for any month are compared with the quantities as shown by the summary of such bills for the month with those as shown by the blotters or charge sheets furnished to the accounting department by the circulation department.

The ramifications of the auditing and accounting departments cover a wide scope as every attempt is made to check and recheck every item that is entered upon the books. All cash from every source comes to and passes through the hands of a general cashier. Departmental cashiers are located in several of the departments which are separated in location from the main office and all such departmental cashiers report to the general cashier all moneys received during every day. The accounting department functions twenty-four hours a day, seven days a week. Representatives of its staff are located in almost every department of the organization. This is especially true in departments in which it is necessary to obtain highly exhaustive and accurate cost records, both as to labor and material.

Payrolls are prepared by each department under the supervision of the chief payroll clerk and all payrolls are checked, verified and approved by the department manager, after which they are forward to the payroll department and bank checks are prepared to be delivered to the paymaster for distribution.

Special attention is paid to complaints and adjustments, the cancellation and correction of orders for advertisements and an effort is constantly being made in this department to further the good-will of the public in its dealings with the paper.

The accounts of advertising agencies are carried in a separate set of books under the supervision of men trained by experience and learning to cope with the special requirements of this highly organized profession.

Mechanical devices are employed wherever practical and every effort is made to reduce the labor costs by the substitution of mechanical devices unless the employment of a mechanical device promises in its use to create friction with the patrons of the paper. For instance The Chicago Tribune discarded mechanical bookkeeping devices after we found that we had a potential enemy and dissatisfied patron in over 50 per cent of the people to whom we rendered bills. This was no reflection on the device which simply did not lend itself to our needs. In our business we found that the rendering of bills and statements requires at least some brains in their preparation of the books of account and we returned to old fashioned bookkeeping by intelligent bookkeepers who knew the importance of detail in posting items upon the books and in rendering statements to their patrons.

The institutional copy seems most effective with our regular advertisers, but it must have strong attention—getting power in illustration and headline. Such advertising copy is employed to increase the regular advertiser's appreciation of our service. Our testimonial copy aids our sales people in proving their claims, and the copy suggesting the various classification uses seemed to stimulate interest both in prospects and in previous advertisers. We are in the same situation as many of the paper's display advertisers—our prospects do not all fall into one category; consequently we have to devise totally different kinds of appeals for every group.

Probably the most effective thing ever done by The Chicago Tribune for the benefit of want advertisers, was the development and exploitation of the theory "The More You Tell, The Quicker You Sell."

Last year a professor of psychology at Northwestern University submitted a plan for a scientific test of our theory. He claimed that because the advertisement which failed in our "Tell More" example, and the advertisement which succeeded were not published on the same date, that the results accomplished for our advertisers did not constitute a scientific endorsement of the "Tell More" theory. We agreed to accept any test he wished to make, and he submitted a plan of inserting four advertisements in each of four classifications in the Sunday Tribune. He was to write the advertisements, which would be graduated in sizes from two to nine or ten lines, using box number addresses and holding the call tickets himself. We used the standard classifications of "Situations Wanted," "For Sale—Houses," "For Sale—Household Goods," "For Sale—Automobiles."

At the same time we felt that market conditions were not particularly favorable for those classifications. In three out of four classifications (the exception being Situations Wanted) the two and three line advertisements brought no returns whatever. But none of the other advertisements, ranging from four to nine lines, failed to bring results. And in each instance but one "that exception again being in Situations Wanted), the larger advertisement brought more results than the advertisement next under in size.

It may interest you to know that in 1924 The Chicago Tribune used in its own columns 290,000 lines of space for want ad promotion.

CLASSIFIED ADVERTISING PROMOTION

By W. E. Macfarlane

Classified Advertising Manager *Chicago Tribune,* Before Inland Daily Press Association at Chicago This Week.

THE *Chicago Tribune* will print approximately 1,460,000 want ads this year, totaling approximately 8,500,000 net agate lines. The Tribune maintains a private post office for the benefit of its advertisers through which was received and distributed last year more than 3,300,000 letters in reply to box number advertisements alone. Fifty street salesmen cover their allotted territories every day. We have a telephone adtaking department capable of receiving 67 advertisements simultaneously. And we maintain a want ad store employing 24 people who give service in person to want ad patrons. In addition, our telephone and store forces are augmented on Fridays and Saturdays so that we employ an extra, or part-time force, which often equals the number of regular workers in those departments.

With a large number of small orders and early deadlines, we are confronted constantly with the need for speeding up organization activities. In our endeavor to provide the best service to readers and advertisers, while at the same time adding to our records of volume and revenue, we keep closely to the following plan of promotion:

First—Organization efficiency.
Second—Intelligent Sales Aggressiveness.
Third—Rigid Censorship.
Fourth—Adequate advertising.

We proceed in the belief that when we receive an order from a want advertiser, the most important part of the transaction, so far as he is concerned, is accuracy in publication. We may train our sales people to be courteous, and patient; we may hire those of good presence and education; but when an error is made in the handling of an order, so that it does not appear as given, all the benefit of good salesmanship and service is lost to us until that error is rectified. Even when rectified, it becomes a set-back from which it takes time to recover.

It is, therefore, imperative to us that a high degree of accuracy shall be maintained in all departments having to do with the receiving and handling of want ad orders. To assist us in this effort, our accounting department prepares and submits to the business management a detailed monthly record of the number of errors made by our mechanical, clerical and sales departments. By the number of these errors and their percentage to the grand total of advertisements printed, we are enabled to judge how well each and all of these departments are functioning. When we find by this monthly record that the percentage of errors is increasing in any particular department, we investigate for the purpose of finding the cause and applying the necessary remedy. The greatest percentage of errors is made by the mechanical department and, as is probably true of all newspapers printing a great number of want ads, this is due to the hurry in setting and classifying advertisements just before the deadlines.

We continually strive for greater efficiency in the detail of organization work, because we feel that errors constitute a business illness and when they reach undue proportions may undermine the best planned sales work.

Much effort is put into the selecting and training of those who are to do the selling of want ad space. The successful men are promoted to the local display advertising department.

The percentage of our advertisers who deliberately deceive is small, but small as it is, it is sufficiently large in numbers to call for a book of rules on censorship. Rigid censorship began with us about fifteen years ago. Additional rules of censorship are constantly being formulated as the need arises. We can never reach a state of perfection in censorship, but we have fought many a good fight against usury, fraud and immorality, and our readers are generally aware of our attitude to protect them.

As an illustration: today there is an almost nationwide real estate boom. We are feeling the advertising sales activity of Chicago and Florida operators. In their competitive haste even many reliable dealers began to make speculative statements that we felt paralleled misrepresentation. In the face of resistance and possible loss of advertising linage, we recently made a new censorship decision covering real estate advertising. Now we endeavor to eliminate all speculative copy, such as "Buy now and clean up," "Will double in value in 3 months," and so on, because such statements are virtually guarantees not only of profit but of a definite amount of profit, and we do not feel that that is good investment copy for our want ad readers.

In all cases where the names of institutions, organizations, or individuals are mentioned, the relationship to the advertiser and his offer must be passed upon before publication.

We have another problem of censorship in holding out of our columns the floating furniture dealers. These advertisers are bold and ingenius. When held out they come right to headquarters and cry "mock" tears. They try to bribe those in control of censorship. When they find our censorship is rigid, they "squeal" on those who have gotten by us, aiding us in our task.

Every sales person and every order clerk, together with a number of individual censors, is charged with the responsibility of censorship. Much additional help is given by proof-readers.

Adequate advertising is as essential to a newspaper's want ad business as to the business of a merchant or a manufacturer. Consistently employed, it breaks down sales resistance and builds institutional prestige.

We divide our advertising exploitation into three classifications of copy: Institutional, suggestive, and testimonial copy. We buy the best of art work available and employ able copywriters.

REPORT OF SECRETARY INLAND DAILY PRESS

Prosperity has attended the year's work of the Inland Daily Press Association, according to the report of Wil V. Tufford, secretary and treasurer of the association since February 1899. The membership now totals 244, he said.



WIL V. TUFFORD

The report treated in detail the fight against free publicity being waged by Inland under Mr. Tufford's direction; public utility advertising the postal situation; newsprint conditions; and the history of the group.

Regarding free publicity, Mr. Tufford suggested humorously that a D. of F. P., Doctor of Free Publicity, be awarded him.

"I have only one suggestion to make about continuing the fight," he continued, "and that is that I think it should be directed, not so much against the free publicity fakers, as towards the education of publishers, coupled with some influence, to get them to cease printing the stuff, because there is no crime committed until the publisher actually prints the stuff."

The Inland, Mr. Tufford said, was the first newspaper group to try and impress public utility managers with the need of newspaper advertising. This was three years ago. Since then systematic advertising campaigns in local newspapers have been advocated.

"At the present time," he added, "the rule is firmly established, that a public utility manager is rated as successful or not as he is a successful advertiser. The increased business of the utilities is the result."

A similar program is now being advocated by the American Gas Association, he pointed out.

In closing his report, Mr. Tufford told the history of his association from its incorporation in 1887, describing its various accomplishments.

MORNING-EVENING MEN ORGANIZE

Combination Publishers Form Association at Chicago for Cities Under 100,000—Seek to Promote Their Special Interests

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Ill., Oct. 14.—A new publishers group, The Combination Newspaper Publishers' Association, organized by publishers of combination morning evening papers in cities of less than 100,000 population, was formed at a meeting at the LaSalle Hotel on Tuesday.

J. S. Parks, of the *Fort Smith* (Ark.) *Southwest American* and *Times Record* was elected president and Cowgill Blair of the *Joplin* (Mo.) *Globe* and *News Herald* was named secretary.

The following executive committee was named: E. Nowels, *Colorado Springs* (Col.) *Telegraph-Gazette;* W. Y. Morgan, *Hutchinson* (Kan.) *News and Herald;* J. H. Bixby, *Muskogee* (Okla.) *Phoenix and Times-Democrat.*

The meeting came as one of the unexpected activities of A B C week. The new group plans to meet twice yearly in Chicago during the A B C convention and in Kansas City in February. The new association was formed, Mr. Blair said, to promote an exchange of ideas among publishers of combination newspapers. No other publishers group, he declares, considers thoroughly the special problems common to this body.

Newspapers in cities under 50,000 have increased such combinations 100 per cent in the last three years, Mr. Blair told the meeting editorial problems resulting from these combinations naturally are subject of immense concern to the publishers especially where papers consolidated have held radically different political views most of the combinations solve the editorial problem by an independent attitude printing both sides in politic controversies and leaving the decision to their readers, Mr. Blair declared.

"Experience has shown," Mr. Blair said, "that a combination old enough have a background and a definite aim can give vastly increased service to advertisers and readers at greatly reduced prices to both. It is necessary, of course to sell the community the idea of the publication's honesty and its intention to devote itself to the welfare of the community rather than its own interest. He advocated institutional advertising whereby the publisher frankly tells the public of his problems to instill confidence.

Other members of the association present at the meeting were; J. S. Parks of the *Fort Smith* (Ark.) *Southwest American* and *The Times Record;* J. H. Bixby, of the *Muskogee* (Okla.) *Phoenix* and the *Times-Democrat;* J. M. Stevenson, of the *South Bend* (Ind.) *News Times;* W. Y. Morgan and C. L. Nichols, of the *Hutchinson* (Kan.) *News* Martin J. Hutchins, of the *Missoula* (Mont.) *Sentinel;* W. P. Stanley, Sedalia, Missouri; C. E. King, Appalachian Publications, Inc., Johnson City Tenn.; W. M. Taylor, Enid Publishing Company, Enid, Okla.; J. C. Seacrest *Nebraska State Journal,* Lincoln Charles E. Marsh, Austin, Tex.; J. Chew, Chew Publications, Xenia, O.; D. Black, *Fargo Forum,* Fargo, N. D. and James E. Thompson, of the *New Orleans Item.* The meeting was called by Mr. Parks, Mr. Blair and Mr. J. H. Bixby of the *Muskogee Phoenix* and *Times-Democrat.*

Honor Wilcox for 48 Years' Work

J. L. Wilcox, for 48 years editor and publisher of the *Ashland* (Mo.) *Bugle* will be honored Oct. 23 at an appreciation picnic. The entire membership of the Missouri Press Association has been invited. Dean Walter Williams, of the Missouri school of journalism and president of the Press Congress of the World will be the chief speaker.

MAJORITY DO NOT READ "DIRECT MAIL"

85 Per Cent of Newspapers' Readers Throw Away Such Advertising, T. E. Murphy Reports to Newspaper Advertising Executives—Important Topics at Chicago Meeting

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Ill., Oct. 14.—Lightening the advertising columns of newspapers by elimination of heavy black type and reverse cuts was one of the principal topics discussed at the one day fall meeting of the Association of Newspaper Advertising Executives held at the Morrison Hotel, Wednesday.

It was one of the important allied conventions of A. B. C. week and more than seventy advertising executives from the area bounded by Colorado, Texas, Mississippi, Kentucky and Ohio were present.

There was no set program of speeches, members having voted to spend the day in free discussion of whatever important subject was suggested.

Beginning with the question of smudgy advertising copy the meeting successively considered the direct mail activities of department stores, newspapers vs. magazines for national advertisers and private store sales in advance of public announcements.

Frank Carroll, of the *Indianapolis News,* presided. The first speaker was W. E. Donahue, local display manager of the *Chicago Tribune* who declared that newspaper advertising departments can educate advertisers away from smudgy black copy.

Jason Rogers talked on the general advantages of newspapers over magazines for national advertisers. W. H. Moore, national advertising manager of the *Detroit News,* said that despite the direct mail propaganda which has centered recently in Detroit, store advertising in The News has increased over any previous period. He made the statement in answer to a question as to whether the direct mail activities of J. G. Pattee, of the Newcomb Endicott department store, had had any effect on newspaper linage. Mr. Pattee's arguments in behalf of direct mail were printed in booklet form and distributed, and fully exposed in EDITOR & PUBLISHER.

Continuing on the direct mail question, Thos. G. Murphy of the *Janesville* (Wis.) *Gazette* reported that his paper recently sent questionnaire to 6,000 readers asking whether they read direct mail copy or newspaper advertising. Eighty-five per cent reported they did not read direct mail. An equal number said they read newspaper copy. The extension division of the University of Wisconsin is now compiling further data from the questionnaires, Mr. Murphy said, the full report on it to be released at an early date.

The questions were sent out as from the "Bureau for Better Business," The Gazette paying half the expense and the Janesville merchants half.

Private store sales held for a select charge account list, notified by mail two to three days in advance of the public sales announced in newspaper space, were scored by Harvey Young of the *Columbus* (O.) *Dispatch.* "This system is highly unfair to the general public and to the store's best trade—the cash customers," he declared.

"We have been trying to eliminate this practice in Columbus by enlisting the local better business bureau. We intend to place the question before the owners of the stores rather than the advertising managers, and show them how unfair it is to the public."

At the afternoon session Don Bridge, *Indianapolis News,* secretary of the A. N. A. E., announced that the Association had completed a survey intended to show just what form of merchandising service was considered most valuable by advertising agencies and national advertisers. A full report on the survey will be released in the near future. Following Mr. Bridge, Ralph A. Turnquist, of the *Milwaukee Journal,* described the local national rate system adopted by his newspaper last January. Under it the local rate is allowed only to strictly retail stores. The national or general rate applies to all manufacturers, distributors, and jobbers regardless of location. This method requires a local manufacturer or jobber to pay the general rate in the local newspaper.



FRANK T. CARROLL — DON BRIDGE — H. K. YOUNG — T. L. RYAN

H. A. Sprague, business manager of the *St. Joseph* (Mo.) *News-Press,* talked on measuring advertising. The session adjourned at four P.M. The association had as guests at luncheon the local representative and visiting executives of the Bureau of Advertising of the American Newspaper Publishers Association.

Among those attending the A. N. A. E. session were: Thomas L. Ryan, general manager, *St. Louis Star;* R. K. Stocks, advertising manager, *Toronto Globe;* J. W. Fisk, *Cincinnati Post;* Harvey R. Young, *Columbus Dispatch;* George M. Burbach, *St. Louis Post Dispatch;* W. G. Johnson, *Jackson* (Miss.) *Daily News;* H. W. Roberts, *Cleveland Plain Dealer;* S. Kelton, *Houston Chronicle;* Harry T. Watts, *Des Moines Register and Tribune-News.*

FORESHADOWED EVENTS

Oct. 19-21—National Industrial Advertisers' Assn., annual convention, Atlantic City.

Oct. 19.—New England A.P. Members, Fall meeting, Boston.

Oct. 20-21—New York State Circulation Managers' Assn., Fall meeting, Statler Hotel, Buffalo.

Oct. 26-28—Insurance Advertising Conference, Fall meeting, Boston.

Oct. 28-30—Direct Mail Advertisers' Assn., annual convention, Boston.

Oct. 28—Ohio State Circulation Managers' Assn., Fall convention, Columbus, O.

Oct. 29-31—University Press Club of Michigan, annual meeting, Ann Arbor, Mich.

Oct. 30-31—New York State Publishers' Assn., meeting, Syracuse, N. Y.

MID-WEST CIRCULATORS COMPLAIN OF MOUNTING DISTRIBUTION COSTS

Motor Routes, Buses, High Postal Rates, Aeroplanes and Fancy Methods Make Reader Service Expensive—Say Tabloid Best Suited to Cities with Newsstand Circulation

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 14.—High postal rates have virtually doomed "bargain day" as an effective circulation builder for newspapers. Distributing costs have reached such a figure that it no longer pays to offer cut-rate subscriptions once a year. It is imperative today for newspapers to get the maximum revenue from subscriptions and street sales.



H. W. STODGHILL

This was the concensus of opinion at the fall meeting of the Central States Circulation Managers' Association held Wednesday in conjunction with A. B. C. week in Chicago.

The one day session, attended by more than fifty mid-west circulators, was chiefly spent in round table discussions under the leadership of H. W. Stodghill of the *Louisville* (Ky.) *Courier-Journal,* president of the group.

The question of mounting distribution costs was touched on by several speakers. It was introduced by E. R. Hatton, president of the International Circulation Managers Association, first on the program, who declared that the adding of motor routes and the high postal rates had pushed expenses beyond former peaks.

"Each field is becoming more competitive," he said. "Any facility which will get the day's paper home earlier is being added. Motor routes are being extended, airplanes have even been experimented with.

"However, the outlook for circulation increases in 1926 is bright, but it will be increasingly expensive to add readers."

The problem of bus transportation was considered from the standpoint of standardizing the rates in each state. It was brought out that the privately operated bus companies are charging a flat, arbitrary rate for carrying newspapers, the rates varying among the different bus ownerships.

Sampling, properly done, is a highly successful method of adding readers, it was brought out at the round table discussion. Virtually all circulation managers present reported excellent results from this method. However, for the best returns, a strong follow-up campaign must be carried out.

Tabloids were touched upon briefly, the prevailing opinion being that the tabloid is not feasible as a home-delivered paper, but has its greatest field in cities where newsstand sales predominate.

The next meeting of the association will be held in Chicago, the third Tuesday in April, 1926.

FIFTY HONOR GUESTS

Luncheon Given by G. B. Dealey to Veteran Employees in Dallas

The first public function in the new $5,500,000 Baker Hotel at Dallas was a luncheon tendered in honor of the 50 employes of A. H. Belo & Co. who have been with the company 21 years or more. Thirty-seven of the 50 attended the luncheon, which was in celebration of the Dallas News' recent 40th aniversary.

G. B. Dealey, president and general manager of the company, with a record of more than 50 years' continuous service, was toastmaster, who after the invocation by DeWitt McMurray, 39 years with A. H. Belo & Co., eulogized former employes who have passed from the scene of journalistic activities. Various others spoke.

New Tabloid "Page One"

The *Rochester* (N. Y.) *Herald,* which changed to tabloid form on Sundays recently, has altered its front page from a picture to a news-story layout.

BUSINESS PAPERS MEET

Chicago Scene of Conventions of Publishers and Editors This Week

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Oct. 15—More than 200 hundred editors and publishers of business papers gathered at the Congress Hotel Thursday in two of the Important allied conventions of A. B. C. week.

"Better Business Papers" was the theme of both meetings. One was the twentieth annual convention of the Associated Business Papers, Inc.; the other the annual meeting of the National Conference of Business Paper Editors.

No addresses were scheduled for the Tuesday sessions of the Associated Business Papers, Inc., the entire day being devoted to general business and committee reports. John M. Nind, president of the group, presided.

Among speakers Wednesday were Charles E. Herrick, vice president, Brennan Packing Company, Chicago; C. J. Stark, editor, *Iron Trade Review,* Cleveland; Harlan J. Wright, *Chicago Merchant Economist;* Arthur L. Rice, *Power Plant Engineering,* Chicago; and Prof. Paul T. Cherington, Director of Research, J. Walter Thompson Company, New York.

Mr. Herrick paid tribute to the power of the business press.

"The business press has become more and more the crutch of business, having a salubrious effect on the improved advertising policies of the business world," he stated.

A complimentary luncheon was tendered the visiting publishers and editors Wednesday by the Chicago Business Publishers' Association. In the evening the annual banquet was held.

The following officers were elected at the closing business session Thursday morning:

Malcolm Muir, McGraw-Hill Company, New York, president; J. H. Bragdon, *Textile World,* New York, vice-president; Warren C. Platt, *National Petroleum News,* Cleveland, Secretary, and Jesse H. Neal, executive secretary.

Paul I. Aldrich of the *National Provisioner,* Chicago, was elected chairman of the National Conference of Business Paper Editors,, succeeding Julian Chase, Chilton-Class Journal Company, New York, at the business sessions held Tuesday, Frank C. Wright of *Engineering News-Record,* New York, was named vice-president and Douglas G. Woolf of *Textile World,* New York, secretary-treasurer.

MEMORIAL SERVICE FOR VICTOR LAWSON

Walter A. Strong Points to Columns of Daily News as Best Guides to Character of Chicago Publisher

The late Victor F. Lawson, editor and publisher of the *Chicago Daily News,* the examples of his life work and the legacy given the Congregational church in Chicago by his will were discussed by the Chicago Congregational association Oct. 13, in the church, in which Mr. Lawson worshipped, the New England Congregational.

The first speaker of the day was Walter A. Strong, business manager of the Daily News.

"Twenty years in the Daily News office and my impression as a boy before that time have given me some fundamental impressions of Mr. Lawson's work and of him as a man," said Mr. Strong. "Certainly no man could have come into contact with him without feeling his great personality.

"Dr. Ozora Stearns Davis said that Mr. Lawson was a lover and defender of the truth and first of all a Christian gentleman. Those words will remain in my mind forever.

"I believe that Mr. Lawson's vision of Chicago is best interpreted in the columns of the Daily News in the past fifty years. In the Daily News you have a book in which can be read Mr. Lawson's life. He was a master of detail. It is the small things by which we sometimes measure greatness. In the building of the Daily News we see a picture of his mind in the making. I really believe that Mr. Lawson's mind was such as we see only once in a generation. He was a defender of the truth and he knew, moreover, what the truth was.

"The Daily News was not an accident. Its fifty years of success and unique accomplishments were due to the character of Mr. Lawson. In the early days most newspapers were subsidized by groups of people or were in the hands of radicals who had set up false gods."

Speaking of the Associated Press, which Mr. Lawson founded, Mr. Strong said that Mr. Lawson was not satisfied with the sources of news existing fifty years ago.

"Press associations were fighting among themselves," said Mr. Strong, "and it was Mr. Lawson's distrust of weak links that caused him to found the Associated Press. He told me on one occasion that he left his office with the statement that he would not return until he had induced 100 of the best publishers in the country to subscribe to his idea. He spent the next six months on the road, trying to convince these publishers and at the end of that time the simultaneous announcement in all of these newspapers of the establishment of the Associated Press stopped all the fighting among the press associations. I believe that no one but Mr. Lawson could understand the tremendous importance of the work he was doing.

"Truth in advertising was another difficult matter at that time. The publishers had no yardstick by which to measure it, and so Mr. Lawson decided to put the daily circulation of the Daily News on the 'masthead' every day. It has been there ever since. That action finally resulted in the organization of the Audit Bureau of Circulations."

GAINS $1,000,000 in Week

Through Newspaper Advertising Big Chicago Store Breaks Record

(*By Telegraph to* Editor & Publisher)

Chicago, Oct. 14.—The power of newspaper advertising, when both by good values in merchandise and the service of a big store of good reputation, was demonstrated here during the week of October 4 last, by The Fair, now owned by S. S. Kresge. Advertisements were published, based on the fiftieth anniversary sale in Friday and Saturday evening papers, with 8 pages in the *Chicago Tribune,* of Sunday, and 7 pages in the *Herald-Examiner,* Sunday issue.

These advertisements, it is announced, produced net sales on Monday of $480,000, breaking all merchandising records in the history of the big store.

A gain in sales for the week through the use of newspaper space totalled for The Fair $1,000,000, the highest record in the store's history, the operation's eclipsing Macy's, New York, August sale when the gain in the month totalled about $1,000,000. The Fair gained $1,000,000 in a week as compared with Macy's gain of $1,000,000 in a month.

PROSPEROUS NEW YEAR

O'Shaughnessy Predicts Big Advertising Business in 1926

(*By Telegraph to* Editor & Publisher)

Chicago, Oct. 15.—Future advertising contracts already signed guarantee that business in 1926 will exceed that done in 1925, James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, told members of the Agricultural Publishers' Association at their annual meeting in the Hotel LaSalle Thursday.



Marco Morrow

"This condition safeguards our national welfare against any artificial panic," he asserted. "It will make business recession impossible."

Marco Morrow of the Capper Publications, Topeka, Kan., president of the group, opened the session. One of the important questions considered was the request of the Association of National Advertisers that the organization introduce in the various state legislatures a bill making it unlawful for any firm or business to substitute another article for an advertised article ordered.

The following directors of the association were elected: A. F. Jones, *Farm Journal,* Philadelphia; J. F. Young, *Pacific Northwest Farm Trio,* Spokane, Wash.; W. C. Allen, *Dakota Farmer,* Minneapolis; J. A. Falconer, *Springfield* (Mass.) *Northeastern Homestead;* H. C. Klein, the *Farmer,* St. Paul; Morgan Shepard, *Southern Planter,* Richmond, Va.

S. N. P. A. ADVERTISING

Discussed by Directors at Chicago Dinner Meeting

Members of the southern newspaper publishers association who were in Chicago for Publishers Week held an informal meeting and dinner Oct. 16. Plans were discussed for the 1926, joint advertising campaign, but no formal action was taken.

Among those who attended were: President W. C. Johnson, *Chattanooga News;* W. L. Morgan, *Knoxville Sentinel,* secretary-treasurer; Cranston Williams, manager, Chattanooga; and A. G. Newmyer, *New Orleans Item-Tribune;* John A. Park, *Raleigh Times;* J. S. Parks, *Ft. Smith,* (Ark.) *Times-Record;* W. G. Tetrick, *Clarksburg,* (W. Va.) *Exponent.* Directors: Edgar M. Foster of the *Nashville* (Tenn.) *Banner,* chairman of the advertising committee, outlined plans for the advertising campaign now under consideration.

Telegram Rate Raise Proposed

A new scale of transit and terminal charges on all classes of telegraph messages was adopted Oct. 9 by the tariff committee of the International Telegraph Congress, meeting in Paris. The new scale provides for from 10 to 35 per cent higher tariffs. If adopted in plenary session the scheme will mean higher world-wide telegraph and cable rates.

BIG STORE ADVERTISING

Does Not Dominate Some Papers and "Shopping News" is Not Feared

(*By Telegraph to* Editor & Publisher)

Chicago, Ill., Oct. 15.—The attitude of newspaper business office executives attending the sessions of the newspaper departmental here this week, is one of supreme indifference to the propaganda of direct-by-mail producers and to the users of shopping store "newspapers"—the executive of one big central states morning and Sunday paper said that department store advertising in the columns of his paper now represents but fifteen per cent of the total volume of business carried and that his paper could lose it all without making any very great difference in annual net profits. The rate paid by big stores is now the same as the rate paid by the small advertiser who uses but one hundred lines per day. The present trend is to raise rates in department store classifications and to encourage specialty store advertisers. There has been an enormous increase in the volume of specialty store advertising in all of the larger centers of population, it is said.

AGENTS ENTERTAIN THE PUBLISHERS

Gay Luncheon at Chicago Attended by 800 — "You Are All Respondents," Says Thomason

(*By Telegraph to* Editor & Publisher)

Chicago, Ill., Oct. 15.—One of the outstanding features of convention week was the luncheon tendered the visiting publishers and advertising men, Thursday noon, at the Drake Hotel, by the American Association of Advertising Agencies.

More than 800 persons attended. It was the first occasion upon which all the separate groups convening during A. B. C. week assembled simultaneously. Guests were seated five at a table, with the sixth place reserved for the host, in each case a member of the A. A. A. A.

L. R. Northrup, chairman western council of the four A's, presided, first introducing James O'Shaughnessy, executive secretary, who welcomed the guests on behalf of the organization. O. C. Harn, president of the Audit Bureau of Circulations, the next speaker, emphasized that the real work of the bureau was not in "making a few people honest," but in creating a better understanding among publishing and advertising interests. S. E. Thomason, president of the American Newspaper Publishers' Association and business Manager of the *Chicago Tribune,* amused the gathering by referring to the recent move by the Federal Trade Commission, seeking to join the A. N. P. A., with the Southern Newspaper Publishers' Association and the four A's, in a complaint alleging restraint of trade in connection with agency commissions.

"Virtually all of you are respondents," he said, "I had intended seriously to discuss our common problems, in fact all of you have come to Chicago for the purpose, but when you realize that we are taking our liberty in our hands when we do so, you will recognize that I can talk nothing but pleasantries."

Following the luncheon the entire group returned to the LaSalle for the opening divisional sessions of the A. B. C. at 2 o'clock.

To Change International Stock

The International Paper Company, it was learned this week, contemplates holding a stockholders' meeting on November 6 to change the common shares to no par value and offering additional common stock to present common stockholders on a share for share basis at $50 a share, payable in equal instalments on November 30, 1925; March 1, 1926; June 15, 1926, and August 1, 1926. Quarterly dividends will be initiated on the common on August 15, 1926, at the rate of $2.00 annually.

SAYS FARMERS DRAW MONTHLY "WAGES"

Meredith Finds Advertisers Have Mistaken Ideas of Farm Economics—Advertising Bobtail Waste Scored

(*By Telegraph to* Editor & Publisher)

Chicago, Oct. 13.—A more scientific analysis of the farm market was urged upon food manufacturers, distributors, advertising men and agricultural publishers by E. T. Meredith, publisher of *Successful Farming,* Des Moines, Ia., luncheon speaker at a farm food conference held in the Hotel LaSalle Tuesday in connection with the A. B. C. Week.

Held under the auspices of the advertising council of the Chicago Association of Commerce, the conference considered every angle of the farm food problem. Special consideration was given the question of distribution and selling.

Mr. Meredith pointed out that agriculture definitely affects every business, and that manufacturers, in order to cut down overhead and increase sales, must carry on intensive research in the farm market.

"When the farmers are doing an increasing business you can increase your own business no matter what you are in," he declared.

"Among national advertisers there are many mistaken ideas in regard to the farmer. They say, 'I won't advertise now; I'll wait until fall when the farmer gets his corn money.'

"A recent survey that we conducted showed that the farmer gets his money every month, with almost the same regularity as a salaried man. In no month does he get more than ten percent of his year's income, in no month less than seven percent."

Mr. Meredith stated that a more scientific conception among manufacturers and advertisers of how the farmer lives, what he buys and when, will eliminate advertising waste and increase sales.

The power of newspaper advertising was testified to by John B. Garver, advertising manager of the Garver Brothers Company, country grocers of Strasburg, Ohio.

Speaking on "A Country Grocer's Viewpoint" he scored the advertising waste represented in the large display cards and window promotion material sent to retail stores by manufacturers of food and products. "Seventy-five percent of this material goes into the stove," he declared.

He urged manufacturers to cooperate with retailers more through their salesmen than through printed promotion. He said many salesmen try to sell on the basis that their products are nationally advertised, rather than on the specific merits of the products themselves.

Mr. Garver said his store last year sold $234,642 worth of groceries in a town of less than one thousand population. Newspaper advertising is considered a necessity in pushing sales. Each week copy is placed in four county weeklies. Twice each week space is purchased in two dailies.

"We use all the newspapers in our territory," he declared. "We have demonstrated that newspaper advertising sells goods."

Another speaker at the conference was K. K. Bell, president, Calumet Baking Powder Company who discussed "The Problem of Food Distribution."

Homer J. Buckley, president of Buckley, Dement & Co., made the opening address. Frank B. White of the Frank B. White Company, Chicago, led a round table discussion at the conclusion of the conference.

Editor Held for Libel

Robert E. Davey, editor of the *Newport* (Ore.) *Journal,* has been bound over to the grand jury on a charge of criminal libel. The charge was brought by Fred Coffeen, city recorder, after Davey had attacked the city administration.

TATE FIELD MEN COMPARE NOTES

Convention at St. Louis They Talk ewspaper Problems — Edgecombe nd Wood Are Speakers—Thirteen Managers Attend

By Telegraph to EDITOR & PUBLISHER)

T. LOUIS, Mo., Oct. 12.—The National ociation of State Press Field Men, ting in third annual convention in St. is, Oct. 9 to 13, emphasized a number problems incident to newspaper adising as well as matters peculiar to tasks of the field manager. Thir- of the fifteen managers who com- the membership were in attendance, leading a discussion on an outstand- topic. Several invited speakers adssed the sessions, including F. O. ecombe, president of the National torial Association, and W. C. Wood, erintendent of the Division of Classions Washington, D. C. Mr. Wood's dealt with second class mail rates, Mr. Edgecombe spoke on coopera- between the field manager and his ial board.

dwin A. Bemis, field manager of the orado Editorial Association was reted president and Ole Buck, field ager of the Nebraska Press Associa-, was reelected secretary and treasurer he National Association of Press Field nagers at a late session of the contion. A new office of vice president created and L. W. Feighner, of higan was elected to the post for a year term.

board of directors composed of three nbers was added to the list of execus. The elected members are O. W. le, Kansas, G. L. Caswell, Iowa, and Read, one year. St. Paul was sen for the next annual convention ch will be held Aug. 21 to 30. After closing session the delegates were sts of the St. Louis Advertising Club a river excursion.

dwin A. Bemis, field manager of the orado Editorial Association, Littleo., Colo., and president of the associa-, was chairman at all sessions.

he National Association of State ss Field Men, is an organization comd of full-time paid secretaries of e press associations. Ole Buck, field ager of the Nebraska Press Associaand secretary of the national organion, stated that there are fifteen states ible for membership, and that the reaining states are not as yet sufficiently anized to support a paid secretary. intimated that additional states would eligible to elect representatives in the future.

he organization was created two 's ago to further the interests of spaper men by obtaining the adoption advantageous legislation, improving ness conditions and business methods. e a year the members meet in inal convention to review past activand lay plans for the future. Topics ussed at round-table sessions here, the leaders, included: "Promotion Employment of Field Men in Other tes," G. L. Caswell, managing director a Press Association; "Schools of nalism," J. S. Hubbard, Field Man- Missouri Press Association, "Space ifters," Will V. Tufford, President In- Press Association, "Uniform Advertig Rates," Len W. Feighner, Field nager Michigan Press Association, gislative Work," H. L. Williamson, etary Illinois Press Association, "The ing and Production Costs of Newsr Advertising," W. J. Keyes, Winig, Can., and "Price Lists and What Future Holds," Harry Porte, vicident Porte Publishing Co.

resident Bemis led a discussion on per Subjects for Field Work," and etary Buck spoke on side issues. re were also informal discussions on nest Circulation Statements," "Indial Experiences in Field Work," and r matters of interest to field managers. cretary Buck said that 424 of the 425 raska newspapers were members of ssociation and were enabled to handle certain matters, mainly advertising, with efficiency and dispatch. He said he, as field manager of the state association, recently accepted a political advertisement to be run in every newspaper in the state and that another blanket advertisement had been handled in connection with the state fair. But two letters were mailed to each newspaper, one giving the order and another sending a check.

The papers were protected in that the political advertisement was accepted only with immediate payment. This was demanded to preclude the possibility of a defeated candidate's objection to buying a "dead horse."

Mr. Edgecombe in his address said:

"Of all of the forms of organized human endeavor the purely co-operative is the most difficult to keep going efficiently and profitably. Division of responsibility and lack of authority are among its inherent weaknesses. We all find it difficult to yield our own views on minor points and limit our independent action for the common good. We also find it difficult to devote some of our private time to the welfare of our neighbor and to the effort necessary to cinvince him that our interests are common and that they can be served best by a union of numerical and financial strength. Appreciation of these basic facts by his directors will earn the gratitude of every earnest field man.

"May I ask you to take a message to the state associations you represent? It is this: The National Editorial Association is the only present national voice of the publishers composing those state associations. To stop with state organization is to leave the job half done. I beg of you to impress upon your members the fact that the National Editorial Association is just as soundly managed from a business point of view as any state association and has just as high ideals professionally as any state association or any professional school for the training of newspaper workers. We must place large dependence upon you, the field men of the several states, to convince the publishers of your several states that they owe the National Editorial Association a professional duty and a financial obligation."

THIS CLEAN FOREST MEANS WEALTH



THIS is the picture of a young clean spruce forest.

A little money has been spent to protect it from fire on the theory that this growing timber is wealth stored up for the future.

The future of the publishing business, as well as many other industries, is dependent upon the future supply of wood-pulp from spruce. EDITOR & PUBLISHER need not reiterate to its readers that the future supply is in peril.

Uncle Sam made the first important step to safeguard the future of spruce woodlands when the Weeks Act was passed, having as its objectives—grow new forests and protect the headwaters of the streams. To date 2,122,970 acres have been purchased under the Weeks Act, but the appropriations have gone to states where there are few paper mills.

Further advances are possible under the budgeting of appropriations for extension of the National Forests, now being considered by a Congressional Committee. It is the duty of journalism to interest itself in a program which will apply suitable appropriations for the growth of pulpwood and its protection.

Correction

By mistake of a correspondent EDITOR & PUBLISHER recently stated that the *Worcester* (Mass.) *Telegram* had established the first newspaper radio broadcast station in New England.

As a matter of fact the first New England station was established by Edward Gans, publisher of the *Fall River Daily Herald*. This was not only the first in New England but was one of the pioneer operations in the United States. That station is listed in the government records as WTAB and its success has been notable.

SCIENCE UNEXPLORED JOURNALISM FIELD

Walter Lippmann, New York World, Says Editors Need Trained Scientific Writers to Round Off Editorial Pages

Science was described this week as "the great unexplored field of journalism" by Walter Lippmann, editor of the *New York World's* editorial page.



WALTER LIPPMANN

In an interview with EDITOR & PUBLISHER, Mr. Lippmann said development of a special class of scientific writers was the greatest need today of the director of the modern newspaper's editorial page.

"Newspapers," he said, "have successfully steered away from excessive editorial political partisanship. Skullduggery is a thing of the past.

"But, in science, we are still at sea. The average newspaper editorial comment on a scientific subject is often a disgrace.

"This presents a very curious situation, which I believe all newspaper editors should pause to consider. Technical science is at the foundation of practically every current human activity, yet very few editors are fit to pass judgment on any important or unimportant phase of the subject to their readers.

"All sorts of so-called scientific 'cures' are forever coming up. Their evaluation constitutes an unsolved editorial problem.

"For instance not long ago it was announced that the cancer germ had been segregated. All the editors knew was that what appeared to be a group of reputable doctors were behind the story. But that knowledge would get no editor very far.

"Again, a 'universal germ-killer' is announced. Fortunately in this case a smattering of scientific knowledge is sufficient to inform the newspaper's editorial writer that a universal germ-killer is impossible.

"The problem is not in obtaining scientific articles. It is an editorial question. What we need is a class of scientific writers capable of sifting the true from the false, the important from the unimportant. Slosson is one of the few such writers we now have in America."

Mr. Lippmann said he had tried himself to obtain the services of a scientific writer without avail.

"There are very few American scientific men who are able to write for newspaper readers. Some few who can write refuse to do so, saying it is beneath their dignity."

The unexplored fields of science must be discovered by newspaper editors. Mr. Lippmann believes, before a well-rounded newspaper editorial page in this age of specialization is possible.

"The omniscient editor is no more," Mr. Lippmann continued. "The utmost a single editor may know these days is who to ask and where to look for information. Newspaper editorial pages are on the metropolitan dailies the products of experts."

The World editor said he had a staff of seven editorial men each one of whom specializes in some one particular subject, such as municipal problems, federal government, foreign affairs, economics, military, church, and law. He recently engaged W. O. Scroggs, former financial editor of *New York Evening Post*, and later with the Western Electric Co., to write editorials on economics. The World also employs a lawyer for advice on all editorial questions involving constitutional law.

What Mr. Lippmann lacks, he said, is a specialist in science.

LIPTON'S TEA OPENS HARD TERRITORY BY COUPON DRIVE IN NEWSPAPERS

Company Strengthens Distribution in Greater Boston, Long Known as a Salada Market—Other Special Offer Stunts Have Won Success for Advertisers

By HAMMOND EDWARD FRANKLIN

EVERY manufacturer has territory in which his distribution is weaker than it should be.

Perhaps his competitors have been active in the territory for years. Possibly the section has not been given the attention it deserves from the sales department. Maybe peculiar local conditions act against him. More often, he has failed to do the intensive local advertising which would have created a real demand; he may be depending upon too thin national magazine "coverage."

Something more than simply a volley of local newspaper advertising out of a clear sky is necessary to strengthen his position in such a market. There must be a merchandising plan behind the advertising and the plan must be put across in advance by good, old-fashioned personal selling.

Thomas J. Lipton, Inc., long has advertised Lipton's Tea as having "The largest sale in the world." He has used much newspaper space, including special campaigns and tie-up copy with the "Drink India Tea" campaign, which is gaining headway.

Greater Boston has always been known as a Salada Tea market, due to the fact that it is the home town of Salada Tea, which has been advertised in the local papers steadily for years. How Salada Tea under discouraging circumstances built a national American market by starting in Boston and gradually reaching out over the country with non-stop exclusively newspaper advertising and selling already has been detailed by EDITOR & PUBLISHER. This brand is a leader in practically all of the worthwhile Boston stores.

Plainly, just to go in and start plugging advertising of itself was not enough to increase Lipton's distribution, which was only about 12 per cent of the total possible outlets.

The company decided to make a strong drive on the remaining 88 per cent prospects, to be followed up by a big newspaper campaign, which would have as its feature a coupon good for a 10c. package free to every woman who would present it and buy a package at the regular price. The grocer was told to redeem the coupon during Sept. 23-28 at full cash price, he to make his regular profit on both packages.

A general meeting was held at Boston late in August with Joseph Saunders, Lipton general sales manager; H. R. Schaeffer, manager of the producton department of the William H. Rankin Company advertising agency; Earle K. Woodman of the *Boston Post*, and E. W. Preston of the *Boston Herald-Traveler*, among those present. The newspapers were glad to give their co-operation.

Some 15 salesmen were hired locally, furnished portfolios and full information and put to work. The special offer gave them an approach better than ordinary.

Early in the drive, Mr. Saunders wired his agency: "839 new accounts closed and have received orders for 3,787 dozen packages to date. Very well pleased with everything which has taken place in connection with Boston campaign."

Distribution was greatly strengthened further in the three weeks remaining before any copy was released, which was on Sept. 23, in the *Post*, *Globe* and *Herald-Traveler*.

Full pages featured "two for the price of one." This was followed by half pages, featuring the packages, the offer and the coupon together with the fact the tea won gold medals at Ceylon and India. Poster followup copy in smaller space continues the educational work, bearing down especially on the fact that Lipton grows his own tea.

Window displays and other tie-ups were effected wherever it was possible.

A feature of the portfolios, usually supplied Lipton salesmen, is an analysis of overflow circulation of the papers in neighboring towns. A letter from the local paper, a letter from the home office at Hoboken and a letter from the space buyer of the William H. Rankin Company, with the schedule, usually are pasted in a large, imposing strong brown paper portfolio, which also has the proofs of the copy.

Coupons are excellent indication of the creation of new users and it is well worth paying the dealer the full retail price for the sake of getting the new customer started, if there is going to be a steady repeat. To redeem a thousand coupons would only cost $100. If there is any suspicion of gross dishonesty on the part of dealers in sending in coupons, it is possible to check up with the people whose names are signed on the coupons and also to check the number of packages which the dealer bought from the manufacturer at the start of the drive. The coupons can be keyed to show which advertisement and which medium produced the most.

The American Tobacco Company the last few months has been having a series of special offers and propositions to keep various brands turning over fast. Its Lucky Strike offer, good one day only for a package of Lucky Strikes for 9c., the company paying the 6c. tax, was only one of a number of offers made. These give the salesmen something new to talk, the trade a real reason for stocking up and the public a motive for buying in quantity without delay.

Copy which featured Alfred W. McCann's views on Van Camp's Evaporated Milk had a "hook" in the form of a coupon good for one can of Van Camp's Tomato Soup free with a purchase of six cans of the milk.

The Baker Food Products Company has been introducing its Delicia Sandwich Spread by the carload city by city, with local sales drives followed by full page and smaller advertising offering two cans for the price of one. The coupon is of especial interest as it required no signature and was worded as follows:

"GET Your FREE Can Now!

"Take this coupon to any grocer or delicatessen store anywhere in the United States. Buy a 15 cent can of Delicia Sandwich Spread and the dealer will give you an extra 15 cent can FREE—you get two cans for the price of one. We will pay the dealer for the extra can. Go while this special distribution is on. Don't hesitate to ask for the free can. This coupon entitles you to the extra can free.

"RETAILER: This coupon good for 15c. cash.

"When customer presents this coupon and buys 1 can of Delicia Sandwich Spread for 15c., give her an extra can free, remove the wrapper from one of the cans and attach it to this coupon. Send all your coupons with wrappers attached, either to us or your jobber, and you will be paid 15c. apiece in cash for them."

Please note that the dealer has to remove a wrapper from a can to accompany the coupon.

Hams are an important Christmas line in New Zealand. The New Z. Bacon & Meat Packing Company, the principal ham and bacon house on the island, notified its dealers that on Dec. 1 of last year it would conduct, through advertising, a competition for one word as a trade name for their Swan Ham, with cash prizes to be awarded after the close of the contest. Dec. 20. Advertising played up the ham appetizingly for Christmas and talked the contest. It was required that each entry be accompanied by a tag from a Swan uncooked Christmas ham. It also was stated that the winning names would not be used unnecessarily.

Ordinarily, the grocers do not receive these hams in their stores until Dec. 10. Francis Shearer, manager of the grocery department of Graham & Co., Masterton, New Zealand, ordered the store's hams delivered on Dec. 1. His store made a display of the hams, all priced. It cut out a number of the advertisements of the Swan advertisements appearing that week in the leading newspapers and pasted them up in the window. A show card, saying, "Secure your's now—remember, competition closes 20th." The dealer used small local advertisements to announce the arrival of the hams and to tie up with the general advertising.

The result was that this enterprising merchant sold out his usual Christmas supply of hams the first week and repeated his order before most dealers had even stocked theirs. This is an interesting example of how a dealer can benefit from a special advertising drive.

URGE $5,000,000 FU FOR BRITAIN

Sir Charles Higham Says Governm Should Advertise in Newspaper to Stimulate Its World Trade —Cites India Success

LONDON, Oct. 6.—Advertising is as sential to inter-Imperial trade as it i the individual advertiser, and it is r that the British government shall an interest in publicity and spend the payers' money on it, declared Sir Cha Higham, British advertising expert, i address at the trade dinner of the Lon Old Colony Club on "Should the Bri government spend £1,000,000 on Adve ing." Agents-General of five states w in the Empire and representatives of m important business interests heard Charles.

The government has appropriated 000,000 to stimulate the sale of Em produce within the Empire. Sir Cha believed the only way any producer c successfully advertise a commodity in newspapers and periodicals, and w it came to a national matter the v should be in the newspapers of the wo

Quoting the case of India, which sp £100,000 a year on publicity for the motion of its tea trade, Sir Cha said the country could spend £1,000,00 advertising to enormous advantage.

A resolution in favor of the gov ment spending £1,000,000 on adverti was carried.

ALTMAN USES BOLD-FACE

Fancy New York Shop for First T Also Employs Cuts in Advertisin

B. Altman & Co., of New York, recently broken ancient precedents their advertising policy by using illu tions.

Recently, the Altman concern cha its type, in advertising, using a bold type in place of the former open face

Father of U. P. President is De

Dr. A. Bickel of Chicago, fathe Karl A. Bickel, president of the U Press Associations, died Oct. 12 in cago. Mr. and Mrs. Bickel, who ar a trip to South America, were du arrive in Buenos Aires, Oct. 14, and of the death was cabled there. It i expected he will return to this co for the funeral.



—Grown
—Sorted
—Blended
—Packed
—Guaranteed
by Thomas Lipton, Tea Planter, Ceylon

2 packages for 1 the price of

And, Madame,
—the Gold Medal Tea Quality of the World

SIR THOMAS J. LIPTON'S incomparable offer—*two ten cent packages for the price of one*—applies on the most famous blend in tea history.

Ceylon and India are the tea centers of the world.

All that is known about tea leaf texture, tea leaf fragrance, tea leaf delicacy is known there.

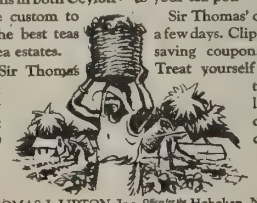
At great exhibitions in both Ceylon and India it is the custom to award prizes for the best teas grown on district tea estates.

Teas grown by Sir Thomas Lipton on his own estate won not only the first prizes *but the ONLY GOLD MEDALS awarded.* Thus have tea experts proclaimed Lipton Teas the finest in the world.

It is a peerless blend of matchless teas that Sir Thomas offers you—*at two for the price of one!*

Tea grown, sorted, blended and packed entirely under Lipton supervision—direct from the tea garden to your tea pot.

Sir Thomas' offer holds but for a few days. Clip the handy, money-saving coupon. Use it—today. Treat yourself and family to a tea that for sheer deliciousness, piquancy, flavor and taste cannot be rivalled.



Only a few Days More Clip the Coupon—and use today!

AB LIPTON'S 2 for 1 Coupon

To all Grocers: This entitles the undersigned to two 10c packages of Lipton's famous Yellow Label Tea for the price of one 10c package-if used during the period Sept. 23-28th inclusive. Void if presented after Sept. 28th. Two packages only to each person.

Consumer's Name _____

Address _____

GROCERS: Return this coupon for redemption to Thomas J. Lipton, Inc. Hoboken, N. J. before Oct. 2nd.

Dealer's Name _____

Address _____

THOMAS J. LIPTON, Inc. Office for the United States Hoboken, N. J.

LIPTON'S TEA

LARGEST SALE IN THE WORLD

Specimen of Lipton Half-Page Copy in Boston Dailies

'DON'T EXPECT DIRECT RADIO RETURNS" GIMBEL DIRECTOR TELLS AD CLUBS

Warns Against Air Advertising—Lively Interest in Sixth Annual Convention of New England A. A. C. W. Members—Advertising Successes Related

(*By Telegraph to* EDITOR & PUBLISHER)

SPRINGFIELD, Mass., Oct. 14.—New England, its products, spirit, and honesty, dominated the sixth annual convention of the New England District, Associated Advertising Clubs of the World, the first three days of this week. The slogan "Make Yourself Worthy of New England," adopted at the closing afternoon session, was the keynote of the entire convention. At the final banquet and meeting Tuesday night, which was addressed by Dr. Tehyi Hsieh, head of the Chinese Trade and Labor Bureau of Boston, and Maj. Gen. John Charteris, head of the British military intelligence office, the convention was termed the most successful of the district's gatherings, "a program crowded with information for the members and dominated by the New England faith."



C. K. WOODBRIDGE

John W. Longnecker, of the Hartford, (Conn.) Publicity Club, was elected district chairman, and John Cline, of New Haven, was chosen secretary and treasurer. No convention city was chosen, the decision being left with the executive committee, with Worcester and Boston as the favorite cities. For the first time in the history of the organization a women's club won the prize for the best attendance record. The Women's Publicity Club, of Providence, was awarded the cup donated by the Kimball Hotel, the records being computed in consideration of distance, membership and percentage present.

The Tuesday afternoon session in the Springfield Auditorium was devoted to stories of advertising successes, told by representatives of well known New England companies. Each of the speakers traced the development of his business from a small restricted selling house to national prominence and stressed the important part played by advertising of all kinds.

Willard B. Rogers, president of the Advertising Club of Hartford, presided. Among the speakers were H. Ronald Carter, of the William Carter Company; Watson M. Gordon, of the S. D. Warren Paper Company, of Boston; Earl G. Manning, General Agent of the John Hancock Mutual Life Insurance Company; H. C. Ray, of the American Optical Company, of Southbridge; Sherman F. Johnson of the International Silver Company; and William T. Card, of the George E. Keith Company, of Brockton.

John S. Lawrence, of Boston, chairman of the Governor's joint committee for the New England Conference in Worcester, Nov. 12 and 13, addressed the Tuesday morning session, giving a detailed account of the organization of the New England Conference. Miss Marion Brown, president of the Advertising Women's Club, of Boston, presided. Prof. E. H. Schell, professor of business management at the Massachusetts Institute of Technology, another speaker of the morning, said that his section needs some "town criers who will stand on their feet and tell of the advantages of New England."

Arthur D. Neff, advertising manager for Meekins, Packard and Wheat, described in detail the planning and conduct of a "store event." Arthur Freeman, president of the Freeman-Smart Company, of Chicago, also spoke, and Albert W. Vining, of Vining and Borrner, of this city, spoke in a humorous vein.

Honesty in advertising, whether in retail or in wholesale business, its value to individuals and communities and its absolute necessity in business life, was the keynote sounded at Monday's session. Practically every major phase of advertising and merchandising was treated by an expert.

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, treated the general theory of advertising, urging the use of systematic organization of advertising departments and the use of a system in writing the advertisements.

Sheldon R. Coons, director of sales and publicity for Gimbel Brothers, of New York, and president of the Associated Retail Advertisers, spoke on the "Future of Retail Advertising." He touched on its history, told of the various periods through which it had passed, and expressed the belief that for the retailer there was no advertising medium that would ever take the place of the newspaper.

Warning against an attempt to advertise by radio was sounded by Sheldon R. Coombs, Director of Gimbel Bros., New York. Mr. Coombs said that although his firm operated a radio broadcasting station it did not advertise its goods through the station and added that he wished to warn any others who might be contemplating installing a radio station as an advertising medium to give up the idea. He listed the varied mediums of advertising used and said in part: "I have tried all the media mentioned in this talk. I have even tried some not mentioned. My store uses practically one medium and that is newspapers. We have never discovered any agency which could convey to the public store news as quickly and economically as newspapers, nor have we ever been through a period when merchandising measured up to that policy has not sold readily if the quantity of that type of merchandise is available. We do not hesitate to buy enough space to acquaint people with it. If our space is small it is not because we are trying new media, but simply because there is not enough of that kind of merchandise to warrant the use of more space that day. Speaking personally, therefore, I believe the advertising of the future will be similar to that of the present. It will appear in media that have proved most productive. Its size will be determined by other agencies. As circulation and rates grow, and they seem to be ever on the upward grade, our space will be cut down even greater. Emphasis will be placed upon copy, layout, illustration and typography. More and more emphasis will be placed on accuracy in presentation of merchandise news and of so-called institutional news. The level of public confidence in our printed message will be raised in proportion to the increased effort we make to convey to them news."

Robert J. Murray of the Murray Co., of Honesdale, Pa., told how his company had built up a $500,000 business in a town of 5,000 population.

Charles R. Weirs, of the National Shawmut Bank, Boston, advanced a suggestion that advertisers use the direct mail system to supplement newspaper advertising, giving examples of effectively written sales letters. Louis E. Kirstein, vice-president of William Filene's Sons Company, of Boston, told of the actual work to reach a standard of absolute honesty as exemplified in the methods of the Better Business Commissions, of whose national organization he is a director. Robert J. Murray, head of the Murray Company, of Honesdale, Pa., told in graphic and interesting fashion of what advertising had done for his firm, how it had built it up from a house doing a business of $10,000 gross a year until now what was once a small town hardware store is doing a half million dollar business yearly.

The delegates were guests of the *Springfield Republican* and the *Daily News* at a dinner Monday. Waldo R. Cook, editor of the Republican, welcomed them on behalf of the press of the city. a hoax was perpetrated when John Daniels, of Boston, was introduced as "Sir Alexander Ferguson, editor of the *Glasgow* (Scot.) *Chronicle,*" which was disclosed only at the close of his speech when he pulled off a huge beard he had been wearing. There was no doubt of Mr. Daniels' sincerity however, in his scathing denunciation of billboards that clutter up hills and valleys and make an eyesore of what should be a scene of beauty and charm.

Frederick W. Bliss, chairman of the New England District, offered a creed for New England. The creed suggested was:

"NEW ENGLAND—KNOW THYSELF!"

"Know thy weaknesses that they may be cured by the light of proper publicity.

"Know thy conservatism, that it may guide and be guided aright.

"Know thy opportunities, that they may be improved by constant effort and co-operation, and offered to the world.

"Know thy extensive resources, that they may be used in exemplary fashion.

"Know thy infinite charm, thy great, green-clad hills, thy silver rivers gently flowing through fertile meadows, thy alluring shores of the eternal sea.

"Know thy proximity to the markets of the world, that thy relationships may be the closer.

"Know the advantages thou hast in thy mature craftsmanship, in thy venerable traditions, in thy repute for character higher than the mere honesty of justice.

"Know thy own maturity, New England, lest thou be confused by the babel of lusty vaunting cries from youthful regions still immature.

"Know thyself, New England, so that thou mayst veritably, 'Turn tradition into trade,' remembering that future tradition must be built on present trade in the service of the world."

Rev. Laurence Breed Walker, of Saco, Me., in an address at the opening of the convention Sunday night, urged church advertising. He said: "We must sell the church to the people and the only way that can be done is through advertising. Advertise in the newspapers with things that touch the level of average mentality." A municipal organ concert preceded Mr. Walker's address.

Exhibits of Springfield products were arranged around the main hall and attracted much attention. The J. D. Bates Advertising Company loaned about 50 foreign posters, collected in Europe by Mr. Bates and a part of one of the finest American poster collections. Francis M. Waters, of Springfield, was chairman of the committee arranging the convention.

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

CONFESSION

(Will you of the Craft pardon the diversion from purpose in this verse of other than Craft things?—H. E. W.)

Within an outdoor sanctum
I kneel in spirit, I
Who came to Earth a child of sin
And who in time must die.
Above me, thru the foliage
Of trees, just peeking through
The network of the forest, is
My Temple's roof of blue.

In spirit kneeling, humbly
I search my soul to find
The errors and the sins that lurk
In body and in mind;
But when I find an error
And moan the cursed thing,
Somewhere among the flowers there
A bird begins to sing!

Ah miserere mei! . . .
O sinful man of men!
In ashes must I purge my soul
To live in peace again?
But, I who should be mournful
In that so sacred bower,
Behold, I cannot weep at all,
Because . . . I smell a flower!

And God who reads me rightly,
He lifts me from my knees
And starts a feathered choir aloft,
In His own, deathless trees!
I come to my confession
In that great wooded hall
To find that I, a sinful man,
Have never sinned at all!

POSTPONE HEARING

Advertising Case Put Over by Federal Trade Commission Until November

WASHINGTON, Oct. 14.—The Federal Trade Commission hearing in the advertising "restraint of trade" case, was today postponed from October 23 to November 23.

Coast Cities Plant Joint Ads

Plans for an all-Pacific Coast campaign of tourist advertising were announced Oct. 6 by the Seattle Chamber of Commerce. The plan, first proposed to California and Oregon cities by President David Whitcomb of the Seattle Chamber has received numerous indorsements by chambers of other Coast cities and a general meeting, the Seattle chamber was recently informed, will be called at San Francisco within the next month to discuss definite procedure. The name of "Pacific Cities Associated" has been proposed for the new organization.

SALINA, KAN., PAPERS CONSOLIDATED

Laubengayer Purchases Journal and Union and Promises Strong Daily —Say City Could Not Support Two

(*By Telegraph to* EDITOR & PUBLISHER)

SALINA, Kan., Oct. 13.—R. J. Laubengayer, who recently acquired the *Salina Evening Journal* by purchase, announced today that he also had secured control of the *Salina Daily Union* and that the two papers would at once be consolidated into the *Salina Journal* which will be owned by the General Newspaper Publishing Company, of which he is principal owner. The Journal building will be remodelled and while this is being done the paper will be published from the Union plant, after which it will be operated as a commercial job printing establishment.

A Hoe 32 page Simplex press has been ordered and will be delivered within a few weeks, while two new Model Eight linotypes are to be shipped at once giving the journal a battery of eight machines to handle news and advertising.

Mr. Laubengayer will be publisher, while Roy F. Bailey, who has been manager of the Journal, will be general manager of the consolidated newspaper. Fred L. Ludes, managing editor of the Journal, will continue to hold that positon, while E. C. Woodward, formerly editor of the Union will be advertising manager of the Journal, and C. P. Parker of the Journal, will handle national advertising. C. W. Wheeler, who was manager of the Union, will be in charge of the job printing plant.

Associated Press leased wire service of the Journal will be supplemented by special service from United Press and Newspaper Enterprise Association.

Mr. Laubengayer, who is a prominent central Kansas business man, secured his newspaper education on the *Ann Arbor* (Mich.) *Times-News* and the *Detroit News*. In announcing the consolidation he said:

"For many years it has been my ambition to engage in the newspaper business, and it therefore is with a great deal of pleasure that the Salina Journal comes into my possession as a consolidation of the Salina Evening Journal and the Salina Daily Union. There is a place for a strong newspaper that will serve Salina and Central and Northwest Kansas and it will be the aim of the Journal to meet that need.

"Having no personal ambitions to serve, and no enemies to punish or friends to reward, it will be the mission of the Journal to print all the news that is fit to print, both local and national, truthfully, fearlessly and fairly. While the Journal will continue to be a Republican paper, there will be no attempt to throttle opinion. Its columns will be open to those who disagree with its policies, and during political campaigns the Democrats will be given space, free of all cost, in which they may present their views."

The publishers of the Union, in their farewell statement said:

"The main reason for the suspension of the Daily Union and for this consolidation is the fact that there is not room for two daily papers in a city the size of Salina, nor, we believe, in one of less than 50,000 population.

"During the last fifteen years several different managements have tried to make the Union a financial success. We believe the only solution here, as it has been in many other cities the size of Salina, and larger, is consolidation. During the last few years, newspaper costs, and by that we mean all the elements entering into the making of a newspaper, have steadily increased. Newspaper costs are greater now than they were during the war."

BANQUET FOR EISENLORD

Chicago American Executives Celebrate His 25th Anniversary

Department managers of the *Chicago Evening American* gave a banquet, Oct. 13 for John H. Eisenlord, circulation manager, in honor of his 25th anniversary with the publication.

Mr. Eisenlord who went to the Evening American shortly after the paper started, has been with the publication ever since and has worked himself up through the circulation department.

A. B. C. DIRECTORS' REPORT

(*Continued from page* 4)

Your Board is pleased to announce to you that the total membership of the Bureau has now passed the 1,900 mark.

During the year the Bureau has added to its membership 168 advertisers, advertising agents and publishers. As against this 10 publications were discontinued; 8 advertisers and advertising agents ceased business; 24 publications were consolidated; 21 publications and 1 agent were dropped from membership; there were 36 resignations, 8 of which were local advertisers.

The net result, after taking into account applications rejected, etc., shows a total membership and applicants for membership in the Bureau of 1,908 as of October 6th, 1925.

The first report of the Bureau showed a membership of 499. The reaching of the 1,900 mark in its eleventh year is, therefore, a gratifying indication of the appreciation of the Bureau's benefits to its members. It is the hope of your Directors that at the next annual meeting they will be able to report the passing of the 2,000 mark.

The present members of the Board of Directors whose terms will expire at this meeting, and who will be reappointed or whose successors will be named, are:

ADVERTISERS

F. R. Davis, General Electric Co., Schenectady, N. Y.

Ralph Starr Butler, Resigned, United States Rubber Co., New York, N. Y. (one year).

B. H. Bramble, American Chicle Co., Long Island City, N. Y.

L. B. Jones, Eastman Kodak Co., Rochester, N. Y.

E. E. Taylor, Postum Cereal Co., Inc., New York, N. Y.

W. K. Towers, Paige-Detroit Motor Car Co., Detroit, Mich.

W. W. Wheeler, The Pompeian Co., Cleveland, Ohio.

ADVERTISING AGENT

Walter Hine, Frank Seaman, Inc., New York, N. Y.

NEWSPAPER

W. A. Strong, The Chicago Daily News, Chicago, Ill.

MAGAZINE

S. R. Latshow, Butterick Pub. Co., New York, N. Y.

FARM PAPER

B. Kirk Rankin, Southern Agriculturist, Nashville, Tenn.

BUSINESS PUBLICATION

E. R. Shaw, Power Plant Engineering, Chicago, Ill.

We have released during the twelv months which this report covers 1,40 audits, or an average of 117 audits pe month.

This means that within the fiscal yea the total number of audits made exceede the total number of publisher member of the Bureau. Not every audit due wa completed at the end of the fiscal year— that would not be possible from an ecc nomic viewpoint.

During the year a conference was hel between the executive officers of the Bu reau and the members of the Internationa Circulation Managers' Association a their annual meeting held in Colorad Springs. At that conference the Chie Auditor presented a set of forms cover ing bookkeeping methods. At the sugges tion of the convention these forms wer distributed to members who were not i attendance and numerous requests hav since been received. This will result i great progress toward the adoption o uniform records and the work of th Bureau's auditors will, therefore, b greatly expedited.

The auditing force numbers forty-on field auditors, six house auditors and tw special investigators in addition to th Chief Auditor, Assistant Chief Audito and Manager of the New York Office.

Holding fast to the sound principle which have made the past successes o the Bureau possible, your Board look forward to another year of steady pro gress. While a drastic change in pla or purpose is not, in our opinion, you desire, yet the present Board believes yo will have full confidence that the ne Board which you will elect at this con vention will approach the future with a open mind and seek, by the wise solutio of all problems with which it may b confronted, to further advance and en hance the Bureau's prestige and use fulness.

May we urge that in many and a decisions which may be reached at th convention, this underlying thought sha prevail, so that out of your deliberation may come an inspiration for furthe achievement which will mark the ensuin year as the greatest year in the Bureau history?

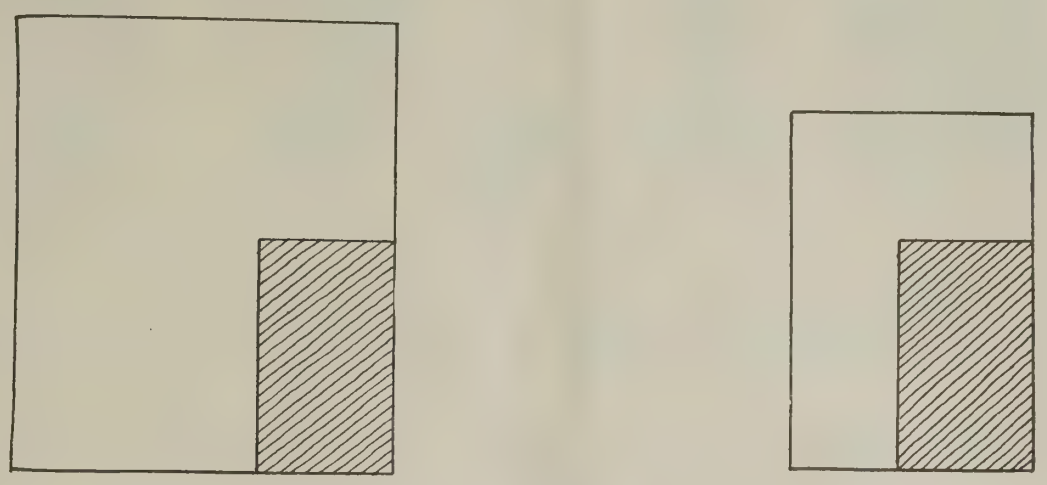
Respectfully submitted,
O. C. HARN, President,
W. A. STRONG, Secretary,
E. R. SHAW, Treasurer,
STANLEY CLAGUE, Managing Director.

NEW YORK AND BROOKLYN CIRCULATION STATEMENTS

Filed with the Government for six months ending October 1, 1925; compiled by Statistical Department of New York Evening Post, Inc.

	1918 Oct. 1	1919 Apr. 1	1919 Oct. 1	1920 Apr. 1	§1920 Oct. 1	1921 Apr. 1	1921 Oct. 1	1922 Apr. 1	1922 Oct. 1	1923 Apr. 1	**1923 Oct. 1	1924 Apr. 1	1924 Oct. 1	1925 Apr. 1	1925 Oct. 1	Oct. 1, 1925, compared with Oct. 1, 1924: Gain	Loss	% Gain	% Lo
American	384,414	396,960	383,366	385,271	379,049	406,311	440,941	456,335	429,071	434,198	439,177	411,471	405,044	379,975	362,862	.....	42,182	...	10.
Commercial	9,641	10,373	11,141	11,329	11,390	11,595	11,645	11,068	11,701	12,461	13,060	14,010	11,800	11,300	11,793	.....	7	...	.
Herald	108,972	107,642	109,267	†214,891	205,127	202,088	193,368	177,629	178,078	170,257	165,710	‡‡.....	.....	.....	.....	.....	.....	...	..
Herald Tribune	89,478	108,011	117,053	119,479	126,192	142,384	142,069	137,485	130,161	131,613	133,230	154,435	276,755	283,197	287,386	10,631	.....	3.9	..
Journal of Com.	21,782	23,682	24,352	26,396	28,292	29,294	30,394	27,825	27,685	26,338	26,156	25,772	26,935	26,972	26,707	.....	228	...	
Sun (Morning)	117,807	117,414	131,951	¶.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	...	.
Times	368,492	393,178	362,971	351,939	342,553	352,528	348,607	372,801	356,671	370,266	362,361	378,174	383,005	387,934	382,005	.....	1,000	...	
Wall St. Journal	14,359	13,424	18,168	18,514	18,750	19,076	19,203	19,196	19,582	22,242	21,883	22,191	22,266	25,772	28,329	6,063	.....	27.2	.
World	346,312	368,318	370,289	365,014	373,403	385,892	392,478	387,191	382,087	392,387	382,739	391,421	404,377	381,536	342,928	.....	61,449	...	15
Mirror (Tabloid)	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	§§157,796	218,431	249,649	91,853	.....	58.2	.
News (Tab.) Daily	.....	.....	.....	122,333	250,283	336,149	415,006	440,482	522,635	551,457	633,578	720,862	786,398	795,160	920,956	134,558	.....	17.1	.
News (Tab.) Sun.	.....	.....	.....	.....	.....	.....	191,510	268,061	348,711	438,810	567,381	662,142	807,279	987,199	1,122,065	314,786	.....	38.9	.
Evening Journal	657,912	675,118	685,428	712,778	622,892	649,834	633,083	654,952	622,749	643,489	601,837	641,192	666,886	649,072	635,805	.....	31,081	...	4
Evening Mail	109,908	102,204	155,160	158,288	172,703	155,148	168,073	137,760	161,215	144,135	170,327	††.....	.....	.....	.....	.....	.....	...	
Evening Post	32,234	32,369	30,026	33,818	36,875	38,596	32,706	35,006	32,318	32,694	32,506	35,768	31,291	35,501	32,415	1,124	.....	3.6	.
Evening World	324,745	355,069	339,199	335,233	351,684	313,143	289,871	280,727	265,049	277,853	272,335	271,114	314,489	310,850	311,933	.....	2,556	...	
Evening Globe	177,344	179,906	188,780	179,192	181,475	164,429	177,066	149,882	166,196	159,786	‖.....	.....	.....	.....	.....	.....	.....	...	.
Sun	178,437	194,695	198,491	205,565	191,719	190,218	183,253	180,442	179,937	177,290	‡236,165	260,026	255,212	247,370	256,234	1,022	.....	.4	.
Telegram & Mail	186,612	190,687	181,519	134,407	120,148	109,511	116,187	107,710	119,431	111,088	133,594	155,194	220,707	190,519	199,556	.....	21,141	...	9
Evening Graphic	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	[2]95,697	96,998	.....	.....	...	.
Brooklyn Citizen	34,864	35,699	39,586	39,498	39,365	40,126	41,003	41,137	41,221	41,186	41,352	42,237	42,311	42,455	42,470	159	.....	.38	.
Brooklyn Eagle	46,068	49,656	45,328	51,496	53,431	58,521	60,395	63,595	61,737	65,568	63,475	67,553	69,102	72,493	71,912	2,810	.....	4.1	.
Bkn. Std. Union	50,642	54,088	55,100	57,991	58,916	62,755	65,068	67,051	68,586	71,557	72,252	71,187	67,365	64,339	61,742	.....	5,623	...	8
Bkn. Daily Times	34,704	41,289	41,480	43,280	45,102	46,897	46,982	46,987	45,139	45,313	45,389	37,637	57,269	65,471	80,081	22,812	.....	39.8	.
Totals	3,294,727	3,449,782	3,488,655	3,394,379	3,608,712	3,714,495	[1]3,775,470	[1]3,770,629	[1]3,796,402	[1]3,865,084	[1]3,837,669	[1]3,691,855	[1]4,130,562	[1]4,311,478	[1]4,430,500	.....	.....	...	.

*Morning Sun and Press consolidated. ¶Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920. †Average for two months Sun-Herald.
‖Evening Sun and Globe combined June 4, 1923. Name changed to Sun March 10, 1924. ‡Average for 2 months Sun and 4 months Sun-Globe.
§Price of evening newspapers advanced from 2 cents to 3 cents June, 1920.
††Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924. Name changed to Telegram May 18, 1925.
‡‡Herald and Tribune combined March 19, 1924.
§§Mirror (Tabloid) first issue June 24, 1924.
[1] Includes daily average of the Daily News, inclusive of the Sunday News.
[2] Evening Graphic first issue September 15, 1924. Sunday edition inaugurated May 3, 1925, discontinued September 1, 1925.
**During the general strike of the New York newspaper pressmen, from September 18 to 26, 1923, inclusive, "combined morning" and "combined evening" papers were published. Statemen of the following newspapers show that circulation figures of this period were omitted: Times, Herald, World, Mail, Sun-Globe, Eve. World, Eve. Telegram, Brooklyn Eagle, Brooklyn Standar Union, Brooklyn Citizen.



On these page diagrams, drawn to scale, the 420-line advertisement occupies 37.4% of the tabloid page; 18.7% of the large page.

Up 22,000!

The Washington Daily News gained more than 22,000 net paid circulation October 1, 1925, as compared with the corresponding six month period of 1924.

This gain of 55% was the result solely of reader demand — no premiums nor other artificial stimulants were used.

Through The Daily News, the national advertiser may secure the second largest home delivered circulation in the nation's capital.

The plan on which advertisements are arranged in the 5-column-16-inch pages of The Daily News provides that every advertisement has favorable position. Daily News space has double value per unit of circulation because of the high visibility of each advertisement. Not a single eye is wasted.

Include the Daily News (circulation 62,274) in your Washington schedules as your best and most economical contact with the permanent Washington population.

The Washington Daily News

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

LIBRARY OCT 17 1925

SEPTEMBER ADVERTISING GAINED OVER LAST YEAR IN 30 CITIES

MORE than five million lines of advertising were gained in September over the same month of 1924 by 132 newspapers of 30 cities, according to the *New York Evening Post* statistics. Losses were shown in only five cities. Total advertising carried by each newspaper and a linage summary by cities follows:

Summary of Advertising by Cities

30 cities listed 132 papers listed	25 show gain 94 show gain 3 no comparison		5 show loss 35 show loss
	1925	1924	
†New York	14,042,550	14,003,160	39,390 Gain
Chicago	7,379,508	6,881,337	498,171 Gain
†Phila.	6,927,589	6,863,079	64,510 Gain
Detroit	5,261,032	4,905,810	355,222 Gain
Cleveland	3,783,225	3,535,425	247,800 Gain
St. Louis	4,075,060	4,098,360	23,300 Loss
Boston	6,180,374	5,503,890	676,484 Goin
Baltimore	4,294,816	3,942,987	351,829 Gain
Los Angeles	6,476,612	6,864,805	388,193 Loss
†Buffalo	3,619,552	3,197,555	421,997 Gain
S. Francisco	4,308,375	4,330,114	21,739 Loss
Milwaukee	2,946,609	2,801,826	144,783 Gain
Washington	4,409,097	4,051,773	357,324 Gain
Cincinnati	3,267,000	3,119,300	147,700 Gain
†N. Orleans	3,497,204	3,044,882	452,322 Gain
Minneapolis	3,001,538	2,669,449	332,089 Gain
Seattle	2,791,110	2,549,428	241,682 Gain
Indianapolis	2,861,742	2,613,387	248,355 Gain
Denver	2,249,660	2,071,300	178,360 Gain
Providence	2,833,026	2,747,013	86,013 Gain
Columbus	3,139,417	3,118,621	20,796 Gain
Louisville	2,876,748	2,669,943	206,805 Gain
St. Paul	2,393,062	2,104,426	288,636 Gain
Oakland	2,233,196	2,194,080	39,116 Gain
Omaha	1,824,480	1,886,542	62,062 Loss
Birmingham	2,430,694	2,200,002	230,692 Gain
Richmond	1,791,846	1,826,412	34,566 Loss
Dayton	2,852,710	2,676,296	176,414 Gain
Houston	2,255,652	2,175,684	79,968 Gain
Des Moines	1,879,245	1,795,010	84,235 Gain
Totals	117,882,729	112,441,896	5,440,833 Gain

†Note references under individual newspaper linage of these cities.

NEW YORK

	1925	1924	
American	1,063,654	1,206,792	143,138 Loss
Herald Trib.	1,458,012	1,333,986	124,026 Gain
Times	2,580,816	2,531,332	49,484 Gain
World	1,507,690	1,576,226	68,536 Loss
*Mirror (tab.)	362,984	359,010	3,974 Gain
News (tab.)	536,528	500,636	35,892 Gain
*Eve Graphic	199,688	†.....	.....
*Eve. Journal	1,181,606	1,223,742	42,136 Loss
*Eve. Post	392,940	367,900	25,040 Gain
*Eve. World	765,118	680,406	84,712 Gain
*Sun	1,253,426	1,139,532	113,894 Gain
*Telegram	523,032	748,592	225,560 Loss
Bklyn Eagle	1,370,366	1,377,046	6,680 Loss
Bklyn Times	394,970	392,468	2,502 Gain
Stand. Union	451,720	565,492	113,772 Loss
Totals	14,042,550	14,003,160	39,390 Gain

†Evening Graphic first issue September 15, 1924, Sunday edition inaugurated May 3, 1925; discontinued September 1, 1925.

CHICAGO

	1925	1924	
*Daily News	1,714,836	1,613,199	101,637 Gain
Tribune	2,747,523	2,474,985	272,538 Gain
Herald Exam.	966,378	963,576	2,802 Gain
*Post	441,744	427,536	14,208 Gain
*American	1,045,830	909,654	136,176 Gain
*Journal	463,197	492,387	29,190 Loss
Totals	7,379,508	6,881,337	498,171 Gain

PHILADELPHIA

	1925	1924	
Inquirer	1,811,100	1,598,100	213,000 Gain
Record	736,800	648,900	87,900 Gain
Ledger	1,292,180	1,112,826	179,354 Gain
*Ev'g Ledger	1,274,909	1,106,253	168,656 Gain
North Amer.	.....	824,700	.....
*Bulletin	1,812,600	1,572,300	240,300 Gain
Totals	6,927,589	6,863,079	64,510 Gain

North American combined with Ledger May 18, 1925.

DETROIT

	1925	1924	
News	2,828,070	2,649,724	178,346 Gain
Times	1,038,870	1,012,998	25,872 Gain
Free Press	1,394,092	1,243,088	151,004 Gain
Totals	5,261,032	4,905,810	355,222 Gain

CLEVELAND

	1925	1924	
Plain Dealer	1,553,475	1,441,575	111,900 Gain
News Leader	1,048,800	996,300	52,500 Gain
*Press	1,180,950	1,097,550	83,400 Gain
Totals	3,783,225	3,535,425	247,800 Gain

ST. LOUIS

	1925	1924	
Post Dispatch	1,933,960	1,947,960	14,000 Loss
Globe-Democ't	1,266,000	1,207,200	58,800 Gain
*Star	546,000	551,400	5,400 Loss
Times	329,100	391,800	62,700 Loss
Totals	4,075,060	4,098,360	23,300 Loss

*No Sunday edition.

BOSTON

	1925	1924	
Herald	1,245,820	1,006,153	239,667 Gain
Globe	1,240,926	1,199,001	41,925 Gain
Post	936,186	936,558	352 Loss
Advertiser	376,560	372,002	4,558 Gain
*American	394,860	386,809	8,051 Gain
*Traveler	1,018,680	748,965	269,715 Gain
*Transcript	716,619	596,951	119,668 Gain
*Telegram	250,723	257,451	6,728 Loss
Totals	6,180,374	5,503,890	676,484 Gain

BALTIMORE

	1925	1924	
Sun	1,466,521	1,334,512	132,009 Gain
*Eve. Sun	1,453,427	1,372,682	80,745 Gain
American	515,935	396,968	118,967 Gain
*News	607,461	659,554	52,093 Loss
*Post	251,472	179,271	72,201 Gain
Totals	4,294,816	3,942,987	351,829 Gain

LOS ANGELES

	1925	1924	
Times	2,025,338	2,101,904	76,566 Loss
Examiner	1,775,272	1,804,561	29,289 Loss
*Express	704,256	822,178	117,922 Loss
*Herald	1,375,556	1,312,794	62,762 Gain
*Record	390,726	465,136	74,410 Loss
News	205,464	358,232	152,768 Loss
Totals	6,476,612	6,864,805	388,193 Loss

BUFFALO

	1925	1924	
Express	466,789	410,553	56,236 Gain
Courier	590,462	535,735	54,727 Gain
Post	89,949	82,718	7,231 Gain
Times	1,064,492	916,389	148,103 Gain
*Star	90,911	99,930	9,019 Loss
*News	1,316,849	1,152,230	164,619 Gain
Totals	3,619,552	3,197,555	421,997 Gain

Commercial name changed to Post February, 1925.
Enquirer name changed to Star February, 1925.

SAN FRANCISCO

	1925	1924	
Chronicle	868,112	822,374	45,738 Gain
Examiner	1,427,231	1,473,610	46,379 Loss
Bulletin	647,178	503,160	144,018 Gain
Call	725,284	744,254	18,970 Loss
News	536,018	632,548	96,530 Loss
*Herald	104,552	154,168	49,616 Loss
Totals	4,308,375	4,330,114	21,739 Loss

MILWAUKEE

	1925	1924	
Journal	1,506,113	1,446,913	59,200 Gain
S. T. & A. M. Sentinel	606,865	580,904	25,961 Gain
*Leader	263,239	251,766	11,473 Gain
*Wis. News	570,392	522,243	48,149 Gain
Totals	2,946,609	2,801,826	144,783 Gain

WASHINGTON

	1925	1924	
Star	2,229,070	2,139,343	89,727 Gain
Post	888,513	763,960	124,553 Gain
*Eve. Times	706,844	615,538	91,306 Gain
Herald	412,841	427,899	15,058 Loss
*Eve. News	171,829	105,033	66,796 Gain
Totals	4,409,097	4,051,773	357,324 Gain

CINCINNATI

	1925	1924	
*Post	711,600	656,400	55,200 Gain
*Times Star	1,207,800	1,119,300	88,500 Gain
Enquirer	1,080,600	1,046,400	34,200 Gain
Tribune	237,000	297,200	30,200 Loss
Totals	3,267,000	3,119,300	147,700 Gain

NEW ORLEANS

	1925	1924	
Times-Picay.	1,486,149	1,382,697	103,452 Gain
Item	803,390	845,248	41,858 Loss
States	626,849	816,937	190,088 Loss
*Tribune	580,816	.....	.....
Totals	3,497,204	3,044,882	452,322 Gain

Tribune first issue December 16, 1924.

MINNEAPOLIS

	1925	1924	
Tribune	1,332,190	1,195,430	136,760 Gain
Journal	1,254,578	1,102,620	151,958 Gain
*Star	414,770	371,399	43,371 Gain
Totals	3,001,538	2,669,449	322,089 Gain

SEATTLE

	1925	1924	
Times	1,291,836	1,209,432	82,404 Gain
Post Intellig.	778,386	670,348	108,038 Gain
*Star	584,906	553,714	31,192 Gain
*Un. Record	135,982	115,934	20,048 Gain
Totals	2,791,110	2,549,428	241,682 Gain

INDIANAPOLIS

	1925	1924	
*News	1,413,669	1,394,889	18,780 Gain
Star	982,071	937,710	44,361 Gain
*Times	466,002	280,788	185,214 Gain
Totals	2,861,742	2,613,387	248,355 Gain

DENVER

	1925	1924	
News	575,064	557,256	17,808 Gain
Post	1,229,256	1,100,120	129,136 Gain
*Times	445,340	413,924	31,416 Gain
Totals	2,249,660	2,071,300	178,360 Gain

PROVIDENCE

	1925	1924	
Journal	876,255	829,733	46,522 Gain
*Bulletin	1,147,882	1,134,048	13,834 Gain
Tribune	408,541	375,841	32,700 Gain
*News	400,348	407,391	7,043 Loss
Totals	2,833,026	2,747,013	86,013 Gain

COLUMBUS

	1925	1924	
Dispatch	1,708,674	1,724,373	15,699 Loss
Journal	592,861	559,129	33,732 Gain
Citizen	837,882	835,119	2,763 Gain
Totals	3,139,417	3,118,621	20,796 Gain

LOUISVILLE

	1925	1924	
Courier Jour.	1,074,861	882,178	192,683 Gain
Herald	541,645	541,672	27 Loss
*Times	884,600	855,535	29,065 Gain
*Post	375,642	390,558	14,916 Loss
Totals	2,876,748	2,669,943	206,805 Gain

ST. PAUL

	1925	1924	
*Dispatch	868,238	752,304	115,934 Gain
Pioneer Press	843,024	745,444	97,580 Gain
News	681,800	606,678	75,122 Gain
Totals	2,393,062	2,104,426	238,636 Gain

OAKLAND

	1925	1924	
Tribune	1,456,224	1,461,516	5,292 Loss
*Post Inquirer	681,394	649,180	32,214 Gain
*Record	95,578	83,384	12,194 Gain
Totals	2,233,196	2,194,080	39,116 Gain

OMAHA

	1925	1924	
World Herald	976,570	956,788	19,782 Gain
Bee	442,085	486,199	44,114 Loss
News	405,825	443,555	37,730 Loss
Totals	1,824,480	1,886,542	62,062 Loss

BIRMINGHAM

	1925	1924	
Age-Herald	674,240	673,596	644 Gain
News	1,343,440	1,266,426	77,014 Gain
Post	413,014	259,980	153,034 Gain
Totals	2,430,694	2,200,002	230,692 Gain

RICHMOND

	1925	1924	
*News-Leader	950,292	1,001,784	51,492 Loss
Times-Dispatch	841,554	824,628	16,926 Gain
Totals	1,791,846	1,826,412	34,566 Loss

DAYTON

	1925	1924	
News	1,321,124	1,299,984	21,140 Gain
*Herald	864,864	771,778	93,086 Gain
Journal	666,722	604,534	62,188 Gain
Totals	2,852,710	2,676,296	176,414 Gain

HOUSTON

	1925	1924	
Chronicle	1,046,430	1,024,058	22,372 Gain
Post Dispatch	783,230	727,650	55,580 Gain
*Press	425,992	423,976	2,016 Gain
Totals	2,255,652	2,175,684	79,968 Gain

DES MOINES

	1925	1924	
Register	627,465	567,714	59,751 Gain
*Tribune	722,763	671,104	51,659 Gain
Capital	529,017	556,192	27,175 Loss
Totals	1,879,245	1,795,010	84,235 Gain

677,199

Was the average daily net paid circulation of the Evening Journal for September, 1925

Supremacy in Circulation *and* Supremacy in Advertising

In New York Evening Newspaper Field

Supremacy in Circulation for 26 Consecutive Years

The NEW YORK EVENING JOURNAL is the choice of evening newspaper readers in New York because nearly half of them buy it. The NEW YORK EVENING JOURNAL is therefore the choice of New York advertisers, and they use it more than any other New York evening paper. The choice of the buyer is the choice of the seller.

The NEW YORK EVENING JOURNAL is shown by the latest Post Office circulation statements to stand so unquestionably head and shoulders above any of the other evening papers that it represents nearly half of the total paid circulation of the entire New York evening field.

The circulation of the NEW YORK EVENING JOURNAL is greater than that of the Evening World and Sun combined. It is more than twice the circulation of the Evening World by over 11,000, and more than twice the circulation of the Sun by over 123,000.

It gives advertisers the largest evening circulation in America—more ***buyers*** than the total population of Pittsburgh, the ninth largest city in the country—more ***readers*** than the total population of Philadelphia—America's third largest city.

Supremacy in Advertising for 11 Consecutive Years

What Post Office figures show for supremacy in circulation, official lineage records show for the NEW YORK EVENING JOURNAL'S supremacy in advertising. During the nine months of 1925 it **PUBLISHED MORE TOTAL ADVERTISING** than any other New York evening newspaper by over 583,000 lines.

IT PRINTED MORE DEPARTMENT STORE ADVERTISING than any other evening paper during first 9 months of 1925 by over 646,000 lines.

IT PRINTED MORE WOMEN'S WEAR ADVERTISING than any other evening paper in New York by over 544,000 lines during the first nine months of 1925.

IT PRINTED MORE MEN'S WEAR ADVERTISING during this period than any other evening paper by over 206,000 lines.

IT PRINTED MORE FURNITURE ADVERTISING than the Evening World and Sun combined during first nine months of 1925 by over 104,000 lines.

IT PRINTED MORE BOOT AND SHOE ADVERTISING than any other evening paper by over 21,000 lines for the nine months.

Every New York advertiser has available in the EVENING JOURNAL a direct and tested method of increasing sales in New York City and suburbs.

NEW YORK EVENING JOURNAL

Largest Evening Circulation in America -- and at 3c. a copy

LIBRARY OF THE UNIVERSITY OF ILLINOIS

CHICAGO CONVENTION SIDELIGHTS

THE twister of convention activities swirled in a circle through five Loop hotels, with the vortex in the lobby of the La Salle, where the A. B. C. convention assembled Thursday and Friday. The La Salle lobby on Wednesday, preceding the A. B. C. opening session, was jammed with publishers, advertisers, circulation men, advertising managers and other groups present for the meetings. Caravans of bell boys squirmed through the crowds burdened with reserve chairs for meeting rooms. The atmosphere was one of greetings, handshakes, cigar smoke, jostle and fellowship.

The simultaneousness of the various conventions made reporters present wish for a pneumatic tube transportation circuit. On Wednesday five meetings were in progress at the same time at five different places. They were: At the Sherman Hotel, Inland Daily Press Association; LaSalle Hotel, Central States Circulation Managers' Association; Morrison Hotel, Association of Newspaper advertising executives; Congress Hotel, Associated Business Papers Inc. and National Conference of Business Paper Editors; Offices of the Bureau of Advertising, A. N. P. A., Meeting of Bureau Executives.

All the convention delegates were interested in seeing the new Tower home of the *Chicago Tribune* on Michigan Boulevard and many inspected the plant.

Florida interests prevented George D. Lindsay, president, and Mrs. M. B. Shaw of the *Dixon* (Ill.) *Telegraph* from attending the Inland Press Convention. Mr. Lindsay had planned to be present, but at the last moment he was detained in Florida where he is planning to found a new paper. Mrs. Shaw was unable to leave Homosassa, Fla., where she and her son, R. T. Shaw are launching a new weekly, which will be followed shortly by a daily.

Cowgill Blair of the *Joplin* (Mo.) *Globe,* secretary of the new combination Newspaper Publishers' Association formed during A. B. C. week, reports high prosperity in his section. So far this year the lead and zinc mines about Joplin have exceeded last year's entire production and 1924 was the banner local year.

One of the most ardent sports enthusiasts at the Inland meeting was George W. Purcell of the *Vincennes* (Ind.) *Sun,* who, in addition to promoting the educational interest of his community, is boosting local basket-ball as a grand old game.

Former Secretary of Agriculture E. T. Meredith's Plea for more scientific research in the farm market met the approval of manufacturers, distributors and retailers gathered for the Farm Food Conference held at the LaSalle Tuesday. He cited instances showing that in many cases advertisers do not comprehend the farm market in its relation to their own business progress.

George Morris, who was in charge of the Inland program, is head of the business survey of the *Chicago Tribune.* He was formerly a reporter on the Tribune, but later entered his present department, taking charge when James E. Cleary resigned to become associated with the Studebaker Corporation.

R. E. Williamson was present, his first attendance at an Inland meeting since he became advertising manager of the Ludlow Typograph Company.

Mrs. Zell Hart Deming of the *Warren* (O.) *Tribune-Chronicle,* one of the few women publishers in the United States, expects to leave shortly for her anual trip to Europe.

Wiley L. Morgan, vice-president and general manager of the *Knoxville* (Tenn.) *Sentinel* extended a welcome to the Inland in behalf of the S. N. P. A., inviting the members to attend the annual meeting of the Southern Association next summer.

Among the interesting people present was Mrs. Wil V. Tufford, wife of the secretary of the Inland, formerly a dramatic lecturer on the Chatauqua circuit. She is now actively engaged in dramatics in Clinton, Iowa, the Tufford's home town.

August J. Fertig, advertising manager of the *Cleveland* (O.) *Waechter and Anzeiger,* German daily, attending the A. N. A. E. and A. B. C. meetings, said 32 foreign language newspapers are now members of the A. B. C.

So valuable and so scarce was time amid so much convention activity that many small parties and luncheons were held, and in several instances, small groups were entertained at "breakfast"—a unique departure from usual customs.

After spending several days in Chicago looking in on all press meetings, H. L. Williamson, secretary of the Illinois Press Association, left Thursday night for St. Louis to attend the sessions of the Missouri Press Association, October 15, 16 and 27.

Homer Gard, of the *Hamilton* (O.) *News,* accompanied by Mrs. Gard, combined pleasure and business last week in Chicago where he was attending the meeting of the A. B. C.

An unusually large number of wives of members of the A. B. C. were present at the banquet, and most of them joined the group which viewed the special midnight performance of "Kid Boots" afterwards.

W. C. Johnson, president of the Southern Newspaper Publishers Asssociation, and publisher of the *Chattanooga* (Tenn.) *Times,* with W. L. Morgan of the *Knoxville* (Tenn.) *Sentinel,* secretary and treasurer of the association, and Manager Cranston Williams of Chattanooga, were prominent attendants at the A. B. C. meeting.

FIX EDITORS' MEET DATE

American Society Annual Convention at Washington, Jan. 15-16

(*By Telegraph to* EDITOR & PUBLISHER)

CHICAGO, Ill., Oct. 14.—At the close of a meeting of the board of directors of the American Society of Newspaper Editors, at the Blackstone Hotel yesterday, it was announced that the annual convention of the organization will be held in Washington, D. C., Jan 15 and 16, 1926.

Casper S. Yost, editor of the editorial page *St. Louis* (Mo.) *Globe Democrat,* president of the society, and E. C. Hopwood, editor of the *Cleveland Plain Dealer,* the secretary, were present.

Our Customers Write Our Ads

"We have found single and double page *circular work more profitable* on our DUPLEX FLAT BED press."

Camden, Arkansas, Evening News

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

New Presses for S. F. Bulletin

In the cargo of the S. S. "President Monroe," which left New York last week, was half of the heavy-pattern unit-type double sextuple press that the *San Francisco Bulletin* recently purchased from R. Hoe & Co., Inc. Included in the same shipment were four multi-color units to be attached to the Hoe color press already in the Bulletin pressroom.

U. P. Expands Printer Circuit

The United Press has added four newspapers to its printer circuit in Indiana, which is now being operated out of Indiana. The additional newspapers are the *Connersville News-Examiner; Greenburg News, Newcastle Courier,* and *Rushville Republican.*

News Print Service Meet

The fall meeting of the News Print Service Bureau will be held at the Hotel Commodore, Wednesday, October 21. Arrangements are being made for a discussion of economic and business conditions in Europe and America.

Minnesota Weekly Quits

The *Fergus Falls* (Minn.) *Free Press* has suspended. It was owned mostly by farmers.

BUREAU OF ADVERTISING

Fall Meeting at Chicago Reviews Wo and Plans for New Activities

CHICAGO, Oct. 14.—The Bureau Advertising, American Newspaper Pu lishers Association, held its regular F meeting at the Chicago offices Wedn day. Chairman William F. Rogers Boston, presided and others present wer Louis Wiley, *New York Times;* D. Town, Hearst papers; Chas D. Atkins *Atlanta Journal;* David B. Plum, *Tr Record;* Allison Stone, *Providence Jou nal;* Frank H. Burgess, *LaCrosse T bune;* William A. Thomson, Director the bureau; Thomas H. Moore, Asso ate director and F. Guy Davis, Weste Manager.

It was voted to give Mr. Hofmann the committee and the Pacific Coast ma ager, full authority to operate for the b reau at the San Francisco meeting Pacific Coast publishers. Matters connection with the Fall convention the A. N. P. A. were discussed and the was a detailed review of various phas of the bureau's work.

The bureau's finances were found be in good condition and several sugge tions were made for immediate acti ties.

The committee voted to hold anoth annual dinner in connection with the N. P. A. April convention in New Yo and the chairman was authorized to nar a dinner committee which will be a pointed at a later date.

At the conclusion of the business se sion, the committee adjourned to ha luncheon with the association of new paper advertising executives at the Ho Morrison.

A Word of Caution to Radio Advertisers

Yours is an infant industry,—a giant undoubtedly, but an infant nevertheless. Your rate of growth is amazing but your rate of mortality is even more so. Those among you who are most scientific survive. Those who fail to profit from the cumulative knowledge that experience makes available to all,—they are "on the way out" before they get fairly started.

In the field of radio advertising definite and cumulative knowledge of profitable media is available. Experimenting is unnecessary. The manufacturers of musical instruments, talking machines, pianos and similar lines of household merchandise have done the experimenting for you. They have added their findings to those of builders of furniture, makers of electrical goods, manufacturers of drug-store merchandise, clothing, boots and shoes, food and confectionery. They have checked their evidence against the experience of department stores and specialty shops, automobile tire and accessory dealers.

In Cincinnati it is true that the Times-Star, during the first months of the present year, has carried thousands of lines of radio advertising more than any other newspaper. But more significant than this leadership in radio lineage is the fact that for eighteen consecutive years the Times-Star has held undisputed leadership among the Cincinnati newspapers in every one of the above-named classifications.

This composite record of results is the safest guide for the radio advertiser. No amount of experimentation with other media can make it obsolete or detract from its market value. It is the one established body of advertising data which the radio industry can safely accept for guidance in the Cincinnati market.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*
Member of Audit Bureau of Circulations

Thorough Coverage
of Pittsburgh District



Pittsburgh Gazette Times

MORNING AND SUNDAY

PITTSBURGH CHRONICLE TELEGRAPH

EVENING EXCEPT SUNDAY

Combined Daily Circulation,

Over 208,000

Combined Evening and Sunday Circulation,

Over 250,000

MEMBER A. B. C.

URBAN E. DICE, National Advertising Manager.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc., 42nd and Broadway, New York; 122 S. Michigan Blvd., Chicago; Constitution Bldg., Atlanta, Ga.—R. J. BIDWELL CO., 742 Market St., San Francisco, Cal.; Times Bldg., Los Angeles, Cal.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Gone are the good old days.—K. M. Anderson

"MAYBE it's prohibition. I don't know."

Karl M. Anderson, managing news editor of the *San Francisco Chronicle,* sank back in his swivel chair and lit a cigarette, the better to look into smoky dream clouds and remember days gone by.

"But it's fact. We don't have real newspaper men any more. They don't like a good fight. They don't like to work nights. They want to be human beings, that's the trouble.

"Fifteen or twenty years ago, before the days of the telephone and the early edition, when a story broke, a man went out and got it, cleaned it up, came back to the office and wrote it. If it wasn't written right, he got Hell for it.

"Time, however, has brought us the wretched telephone, which is the biggest detriment and the greatest help the newspaper world has ever known. Newspaper stories are now no longer stories; they are fragmentary bulletins and scrapends. The personal touch is missing."

Perhaps Anderson expects so much, because his 27 years of newspaper experience date back to the wild gold rush days of the Northern Pacific Coast. His first reportorial work was on the *Seattle Post-Intelligencer.* Gun fights were frequent. Anderson's adventures as police reporter are dime novel thrillers. He knows some good stories about battles between reformers and gamblers over the important question as to whether or not resorts should be moved from the first to the second floors.

In 1902 Harry Tracy, notorious outlaw broke loose from penitentiary and killed 13 men before he was captured. Anderson carries today the marks of three of Tracy's bullets—30-30 dum-dums. He also carries a gold watch presented him for his heroism by Sheriff Williams.

Anderson was with a posse when Tracy was cornered. Bullets flew. Tracy killed three of the sheriff's men, before he himself was wounded. Anderson was first to hit the outlaw, shooting him in the hand.

But Anderson found himself becoming faint from loss of blood. Sheriff Williams dropped beside him badly wounded. Anderson picked up the man and carried him a half a mile back to a farm house and safety.

Tracy escaped.

"Yes," said Mr. Anderson, throwing the cigarette butt to the floor and stamping on it. "My greatest difficulty today is finding good newspaper men."

Mr. Anderson has been in charge of the Chronicle's news department since 1915. Altogether he has been on the Chronicle staff 19 years.

He came to San Francisco from Seattle. In the latter place he had become such a good police reporter that it looked as though they would keep him at that job without opportunity for going higher. Every once in a while his chief would bring him inside as city editor, but always he would send him back to cover police.

His first work on the Chronicle was political writer, and he eventually became political editor of that newspaper. During the Exposition in San Francisco, he was assigned to take charge of the Chronicle bureau on the fair grounds. From this work, he was promoted to his present position.

WAGNER PROMOTED

Moves Up to General Manager of Los Angeles Express

Announcement was made this week by Guy C. Earl, Jr., president of the Los Angeles Express Publishing Company, of the appointment of Frederick Wagner as general manager of the *Los Angeles Evening Express.* He is succeeded as business manager by H. S. Sharpless, who for many years has been auditor of that newspaper.

Mr. Wagner has been identified with Pacific Coast newspapers for 23 years and during the last nine years has served in the capacities of manager of the automotive department, national advertising manager and business manager.

The promotion of Mr. Wagner to the post of general manager is part of a program for the vigorous and comprehensive development of the *Evening Express,* which is the oldest newspaper in Los Angeles. With the recent acquisition of control of the *Evening Express* by Mr. Earl, considerable additional capital has been provided for intensified upbuilding of the newspaper in editorial, circulation and business production departments of the publication.

In addition to a wide acquaintance on the Pacific Coast, Mr. Wagner is well known in the east through annual business trips in the interests of the *Evening Express.*

Hugh O'Neill Dies in Denver

Hugh O'Neill, former editor and publisher of the *Denver Times,* and contributor at various times in his career to the editorial columns of the *Kansas City Star, Denver Post, New York World,* and other newspapers, died Oct. 8, at Mercy Hospital, Denver, of pneumonia following an operation. Upon loss of his eyesight nine years ago, O'Neill had retired from newspaper work. He is survived by his widow and a son and daughter by his former marriage.

PUBLICITY BEST WEAPON AGAINST MAIL FRAUDS

Better Business Bureau Executives Told of Fight Post Office Department Is Waging Against Swindlers

"Meet the mail swindler with his own weapon—Publicity," was the plea of Horace J. Donnelly, solicitor for the Post Office Department in an address before a convention of executives of Better Business Bureaus at Indianapolis.

That part of the investing public which "Falls for mail schemes," Donnelly said, differs from the proverbial burnt child who dreads the fire. They come back again and again for more, undoubtedly actuated by that burning desire to get something for nothing, but actually giving their something for nothing. Lists of their names command high prices from "Sucker List" brokers.

Hundreds of millions of dollars are saved to hundreds of thousands of the investing public annually through the issuance of fraud orders by the Post Office Department, Mr. Donnelly pointed out, but fraud orders and prison sentences are not going to entirely eliminate the fraudulent promoter so long as he can so readily find dupes upon whom to prey, and until the public becomes more educated and pays more heed to warnings, such dupes will be found in plenty.

"The Press and the printed word are effective ways of teaching the public," he said. "The printed word is convincing; the promoter finds it so and of course profits by it.

"Some newspapers give a good deal of space to fraud orders issued by the Post Office Department. Others give scarcely any.

"Wide publicity is desirable in these matters in order that the public may be acquainted with the methods employed by mail order swindlers and profit by such knowledge."

Nearly a thousand persons and concerns have been named in fraud orde issued since Postmaster General Har S. New became head of the departme early in 1923—a greater number th has ever before been issued during a li period, Mr. Donnelly said.

The schemes cover a wide range, said, but perhaps the most pitiable their results are those which lure to th deaths with fake remedies persons suff ing from real diseases, such as cancer a tuberculosis.

Not so serious are those where eld men seeking youth and younger m looking for more youth, literally ju from one rejuvenation cure to anoth until they cover the entire field.

STILL A NEWS MAN

Roy Howard, Traveling in Orie Cables Story to His Newspapers

Roy Howard, chairman of the board the Scripps-Howard newspapers, has forgotten he is a news writer, as well manager of a newspaper chain.

Traveling in China with Mrs. Howa Mr. Howard met and interviewed Cha Tso Lin, former bandit military lea of Manchuria, and General Feng, Christian leader, cabling the stories tained to his newspapers.

The Howards left on their trip to Orient last month and are due to retu to this country the latter part of Nove ber.

Cigaret Set Plant Afire

Fire believed to have been caused b cigaret did slight damage in the hall of the *Worcester Evening Post* buildi recently. The fire broke out in the h way near the office of the *Labor Ne* published by Freeman M. Saltus. Da age was to furnishings in the La News office.

If swimming the English Channel w always properly rewarded, think h many medals would be pinned on average herring.—*New York Her Tribune.*

HE'S TRIED THEM ALL— CERTIFIEDS ARE THE BES

In writing to a fellow publisher, who had inquired about Certified Dry Mats, this publisher* wrote:

"Please be advised that we have used dry mats exclusively since almost their inception.

"The mat we are now using is the *Certified Dry Mat,* sold us by the Certified Dry Mat Corporation, 342 Madison Avenue, New York City. *We find that in all our experience they are the best dry mat we have ever used.*"

This letter typifies the opinion users hold of Certifieds. To know our mats is to use them, but you cannot know them until you have tried them in your own plant under your own working conditions.

Samples of Certified Dry Mats are yours free for the asking—there is no charge or obligation—in fact it is a pleasure for us to put our mats to the test in your plant.

Now is the time to try Certifieds!

*Name on request.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For wet mat printing with DRY MAT facility—use Certifieds

Made in the U. S. A.

Of very special significance to adroit National Advertisers . .

SEATED 3,000 miles from the scene of sales it sometimes is difficult for space buyers to get a proper focus on the newspapers of a community they intend to enter.

So put this down in the book for Los Angeles—

The merchants on the ground increased their advertising lineage the first 9 months of this year in *only ONE Los Angeles newspaper!*

That was an expression of gratitude for sales made, and an intelligent business move to make more like them.

The one paper chosen was The Los Angeles Examiner. The gain

304,458 Lines local display

In addition to presenting national advertisers with the same buying-power and responsiveness, The Los Angeles Examiner places at their disposal its Merchandising Service Department, the biggest in the West, paving the way to quicker, better distribution, dealer co-operation, and maintenance of position. One success is worth a million promises! Let us tell you how we do it and for whom it has been done!

More Than 165,000 Daily; More Than 380,000 Sunday

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

LARGEST morning & Sunday circulation west of St Louis

Joseph Connell
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. Chew
Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Wm. H. Wilson
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

LIBRARY U. OF L. URBANA

GREATER RESULTS FROM NEWSPAPERS DIRECTING AD FLOW TO DAILIES

Newspapers Carrying 50 Per Cent of All Paid Advertising Says E. S. Friendly of New York Sun—Discusses Three Successful Campaigns

MUCH more than 50 per cent of all advertising in the United States is now being done in the daily press—a greater amount than in magazines, streetcars, bill boards, trade-journals, miscellaneous media, and other forms of advertising combined—Edwin S. Friendly, business manager of the *New York Sun* declared this week in discussing the present advertising trend toward newspapers.

"The reason of it may be expressed in one word: Results," he said.

"That is—more results, better results, quicker, real, apparent; perceptible, and at less cost.

"In New York—the world's greatest market—tangible proofs are presentable. Take three cases of recent record—Canada Dry Ginger Ale, Tao Tea Balls, and Post Toasties and Post Bran.

"The latter has been one of the outstanding newspaper successes during the current year. The campaign was conducted, as I am reliably informed, solely through the newspapers. The goods were thus sold through the dealers and wholesalers to the retail grocers, chain stores and others. Shelves were amply stocked, and the public promptly responded through newspaper advertising. Trainloads were sold and re-orders were repeated with regularity.

"A similarly successful campaign was conducted for Canada Dry Ginger Ale. In this case, as in the one above, copy and cuts were of superior excellence. As fine a product as this, backed by such superior advertising, using as good newspapers as was done, must, and naturally does, produce satisfying results. Ample space was used, with pages in color as well as in black and white, and the increase in sales of this judiciously advertised brand of ginger ale was surely phenomenal.

"The residents of New York City buy 18,000,000 pounds of tea a year, for which they pay $16,000,000. Apparently not an encouraging outlook for a tea advertising campaign. Yet the producers of Tao Tea Balls successfully conducted a campaign exclusively in newspapers. They report practically a 100 per cent distribution with sales increases 'way beyond expectations.

"Recently the Bureau of Business Research of New York University asked 1000 represtative retailers, 'What form of manufacturers' advertising is most helpful to you in creating sales?' The replies summarized were: magazines, 47; posters, 91; car cards, 185; newspapers 677.

"In these three instances, I am pleased to say, the *New York Sun* played an important part, as it has in other cases too numerous to mention. But it was the combined results of two or more high-grade newspapers pulling simultaneously in a common cause for the welfare of readers in presenting truthful messages pertaining to dependable products. The Sun, as a family newspaper is justly proud of the important part it has played in developing tremendous sales enjoyed by worthy brands of worthwhile products.

"But, after all, it is all a re-affirmation of the maxim: Truthful advertising, backed by attractive copy, neatly displayed, and placed in a dependable newspaper, is bound to bring adequate returns.

"One of the reasons for increased effectiveness in newspaper advertising is censorship.

"The following paragraph is not self-praise of the Sun, but used simply for illustration. Other newspapers are establishing similar modes of procedure, and are reporting gratifying results.

"Advertisements to appear in the Sun are required to pass two boards of censorship. The first group of censors passes on accuracy, truthfulness and dependability. The second board of censors passes on the typographical appearance of the advertisements offered. Advertisements having big black type, heavy black illustrations, bizzare arrangement, or otherwise untasteful display, are not acceptable. But the Sun is not over-exacting. It maintains a department for the purpose of improving copy and rendering every constructive service possible to its advertisers.

"These are among reasons why the pulling power of newspaper advertising is greater today than ever before, and growing greater daily. This statement is borne out by the testimony of both local and national advertisers, large and small, all over the United States."

OBSCENE MATTER IN THE MAILS

By LOUIS F. JORDAN

AN advertisement in a recent issue of *The Nation,* sets me to thinking.

I see a page notice that a new and unique publication is soon to come into existence with tales that are risque; and Rabelaisian anecdote. The periodical is to appear quarterly at a price of $10.00 per annum; but what is interesting—it will be sent by express instead of through the mail.

Advance account of such a work causes skepticism. Is it of the kind the postal authorities would ban from the mails? Is it to be offensive to the common decency and modesty of the community?

But this is not an article dealing with the merit or demerit of the ten dollar quarterly. Its notice in The Nation simply serves to cause investigation of the law concerning the mailing of obscene literature and just what the word obscene means in the statute regulating the Post Office Department.

The test of obscenity has been well put in the following definition. "Matter is obscene within the statute making it a criminal offense to mail obscene, lewd or lascivious publication, when it is offensive to the common decency and modesty of the community, and is such as to deprave and corrupt those whose minds are open to such immoral influences."

And yet, merely coarse language is not banned by the statute. But, we find that "It is not necessary that the entire contents be objectionable. A single article or passage (offensive to common decency) is sufficient to cause ban by the postal authorities."

One would think a medical work certainly entitled to passage through the mails. It all depends however, for it is said in Burton v. U. S. 142 Fed. 57 "Where the acts described and the ideas conveyed in a book are calculated to deprave the morals of the reader by exciting sensual desires and libidinous thoughts, the book is obscene, and it is immaterial that the information conveyed is accurate and scientific and tends to prevent disease and other ills resulting from existing ignorance upon the topics discussed."

This decision, while dealing with a medical work is of value in analyzing all publications. And it is further said by the Court in this case that it is immaterial that the book as a whole is meant to be of value to the medical practitioner or to men and women in the marriage relation. Even the approval of several physicians did not save it.

One singular distinction is drawn in this case, however, for it is intimated that the book would not be banned if it had been sent by a physician to his patient or to another physician.

As said in Brill's able work on Criminal Law "The statute (meaning the Federal law regulating the mailing of obscene matter) is within the power to establish post offices and post roads conferred on Congress by the Constitution. It does not violate the constitutional guarantees of religious freedom and freedom of the press. Nor is it invalid as failing to provide any certain criteria of guilt."

And, in construing the meaning of the word obscene matter, Mr. Brill has this to say: "The test is whether the language has a tendency to deprave and corrupt the morals of those whose minds are open to such influences, and into whose hands it may fall, by arousing or implanting in such minds sensual, obscene, lewd, or lascivious thoughts or desires. Whether it actually had such an effect on the mind of the recipient is immaterial." "The code also makes it an offense to deposit or cause to be deposited for mailing or delivery any matter otherwise mailable upon the envelope or outside cover wrapper of which, any delineations, epithets, or language of an indecent character may appear."

There have been interesting articles late about the tendency toward the o scene in much of our literature. N many months ago an important deba took place in New York on a propos censorship law for that state.

Magazines or other periodicals m escape the ban of the Postal authoriti by expressing their wares instead of ma ing them but there is danger of acti by state authorities if the material print falls within the established meaning the word obscene.

The few citations of legal authori are given here to show that the wo "obscenity" has a decided meaning in t law, and to contrast the attitude of t courts with that of the man of literatu

In scanning the report of a debate he in New York between John S. Sumn and Ernest Boyd, I find a statement th is much at variance with the opinions able judges. Says Mr. Boyd: "The la existing at this moment barring obsce matter from the mails is, fundamental ludicrous; for the simple reason that o scenity has not, can not and never c be defined, because it is purely subjecti Certain conventions may be observe But conventions, even during my life, a being altered so frequently that to bui legislation on such a thing is ludicro The actual, fundamental issue of wheth obscenity can be dealt with by law is a swered by the simple fact that you c not define obscenity."

Mr. Boyd's conclusion is not borne o In a country where the judiciary is t final arbiter on matters of constructi such as ours, we find that the word "o scenity" has been amply defined and t Postal regulations interpreted accordi to the true import of Federal statutes.

Occasions of late have not been i frequent where State authorities ha made wholesale raids on newsstands a withdrawn from public consumption o scene matter. Not only is there Fede law against obscene publications but pra tically every state in the union has statute directed against the disseminati of such matter.

There's

Good Will in Limericks

A circulation - holder and the WOW of the Feature World.

CURRENT NEWS FEATURES, INC.
STAR BLDG.
WASHINGTON, D. C.

The Ludlow-- a demon for work

WHEN the copy hook's full and press time is drawing near, it's no time to hunt for sorts. Last minute copy gets last minute attention. By the old one-type-at-a-time method, second choice type becomes good enough. Anything goes, even battered and worn faces—of course the paper and the advertiser suffer but it can't be helped—unless a Ludlow is installed.

No matter how deep the copy is piled, the Ludlow will dig you out. It's a demon for work—producing an unending supply of type on slugs as you want it in any size from six to sixty point including light, bold and extended, in a large variety of faces—and all without mold or machine changes.

The feature edition—the heavy Sunday issue—ceases to be a problem to the Ludlow equipped newspaper. With distribution of used forms eliminated, the time formerly used for distribution is now used for productive work.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

What New York's Big Stores Think!

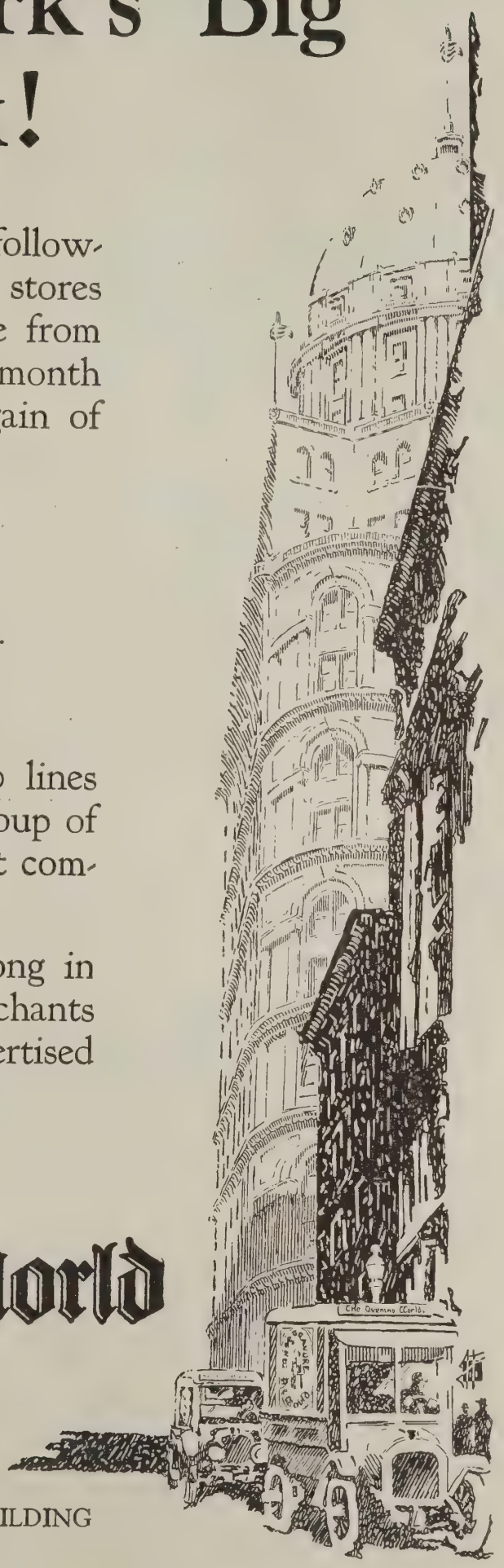
DURING the month of September, the following leading New York department stores increased their EVENING WORLD space from 272,420 lines (used in the corresponding month last year) to 388,700 lines this year, a gain of 116,280 lines:

B. Altman & Co.	Best & Co.
Arnold, Constable & Co.	Bloomingdales
Bonwit, Teller & Co.	Gimbel Brothers
Hearn & Co.	R. H. Macy & Co.
James McCreery & Co.	Stern Brothers

John Wanamaker

This gain of 42% is greater by 71,900 lines than the gain shown among the same group of stores by THE EVENING WORLD'S nearest competitor.

National Advertisers cannot go wrong in accepting the judgment of the very merchants through whom the bulk of Nationally advertised products is sold in New York.



The Evening World

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO

TITLE INSURANCE BUILDING
LOS ANGELES

TERMINAL SALES BUILDING
SEATTLE

CHANCERY BUILDING
SAN FRANCISCO

ABILITY TO MAKE FRIENDS CALLED SALESMAN'S TRUMP CARD

Every Person Met and Every Incident of Daily Life Can Be Turned to Advantage, Writer Says—But Don't Become a Nuisance, He Adds

BY CHALMERS L. PANCOAST

EVERY person he meets and every incident of every day life can contribute something toward the success of the salesman who throws himself open to meeting people and having interesting experiences.

Sales are made in many ways, some are the result of keeping the eyes open for opportunities, many come through just the ordinary happenings of everyday life, some of these are credited to luck or fate, but the greatest number come through substantial and helpful friendships.

We all go through blind days, days when we shut ourselves off from the people we can and should meet and talk with. We do not realize that life is made up of people, the more people we know the more interesting will our lives become.

I knew a young salesman who, when traveling, found pleasure in engaging in conversation with anyone who might happen to step in his pathway. He was just naturally a friend-maker. He craved human companionship.

One time he was in the club car of the Merchants' Express going to Boston. An old gentleman came in and sat beside him. He was the president of a large factory. His mind was busily occupied with a perplexing sales problem. The young man started a conversation. He was a salesman and knew how to talk and what to talk about. You may call it luck or fate, but he started to talk about selling goods and he hit upon the very subject that was worrying his elderly traveling companion.

As the talk took form it developed that the young salesman had the very solution to the problem. They got together, the young man had something to sell, his services, and he replaced an older man who was taking it easy back at the factory without worrying about the old man's problems.

Another salesman whose job it is to sell cement, told me recently that he finds it necessary to cultivate a prospect before he can close a big sale.

He is a radio bug. He has built sets. He listens in almost every night and he can talk the subject from R to O. He told me he found he could many times talk Radio where he could not talk cement—just yet.

He had a particularly tough prospect. It was impossible to get an audience. One day on the train he met this man and started to talk radio. The prospect was having trouble with his set. He liked to D X but could not get far away points. The salesman went out to his home, fixed up his set so he could get anything he wanted. Within a month he had sold the prospect a big order of cement.

The point is that they had something in common over which to build a good friendship. This subject of radio gave the salesman an entry into many offices where a cold hard business proposition kept him out.

His idea of salesmanship is to extend his acquaintanceship in every way possible. Meeting men on any kind of an interesting basis is better than not meeting them at all.

This young man is making a success because he keeps up on new inventions, popular pastimes like the radio. He is a golfer and he finds a great many men will talk about golf when they haven't time for business.

He simply uses popular subjects, sports and interesting developments to make himself better known. He knows few sales are made on first calls. He knows big sales are made on the basis of acquaintanceship and more often friendship of long standing.

The more friends a salesman has the more chances he has of making sales. All other things being equal it is human nature to do business with the man you admire, you know, or you want to help along. You can talk all you want to about business being done on a strictly cold basis, but the most successful salesmen know that lasting friendships are the foundation of a growing sales record.

This is a very human world and there is a lot of sentiment mixed with business. If this were not so, the business world would be a dreary and unhappy place.

I have checked up with a great many successful salesmen and I find they were all good mixers, that they make friends readily—not merely for what they can get out of their friends—but because it is their nature to be genuinely friendly and sociable. They like to meet people—they enjoy knowing people and they prize friendship above all else.

They are successful because many good friends make a greater success possible. A noted psychologist made the remark that the more people a man knew intimately the more successful he would be. Friends just naturally want to help other friends and the more friendly the closer the relationship.

Mutual friendships are profitable and most worthwhile. The good salesman cannot operate without building confidence. We want to do business only with the man in whom we have explicit confidence—he can be no other than friend in whom we trust.

But mere friendship will not ho business. You must give these frien customers the best you have to give. saw an advertisement a short time ag which covered this point very well. Th headline said:—'Some day your friend old customer may be exposed to a ne idea." This idea followed—"Then yo may lose him unless you have alwa given his business the same attention yo have given your new prospects. Eve salesman's new customer was some oth salesman's old customer."

It is never a good idea to take friend's business for granted. The fa that he has been a good friend of you and has given you his business for yea does not mean that you can neglect abuse that friendship.

The man who values friends for mere what he can get out of them does n hold friends or business. Friends a made by giving and giving—not mere receiving.

The salesman who has a good perso ality, and a host of friends who admi him for his ability and respect him f his honesty and square dealings has t right foundation for sucessful salesma ship. Without these he can resort to the cleverness, subtle tricks and use t most powerful arguments conceival but he will get nowhere—because he not a human salesman—merely a machi

Lynett's Thirtieth Anniversary

SCRANTON, Pa., Oct. 13.—The thirti anniversary of E. J. Lynett's ownersh of the *Scranton Times* was observed cently when the Times 25-year club h its annual meeting here. John E. Bradl business manager, was host to the c this year, while William R. Lynett, ass tant to the publisher, was elected pre dent for the coming year. The 25-y club holds its dinners on October 10 each year. Chester Kellar, foreman the composing room and Charles W kins, pressman, were admitted.

FLORIDA

Sunshine City's Largest Circulation

An Independent, Aggressive Paper, Published Every Day of The Year in St. Petersburg, Florida

Daily News
ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver

Edited by Major Alfred Birdsall

Morning Sunday News
ST. PETERSBURG'S PICTURE PAPER

The DAILY NEWS, St. Petersburg's *Picture Paper*, has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

There are three editions daily and it is published every day in the year. The mail edition is more than double the combined mail editions of all its competitors.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

REPRESENTED BY
GEORGE B. DAVID COMPANY

NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Copies of the DAILY NEWS may be obtained At these offices.

BUFFALO THE WONDER CITY OF AMERICA



Ask Department Store Buyers About Buffalo Evening News Pulling Power

They Must Get Action!

GOOD Department Store Buyers fight for their merchandise. They battle with their merchandise Manager for more "buying" money. They battle with the Employment Office for more help. And in Buffalo they battle with the Advertising Manager for more space in the Buffalo Evening News.

DEPARTMENT Store methods demand quick merchandise turnover. Sales figures must be made every day and inventories are never permitted to run high. Buyers are judged by their turnover and their inventories. One promotion failure leaves a department overbought. That is why buyers watch so closely the pulling power of Newspapers.

THAT is why, when you ask a Buffalo Buyer to choose one of two or more Buffalo Newspapers he will invariably choose the Buffalo Evening News.

BUFFALO EVENING NEWS

A. B. C. Mar. 31, 1925
129,777

EDWARD H. BUTLER, ***Editor and Publisher***
KELLY-SMITH COMPANY, ***National Representatives***

Present Average
134,720

Marbridge Building, New York **Lytton Building, Chicago**

New!

SEVERAL Intertype "Mixers" were ordered last Spring when the first handmade machine was exhibited—before it was even put in production. Now is the time to investigate if YOU are to be among the first to profit by this new machine.

Standardized

Carefully Planned

THE first step in the development of the Intertype "Mixer" was to determine *what type of machine was wanted* by publishers and printers.

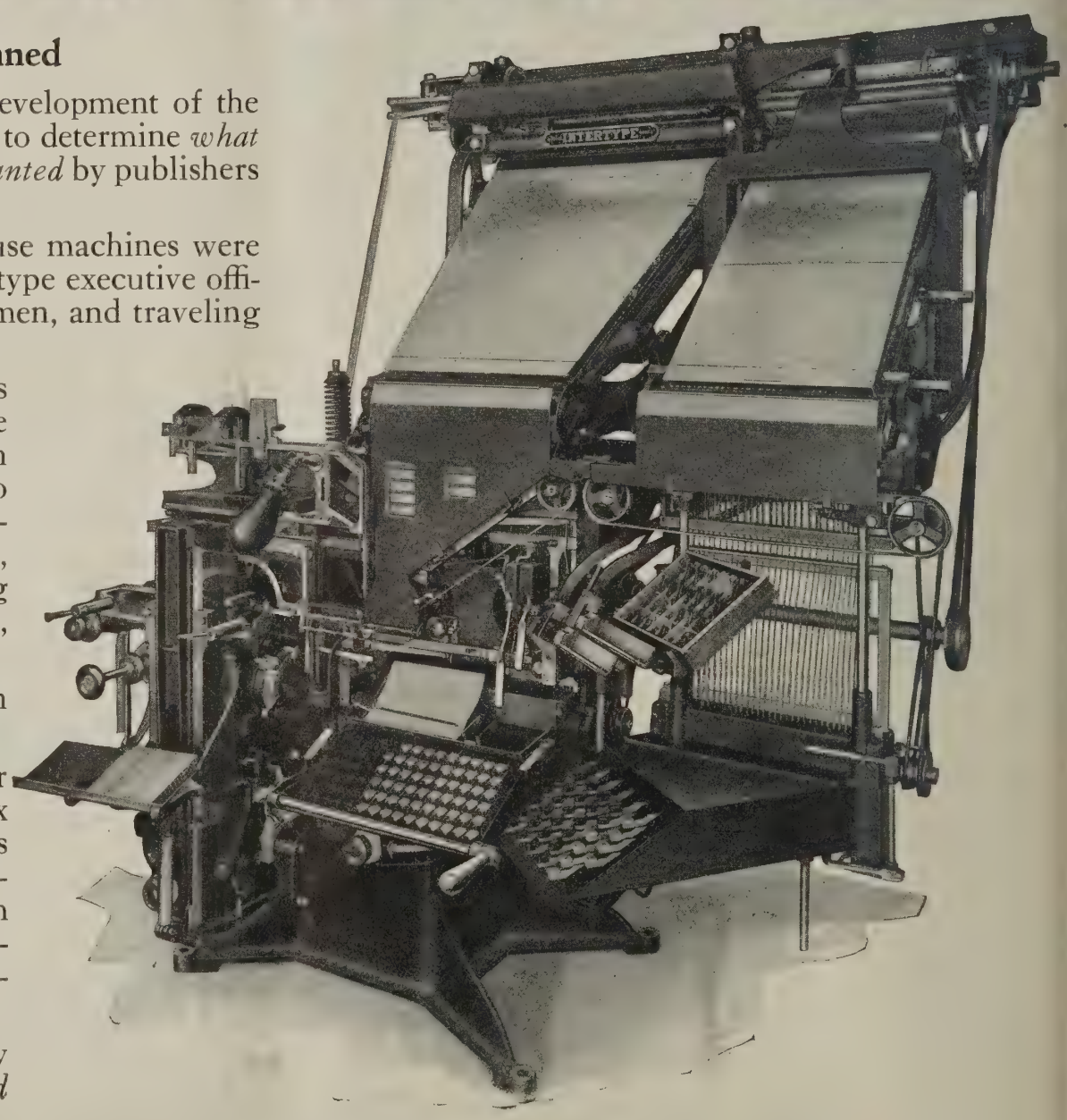
The opinions of those who use machines were sought and recorded by Intertype executive officers, branch managers, salesmen, and traveling mechanics.

Additional research work was employed through an outside agency. A man familiar with slug machines was sent into scores of plants to get first-hand advice from publishers, superintendents, composing room foremen, machinists, and operators.

The consensus of opinion was:

(1) that a new machine for "mixing" two or more matrix faces in the same line was badly needed—a machine permitting *instant* changes from one type face to another, without waiting for the distributor;

(2) that above all the new machine should be *simple and dependable;*



(3) that it should, if possible, be standardized, with magazines interchangeable on all other Standardized Intertypes.

The Intertype "Mixer" was built to meet these specifications.

It mixes "mats" at the operator's will from two or three or four magazines—and then sorts and distributes them *automatically*.

There are no mechanical complications.

And the machine is thoroughly standardized and *interchangeable* with all other Standardized Intertypes.

New Features

Carries two standard 90-channel magazines—interchangeable on all Standardized Intertypes.

Can be furnished with or without side unit carrying two extra wide 34-channel magazines.

To change from one main magazine to the other, or from one side magazine to the other, the operator simply shifts a convenient, light-touch lever. Magazines do not have to be shifted.

Matrices from all four magazines (two main and two side) can be assembled—"mixed"—in one line.

Matrices of standard maximum width can be run in both upper and lower magazines.

Main magazines are removed from the rear—exactly the same as on all other Standardized Intertypes. The side magazines also are easily removable.

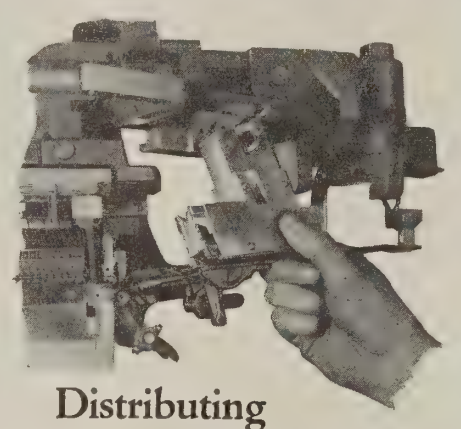
ntertype "Mixer"

—**a machine that sets Roman, Bold, Italic, Small Caps, Special Figures, etc.—*all in the same line*—with automatic sorting and distribution of matrices;**

—a machine that effects enormous savings by making easy, inexpensive work out of what was formerly difficult composition;

—a machine that enables the operator to change from one type face to another in *one second* (no shifting of magazines, no waiting for the distributor);

—a machine that proves that a "mixer" can be made to run as dependably, with as little expert care, as any other machine.



Distributing Mechanism

includes *only one distributor box* (easily removable, as shown above), two distributor bars (side by side) with the usual conveyor screws, and a double channel entrance built as a single unit.

The sorting of mixed fonts is done by the single distributor box, which automatically moves back and forth from one distributor bar to the other (controlled by simple font notches in the matrices), placing each matrix on the right bar for its magazine.

Send for literature illustrating new features of the Intertype "Mixer" and showing typical layouts and specimens of composition.

Standardized
INTERTYPE
TRADE MARK

INTERTYPE CORPORATION, EXECUTIVE OFFICES, 1440 BROADWAY, NEW YORK

BOSTON CHICAGO NEW ORLEANS LOS ANGELES SAN FRANCISCO LONDON

EDITORIAL

$100 REWARD OFFERED

EDITOR & PUBLISHER hereby offers the sum of $100 to any person who will furnish conclusive information that any newspaper syndicate, regularly in the business of selling editorial materials to the daily press of this country, has been guilty of offering to procure publication of an editorial favorable to a special interest in "at least 35 daily newspapers throughout the country at a total cost to you (meaning the special interest) of $350," or any other number of daily papers or any other sum of money, in the circumstances related herewith.

In the *New Republic* for October 7, the charge is made that an American syndicate, unnamed, addressed a venal proposal to an individual or corporation, also unnamed.

Here is the letter the New Republic charges was sent by the syndicate:

"Gentlemen:

"A happy circumstance provides a most unusual opportunity for nation-wide newspaper publicity for the work of the ..... through an editorial on the subject.

"In this timely editorial direct and effective mention would be given to any facts to which you wish to give wide-spread publicity, with the aid of interesting information you could furnish on the subject. I am able to guarantee to obtain publication in at least thirty-five daily newspapers throughout the country at a total cost to you of $350. Marked copies of the papers would be furnished.

"The ..... Railway Co., the ..... Co., the ..... Works, the ..... Co., the .....Association, ... Inc., and others have found this service the most effective means for nation-wide publicity of the best kind.

"Timely interest in the subject has created this opportunity for one organization. Timely action will capitalize it for you.

"Very truly yours,
"....."

EDITOR & PUBLISHER believes that this letter was not sent by any syndicate, but may have been the work of a crooked press agent. However, we have no way of knowing this to be true and we are willing to pay a reward to any person who can demonstrate that newspapers are thus being imposed upon by a crooked syndicate. The woods are full of grafting press agents operating sham "syndicates." It is entirely possible that the New Republic has picked up the letter of one of the well-known space moochers. The element that creates doubt in our mind is the agreement to furnish 35 marked copies. We do not believe that any moocher could make such a delivery, although it is admitted that there are some stupid editors who still fall for gifts from Greeks. But can one press agent stand 35 such in a row? We doubt it.

EDITOR & PUBLISHER will not hesitate to expose any syndicate guilty of the venal offense against the press charged in the New Republic and our reward offer is, of course, open to the editor of our esteemed contemporary.

"I don't carry any statistics regarding markets or media in my brief-case when I call on advertisers," said an English agent visiting America, "because I am supposed to know these facts. If you don't believe I do, ask me something." That's the way to master your job!

FISHING FOR SUCKERS

HERE is something for editors to keep in their mind's eye when they are publishing dainty menu suggestions, handed out free by a New York press agent, which mention the use of fish: Recently the United States Fisheries Association met at Atlantic City to discuss advertising. Seventy per cent of the members came to the meeting convinced that newspaper advertising should be done. Then up stepped a New York advertising agent, said to have been a representative of the Charles W. Hoyt Co., and proposed that the advertising appropriation be made for magazines and that free publicity be given to the newspapers in the form of daily menus and "news features." The exact proposal was that the magazines be given $67,163.47 and the newspapers free publicity on fish for which the press agent would be paid $700. Does this cause any sensation under the skin of editors who play with press agents?

Don't let an advertiser who would bite off more than he can chew buy the space at any price!



Debate thy cause with thy neighbor himself; and discover not a secret to another;

A word fitly spoken is like apples of gold in pictures of silver.—Proverbs, XXV; 9, 11.

NEW SPIRIT AT CHICAGO

WE are attracted by the new spirit demonstrated at the several important Fall meetings of newspaper men, representative of all departments, at Chicago this week. That so many meetings were held at one time indicates the breadth of the fraternal spirit. That each meeting attracted such large attendance signifies that the long-sought organization of the forces of journalism is rapidly being attained. But it is especially striking that, rather than giving so much attention to the social side, the delegates got down to the brass tack facts of the industry and were seen unitedly pleading for standard practices through analysis of causes leading to reasons for a thousand publishing riddles.

The delegates at Chicago talked in the terms of science. Our ills are being cured by skilled men in conference. The newspaper business is getting onto a new plane. Surely this is subject for congratulation.

Business is good—that is the testimony from all sides. Never was there a better year in which to place solid foundations under the national structure of publishing.

The editorial page is still the spinal column of our press.

BUT NOT DEMANDED

JOHN K. BLITZ, of Detroit, Mich., is issuing free advertising publicity for the Detroit Steel Products Company, and what do you suppose? Over his handout Mr. Blitz makes the quaint suggestion that editors, grateful to him for his "service," might be willing to pay him space rates. Honest injun! Here's faithful John's own statement: "You will not be billed for this copy, whether you use it or not. Payment at space rates will be acceptable, but not demanded." Laugh that off without breaking a rib!

A little about something beats much about nothing.

October 17, 1925 Volume 58, No. 21

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
Mrs. H. Craig Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

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GOOD MANAGEMENT

THE new spirit in industry, by no means universal, but hopefully progressing in every line of endeavor, calls for relations of employer and employe based upon sound appreciation of reciprocal service, human rights, ordinary civility. Look over the newspaper field and witness splendid advances during the past decade. Wasteful, hateful, head-long fighting between employes and employers is very uncommon. No one ever made a dollar from such scrapping. All sensible people seek peace and the fruits of peace, one of which is prosperity. This applies equally in our press world to inter-office relationships and to harmonious operation of newspapers in the same field, supplanting the old, insane competitive methods which left both sides bleeding after every fray.

Welfare is replacing warfare. Welfare means to the employer: I am the daddy of this industrial family. I cannot prosper unless my business family prospers. I cannot be in health, nor enjoy life, nor play a spirited game if I am not supported by healthful, happy, spirited people. I owe as much or more to my employes than they owe to me, for our mutual successes. I propose to deal with them with full consideration of every right, not on the basis of master and servant, not because I wish to speed them up to increase my profits, but because we are a family of workers striving for the same goal.

To the employe, it means: I yield my time, talent, skill, loyalty, to the best of my ability. These are my investments. I expect a happy, fruitful life. The success of this business is important to me. When I do not serve it faithfully, it owes me nothing. When I do serve it loyally and well, it owes me a living and sound savings.

This sort of spirit *works*.

Here are incidents to illustrate the point: Some years ago the *Washington Star*, one of the larger employers in the newspaper business, began welfare work among its employes, though not under that name. Some wise person in the management conceived the idea that, as all of the folks, up-stairs and down-stairs and all around the shop, encountered the usual human peril of imperfect dentistry, the Star should select a skilled dentist and make him responsible for the tooth health of the whole, big newspaper family. The plan was a success, greatly appreciated by all. The next logical step was the establishment of a Star medical clinic, with a physician and nurse in attendance.) Recently it was stated that this clinic averaged 16 patients per day, all Star people, and the management had figured out the practical proposition that whereas the Star's sick benefits in a previous year had amounted to $8,000, let alone lost time, through the clinic they had been reduced to $3,000. It paid in dollars, as well as in finer coin. The Star encourages many forms of welfare among its people.

This is by no means uncommon among newspapers—this, or similar forms of cooperation. Group insurance has become usual. In good years some newspapers share profits with faithful employes, on a bonus basis. Scores of newspapers provide the noon-day meal in pleasant surroundings, with economy to the employe. There are dozens of methods of fraternization. All are in the spirit of the new day.

No longer, in many cities of the country, is there the old, hateful hostility toward mechanical departments, or by mechanical departments toward the management of newspapers. The "grind 'em down" employing attitude has been a futile policy wherever tried. Equally vain and foolish has been unreasoning, violent resistance on the part of the employed. The liberal policy has won for both sides.

We heard a pleasant story the other day regarding George Berry, head of the pressmen's union. His organization called the attention of the publishers of a certain city to inefficiency of their press-rooms. There was needless waste. It was something that the publishers were overlooking. Constructive suggestions were made. The publishers accepted them with thanks, and instituted reforms which have resulted in important economies.

Give men an opportunity to express their souls, as well as their brains and brawn, and you get thrilling surprises.

PERSONALS

HON. CHARLES R. SKINNER, former editor of the *Watertown Republican* and at one time an editorial writer for the *Watertown Times,* will retire from state service, Oct. 31, when he will be 80 years of age. He has been engaged in state and Federal work for a period of 16 years, being state legislative librarian and formerly an assemblyman and congressman, and was the father of the special delivery letter law. He is the author of "The Manual of Patriotism" and "Bright Side". Mr. Skinner will continue to reside in Albany.

Lou E. Holland, president of the Holland Engraving Co., Kansas City, Mo., and former president of the Associated Advertising Clubs of the World has been elected president of the Kansas City Chamber of Commerce. Mr. Holland has been vice-president and head of the industrial department of the chamber for the past year.

Sam Druck of Scranton has been named publisher of the *Carbondale* (Pa.) *Leader* to succeed his brother, Jack Druck, owner of the publication. The latter recently purchased interests in daily newspapers at New Bedford, Mass., and Easton, Penna.

T. Paul Barron, editor of the *Midland* (Tex.) *Reporter,* who when at 25 he was elected to head the Midland city government, was Texas' youngest mayor, has been chosen president of the Midland Chamber of Commerce.

IN THE BUSINESS OFFICE

MR. ARNOLD SANCHEZ of the *New York Times,* left last week for an extended vacation. He will visit Havana, St. Petersburg, Key West, Miami and Jacksonville, returning in about five weeks.

Mr. Wainwright began his advertising career with the *New York Times* twenty years ago. For sixteen years he was with the *Evening Mail* and has been with the New York Telegram since the amalgamation of the two papers.

J. V. Mahoney, from the *Sioux City* (Ia.) *Journal,* and W. M. Barkley, from the *Duluth News Tribune,* have joined the display advertising staff of the *St. Paul Dispatch-Pioneer Press.*

Jack Emmons of the advertising department of the *Lewiston* (Me.) *Journal* has resigned and with his wife moved to Chicago, where he is employed in a school of window trimming and show card writing.

Miss Marjorie Sines, of the *Trenton Times* business office, who had been out several months recuperating from a serious operation, has returned to her work.

Ben W. Poole is now connected with the *Paris* (Tex.) *News,* as advertising manager. Formerly he was with the *Brownwood Bulletin* for 18 years.

IN THE EDITORIAL ROOMS

MAJ. CARL F. WHITE, managing editor of the *Kansas City* (Kan.) *Kansan* recently was elected president of the Reserve Officers' association of Kansas.

Jack Keefe, formerly on the city desk of the *New York Mirror,* has gone into publicity work in the West.

Foster Dulles, of the *New York Herald Tribune* staff in Paris, is visiting in New York, and working on the New York staff during his stay.

Joe Berger, copy desk, of the *Kansas City* (Kan.) *Kansan* won a prize recently of $150 offered by *McCall's Magazine* for the best letter of 500 words on the subject "The Things I Wish My Neighbors Wouldn't Do."

Henry Cabot Lodge, Jr., formerly state house reporter for the *Boston Transcript* is now in Washington where he has begun his duties as political correspondent for the *New York Herald Tribune.* He is a grandson of the late Senator Henry Cabot Lodge. He was graduated from Harvard last year.

Edward F. Meara, Jr., a former Princeton University student, has joined the reportorial staff of the *Trenton Times.*

Bliss Isely, former city editor and Sunday editor of the *Wichita* (Kan.) *Beacon,* who has been on a leave of absence for several months on account of illness, is back at his desk.

Lester D. Combs, general manager and editor of the *Parsons* (Kan.) *Daily Sun,* and Mrs. Combs, are parents of a daughter, Carol Bird.

Philip Kerby, formerly *New York Herald Tribune* correspondent in China has returned to this country to spend a year here.

Arthur Chapman, one of the Sunday feature writers for the *New York Herald Tribune,* supervised the daily picture pages and rotogravure sections in the absence of Morris Gilbert, picture editor. Mr. Gilbert spent his vacation in Bermuda.

B. F. Johnson has rejoined the *San Antonio* (Tex.) *Light* staff after a trip to Germany.

Miss Marie Leeds is now social editor of the *Atlantic City* (N. J.) *Daily Press* having succeeded Miss Betty Penrose, resigned.

Edward M. Gilroy is now a member of the *Newark* (N. J.) *Ledger* staff.

Jack Kurtz has been added to the sports staff of the *Newark* (N. J.) *Ledger* staff.

Frederick L. Bagby for the last few years a reporter for the *Salt Lake City Telegram* has announced his intention of running for the office of City Commissioner of Salt Lake this fall.

Miss Edith Shank, formerly of the *Canton* (O.) *Repository,* has become editor of the *Community News,* Columbus, O. She succeeds Miss V. Phillips, who has become a feature writer on the *Mansfield* (O.) *News.*

Ralph Wheelock, formerly with the *Minneapolis Tribune,* who underwent treatment in the Mayo hospital for a nervous breakdown, has recovered completely.

Clifford Russell is now associate editor of the *Mankato* (Minn.) *Daily Free Press.*

Arthur C. Gernes has been named city editor of the *Winona* (Minn.) *Republican-Herald* succeeding Harold M. Olson.

Mrs. Theodora Sohst has taken over the "Women in Sport" column in the *New York Herald Tribune* edited until recently by Margaret Goss.

MARRIED

ROBERT A. BARRACKS, of the editorial staff of the *Decatur* (Ill.) *Review* to Miss Charlotte Proctor, in St. Louis, Mo.

Harry H. Page of the state news desk, *Des Moines Register* to Mildred Blanchard of Des Moines, last week.

Earl Rostberg of the engraving department, *Des Moines Register and Tribune-News* to Miss Esther Brandt, last week.

Walter Blair, of the editorial staff, *Spokane Spokesman-Review,* to Miss Carol Conrad, Spokane, Sept. 21.

WITH THE SPECIALS

GEORGE B. DAVID, publishers' representative, New York, has been appointed special representative for the *Harrisburg* (Pa.) *Courier* and the *Hollywood* (Fla.) *News.*

HOLDING NEW POSTS

FRANK DALY, from artist and layout man for the *Newark* (N. J.) *Ledger,* to the *Jersey Transcript,* a New Jersey tabloid.

F. W. Busch, from real estate editor, *Newark* (N. J.) *Ledger,* to news editor of the *Jersey Transcript.*

Claire Hall to *Columbus* (O.) *Citizen* from *Ohio State Journal.*

Mark Staples, from reporter, *Salem* (Mass) *News,* to staff, *Concord* (N. H.) *Evening Telegram.*

Oliver Jenkins, from *Lynn* (Mass.) *Telegram-News,* to staff, *Concord* (N. H.) *Evening Telegram.*

ASSOCIATION CHIEFS

JOSEPH G. ALDEN, editor of the *York* (Neb.) *Republican,* and president of the Nebraska Press Association, has spent considerable time in association work. Last year he was vice-president of the Nebraska group, and prior to that served several years as member of the executive committee.



JOSEPH G. ALDEN

Mr. Alden started newspaper work on the *Aurora* (Neb.) *Republican,* working up from "devil" to compositor, foreman, manager and then owner of that enwspaper.

In 1917 he purchased the *York Republican.* Last year his newspaper was awarded the Nebraska cup for the best front page.

CHANGES IN OWNERSHIP

JAMES FARQUHAR of the *Cedar Rapids* (Ia.) *Daily Republican* has sold the *Dewitt* (Ia.) *Observer* to A. C. McKinsey, who is publisher of the *Maquoketa* (Ia.) *Excelsior.* Fulton McKinsey will edit the Observer.

R. L. Howell, who recently disposed of his interests in the *Alta* (Ia.) *Advertiser* to W. R. Coyle, has bought the *Bussey* (Ia.) *Record* and will revive that paper, which has been suspended several months. Mr. Howell was formerly with the *Sioux City Advertiser,* three years in the advertising department.

W. M. Morrow, has sold his interest in the *Grove City* (Pa.) *Herald* to E. C. Sleet, of Jefferson, Ohio.

Dwight L. Miller has sold the *Lathrop* (Mo.) *Optimist* to E. L. Fisher of Edina, Mo.

A. G. Campbell, for three years owner and editor of the *Tina* (Mo.) *Journal* has sold to Chester Strong, formerly with the *Hale* (Mo.) *Leader.*

Robert Goshorn, editor and owner of the *Eagle Grove* (Ia.) *Times* has sold a half intrest in the plant to Russell F. Rogers, New York. Mr. Rogers, who for six years, has been on the staff of the Pierce farm weekly publications, and was formerly with the *Sioux City Journal, Ottumwa Courier* and *Atlantic News-Telegraph.* He assumed his duties Oct. 15.

W. D. Junkins and Paul S. Junkin have sold the *Chariton* (Ia.) *Herald-Patriot* to a firm consisting of Victor E. Swartzendruber, Will D. Allender, Charles F. Wennerstrum and Kenneth F. Baldridge. Paul S. Junkin publishes the *Fairfield* (Ia.) *Daily Ledger.*

PRESS ASSOCIATION NOTES

RAYMOND CLAPPER, United Press staff correspondent, who contracted typhoid fever while reporting the Dayton trial, this week left the Port Chester, N. Y. hospital where he was confined nine weeks.

C. B. Kelsey, formerly of the United Press Chicago bureau, has been appointed manager of the Cleveland office, succeeding Raymond Bruner, resigned.

Carl Groat, cable editor of the United Press, will return next week from a vacation spent in New England.

Mrs. Ed Keen sailed from New York last week to join her husband who is European manager for the United Press with headquarters in London.

SCHOOLS OF JOURNALISM

JOURNALISM students of the University of Missouri have elected officers as follows: George N. Elliot, Kansas City, president; Tom Mahoney, Dallas, Tex., vice president; Roselee Manlon, Sedalia, secretary-treasurer; George Trenholm, St. Joseph, councilman, and Don Reynolds, Oklahoma City, junior senator.

With a class enrollment of 556 students and with 280 students registered in the four-year course of journalistic studies leading to a degree, the Course in Journalism at the University of Wisconsin is beginning its twenty-first year. In addition, 128 students in commerce and journalism are enrolled in the courses in advertising. The freshman class numbers 85 and the senior class 53.

For the first time in its history a class in journalism is a part of the course offered by the Elmira College in Elmira, N. Y. Miss Dorothy Dondore, Ph. D., of Iowa City, Iowa, assisted by Miss Ernestine French, college director of publicity, is acting as instructress. Nineteen students are taking the course.

SPECIAL EDITIONS

COLUMBUS (O.) DISPATCH issued a special section on Oct. 11, featuring "Home Beautiful Week," which had been arranged in cooperation with the local furniture dealers association.

Livonia (N. Y.) *Gazette* semi-centennial edition, 32 pages devoted largely to recollections of the past, a tribute to its former editor, C. M. Alvord, who recently died.

Millersburg (O.) *Hub* issued a centennial edition Oct. 14.

"The Arabian Nights" In a Cartoon Strip!

WRITE or telegraph today for first proofs of the greatest feature "buy" of the year. The best loved fiction stories in the world, the 1001 tales of "The Arabian Nights" are now available in six column daily cartoon strip form.

The drawings are by T. Crawford Hill, and they'll surprise you with their marvelously beautiful and graphic presentation of these incomparable stories. The lines, matted with the pictures, are taken verbatim from authoritative translations. The eyes of your readers simply will not be able to resist the drawings.

This is a feature you can exploit and put to work making and holding readers.

If you want to be the lucky newspaper in your territory, telegraph us at once to reserve your territory until you see the proofs.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

ASSOCIATIONS AND CLUBS

JAMES A. WILSON, Seattle, was elected president of the **Pacific Coast Association of Display Men** at their second annual convention in Portland, Oregon. Other officers are: A. O. Hewitt of Portland, first vice president; Bert Snyder, Tacoma, second vice president; J. Walter Johnson, Portland, third vice president; Henry Stolton, Seattle, secretary-treasurer, and L. A. Mullen, Portland, Ralph J. Hamer, Los Angeles, Newell M. Pratt, Victoria, B. C.; W. R. Wilder of Douglas, Ariz., H. B. Kelly of Yakima, Wash., and D. P. Smith, Oakland, Cal., as members of the executive committee. It was decided not to affiliate with the national group, but to give all members of the Pacific Coast association the option of holding membership in both organizations if they chose to do so. Seattle was selected for the third annual convention city.

The Vancouver-Westminster branch of the **British Columbia Institute of Journalists** scaled Hollyburn Ridge and had luncheon at an elevation of 2500 feet Oct. 11, as guests of the municipality of West Vancouver. The annual Hallowe'en Cabaret of the British Columbia Institute of Journalists will be held Oct. 30 at the Hotel Vancouver ballroom.

Lower Rio Grande Valley Press Association, meeting at McAllen, Tex., recently, discussed the problem of coping with transient advertising solicitors and voted to instruct the secretary to write the city commissioners of every valley town urging passage of an ordinance levying a $50 daily license tax upon such solicitors. The association elected the following officers for the ensuing year: Isadore Moritz, Raymondville, president; Mrs. M. M. Huffor, Donna, vice-president; W. G. Holland, San Benito, secretary-treasurer; Ralph Buell, Mercedes, and T. J. Howarth, McAllen, directors.

Adcraft Club of Detroit is mapping out a program for the publicity and advertising for a $150,000 expansion campaign of the Detroit Convention and Tourist Bureau. During the current year it is expected that 400,000 delegates will have been brought to Detroit through the efforts of the Bureau, and that these will have enriched the city by $50,000,000.

Women's Advertising Club of Toledo, twice winner of trophies in the Federation of Women's Advertising Clubs, will this year offer a silver cup to the women's club which makes the most signal achievement in better business work. This announcement was made the other day by Miss Julia Coburn, president of the club.

Publicity Club of London is using display advertising in British media to call attention to the advantages of membership in the club, the annual dues for which are one pound or about $5 a year. The Publicity Club is the largest Advertising Club in the British Empire, with a total membership of approximately 600.

Advertising Club of Pine Bluff, Ark., is actively working for good roads in that state. It has called a public meeting, organized a Citizens Committee, held conferences with lawyers and engineers, and will submit a plan which, it is expected, will offer a practical solution of many highway problems.

An Advertising Exhibit, in which about thirty local business houses participated, featured the annual meeting of the **Advertising Club of Pittsfield, Mass.,** Oct. 6.

Young art students are being offered prizes totaling $30 by the **Advertising Club of Greensburg, Pa.,** in a Poster Contest. The winning poster will become the official advertising poster for the Greensburg Mercantile Exposition.

Los Angeles Advertising Club has a new membership drive on—pledges of five to fifteen new members is the way it is starting off—over 1,200 new names submitted already in two weeks' time.

Women's Advertising Club of Boston held its first fall meeting last week at their club rooms on Carver St. Charles Collier of the Direct Mail Advertising Association addressed the meeting.

CIRCULATION PROGRESS

Sampling Followed Up by Salesmen Advocated by William Cunningham



William Cunningham

SAMPLING, followed up by trained salesmen, is advocated by William Cunningham, circulation manager of the *Macon* (Ga.) *News,* as the best method of obtaining circulation "that sticks."

"Any circulation department can render good service and any circulation department can sell anyone any paper once," he said. "If the paper can stand the acid test of comparison, the job is complete."

When sixteen, Mr. Cunningham started work in the business office of the *Baltimore American,* on a salary of $4.00 per week. He was rapidly advanced from one position to another learning the details of the business end of the newspaper.

After the close of the World War, he became connected with the *Baltimore News and American* which was consolidated at that time through the purchase of the American by the Frank A. Munsey Company. When Mr. Munsey sold his two Baltimore properties, Mr. Cunningham went to work for the *New York Herald,* as circulation promotion manager.

From the Herald he came to Macon to take charge of the circulation department of The News, the position he is now occupying. Mr. Cunningham received his circulation experience under one of the best known circulation managers in the country, Paul O. Sargent the present business manager of the *Louisville Herald and Post.*

New York League of Advertising Women at its regular monthly dinner meeting Tuesday evening, Oct. 20, will have an unusually interesting program. The topic for the evening is "Some Types of Media,'" and in line with this parent subject three speakers will handle different kinds of Media, as follows: "Broadcasting Good-Will," G. F. McClelland, Radio Station WEAF, American Telephone and Telegraph Co.; "Knowing the National Market," E. R. Dunning, Eastern Advertising Manager, *Women's Home Companion;* "A Few Phases of Outdoor Advertising," D. S. Schenck, National Outdoor Advertising Bureau, Inc. C. Harold Vernon, internationally known advertising man will be the guest of honor and the dinner committee invites all men and women interested in advertising to meet this distinguished guest.

Schenectady Press Club was formed in Schenectady, N. Y., Oct. 10, at a meeting of 25 newspaper and publicity men. Mayor William W. Campbell, himself a newspaperman before he entered upon his political activities, was named honorary president. Other officers elected were as follows: R. A. Mowers, managing editor, *Schenectady Union-Star,* president; Ralph B. Streever, Schenectady representative of the *Albany Knickerbocker-Press,* vice president; Morgan Strong, city editor, *Schenectady Gazette,* treasurer, and Harold W. Cole, *Schenectady Union-Star,* secretary. The purpose of the club is to promote sociability among its members and to provide an open forum for discussion of newspaper and publicity work.

Women's Advertising Club of Chicago met Oct. 6, C. K. Woodbridge, president of the A. A. C. of W. and president of the Dictaphone Corporation, discussed the organization work of the A. A. C. of W.

NEW PLANTS AND EQUIPMENT

CHESTER (PA.) TIMES has added an eight-page deck to its 32-page Hoe Simplex press.

With the moving of job and business offices, the *Hornell* (N. Y.) *Tribune Times* is now completely installed in its new home. A formal opening will be held son.

Among recent newspaper installations of Ludlow machines are those of the *New York Times, Meriden* (Conn.) *Journal, Lexington* (Ky.) *Leader, Lodi* (Cal.) *Sentinel,* and *North Penn Review,* Lansdale, Pa.

FLASHES

Dr. Arthur McDonald, of Washington, has sent a communication to Congress asking that the Senators and Representatives permit him to weigh their brains in the interest of science. Well, it may be in the interests of science, but it has all the earmarks of a dirty dig.—R. H. L., *Chicago Tribune.*

* * *

Among exploded theories is the one about drinking whisky as an antidote for poison.—*Cleveland Times.*

* * *

High shoes are coming back in London. The women really have to wear something, you know.—*Beaumont Enterprise.*

* * *

There is this to be said for the newspaper man walking to Florida: he'll be in better shape to make the return trip than a lot of 'em.—*Marion Star.*

Henry Ford despises the new-fangled dances, but his lizzie still clings to the shimmy.—*Fergus Falls* (Minn.) *Journal.*

* * *

It is said that we carry a weight of fifteen tons of air on our bodies. And probably the fact that so much of the burden is hot air is what gives us that pain in the neck.—*Brooklyn Eagle.*

* * *

It is encouraging to learn that scientists are extending the period of human life. Some of the infants of today may live to realize the fulfilment of these tax-reduction promises.—*Memphis Commercial Appeal.*

* * *

California gets the beauty prize, but Florida's real-estate profits can also show a pretty figure.—*Springfield Republican.*

* * *

If there's anything in evolution, there is sure to be developed in time a tougher and more resistant pedestrian.—*Tacoma Ledger.*

* * *

This age of substitutes has not yet reached the point where a flat head can be substituted for a level head.—*Arkansas Gazette.*

* * *

After all, the United States isn't in a very good position to sneer at China because it is overrun with bandits.—*Detroit Free Press.*

* * *

What the future has in store for you depends in large measure on what you place in store for the future.—*Fergus Falls* (Minn.) *Journal.*

* * *

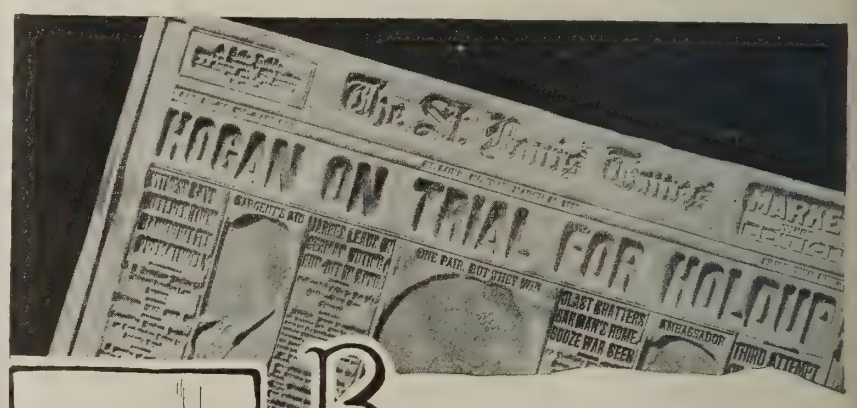
Making synthetic rubber of corn sounds perfectly plausible. So much synthetic corn seems to have been distilled from rubber.—*Detroit News.*

* * *

It is possible that the man who wakes up to find himself famous has been sleeping all the while with one eye open.—*Arkansas Gazette.*

* * *

The largest lemon crop in the history of mankind is now growing in Florida.—*Columbia Record.*





Brook's Flexitype Dry Mats *guarantee a Perfect Print*

Use

BROOKS' FLEXITYPE DRY MATS

for

Speed - Uniform shrinkage - Simplicity in conditioning

These, combined with beauty of print and half tones, make it the ideal Mat and faithful companion of Stereotypers who pride themselves on their perfect production

Sold only by

BROOKS PAPER COMPANY, St. Louis, U.S.A.



Love Bound

Beatrice Burton's

Latest and best serial is more fascinating than "The Flapper Wife" which was a record circulation builder. It will create a sensation that will far outclass her previous serials as circulation producers.

Why Men Fall in Love With Their Stenographers !

Why Wives are Suspicious of Their Husbands' Secretaries !

Does the Efficiently Trained Secretary Make Him a Better Wife Than the Untrained Woman Who Marries Him !

Beatrice Burton's "Love Bound"

Is a serial that every woman will read, and about which every man will be questioned.

Wire your reservation now for this best of all newspaper serials.

1819 Broadway **JOHNSON FEATURES, Inc.** New York

LIBRARY U. OF I., URBANA

ADVERTISING AGENCY AFFAIRS

MacDonald-Wood Incorporates With Detroit Headquarters—Power, Alexander & Jenkins Company Suspends—Ede Joins John S. King Company

INCORPORATION of Cole-MacDonald-Wood, Inc., to operate as advertising agents in the national and local fields was announced this week.

This new organization, whose general office is in Detroit, is headed by Walter C. Cole, former Secretary of the Detroit Board of Commerce. Col. Cole will serve as president and treasurer.

Edmund D. Wood, first vice-president, an automotive advertising and merchandising expert with experience in Chicago, Toledo, and Detroit, will be in charge of merchandising and contacting.

The second vice-president, Arch H. MacDonald has served as a creative advertising executive in Chicago and New York and will act in a similar capacity with the new company.

Paul Hale Bruske, former advertising manager of the Studebaker and Maxwell interests, has been appointed copy chief.

Cole-MacDonald-Wood, Inc., with a staff of over 30 people, has leased the twelfth floor of the new Metropolitan Building.

Accounts now being handled by the new company include the Jewett Radio & Phonograph Co., Hinkley Motors, Inc., Gould-Detroit Axle Co., Thomas F. Boothby, Commercial National Co., Covert Gear & Manufacturing Co., U. S. Motor Truck Co., W. M. Finck Co., Stiner Piston Ring, Inc., Michigan Railroad Association and a wide variety of other advertising assignments.

George M. Murray, formerly advertising manager and assistant to the president of the Lehn & Fink Products, Inc. of New York, has joined the Charles W. Hoyt Company as account executive in the New York offices.

The new firm of Cole-MacDonald-Wood is taking over some of the accounts previously handled by the Power, Alexander & Jenkins Company, suspended.

Lynn B. Dudley has joined the Detroit staff of the Campbell-Ewald Company, resigning a connection with the Michigan Electrotype Company to return to the agency field.

Kenneth L. Ede, formerly with Henri, Hurst & McDonald of Chicago, has joined the staff of the John S. King Co., Inc., Cleveland advertising agency, in charge of market research.

The advertising firm of Battenfield and Ball has been formed in Des Moines, Ia., and will maintain offices in the Register and Tribune-News building. Walter E. Battenfield, for several years managing editor and later general manager of the *Des Moines Daily News* and John W. Ball, for years managing editor of the *Des Moines Capital* organized the company. Until recently Mr. Battenfield was associated with L. R. Fairall in advertising work. Associated with the new firm will be Leonard Gneier, Gordon Hittenmark, Sherman Long and Guy Young.

Miss Alma Zaiss has been appointed to the staff of the Chicago office of the George Batten Company, Inc. Prior to joining this agency, Miss Zaiss has specialized in special style merchandising work for Chicago department stores and as a free lance copywriter.

Louis H. Sebbes formerly of the Merchandising Staff of the Class Journal Company and until recently editor of the directories division of the Chilton Class Journal Company has resigned to become account executive in the automotive division of Reinecke-Ellis Company.

Robert E. Ramsay of the Robert E. Ramsay Organization will conduct a class in "Advertising for Printers" to be held in New York beginning Oct. 19. The class is offered by the New York Employing Printers Association, Inc.

Claude H. Miller, of the Charles W. Hoyt Company, was elected president of the Rockaway River Country Club of Denville, N. J.

FINANCIAL AD EXHIBIT

Feature of Tenth Annual Convention of Financial Advertisers

More than 250 panels of financial advertising were exhibited this week at the tenth annual convention of the Financial Advertisers' Association at Columbus, O. It formed the largest display of advertisements of this nature ever shown at any convention of the association.

Speakers at the convention included C. King Woodbridge, president of the Associated Advertising Clubs of the World; Gov. A. V. Donahey, of Ohio, and H. Ennis Jones, Philadelphia. President E. H. Kittredge, of Boston, presided. Some 300 delegates attended.

WITH THE GENERAL ADVERTISERS

Fisheries Group Plans Magazine Advertising, Expecting Free Space in Newspapers—R. J. Reynolds Starting Newspaper Drive—Leavitt's Lancaster Address

DESPITE the fact a questionnaire-vote showed the majority of the membership favored newspaper advertising, the United States Fisheries Association proposes to invest the bulk of its appropriation this year in the magazines, according to a report presented at a recent convention. The Charles W. Hoyt Company, New York advertising agency, is said to have prepared the report.

According to the report $67,163.47 would be invested in paid magazine space, while a press agent would be paid $700 a month to get free publicity into the newspapers.

"Your advertising will concentrate in magazines," it is explained. "You want your publicity to tie up with this advertising. You want the same people to see both advertising, news stories, and features. Newspaper publicity, however, will also be aimed for.

"Women's pages of the newspapers are eagerly watched by housekeepers to help solve their cooking problems. The housewife is at her wits end to know what to prepare for her family that is wholesome, palatable and different. She turns to the newspaper for ideas. There she finds the daily menus most helpful.

"We can see that there is more fish in these menus, by furnishing the newspapers menus that feature fish.

"We can also submit stories on the food value of fish, the many ways to cook it, the many edible varieties, the interesting ways to serve it for breakfast, for luncheon, for dinner, for supper. All of these subjects would yield ample material for many stories for the women's pages of the newspapers."

The committee of the United States Fisheries Association that presented this report is made up of T. J. Anderson, Atlanta, Ga.; Amos G. Chesebro, New York; Dana F. Ward and James E. Lenhart, Boston; F. J. Girse, St. Louis; A. E. Hallett, and C. C. Robbins, Chicago; and Henry S. Wirsching, Providence, R. I.

The R. J. Reynolds Company, Winston-Salem, is returning to use of newspaper space, promoting Prince Albert tobacco. For a number of years billboards were being used exclusively. N. W. Ayer & Son handles the account.

"Advertising is the lubricant of the selling machine," Robert K. Leavitt, secretary of the Association of National Advertisers declared in an address before the Advertising Club of Lancaster, Pa., late last week.

"By increasing quantity of salts it makes large-scale production possible with resulting economies and reduction in manufacturing costs.

"Just one story will show the extent to which consistent advertising cuts the cost of distribution. It is the story of Campbell's Soup. In 1898 this company spent 14% of its gross sales in advertising. In the same year they spent 7½% for other sales expense. They persevered along the line of advertising, and kept on growing until today they spend more for magazine advertising than any other firm in the country, their sales have grown even more rapidly than their advertising. Today their advertising, great as it is, costs them only 3% of their gross sales as compared with 14% 27 years ago. Their other sales expense costs only 2% as compared with 7% in 1898. Thus today their total sales and advertising expense—5%—is less than one-quarter of the 21% which was their cost in 1898."

Increased use of advertising space in newspapers to promote good-will and business was urged at the seventh annual convention of the American Gas Association held in Atlantic City, N. J., this week. Delegates were unanimous in asserting that investments in newspaper advertising was the best way "to tell the story of public utility service."

Throughout the nation, in every city and town where there is a retail merchant's organization, there will be published in one of the leading newspapers a series of four advertisements to appear on alternate Sundays, beginning Oct. 26, according to plans announced this week by the Retail Credit Men's National Association. Copy will feature the slogan, "Pay Your Bill Promptly." Full-page space is contemplated for the larger centers.

A. Morales, manager of A. S. Hinds Co., and William B. Hay, advertising manager of the company, with Mrs. Morales and Mrs. Hay, narrowly escaped serious injury this week when a sedan in which they were riding failed to negotiate "Dead Man's Curve" at Bowdoinham, run up an embankment and overturned. Their injuries were only slight. Mr. Hay was driving. The sedan was considerably damaged.

The Ætna Insurance Company, of Hartford, Conn., announces the appointment of George E. Crosby, Jr., as its superintendent of publicity, and the selection of Reimers & Osborn, Inc., of New York, as its advertising agency.

Henry J. Kelly, formerly sales manager, has been appointed vice-president of the Donovan Motor Car Company, and W. E. Dermody has been appointed general manager, according to the report given out by President Donovan of that company.

The board of directors of the Eureka Vacuum Cleaner Company have declared the regular quarterly dividend on the common stock, payable Nov. 1.

Charles Freshman Company, Inc., radio equipment manufacturers, report gross sales for September of $690,708, as compared with $163,630 for the month of September, 1924.

Charles W. Myers, director of trade relations, Armour & Co., Chicago, declared newspaper advertising was "the greatest factor in making the buyer buy," in a recent speech in Kansas City.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cabl Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Business from that wonderful city just grows and grows and grows.

And to meet its increasing demands we have opened a branch office in Detroit where we are comfortably situated in the General Motors Building.

Axel W. Blomberg in charge.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

New York Chicago Detroit Kansas City San Francisco Atlanta

LIBRARY U. OF L. URBANA-CHAMPAIGN

MIMIC BALL GAMES HOLD CROWDS

Louisville Courier-Journal and Times Institute "Radiogame" Played by Semi-Professionals—Diamond Wired for Play

During the world's series ball games the *Louisville* (Ky.) *Courier-Journal* and *Louisville* (Ky.) *Times,* presented to the public "radiogame," in which the big league games were played off by local semi-profesisonals, simultaneously with the series games.

So faithfully were the big league plays duplicated that photographs taken at Forbes Field, Pittsburgh, and at Parkway Field, Louisville, were similar in nearly all respects.

Baseball experts who viewed the opening game declared the "radiogame" as good entertainment as "regular" baseball. The radiogame was worked out mechanically by Credo Harris, director of WHAS radio station of the two papers and by Emmett Graft, chief electrician, from the idea supplied by Jos. A. Humphreys, Jr., news promotion, for the two papers.

Two Louisville semi-professional teams represented Pirates and Senators. The Kentucky & Indiana Terminal Co. furnished fifteen players who had won the Industrial League pennant while the Goldbergs, an independent team, furnished a similar squad. They were equipped with different uniforms, wearing W's and P's to distinguish them, used gloves, bats and masks. Two umpires were used in each game.

Associated Press reports of the play by play games in the big leagues were taken directly from the wire in The Courier-Journal and Times building and read over a microphone standing beside the key. A receiving apparatus in the press box at Parkway Field caught the plays. For the sake of accuracy they were not radiocast directly to players, but were taken on an earphone and copied. A second microphone was installed in the press box, into which the plays were read as fast as received, time being allowed, however, for each play to be completed before a second one was given. In this way a play could be held back if the local game was running even with the big league, or one or more balls or strikes could be eliminated if the Louisville game were behind.

Batters and base-runners could not hear plays, but were coached by players on the various bases, all of whom were equipped with earphones. All bases were wired together and all connected with the press box microphone. Each player was equipped with a complete wire device by which he received each play as called. This equipment could be detached when his team came in to bat and handed to the opposing player taking the field. Electrician was kept on the field at all times to examine connections at the end of each inning and insure all players being "alive" at all times.

So well were the final two games timed, that, starting a full inning behind the Washington game, the "radio" players caught up with the big leaguers in the last half of the seventh inning. During the eighth the announcer kept three plays behind Washington, in the ninth he sped up and kept one play behind. When the last Pirate batsman took his post the announcer caught up with Washington, and, by eliminating one ball and one called strike, announced the final play simultaneously with its reception.

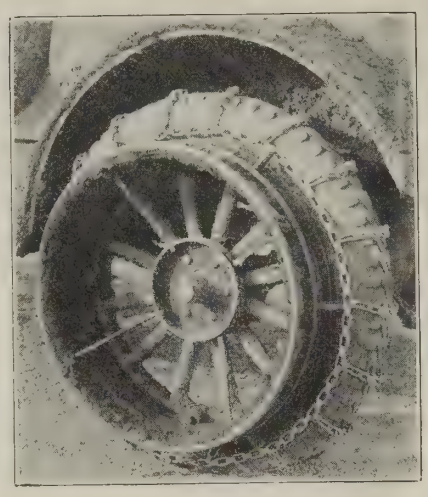
The crowds at Parkway Field, Louisville, and at Griffith Stadium, Washington left the stands simultaneously.

Fans numbering 2,000 daily flocked to the local field to see the games, despite cold raw wind and overcast skies.

To Advertise Cremation

George W. Baldwin of Portland, Ore., recently elected president of the Cremation Society of America, has announced that he will head a national movement for an educational campaign of advertising on the subject of cremation.

NEW RIM ENABLES TRUCKS TO BUCK MUD



AFTER years of experiment by afternoon newspapers throughout the country to find some means of transportation whereby afternoon delivery service could be maintained the year around on the muddy rural routes, the *Springfield Illinois State Register* has perfected an attachment for a Ford automobile wheel which is said to take the machine through the mud.

Two rims are welded together and to their circumference at intervals of twelve inches mud hooks were welded. This device was bolted to the rim already on the car by lengthening the rim bolts. In order to solidify the entire wheel an old brake drum was bolted inside-out to the outside of the wheel. From this were run four iron rods which connect up with the third rim. When these rods are drawn up the wheel is capable of withstanding any ordinary jolts of a trip through mud or clay.

HE MET A SOLDIER'S DEATH

Reginald Kahn, Paris Temps, Shot Down on Moroccan Front

(*Special to* Editor & Publisher)

Paris, Oct. 7.—French newspapermen have to deplore the loss of one of their comrades in the war in Morocco, which is a real war and no mere border campaign as some far away might think. The *Paris Temps* correspondent with the French forces in Morocco, Reginald Kahn, hase met a soldier's death.

Reginald Kahn, who has been writing for *Le Temps* since 1907, had seen much campaigning in his life, having followed the Japanese Army in the war against Russia and been with the Serbs in the Balkan war. The Great War found him in the thick of the fighting from the start.

Kahn was both soldier and writer, and while his descriptions gave a graphic idea of what was taking place on the field of operations his technical knowledge made his articles of real value. His reports during the Russo-Japanese war were as valuable as military reports from a military observer could be.

He was among the first to realize the new conditions which came with that war, the need for closer co-operation between the different branches of an army, and his articles had great influence in military circles in France.

Kahn was born Dec. 15, 1876.

"UNCLE BILL" DEAD

Cuddy Was Pioneer Member of Portland Oregonian Staff

William J. Cuddy, known to newspaper men throughout Oregon as "Uncle Bill," died on Oct. 7 at Portland. He was a pioneer member of the *Oregonian* staff, having served as editor of the *Weekly Oregonian* before that edition was discontinued and since then as exchange editor and writer of editorial paragraphs.

Mr. Cuddy was 71 years old and had been a printer and newspaper man for 56 years, 35 of which were spent on the Oregonian. Mr. and Mrs. Cuddy were the parents of 12 children, and 20 grandchildren survive him. His love for children was one of the traits that endeared him to his fellows. He became a sort of godfather to most of the children whose fathers were employed by the Oregonian.

DAVIS WILL PROBATED

Publisher of Bloomington Pantagraph Remembered 25 Employes

The will of Hibbard O. Davis, late publisher of the *Bloomington Daily Pantagraph,* admitted to probate, directs immediate sale of all his properties, and bequeaths half the proceeds to his widow; a $5,000 bequest to Louis E. Davis post, American Legion, and directs that the remainder be placed in trust in the Peoples' Bank. From this fund $2,000 is to be distributed annually to a number of relatives, and the remainder of the trusteeship income divided equally among 25 employes of the Pantagraph, many of them associated with the paper since the elder Davis' death.

These annuities are not to exceed $500 under the will. In event of excesses from this fund, the remainder is to be divided between the Davis post and such charitable organizations as the trustee may designate.

Mr. Davis' interest in the Pantagraph consisted of a life estate under the will of his father, William O. Davis, and the son's share now passes to the older Davis' grandchildren, Adlai E. Stevenson, Elizabeth D. Stevenson, Davis Merwin, Herbert E. Merwin and Loring C. Merwin.

John Sturgis Ritenour

John Sturgis Ritenour, 75, a veteran newspaper editor and publisher died suddenly at his home in Pittsburgh on October 8 Mr. Ritenour practically all his life was engaged in newspaper work. He was editor of the *Uniontown Genius,* which he later owned. He located in Pittsburgh a number of years ago and was one of the founders of the *Pittsburgh Press.* He also served as managing editor of the *Pittsburgh Dispatch* and was active in the affairs of the Western Pennsylvania Historical Society. For the past ten years he had been superintendent of the Humane Society of Western Pennsylvania. His widow, one son and a daughter survive.

Obituary

GEORGE W. MASCORD, general works superintendent of the *London Daily Chronicle* and internationally known newspaperman, died in London, Sept. 25, according to word received by friends in Boston, where he was employed up to two years ago. He was recognized as a world authority on newspaper and printing machinery.

John H. Bentley, 63, mechanical superintendent of the *Plattsburgh* (N. Y.) *Sentinel,* died in Plattsburgh recently. He entered newspaper work from the printer's trade on *Plattsburgh Telegram,* that city's first daily newspaper.

Lloyd McCutheon, 50 years old, editor of the *Mount Vernon* (Ia.) *Hawkeye-Record* died Oct. 10 following an operation at Cedar Rapids, Iowa.

Col. E. C. Huckabee, for 25 years a member of the *Corsicana* (Tex.) *Daily Sun* staff, died at his home recently. The entire Sun personnel were pallbearers at the funeral of their late associate.

Robert K. Hamilton, 56, a veteran employe of the *McKeesport* (Pa.) *Daily News* died in Pittsburgh Oct. 7, aged 56 years.

Mrs. W. B. Johnson, wife of the former publisher of the *Elyria* (O.) *Chronicle,* died Saturday at St. Petersburg, Fla.

Harry I. Isted, 50, for 25 years a San Francisco pressmen died Sept. 9.

Things You Don't Want

STORED away in many Newspaper offices are pieces of machinery or other equipment that are not in use. They are in excellent condition and to-day have a value. A year from now that value will have lessened, and it will continue to depreciate until eventually the article will reach the junk pile.

To-day, commanding the highest price, is the time to dispose of unused material.

You can find a buyer by inserting an advertisement under "Equipment For Sale" in the classified pages of

EDITOR & PUBLISHER

IN THE FIRST THREE

Sixty-four papers have joined in preparing a survey of the eighty-one major markets of America. The list is given below—

These sixty-four papers represent the best selling opportunities in sixty-four of America's great cities. Here is what a tabulation of the figures shows—

Total city population served by these 64 papers	*Total city circulation of these 64 papers*
30,853,713	**3,753,651**

The average for these 64 papers is one paper for every **8.2** inhabitants. Get that into your mind!

For 64 of the leading markets in America the circulation of the dominant papers averages only one paper for every 8.2 people in those cities, and these are 64 of the most dominant cities in America!

In the entire list of 64 papers there are only three that sell *ONE PAPER FOR LESS THAN FOUR INHABITANTS.* These three are—

THE RICHMOND (VA.) NEWS LEADER
THE GRAND RAPIDS (MICH.) PRESS
THE KANSAS CITY (MO.) STAR

There are but *THREE PAPERS* in America that have a saturation of more than one *PAPER FOR EVERY FOUR INHABITANTS,* and THE NEWS LEADER is one of those three.

There are only two other papers in America—circulation and rate considered—that offer any such returns to the advertiser as THE RICHMOND (VA.) NEWS LEADER.

The Richmond merchant who uses THE NEWS LEADER knows that he is getting more customer prospects at a lower rate than any other merchant in America, except, perhaps, only two other papers.

Advertisers in THE NEWS LEADER reach every prospect every day in the great and populous city of Richmond, Virginia.

Akron, Ohio: Beacon-Journal
Albany, N. Y.: Knickerbocker Press
Albany, N. Y.: Evening News
Atlanta, Ga.: Journal
Baltimore, Md.: Sun
Boston, Mass.: Globe
Canton, Ohio: Repository
Chicago, Ill.: Daily News
Cincinnati, Ohio: Times-Star
Cleveland, Ohio: News
Columbus, Ohio: Dispatch
Dallas, Tex.: Times-Herald
Dayton, Ohio: News
Des Moines, Iowa: Register and Tribune
Detroit, Mich.: News
El Paso, Tex.: Herald
Erie, Pa.: Dispatch-Herald
Flint, Mich.: Journal
Grand Rapids, Mich.: Press
Houston, Tex.: Chronicle
Indianapolis, Ind.: News
Kansas City, Kan.: Kansan
Kansas City, Mo.: Star
Los Angeles, Cal.: Times
Lynn, Mass.: Item
Memphis, Tenn.: Com.-Appeal
Milwaukee, Wis.: Journal
Minneapolis, Minn.: Journal
Nashville, Tenn.: Banner
New Haven, Conn.: Register
New Orleans, La.: Times-Picayune
New York, N. Y.: Times
Oakland, Cal.: Tribune
Oklahoma City, Okla.: Oklahoman
Oklahoma City, Okla.: Times
Omaha, Neb.: World-Herald
Paterson, N. J.: Press-Guardian
Peoria, Ill.: Journal-Transcript
Philadelphia, Pa.: Bulletin
Portland, Ore.: Oregonian
Providence, R. I.: Journal-Bulletin
Richmond, Va.: News Leader
Rochester, N. Y.: Times-Union
Salt Lake City Tribune
San Antonio, Tex.: Express
San Antonio, Tex.: News
San Francisco Chronicle
Schenectady, N. Y.: Gazette
Scranton, Pa.: Times
Seattle, Wash.: Times
Spokane, Wash.: Spokesman-Review
Spokane, Wash.: Chronicle
St. Louis, Mo.: Post-Dispatch
St. Paul, Minn.: Dispatch
Syracuse, N. Y.: Herald
Toledo, Ohio: Blade
Troy, N. Y.: Record
Tulsa, Okla.: Tribune
Utica, N. Y.: Observer-Dispatch
Washington, D. C.: Star
Waterbury, Conn.: Republican and American
Wilmington, Del.: Journal and News
Worcester, Mass.: Telegram-Gazette
Youngstown, Ohio: Vindicator

KELLY-SMITH COMPANY

Lytton Bldg., Chicago *National Advertising Representatives* **Marbridge Bldg., New York City**

BRITISH PUBLISHERS IN AUSTRALIA



British Empire Press Conference delegates took two days off to climb the famous Blue Mountains in New South Wales. In the background are the peaks known as the "Three Sisters"

WHAT'S WHAT IN THE FEATURE FIELD

Ullman Feature Service Adds to Staff—New Love and Marriage Series on Market—Money Making Helps for Women

ULLMAN FEATURE SERVICE, Washington, D. C., has appointed Wellington J. Voss and W. J. Mealy members of its staff.

Mr. Voss, who was graduated from Catholic University, served on Washington newspapers for the last seven years, specializing in features and special articles. Because of his familiarity with the various governmental departments at the National Capital, he will devote himself in his new position exclusively to writing articles based on information gathered from the Bureau of Public Roads, the Bureau of Mines, the Bureau of Standards and other branches of the Government having a direct bearing on the varied activities of the Ullman Feature Service.

Mr. Mealy formerly was connected with the *Washington Times* as reporter and later with the *Houston* (Tex.) *Post* as automobile editor. He has made a special study of automobile sections of newspapers and will act as a contact representative, promoting such features offered by the Ullman Syndicate as "The Sunday Motorist," "John Smith and His Car," "That Car of Yours," etc.

Current News Features is offering a series of three stories entitled "Grooming Miss America" by Mrs. Emily Lanphier, mother of Miss Fay Lanphier, who was chosen as the most beautiful girl in America at the annual beauty contest at Atlantic City.

Frances McDonald, noted newspaper free-lance writer, is author of a new love and marriage series entitled "Are You Afraid of Marriage," which is being distributed by McNaught Syndicate, Inc., New York.

An addition to its list of Women's Page Features was announced this week by the Ledger Syndicate, Philadelphia, under the title, "100 New Ways for Women to Make Money". The series, designed to run a half a column daily is written by Ruth Leigh, author of "The Human Side of Retail Selling."

Sophie Irene Loeb has written a series of 19 articles telling what modern methods are accomplishing in the Holy Land. They are dated, Haifa, Palestine. Distribution is being handled by the New York World Syndicate, New York.

E. J. Clode has rejoined the staff of the Bell Syndicate, Inc., New York, as salesman.

"Gross Exaggerations" comic Yiddish feature by Milt Gross, New York World cartoonist, is now being nationally distributed by the New York World Syndicate.

Editor Killed by Crooks

Thomas Dovery, Kelso (Wash.) editor, who was murdered several months ago, was killed by a gang of petty crooks and not because of local politics, it has been announced by officials who have been working on the crime. Dovery was slain while a town row was under way in Kelso and his death was generally laid to his opponents in that controversy.

"FOR, OF, AND BY WOMEN—"

Is Policy of Shanghai (China) Women's Daily News

Chinese women are claiming a record over their eastern sisters in being first to publish a daily newspaper for, of and by women.

The *Shanghai Women's Daily News* started publication Aug. 21. Its staff is composed of the young intelligentsia among Chinese women. It is interested in collecting news of appeal to progressives among the gentler sex. Men are allowed only incidentally in the publication of the newspaper.

"We hope that our undertaking will help to promote and encourage the establishment of women dailies in the whole country," the first number declared.

Miss Liang Mon is editor and manager, and Miss Chen Shilu, associate editor and assistant manager.

DOCTOR RUNS AD COPY IN DULUTH HERALD

Unique Announcement Written by Dr. E. G. Hutterer Answers Affirmatively the Question "Should a Physician Advertise?"

"Should a physician advertise?"

Dr. E. G. Hutterer, a graduate of the Iowa College of Medicine, decided that he should, and in an advertisement in the *Duluth* (Minn.) *Herald* recently, outlined his reasons. He announced that he would charge $1 cash for consultations and on that basis only, asked that he be patronized.

His announcement follows:

"Should a physician advertise? No, says the American Medical association. So in writing this advertisement I fully realize that I am to be ostracized by the physicians and surgeons and their organization of Duluth and the United States.

"But, why should I not advertise? I spent years in preparing myself so I might properly diagnose and treat human ills. It is my stock in trade, and as a merchant advertises his wares, why should not I?

"I was educated at the Iowa College of Medicine and served my internship at St. Joseph's hospital at Sioux City, Iowa, and have practiced for eighteen years. I built a fairly good practice in general medicine, and was considered successful. That is, I was busy. But, as each year I watched a growing list of large and uncollectable accounts I realized I must make a change.

"A short time ago I opened offices in Duluth. I believe there are enough people here to want skilled medical attention and are willing to pay for each office call each time they call, and to make it an object for them to pay I have reduced my price to $1.

"My method of treatment is no different than any other skilled physician's. I claim no cure-all, I do not guarantee I can cure, but as a competent physician I do my best. I diagnose your ills, prescribe medicines and do all any physician can do—but at a flat office charge of $1—no charges. My only inducement is price.

"My reason for advertising is that I want to build a practice quickly, just as a merchant advertises so that he may become known. I invite you to call, and if I can help you, I will tell you, if I cannot, I will be just as frank. I leave the fairness of this plan to your judgment."

NEW TAMPA DAILY

Telegraph Starts Oct. 11 with 232 Pages in First Issue

The TAMPA MORNING TELEGRAPH started publication Oct. 11, its first edition numbering 232 pages and containing 303,674 lines of advertising. United News reports are being used.

W. O. Stovall is president.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

One Man vs. Six Men

WHEN a representative of this newspaper sextette walks into the office of a space buyer he gives FULL VALUE for every moment of time that he takes up.

It is a case of ONE MAN equipped with facts and figures on SIX major markets and six newspapers instead of six men with six selling talks.

This standardized service, representing centralized and up-to-the-minute information, saves time for the space buyer and simplifies the matter of media selection in six highly responsive markets.

EASTERN OFFICE	*WESTERN OFFICE*	*NEW ENGLAND OFFICE*
9 E. 40th St.	*Hearst Building*	*5 Winthrop Square*
New York	*Chicago*	*Boston*
R. E. BOONE	*H. A. KOEHLER*	*S. B. CHITTENDEN*

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (Milwaukee)

LIBRARY U. OF I., URBANA

POSTAL SITUATION IN REVIEW

Speculation as to Outcome of Hearings and Publication of Voluminous Testimony

THE hearings before the Joint Postal Committee terminated in St. Paul on Sept. 28, and have recently been issued by the Government Printer and consist of over 1,100 pages of testimony. An announcement is now made that supplemental hearings will be held in Washington, beginning Oct. 26.

There has been considerable conjecture as to what subsequent action will be taken by Congress, and how soon. Undoubtedly several bills will be introduced into the coming Congress on Dec. 1, requiring changes in the new rates, all of which will be referred to the respective committees of the House and the Senate.

At the time of the creation of the Joint Postal Committee it was instructed to report back a measure at the opening of Congress that would embody permanent rates, or a readjustment of rates, as might be determined from the testimony submitted. The impression prevails, however, that the committee will request permission to postpone the presentation of such a measure until more complete returns are secured from the Post Office Department as to the increases that the present rates have brought about. This opinion is shared by those who are closely in touch with the situation.

Judging from the monthly statement of the increase in revenue from the 50 principal cities, it undoubtedly will show that an average of approximately 12 to 13 per cent will be established, and if one will compare that presentation with the total revenues, which for the last fiscal year were approximately $580,000,000, it will be seen that with the average increases, as pointed out above, there will be quite sufficient revenue to meet the increased rates of pay granted by the measure passed in the last Congress. It is well to keep in mind that the wage increases were made retro-active to Jan. 1, and that the new rates went into effect on April 15.

A quick review of the hearings as now printed, together with close observation of things during the course of the hearings held in the various cities from Atlanta to St. Paul, yields the following general impression: The feeling prevails that the newspapers, through the Southern Newspaper Publishers Association and the American Newspaper Publishers Association, made an unusually convincing case for a favorable consideration of second class rates. It was emphasized that their services to the country as a whole, both in the cities and in the rural districts, were of a character to warrant considerable flexibility, but that the methods employed in the ascertainment and allocation of the costs of various classes were of so inequitable a character as to show a serious loss on papers delivered, especially in the R. F. D. service. So far as the magazines and periodicals were concerned, their case was ably presented even to the extent of showing that a great many of the larger national magazines under the re-entry system were paying a good profit to the Post Office Department.

The briefs presented at Atlanta by the Postal Committee of the Southern Newspaper Publishers Association, and by the local Postal Committee of the American Newspaper Publishers Association at Philadelphia, New York and Boston, were enlightening as to the effect of the present rates upon circulation. In Chicago the A.N.P.A's case was presented by a representative of the *Chicago Tribune* and the line of argument swung around to a request for a bundle rate, somewhat parellel to the rate that the many metropolitan papers of the country are enjoying.

It is a well established fact that a great many of the papers are enjoying a low competitive baggage and express car rate and should the rate be calculated on a cost basis and compared with similar service on commodities which are under the supervision of the Interstate Commerce Commission, it might act as a boomerang in raising the rate which they are now enjoying by competition, should the Post Office Department make a recommendation for a rate at cost.

The zone system has been generally accepted as a permanent thing and it is most seriously advocated by the smaller newspapers, both daily and weekly, which are contiguous to the territories covered by the larger metropolitan papers, whose circulation extends deep into their territory.

This has always been the subject of endless discussion in associations composed of smaller papers, and in order to present a united effort for a reduction to the 1920 rate, which seems to have been generally agreed upon by all classes of users of second class mail, it would be well not to confuse the major issues by bringing up these different local problems that are particular to a few publishers.

If personal impressions are any indication of the attitude of the Committee, it is reasonable to anticipate that some consideration will be given by the Senate at the earnest request of the Postal Committee of the A.N.P.A. It seems probable too that the new rates will provide revenue to such extent that practically no difficulty will arise in the Department on this account. The essential problem before the next Congress will be as to the policy of the government in the postal service as it applies to the various classes of mail.

One of the outstanding features of the hearings was the harmony in which users of second class worked in presenting their cases before the Joint Committee. In fact there seemed to be little conflict between the various organizations represented. Undoubtedly there will be an early readjustment of the rates on postal cards, also on transient second class mail, but it is believed that it will be well into the next year, following the supplemental hearngs and the holiday business, plus a further investigation by the Joint Commission of the methods of bookkeeping employed in the Department and the allocation of the various expenses, before any definite measure will be submitted, keeping in mind that the popular issue of tax reduction and the essential discussion of appropriation bills always enjoyed the preference on calendars of both the House of Representatives and the Senate.

Jamestown (N. D.) Sun Now a P. M.

The *Jamestown* (N. D.) *Sun* has changed from the morning to the evening field.

TRUTH IN REPORTING AND AD COPY STRESSED IN CANADIAN ETHICS CODE

THE following code of ethics was reported by the Editorial Committee of the Canadian Weekly Newspapers' Association at the recent annual convention in Winnipeg:

We believe that journalism is an honorable profession, essential to the welfare of society.

We believe that the success of democratic government depends upon sound public opinion and that the newspapers should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news.

We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

We belive that a newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, the state and the nation.

We believe that a newspaper that goes into the home should publish nothing which cannot be read aloud in the family circle.

We believe that news of crime, scandal and vice should be presented in such a manner as to deter readers from imitating the criminal and the vicious.

We believe that all persons and organizations are entitled to fair play in the columns of the newspaper.

We believe in the right of privacy of individuals in all matters not of public concern.

We believe that no propoganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

We believe that editorials should present the truth as the writer sees it, uncolored by bias, prejudice or partisanship.

We believe that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

We believe that the purpose of newspaper advertising is to create a demand for commodities or services, to inform readers, not to mislead or to defraud them.

We believe that advertisements should be as clean and wholesome as news and editorials.

We believe that rates for subscription and advertisements should be sufficient to insure the publisher a fair profit.

We believe that all statements of circulation should give the actual number of bonafide subscribers.

We believe that only such newspapers as maintain the highest standards of truth, honesty and decency in news, editorials, and advertisements, deserve the support of the community.

We believe that newspapers, which find it advantageous to copy from other papers editorials or news features that have cost the writer time, effort and money, should give due credit.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

Two Advertisements or Fifty-Two?

Why schedule advertising to overcrowd churches on Christmas and Easter and leave them half-empty the rest of the year?

Dr. W. S. Abernethy, a prominent Baptist pastor in Washington, D. C., gives this hint to newspapers:

"Washington newspapers (as do newspapers everywhere) make a mighty effort to get the churches to advertise their special day services,—Easter, Christmas, and so forth. Those are the days when we do not need to advertise at all. We always turn people away then.

"If the newspapers could find out, say on Friday morning, from the weather forecaster what the weather on the following Sunday was likely to be, and then call the ministers and say 'Rain is prophesied for next Sunday, how about an advertisement,' they'd be more likely to get it. I believe in advertising. The newspapers are a valuable aid."

This is the opportune time to start a church page. The churches are getting into full swing now for their winter's programs.

We will help you to start your church page.

Do you want copy and plans?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

MIXED COMPOSITION

MODELS 25 and 26

MODEL 25
Two Standard Main Magazines

MODEL 26
Two Standard Main Magazines

Two Standard Auxiliary Magazines

All Magazines Quickly Removed from the Front and Interchangeable with Other Linotypes

[*Can be supplied to cast either 30 or 42 pica maximum measure*]



FACES FROM ALL MAGAZINES

Continuously Composed :: Continuously Distributed

Mixed in the same line if desired

All Operated by a
SINGLE POWER-DRIVEN
KEYBOARD

© TRADE **LINOTYPE** MARK ©

Mergenthaler Linotype Company

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

Composed entirely on the LINOTYPE *in Caslon No. 3 with exception of hand-set title line*

NEWS QUALITY IN NEWSPAPER COPY MAKES IT DOMINATING MEDIUM

I. J. Hentschell of Minneapolis Tribune Ad Staff Answers J. G. Pattee's Attack—Cites Volume of Retail Business

IT is the *news* quality afforded by newspaper advertising which makes newspapers the most important medium for retail stores, I. J. Hentschell, of the *Minneapolis Tribune* advertising staff recently told members of the Minneapolis Salesmanagers Association, in answering the attack against newspaper space made several months ago by J. G. Pattee, sales director of the Newcomb-Endicott Company, Detroit department store. Mr. Pattee upheld direct mail advertising in an address and his remarks were later printed in booklet form and distributed. In answering Mr. Pattee's remarks, Mr. Hentschell said:

"I will certainly try to be more charitable to direct-by-mail, than Mr. Pattee has been to the newspapers, because, direct-by-mail is if used properly meritorious.

"Advertising is essential to all business. A business enterprise to succeed under present business competition, must advertise. And it is truly amazing what remarkable returns all forms of good advertising bring to the business that utilizes advertising properly. There are but three requisites to attain the pronounced success that advertising is certain to bring about—good merchandise, good organization and good advertising copy used in a good media.

"In 1923 there was spent in the United States a total of a billion dollars in all forms of advertising. Of this billion dollars the newspapers received $600,000,000. Newspapers were used most because, results considered, the newspaper is the least expensive form of advertising.

"What is a justified appropriation for advertising? Before the war, advertising experts said 3 per cent of the gross business. Today, the percentage cost of advertising will probably average about 4 per cent of the gross sales. The department stores, supposedly the most reckless in the use of advertising do not as a rule spend 4 per cent of their gross business in advertising, in my judgment the department store is nearer the 3 per cent mark and the reason for their small advertising cost must be attributed to a most careful selection of media. Eighty-five per cent of their advertising appropriation is spend in the newspapers. A Minneapolis department store advertising man attending the conferences of the big American retail stores tells me that such advertising experts as Mr. Black of Filene's, Boston, Mr. Appel of Wanamaker's and Mr. Brown of Marshall-Field's have time and time again expressed themselves on the fact that the newspapers should receive 85 per cent of a department store's appropriation and that all other forms of advertising media should receive the balance. In the 'other forms of advertising' I am including direct-by-mail.

"Why do the experts allot 85 per cent of their appropriations to the newspapers? There must be a reason. That reason is the fact that the advertising in the daily newspaper is news. Just as important, just as interesting as any other news in the newspaper. There is no other media that can or that has been able to inject news in its advertising to such a pronounced extent as the newspaper. In your morning newspaper appeared price reduction announcements of automobile manufacturers. Was that not news of the utmost importance? In the same issue a number of department stores make what they consider important announcements, some relate to special price offerings, others depict the new styles, the new arrivals in things that your wife and my wife is very much interested in. Take out the advertising from your favorite newspaper and you will take away from it a most interesting and most important news feature.

"Mr. Pattee states there is no such a thing as cumulative results from advertising. If that statement is correct then advertising is a fraud. There must be cumulative results from your advertising; if that was not true, you could not afford to buy advertising. Why is it that a page ad with surprisingly low prices, good values, when used by a non-advertising merchant will bring little or no response, when on the other hand the same copy signed by a merchant who has been a persistent advertiser, will unfailingly bring a big return? For example: Foster & Waldo, the biggest advertiser among the piano merchants of Minneapolis, announced the other day in the daily newspapers a removal sale. The response was so great that a squad of police were on hand to take care of the mob. Is it not a fact that the reason for the big success of the Foster-Waldo sale is primarily due to their big advertising programs of the past plus their good merchandise plus their good organization? Cumulative results from former advertising put the Foster-Waldo sale over and cumulative results are an absolute essential in the success of any present day merchandising effort.

"Every successful retail department store in America uses newspapers. The Newcomb-Endicott company of Detroit spends in the newspapers of Detroit 60 per cent of its entire advertising appropriation.

"We must not forget Mr. Pattee's reference to what he terms is too much advertising in the newspapers. He wonders how in the world people find time to read the mass of advertising that is contained within the folds of a big city daily. About four years ago the Powers' Mercantile startled Minneapolis by running nine pages of advertising in the interest of a one day sale. I hope I am not trangressing the ethics of an advertising man when I divulge the figures of Powers one day effort and the effect of the nine pages. The one day business amounted to a figure of more than $127,000. I recall the time that the Donaldson store objected when the paper that I am associated with, happened to place its grocery copy on the what is termed the market page—a solid mass of grocery and meat advertising. The point made by the Donaldson store was that its merchandise was so far superior to the merchandise offered by the other merchants on the page that the association was not wholesome to Donaldson's. But today you will find Donaldson grocery copy right alongside of the cash and carry stores on the market pages every Friday evening and Saturday morning. Donaldsons have found that four or five pages of grocery and meat advertising has a smashing attention appeal. And Donaldson's, because they have good merchandise, received a splendid return. If a three column ad could be made to do what a full page accomplishes why would not our good advertising experts use the smaller space?

"The reason for the large amount of advertising in the daily press is due to the fact that the advertising brings results; it is read because it is news."

CLASSIFIED ADS GROW

President Nax Furnishes Figures to Prove It

Classified advertising is growing in prestige and profits, according to Charles W. Nax, of the *St. Louis Globe-Democrat,* and president of the Association of Newspaper Classified Advertising Managers. Mr. Nax furnished figures to prove his assertion to the Associated Advertising Clubs of the World, and that organization made them public this week.

"The revenue of one newspaper increased its revenue from classified advertisements in a few years from $150,000 to $1,000,000 a year," Mr. Nax said. "Another newspaper's classified revenue is now nearly $5,000,000 a year.

"Small newspapers are awaking to the fact that classified advertisements produce two and often three times as much per line as display copy. Rate cards show 30 cents or 40 cents per inch for run of the paper advertising and one cent per word or six cents per line for classified or 72 cents an inch."

Edmonton Daily Resumes Publication

Edmonton (Alta.) *Daily Bulletin* was to resume publication Oct. 15. Charles E. Campbell, former newspaper proprietor of Vancouver, B. C., has announced he is sole owner. The Bulletin suspended last June 19, following a strike in its mechanical department against proposed wage reductions.

MERGER OF PRESS GROUPS

Maine Press Association and Typothetæ Unite

The main Press Association at its Annual Meeting on Friday, voted to merge with the Maine Typothetæ under the general title of Franklin Association. The national body of membership will include photo-engravers, paper dealers and employes groups as well as newspaper men.

Pres. L. P. Evans, of the *Piscataquis Observer* was delegated to express vehement objection of the Maine Association to Congress against the action of the Federal Government, through the printing bureau, in entering into competition with the private printing industry by printing envelopes.

President Evans was reelected. Charles F. Mann of Lisbon, was elected vice president and O. L. Evans, secretary-treasurer.

Each week men and positions meet in EDITOR & PUBLISHER classified columns. Read and act!

The New York Times

PRIZE FOR ESSAY ON ADVERTISING TYPOGRAPHY

The New York Times offers a prize of $100 for the best essay on the practical value of good typography in newspaper advertising.

This prize offer affords opportunity to all who can interpret the principles and value of good typography.

The essays submitted must be not more than 1,000 words in length and typewritten.

It is suggested that references be made in illustrating the points brought out in the essay, to the various entries in the recent Typographical Contest of The New York Times, 400 of which have been reproduced in the book "Newspaper Advertising Typography" by the Business Department of The New York Times. A copy of the book will be sent free to any person intending to write an essay.

All entries must be addressed to Typographical Essay Contest, The New York Times, 229 West Forty-third Street, New York City, and must be received before November 15, 1925.

The contest is open to all except members of the staff of The New York Times.

Greatest Volume in History of any New York Newspaper

The New York Times in September published 2,580,816 agate lines of advertising, exceeding its own record and reaching the greatest volume ever published in one month in a New York newspaper.

This large volume was attained notwithstanding the censorship of The Times which excluded thousands of agate lines of advertising as objectionable.

THE MERIDIAN STAR
Mississippi's Largest Daily

Circulation now above 12,000 Daily and Sunday, by nearly 50 percent largest circulation in state.
The Star is the only newspaper in a trading radius of fifty miles. Member A. B. C.

THE STAR STANDS HIGH
At Home and Abroad

The Star leads Mississippi:
In local advertising
In national advertising
In net paid circulation.

A GOOD newspaper in a RICH field. Covers 15 populous and prosperous counties in East Mississippi and West Alabama.

Business is GOOD. Crop prospects are ROSY. The Meridian community has money to spend.

Solely Represented by
The S. C. Beckwith Special Agency
New York, Chicago, St. Louis, Detroit, Kansas City, Atlanta, Los Angeles, San Francisco.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Johnstown Tribune
Johnstown, Pa.

We refer you to them for their opinion

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

MAIN OFFICE
Conway Bldg.
111 W. Washington St.
CHICAGO

EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK

Advertisers Get Complete Coverage of Michigan
Outside of Detroit
With The Booth Newspapers

Seven out of eight are alone in their fields

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

The Booth Publishing Co.
2500 Buhl Building
DETROIT, MICHIGAN

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

OVER FIFTEEN YEARS AGO A MERCHANT OFFERED $1000.00

For a list of every possible and favorable selling argument and purchasing appeal that could be used in a retail advertisement.

As the result of this offer

THE KNIGHT METHOD OF EFFECTIVE ADVERTISING

Is now offered to you.

It is a tabular analysis of retail advertising—so exhaustive, as to include, so far as lies within the reach of human effort, the total sum of retail advertising's possibilities.

It resolves retail advertising into both its verbal and conceptional elements and presents those elements under quick reference classifications for the ready synthesis of advertising ideas and expository phraseology.

Its suggestion-value is instantly apparent; and it will prevent the mind upon which unusual copy demands are made from slipping into a rut.

It will halt the unconscious habit of using threadbare words and phrases. It enables the writer to select the exact word or idea for the exact shade of meaning desired. It adds those deft touches of individuality and distinction, which lifts advertising above the common level. It epitomizes the complete list of retail advertising appeal and enables the copy writer to have absolute assurance that no applicable selling argument can be overlooked and yet tiresome repetitions are easily avoided.

It is a dictionary of retail policies; it is a bountiful source of merchandising suggestions; it is a table of retail service possibilities; it is a text book of oral salesmanship.

MAIN CLASSIFICATIONS

Prices
Bargains and Values
Quality
Styles
Service
The Store and Organization
Location of Store
Sales
Merchandise, Stock
Description of Specific Merchandise
Satisfaction
Miscellaneous and Human Interest Appeals

Each of the Main Classifications here shown are subdivided into from six to twenty-five Classification Plans. Over one thousand qualifications of "Prices" are shown. This is but one item. Prices, Bargains, Values, Styles, Sales, Credit Business, Community Building, Human Interest and even applied Psychology are included in easily understood non-technical language.

The possibilities extend to the construction of advertising which is to be conservatively dignified or radically sensational, or in between these two, according to the atmosphere and policy of the store.

It is more than a word-book, phrase-book or an idea-book. It is more than an advertising dictionary, thesaurus or encyclopedia. It is more than a system or service. It is now and will continue to be a standard work.

THE ADVERTISING HANDBOOK OF THE CENTURY

Over 100,000 different advertisements (during a period of over fifteen years) have been carefully analyzed in the compilation and creation of the

KNIGHT METHOD OF EFFECTIVE ADVERTISING

and it has taken over 200,000 record cards and a ten-foot pile of finely penciled notes on ordinary letter paper in the process.

All the daily newspapers of this country and Canada and many English dailies have been scanned; and several hundred books and treatises on advertising, salesmanship, retailing, merchandising, storekeeping, rhetoric, philosophy, applied psychology and kindred subjects have been searched for ideas.

The Knight Method of Effective Advertising is designed primarily to facilitate the production of retail advertising. But inasmuch as the basic principles which underlie all persuasive publicity are identical, the Knight Method offers parallel assistance to the producers of any kind of advertising.

The Knight Method will be issued within a short time as a monthly service; preparatory to which it was found necessary to have some complete copies available. It was therefore decided to publish a complete edition in book form for a limited distribution.

The book contains over two hundred and thirty pages, and is printed on heavy machine finished paper from new type, size 8 x 11 inches and about one inch thick, handsomely bound in durable black bookbinder's heavy linen cloth and lettered on face. Each of the twelve parts are arranged in sequence and cross references are easily and quickly found for outline and fill in work.

If results received by advertisers mean more income to a newspaper, because more space is used; and if a greater revenue enables publishers to produce a better newspaper in every department, then *every PUBLISHER and ADVERTISING MANAGER should have a copy.* The stupendous labor, the analytical concentration, the coordinated application of the English language, the correlation and finely shaded differentiation of every conceivable and favorable thing that can be said about merchandise, and the many new and otherwise hardly ever remembered angles of outline and presentation will undoubtedly make this work THE STANDARD FOR THIS CENTURY. PUBLISHERS seeking useful and practical CHRISTMAS GIFTS for their heavy space buyers will do well to consider THE KNIGHT METHOD OF EFFECTIVE ADVERTISING. The complete work can be furnished in limited quantities, provided that orders are received promptly. Write for further information and state quantity desired.

The following special price of the Knight Method in book form is about one quarter of its cost as a monthly service.

TERMS

Single Copy $35.00 less 10% cash with order..... $31.50
or $35.00—$10.00 with order; balance $25. upon receipt, less 10%, or $22.50..... 32.50
or $35.00—$15.00 with order; balance $20. in ten days, less 10%, or $18.00..... 33.00
or $35.00—$15.00 with order; balance $20. in 30 days, less 5%, or $19.00..... 34.00

When ordering signify the terms desired.

CLARENCE M. RUSK

Exclusive Sales Agent United States, Canada and Great Britain.

New York City Address, 1475 Broadway, care EDITOR & PUBLISHER, Suite 1700

WICHITA EAGLE PRINTS 35,000 TAX RETURNS

Editor Victor Murdock Replies to His Critics: "Our Readers Are Entitled to the News"

Victor Murdock, editor of the *Wichita* (Kan.) *Eagle*, believing that his readers are entitled to all the news, discovered when the income tax books were opened, that there were over 35,000 individual taxpayers on the local list. This didn't deter Mr. Murdock from his purpose of letting the people know. He printed the entire list, devoting eight columns of the Eagle each day to this purpose.

From the list, readers of the Eagle learned a good many things regarding the wealth of the individuals and the state. It revealed that the large taxable incomes of Kansas are to be found in the county seat towns. The larger towns and cities appear to offer more advantages to the individual seeking investments and to the man with a family. Better schools in the cities attract many from the farms and small country towns.

A large portion of the tax aggregate for the last quarter was paid on the last day before the penalty was added. The total amount collected at the Wichita office was close to $10,000,000.

A better showing in prompt payments of the tax was made this year than during any previous year, and the prompt payment indicated the prosperity of the state at large.

When the first list of taxpayers appeared in the Eagle a "mighty howl" went up, but this had little weight with Murdock. He merely replied:

"Readers of the Eagle are entitled to the news," and the publication of the list went on.

WHAT OUR READERS SAY

Crusade for "Percent" One Complete Word

To Editor & Publisher: For years I wondered why newspapers differ so widely in their style of printing a short form of "per centum"; and for uniformity I adopted and have urged upon others the use of one word, "percent"—analogous to "percentage," which every publication uses as a single word. Besides the sign %, common in stock market and other financial reports, and in general articles in financial newspapers, we have:

(a) Per centum—customary with writers who would not use a term half Latin and half English. No objection to this.

(b) Per cent.—the period to indicate that "cent" is abbreviation of Latin word meaning 100 and is not intended for the English word for 1-100th of a dollar.

(c) per cent—the period omitted as being unnecessary because everybody knows what is meant, owing to longtime common use of "cent" for 100 when the word is preceded by "per."

(d) Percent—one word, no period: adopted in recent years by financial writers who evidently believe that it is high time to establish this for uniformity in the language. Many words now in general use were formed in this manner.

Persons familiar with the "mechanics" of editing and printing are aware of the troublesome ways of "per centum," which is rarely seen nowadays in full Latin form. In many offices the style for its shortening is left solely to the whim of some person in authority. Possibly the problem presented for copy-editors, for typesetters and for proofreaders by the variations of "per centum" causes more waste of time and labor than any other locution. And even then, sometimes the term appears in two or three ways in the same publication—in the same story!

"Percent," one word, solves it. Let all publications—books, magazines, down to the country weekly newspaper—adopt this form and there will be rejoicing in the craft—perhaps, too, detectible curtailment of expense for publishers! As one word I have seen it recently in several magazines.

A special convention of the American Newspaper Publishers Association to consider and act upon "the great per cent., per cent, percent imbroglio" might be in order! But a referendum would answer. At all events, why not get together on one style and thus do away with something that is a real nuisance to printers generally?

Will Editor & Publisher, palm-bearing champion of a recent orthographical reform, now exert its great influence in behalf of "percent"? Its triumph will be 100 percent satisfactory to the craft, I am sure.

J. Joseph Lawrence.

Twelve Sunday Sections

To Editor and Publisher:

Several days ago we mailed you a story, relating to changes in our Sunday editions, in which we inadvertently referred to "twelve pages of comics." As this carries the impression that we have a twelve page comic section, we request a correction as follows.

Beginning with its issues of September 20, *The Milwaukee Journal* has increased its Sunday editions from nine to twelve sections. The comic section was enlarged from four to eight pages, and the feature magazine from a tabloid to an 8 page, 7 column newspaper. There was added a tabloid magazine, in color, for children, a fiction story magazine, in color, newspaper size (supplementing the feature magazine), and a motoring and radio magazine. The sport drama section was doubled and space given to fashions, society news, real estate and building materially increased.

Yours very truly,
O. R. Smith,
Public Service Bureau, Milwaukee Journal.

Hub Writers in Golf Tourney

The annual golf turnament of the Newspaper Men's Golf Association, of Boston, Mass., was held last week at the Bellevue Golf Club. In Class A, A. M. Hoxie of the *Post* won first; J. A. Jones of the *Herald*, second; W. O. Nicoll of the *Christian Science Monitor*, third; and J. H. Kelly of the *Post*, fourth. In Class B, G. E. Burnham of the *Post* won first, and R. J. Kelly of the *Post* was second.

Daily Starts New Book Column

The *Salt Lake City Tribune* has started a new daily department devoted to literature entitled, "Under the Reading Lamp."

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

first! in OHIO
15,279,513 Lines
Dispatch advertising record first nine months of 1925 exceeding other Columbus newspapers combined by 2,699,290. For the first 8 mos. 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638.

NET PAID CIRCULATION

CITY	54,851
SUBURBAN	28,024
COUNTRY	22,944
Total Circulation	105,819

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Coolidge is Impressed by Indiana

Dispatches from St. Louis to newspapers throughout the country, on October 5th, announced that President Coolidge's train had arrived on its way to Omaha, where the President was to address the American Legion convention the following day.

After describing the personnel of the Presidential party, the article continued:—

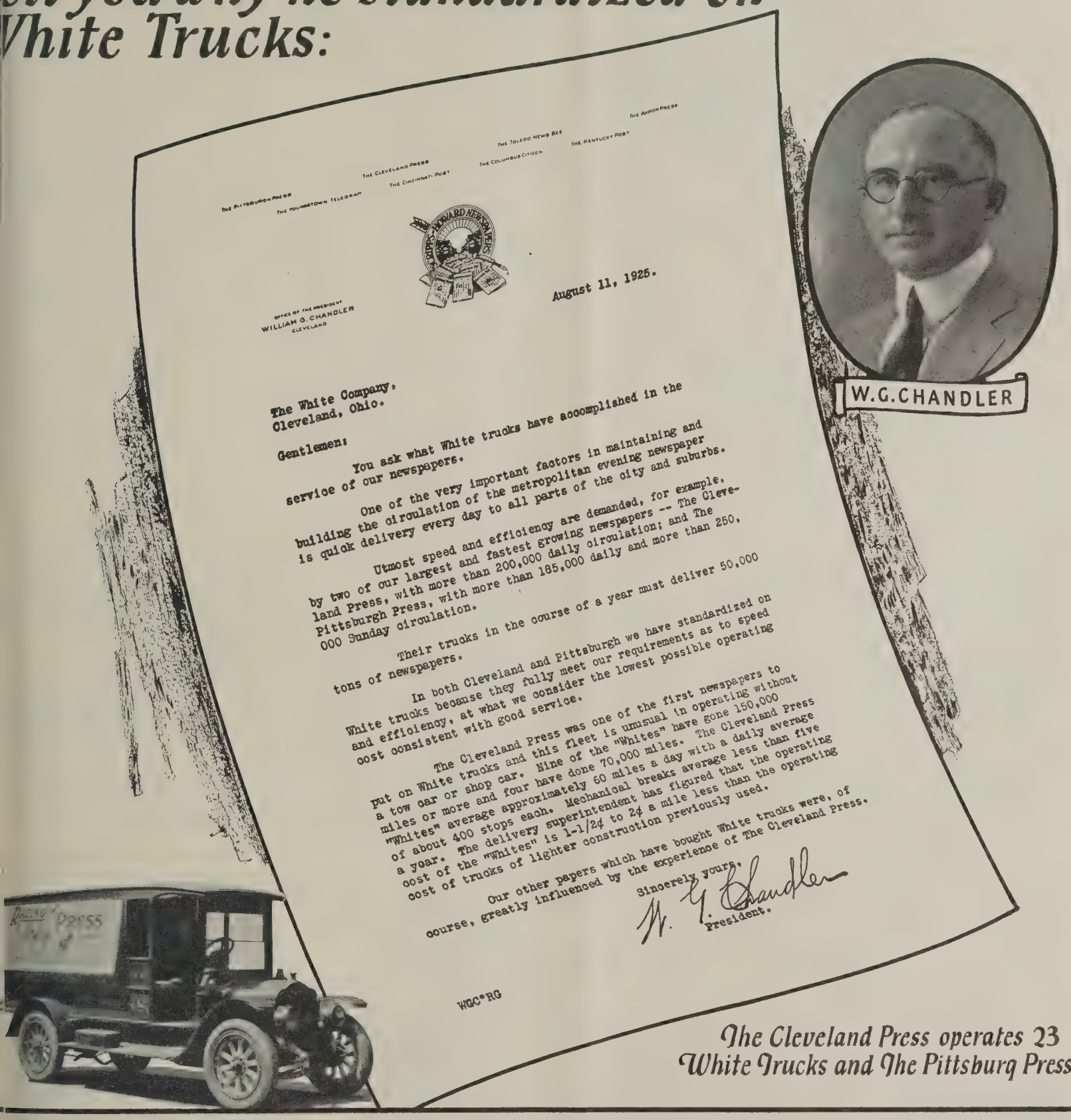
"President Coolidge appeared well satisfied with the evidence of industrial and farm prosperity he saw on every hand in his day trip through Indiana. Government reports have indicated an era of good times, with little unemployment and favorable crops. Agricultural Indiana verified the report as to an improved condition among the farmers. The corn fields appeared to be bounteous in their yields. The small towns were not without industrial activity. The smokestacks poured forth smoke indicative of production. All along the route farmers drove to the stations in automobiles."

There is an extraordinary buying power in Indiana and this prosperous market can be completely covered by a sales promotion campaign in the following newspapers at a remarkably low cost.

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
††Connersville News-Examiner	(E)	4,805	.025
††Decatur Democrat	(E)	3,194	.025
**Fort Wayne Journal-Gazette	(M)	32,662	.08
**Fort Wayne Journal-Gazette	(S)	34,487	.08
**Fort Wayne News-Sentinel	(E)	42,860	.10
**Gary Evening Post-Tribune	(E)	14,772	.06
†Hammond Times	(E)	17,127	.06
**Huntington Press	(M&S)	3,655	.025
*Indianapolis News	(E)	125,827	.25
**Lafayette Journal & Courier	(M) 7,915 / (E) 13,302	21,217	.06
††La Porte Herald-Argus	(E)	6,432	.025
†Shelbyville Democrat	(E)	4,012	.025
**South Bend News-Times	(M) 9,864 / (E) 14,151	24,015	.07
**South Bend News-Times	(S)	22,229	.07
**South Bend Tribune (S) 19,800	(E)	21,031	.06
**Terre Haute Tribune	(E&S)	23,710	.06

*A. B. C. Statement, Sept. 30, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
†Government Statement, Sept. 30, 1925.
††Government Statement, March 31, 1925.

Let W. G. Chandler, President Central Group the Scripps-Howard Newspapers, Tell you why he standardized on White Trucks:



THE PITTSBURGH PRESS
THE YOUNGSTOWN TELEGRAM
THE CLEVELAND PRESS
THE CINCINNATI POST
THE TOLEDO NEWS BEE
THE COLUMBUS CITIZEN
THE AKRON PRESS
THE KENTUCKY POST

SCRIPPS-HOWARD NEWSPAPERS

OFFICE OF THE PRESIDENT
WILLIAM G. CHANDLER
CLEVELAND

August 11, 1925.

The White Company,
Cleveland, Ohio.

Gentlemen:

You ask what White trucks have accomplished in the service of our newspapers.

One of the very important factors in maintaining and building the circulation of the metropolitan evening newspaper is quick delivery every day to all parts of the city and suburbs.

Utmost speed and efficiency are demanded, for example, by two of our largest and fastest growing newspapers -- The Cleveland Press, with more than 200,000 daily circulation; and The Pittsburgh Press, with more than 185,000 daily and more than 250,000 Sunday circulation.

Their trucks in the course of a year must deliver 50,000 tons of newspapers.

In both Cleveland and Pittsburgh we have standardized on White trucks because they fully meet our requirements as to speed and efficiency, at what we consider the lowest possible operating cost consistent with good service.

The Cleveland Press was one of the first newspapers to put on White trucks and this fleet is unusual in operating without a tow car or shop car. Nine of the "Whites" have gone 150,000 miles or more and four have done 70,000 miles. The Cleveland Press "Whites" average approximately 60 miles a day with a daily average of about 400 stops each. Mechanical breaks average less than five a year. The delivery superintendent has figured that the operating cost of the "Whites" is 1-1/2¢ to 2¢ a mile less than the operating cost of trucks of lighter construction previously used.

Our other papers which have bought White trucks were, of course, greatly influenced by the experience of The Cleveland Press.

Sincerely yours,
W. G. Chandler
President.

WGC:RG

W. G. CHANDLER

The Cleveland Press operates 23 White Trucks and The Pittsburg Press 20

THE WHITE COMPANY, Cleveland

WHITE TRUCKS

BUILT RIGHT — SOLD RIGHT — KEPT RIGHT

BONUS SYSTEM FOR ADVERTISING STAFF PAYS IN HEIGHTENED MORALE

Extra Compensation for Added Effort Has Beneficial Effect, Ad Manager Declares—Danger of Overselling Advertisers Small

By M. W. THOMPSON

Advertising Manager, *St. Paul Daily News*

OPINIONS seem to vary widely on the merits of bonus systems as applied to the advertising departments of daily newspapers. Judging from reports made recently on these systems, there seems to be an inclination toward forming opinions without considering various local conditions. In order to be successful, undoubtedly there must be wide differences in the application of the idea. Conditions vary greatly in large and small cities and between big, dominant newspaprs and second or third papers. Some papers are amply financed and can work for the future; others must make every dollar count and can use only such systems as will prove immediately productive.

In principle the bonus system should be simply a matter of extra compensation for extra effort. It is understood, of course, that extra effort means not only the effort but results. It is hard to understand why there should be any objection to this fundamental idea. Many of our most efficient manufacturing plants have adopted this idea. When factory workers go on a piece work basis it is merely an application of this same general idea. Practically all salesmen traveling in various sections of the country work on the basis of a fixed salary and expenses, with contingent commissions for extra production. Banks, insurance companies and similar institutions very frequently give a bonus at the end of the year to all employes, if the year has been successful. Retail stores are also adopting the same idea.

In some cases newspaper advertising managers have failed to make a thorough and careful survey of local conditions. The system has been put on and scheduled to go through a year or two years without variation. In the meantime, business conditions have changed, and bonus offers that may have been reasonable, we will say in 1923, become unfair in 1924, and untenable in 1925.

The ideal newspaper on which to operate a bonus system is a newspaper which is in healthy condition and which has an aggressive staff throughout the organization, where circulation is growing and where the desire is to take on a maximum but sound growth in advertising linage.

Given such a condition it should not be a difficult matter for any advertising manager to work out a scheme of bonuses, that will induce a high type of loyalty, guarantee hard work and give extra production on the part of the staff. Most any advertising manager should be able to make a survey of his newspaper and the city, and make a list of the things that he desires to accomplish. It may be new advertising accounts; it may be better copy writing; it may be a change in the division of linage on a certain number of accounts. He may have a weakness in a given group, such as shoes or furniture, or he may desire certain special features put across. The successful application of a bonus system is merely offering reasonable rewards for the accomplishment of these certain things which are desirable for the advertising department as a whole.

Our experience in the operation of such a system has been quite satisfactory, and has not run into an extravagant amount of money. The natural state of mind of the average salesman, regardless of the salary he draws, is to consider that he is underpaid. This whether the man is high class, medium or indifferent. The natural human desire is to make progress and have the better things in life. No matter how frequently raises may be distributed, there is always a tendency to desire more. I consider that the judicious distribution of a fair amount of bonus money gives the immediate day by day and week by week incentive to keep the staff on its toes and at peak production.

It has been said by certain executives that this may have a tendency to oversell the advertiser. This is rarely true if proper supervision is given to copy and occasional rewards are made for meritorious campaigns which are planned and written inside the department. A staff that affords intelligent service seldom if ever, oversells a prospect. With experience comes the knowledge that an advertiser who is grossly oversold will soon rebel and revert to a small amount of linage, while an advertiser properly sold, given good service and the right advice, gets production on his advertising and is satisfied. The account will then show development and a healthy condition both from the viewpoint of the store and the newspaper.

The question of staff morale is one of the most important in the handling of an advertising department. I have personally worked on staffs of a number of newspapers in different parts of the country and at times have seen a staff vary from what might be termed 25 per cent. to 95 per cent. efficiency. Many years ago, I was on one advertising staff where, under improper handling, efficiency could not be rated at over 25 per cent. This in spite of the fact that many of the men had exceptional ability. One of these men occupies today a prominent position at the head of one of the best known advertising organizations in the country.

The average advertising staff which is ordinarily rated as fairly good, probably does not operate at better than 60 per cent. efficiency. This is rather a surprising statement, and will probably be disputed by a good many executives. In contrast to this, there are perhaps a few staffs scattered around the country that are 80 per cent. to 90 per cent efficient. They get raises in salary as deserved, without solicitation. Many such staffs have extra rewards of some sort. In some instances in place of a cash bonus, the newspaper executives frequently entertain the advertising department at dinners. It is also equally true that on these high grade advertising staffs, where producers have a great deal of consideration, the inefficient man is soon eliminated and has to look for a position elsewhere.

WORTHLESS PROGRAM ADS

Portland Newspapers and Merchants Protest Against Ancient Graft

Merchants of Portland, Ore., with the support of the newspapers, are protesting against the "advertising program graft." The merchants take the position that money spent for program advertising is an absolute waste so far as any advertising value is concerned and complain that they are often forced into it on sentimental appeals to support the cause for which a program is issued.

The issue came to a head when it was announced that an advertising program would be issued by the Pacific International Livestock association. The project received the indorsement of the Chamber of Commerce on the ground that while the advertising itself was practically worthless the livestock exposition needed the money. Some of the business men and the merchants got busy and showed that only about one-half of the $7,000 it was expected to raise through the program would ever reach the exposition and advocated direct contributions to support the enterprise.

The Portland Rose Festival this year recognized the worthlessness of this type of advertising and issued a program from which all advertising was eliminated. The Portland Elks and the Odd Fellows, holding their national conventions in Portland the past Summer, also joined in the movement.

Three New A. P. Members Elected

The board of directors of the Associated Press, meeting in New York last week, approved the election of four newspapers to membership. The new members are *Stoughton* (Wis.) *Courier-Hub*, *Plant City* (Fla.) *News*; *Sanford* (Fla.) *Signal*, and *Vernon* (Tex.) *Record*.

Charles to Direct A. A. C. W. Program

H. H. Charles, president of the Charles Advertising Service, New York, has been appointed chairman of the international program committee of the Associated Advertising Clubs of the World, to plan for the 1926 convention to be held in Philadelphia, June 19-24, 1926.

Washington Correspondent Buys Daily

William D. W. Bishop, Washington (D. C.) correspondent of the *New Haven* (Conn.) *Register*, has purchased the *Washington* (N. C.) *Daily News* from J. A. Osborne. Mr. Bishop will be editor and publisher. He was with the Register six years.

"Wits and the Woman"
By Violet Irwin
A Great Serial Story Illustrated Daily With A Two Column Spread
Wire Us For Samples And Prices Of The New
WHEELER-NICHOLSON FICTION SERVICE
Wheeler-Nicholson, Inc.
15 West 44th Street New York

BELL SHORT FICTION
UNLIMITED APPEAL TO THIS WEEKLY SERVICE — MATS FOR ILLUSTRATION FURNISHED
MICHAEL ARLEN JOSEPH CONRAD
F. BRITTEN AUSTIN O. HENRY
MEIGS O. FROST ZONA GALE
FRANK CONDON IRVIN COBB
RICHARD CONNELL
EARL DERR BIGGERS
BEATRICE GRIMSHAW
ARTHUR B. REEVE
And many other Famous Authors
Are On Our Fiction List Keeping Service Up To a Standard of Unvarying Excellence
All Types of Stories Are Run—Love, Action, Sport, Flapper, Mystery—Schedule Arranged to Insure Wide Variety and Suit All Readers
THE BELL SYNDICATE, INC.
154 NASSAU STREET
NEW YORK CITY

You
should sign up your paper for Joe Mitchell Chapple's biographical sketches of world-known celebrities.
BRAND NEW SERIES NOW ON THE WAY
Ask Us About It
Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

They're enthusiastic about the new Shop-o-scope! Send for your sample portfolio now.
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Bldg. Philadelphia

A Daily One Column
RADIO COMIC
To Brighten Up Your Radio Section
"OTTO WATT"
By Barrie Payne
ASSOCIATED EDITORS
Incorporated
440 S. Dearborn St.
CHICAGO

RADIO PROGRAMS
ANY STYLE
Used in more than 150 newspapers; complete, CONCISE and accurate; IN YOUR LOCAL STANDARD TIME.
Write for TERMS and SAMPLES
AUDIO SERVICE
30 N. Dearborn St. Chicago

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

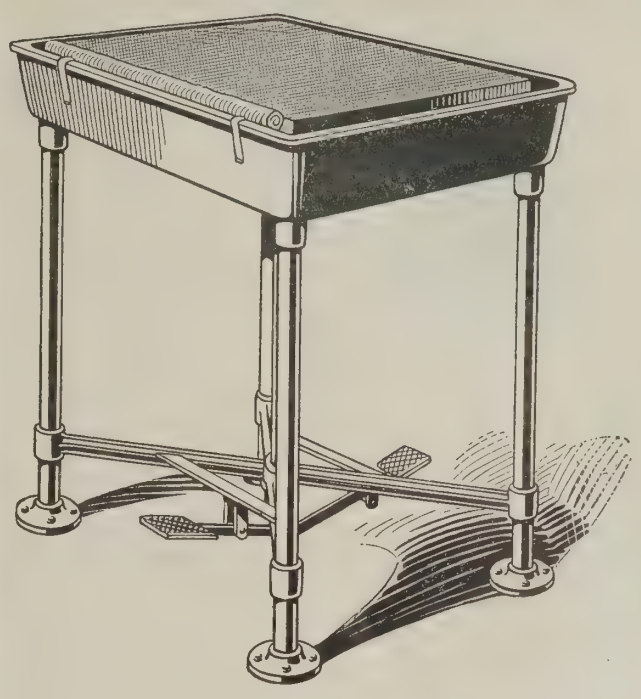
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is $350



The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

ANT-HILL POLITICS, RECORDS OF ROCKS, BIG NEWS FOR COSMIC REPORTER

Stories of Nature Strike a Common Chord, J. Otis Swift of New York World Declares—His Copy Runs Daily on Editorial Page

By MABEL ABBOTT

DO you subconsciously remember the time when you were a tree-dweller, or a cave-man? J. Otis Swift, of the



J. Otis Swift

Mr. Swift is the writer of the *New York World,* thinks you do. daily nature-articles, "News Outside the Door," which for three years have been running alongside the weather-box in the Morning World. He is a reporter of the building statistics of the birds, the politics of ant-hills, the business of beetles, the industries of grass and moss and lichens, the records of the rocks, the parades of the constellations.

Modest, inconspicuous and impersonal, these little sketches are the very opposite of sensational; yet the size of Mr. Swift's mail is proof that they touch some universal interest of men and women. A busy magnate will take time to write in about the bird that comes regularly to his window. Clerks, who know little more of nature than they find in crowded parks, write of their interest in the articles. Hiking clubs beg him to accompany them and tell them about the things they see. Housewives report their discoveries in the back yard. Commuters send in pebbles picked up as they dash for trains, and want to know what they are.

Mr. Swift writes his "News Outside the Door" in addition to the regular routine of newspaper work. That routine, however, has not subdued him to the usual mould of the profession. Small, wiry and tanned, with black hair that sticks up like the crest of a startled bird, and eyes that peer alertly through their spectacle-rims, he looks like a gentle eagle, caged at a typewriter desk, as he hammers out "stories," or "sits in" for some sub-editor who is having a day off. His pockets sag a little, because he carries arrow-heads in them,—sometimes old ones which he finds where others have overlooked them, sometimes new ones, which he makes in exactly the same way that the old ones were made, shaping them with a pecking implement.

His grandfather was the Rev. J. S. Swift, a pioneer county newspaper publisher of Maine and a lover of nature. His father, Sprague Swift, also was a newspaper man and a lover of the open.

Out of school hours, young Otis divided his time between inking forms, setting type, proving galleys and otherwise making himself useful in his grandfather's newspaper office, and building camps of spruce boughs, hunting bugs and butterflies, following the fox, dog and rabbit tracks that laced the snow on the hillside, playing Indian, fishing, swimming, and trying to make wild flowers grow in the garden.

When he was 12, he was publishing a little paper in Wilton, Me., which he wrote, set the type for, printed and sold —all himself. At the same time he was learning to make stone implements, using the exact method of the aborigines. He copied Algonquin stone axes, fitted them to split stick handles bound on with strips of rawhide from woodchucks caught in his traps, and became so proficient in throwing them that he could hit a small mark 50 feet away with the sharp blade.

He finished his apprenticeship as a journeyman printer in the office of the *Lewiston Journal,* and was for several years city editor of that paper. He came to New York in 1900 and joined the staff of the World. His wife is also an authority on nature subjects and was formerly connected with the Lewiston Journal. Their eldest son, Otis Peabody Swift, is head of the United News office in Chicago, thus carrying the family inheritance into the fourth generation.

Mr. Swift's explanation of the response to the "News Outside the Door" articles sounded simple enough, as he set it forth in answer to a question.

"For one thing," he said, "I make it a point to write about things which may have been noticed by the average man or woman. Almost everybody, even the city-dweller, gets outdoors more or less. They notice and wonder about the color of a rock, the structure of a leaf, or the wedge-shaped flight of birds, and they are interested in reading about them.

"But the source of the interest, I think, lies farther back than their own, perhaps very slight, observation. Men lived in trees for a much longer period than they have lived in houses. The experiences they had during that period are a deep layer under the shallow one acquired since civilization. We are all haunted by vague memories and instincts, and we all have to some extent, however slight, an intuitive knowledge of Nature.

"I think these forest things seem familiar because once our home was among them. You know it has been said that children pass through all the ages of mankind between babyhood and maturity. At first they creep like animals; at 10 years old, boys are arboreal like their tree-climbing ancestors. At 12 they dig caves. At 14 they are reaching the migratory age, I suppose, and they run away. At 16 they take to building shacks and shanties, in vague recollection of the beginning of life in towns and cities.

"Our primitive life was the longest, and its registrations are the strongest. And so anything that is connected with primitive life, such as rocks, trees, animals and their ways, crude weapons, and the feeling of the open, subconsciously interests every human being, because it rouses those ancient memories."

It sounded so reasonable that it was hard to regain the point of view from which newspaper men have expressed surprise at the popular appeal of the "News Outside the Door" idea.

"It isn't the kind of 'news' that is usually reported in daily papers," was as near as the interviewer could get to it.

Mr. Swift laughed. "I know," he said. "We usually think 'news' can only be found in court-rooms, at mass-meetings, in politicians' offices, or places like that. We ought to get over that. The whole world is full of news—the cosmos is full of it. I have been trying to report some of the cosmic news—that's all."

JUDGE HOLDS EDITORS TOO VALUABLE FOR JURY WORK

NEWSPAPER men have been barred from jury service in the district court in Sapulpa, Okla. L. M. Nichols, editor of the *Bristow Record,* called last week, was dismissed by Judge F. A. Speakman, who held that newspaper men were public servants and could not perform their duties when confined to courtrooms.

Better Sunday Paper in Aurora

The *Aurora* (Ill.) *Beacon-News* made an advance with its Sunday issue of Oct. 11, by adding a four-page comic section, two in colors, instead of a one-page in colors; and an eight-page tabloid magazine section.

Curtis Company Offers Stock

Curtis Publishing Company, through J. A. Sisto & Co., are offering a limited amount of common stock. The stock is not quoted on either the New York or Philadelphia Exchange. There are 900,000 shares of the common outstanding.

Minneapolis Tribune Sets Record

The *Minneapolis Tribune* on Oct. 9 printed the largest week-day newspaper in its history, the edition numbering 52 pages. It contained 271 columns of paid advertising, or 83,326 lines. E. P. Stewart, business manager, informed EDITOR & PUBLISHER there was no advance preparation for this issue. The size was not determined until 9 o'clock on the morning of publication. The papers were on the street at 12:45.

New Engraving Firm in Des Moines

A. P. Rainsburg, head of the engraving department of the *Des Moines Register-Tribune,* and his son, R. R. Rainsburg, have organized the Commercial Engravers Company and leased a 4,000 square foot space in the France building, 506-516 Seventh street. They will open an engraving plant about Nov. 1. The elder Rainsburg has been with the *Register-Tribune* 22 years and his son has been in the same department 14 years.

ASHTABULA Is a Big City

About sixty miles east of Cleveland there is a LIVE-WIRE city—ASHTABULA.
Among other up-to-the-minute industries, Ashtabula boasts a NEWSPAPER that is admired for its clean cut policy.
This newspaper has a wonderful city and county circulation and assures advertisers every reasonable co-operation. If YOU want to reach the people of ASHTABULA there is one SURE WAY of so doing and that is through the columns of

Ashtabula Star-Beacon
ASHTABULA, OHIO
Members A. B. C.—Ohio Select List
National Representatives
ROBT. E. WARD, Inc.
New York — Chicago

Los Angeles Times
California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

REVISED, BOUND, INDEXED
The following Reports, issued during July, August and September, have been revised, bound and indexed:

The Wadsworth-Garrett Amendment (proposing change in method of amending U. S. Constitution).
Problems of State and Local Taxation.
Miners' Wages and the Cost of Anthracite.
Strike Emergencies and the President.
Belgian Debt to the United States.
The Bituminous Coal Problem.
Germany and the Dawes Plan.
The Interparliamentary Union.
Disposal of Alien Property.
Reorganization of Executive Departments.
Conflicts in Departmental Reorganization.
The Government and Aviation.

The volume containing these Reports is available to new clients.
EDITORIAL RESEARCH REPORTS
828 18th St., Washington, D. C.

fashions
Daily Weekly Specials
FAIRCHILD
Newspaper Services
8 East 13th St. NEW YORK

Selling Results to Advertisers
Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.
Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.
The Dallas Morning News

Regional Advertising at Regional Rates in The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

In Pennsylvania Prosperity Is Permanent

This great commonwealth is an excellent merchandising territory because of its density of population, its diversity of needs, its steadily increasing productivity and its wonderful financial position.

Pennsylvania is a market that is not dominated by a few great cities, and its production is as well balanced as its urban and rural population.

Obviously the consumptive capacity of Pennsylvania must increase to keep pace with its increasing population, wealth and production.

Pennsylvania folks await your message and are scanning the advertising columns of their daily newspapers for it. If distribution of your product is properly arranged to cover this territory, the newspapers are the logical contact between your dealer and the consumer.

The newspapers on this list are successfully carrying merchandising messages to their consumer readers, to the profit of national advertisers. Some of these advertisers are your competitors.

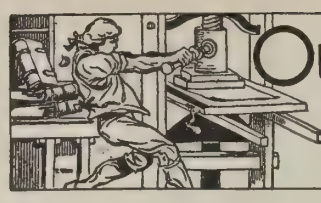
Don't neglect your business in this prosperous territory any longer.

THESE PAPERS COVER PENNSYLVANIA THOROUGHLY

	Circulation	2,500 lines	10,000 lines
**Allentown Call .....(M)	29,545	.10	.10
**Allentown Call .....(S)	19,382	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
††Bloomburg Press .....(M)	7,400	.029	.029
†Chester Times .....(E)	17,827	.06	.06
††Coatesville Record .....(E)	6,650	.035	.03
**Connellsville Courier .....(E)	6,233	.02	.02
**Easton Express .....(E)	22,416	.07	.07
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker....(E) / †Hazleton Standard-Sentinel.(M)	19,721	.07	.06
*Mount Carmel Item .....(E)	4,343	.025	.021
**Oil City Derick .....(M)	6,377	.035	.035
*Pottsville Republican and Morning Paper .....(E&M)	15,857	.08	.07
†Scranton Times .....(E)	43,495	.12	.11
**Sharon Herald .....(E)	7,514	.0285	.0285
Stroudsburg Record (E) Press.(M)	8,078	.045	.045
**Sunbury Daily Item .....(E)	4,564	.025	.021
**Warren Times-Mirror .....(E&M)	8,780	.04	.04
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader ....(E)	24,841	.08	.06
**Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,139	.05	.05

**A. B. C. Publishers' Statement, March 31, 1925.
*A. B. C. Publishers' Statement, Sept. 30, 1925.
††Government Statement, March 31, 1925.
†Government Statement, Sept. 30, 1925.

LIBRARY U. OF I. URBANA



Our Own World of Letters

By JAMES MELVIN LEE

WITH the October issue of *The Writer* William H. Hills, a well known newspaper man of Boston, resumes the editorial chair and will direct that publication. An interesting feature of this issue is "The Forum" which gives several answers to the question "Is Newspaper Work Good Training for Writing Fiction?" Typical of the replies is that of Irvin S. Cobb who lists the following six points:

It teaches the beginner promptness.
It teaches the beginner to marshal his facts in their proper sequence.
It gives facility in acquiring local color.
It strengthens the powers of observation.
It is good mental discipline.
It gives facility with the tools of the writing world.

Another feature of this monthly is "Cases in Craftsmanship." Number I is "The Face in the Window"—A story by William Dudley Pelley in which the plot revolves around a newspaper office. The analysis is made by John Gallishaw who was at one time Assistant Dean of Harvard College.

* * *

A PRIZE of $100 is offered by the *New York Times* for the best essay on the practical value of good typography in newspaper advertising. Essays submitted must be not more than one thousand words in length and of course must be typewritten.

All entries should be addressed to The Typographical Essay Contest, The New York Times, 229 West 43 street, New York City, and must be mailed before November 15, 1925.

To supplement this announcement of the prize contest The New York Times has issued a pamphlet "Newspaper Advertising Typography." Those who write house ads for newspapers will find this pamphlet extremely helpful whether they compete for the prize or not.

* * *

CLARENCE S. BRIGHAM in the current "Proceedings of the American Antiquarian Society" continues his "Bibliography of American Newspapers, 1690-1820." Newspapers published between these dates are listed for Rhode Island and South Carolina. Bingham's bibliography includes only newspapers and omits magazines. In making the distinction the test has generally been the inclusion of current news. Neither in the historical sketches nor in the listing of files of the various newspapers is any account taken of papers published after 1820. After the bibliography has been completed in "Proceedings of The American Antiquarian Society" the material will be gathered into a volume with a suitable historical introduction.

FOR years "The Newspaper Worker" by James Philip MacCarthy has been an excellent book to put in the hands of the cub reporter who wanted practical tips on how to cover stories. MacCarthy worked on the *New York Herald* until that newspaper was sold by the Bennett executors. Then he went to the *New York Evening Telegram,* where he was employed until his life story reached "thirty."

For years his book has been out of print and could be obtained only at second hand stores—and then only occasionally. The demand for the volume induced his friend, L. J. DeBekker, to compile a new edition which has just been brought out by Frank-Maurice, Inc., of New York City.

This edition contains a brief biographical sketch of MacCarthy by Mr. DeBekker and in addition has a treatise on "The Law of Libel" by William M. Wherry, Jr., of the New York bar and former counsel to the *New York Evening Post.* This treatise has been revised up to July 1, 1925. Francis Judson Tietsort, who at one time was the editor of *The Three Em Dash,* official organ of the Newspaper Club of New York—contributes an interesting discussion on "Tabloids and Pictorials."

The new edition is dedicated to Mrs. Jessie Howell MacCarthy with an appropriate note by Mr. DeBekker.

* * *

THOSE who furnish stories for the press for charitable organizations will be well repaid if they glance through "The Use of Case Stories in Newspaper Publicity" by Mary Swain Routzahn. It may be obtained upon application to the Russell Sage Foundation, 130 East 22nd street.

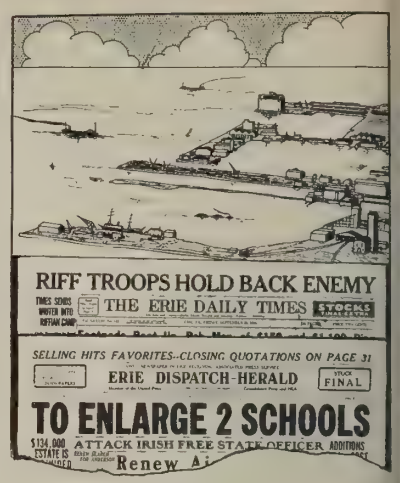
* * *

EDITORIAL writers and cable editors ought to find *Inter-America* a worth while publication. It is issued one month in Spanish and the next month in English. The Spanish numbers consist of articles translated from American newspapers and magazines; the English numbers print translations from South American newspapers published in Spanish and Portuguese. The magazine is issued under the supervision of the Division of Intercourse and Education of the Carnegie Endowment for International Peace, at 407 West 117th street, New York City. The subscription price is $1.50 per annum or eighty cents per annum for either the English or the Spanish numbers.

For 64 Years
in the prosperous city of
Clarksburg, W. Va.
national advertisers have delivered their sales messages through Clarksburg's leading newspaper,
The TELEGRAM
Largest city and suburban circulation and largest total PAID circulation when copies of other paper IN ARREARS are deducted.
The Telegram carries more local display, more national and more classified than the morning paper because of its superior pulling power.
Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York and Chicago

Vanderbilt
means
Newspapers
Clean Enough
For Every
Home!
Where do you want your advertising to go?

THE
Norristown Times Herald
Offers You an Opportunity to speak to the
THIRD RICHEST COUNTY IN PENNSYLVANIA
Through Its Columns.
National Representative
Paul Block, Inc.
New York Detroit
Chicago Boston



Erie, Pa. Joins the Rank of Plus Plan Users

WITHOUT any thought of self-praise we honestly believe that the Imperial Plus Metal Plan is approaching the point where it will be standard practice in the modern printing plant.

We reach the above conclusion after totaling the list of newspapers who rely on the Plus Plan and after considering the many cities wherein every paper is a user of the Plus Plan.

The latest Imperial City is Erie, Pennsylvania. The Erie Times and the Erie Dispatch-Herald both believe that it pays to stick to an economical, dependable plan for caring for their metal rather than haphazard methods.

The justification of the Plus Plan lies in a metal that is constantly at par and that works for its shop years after a metal not cared for under the Plus Plan is dead.

The Plus Plan for Profit's Sake

One sure way to increase profits is to decrease shop overhead. The Plus Plan decreases overhead by economically keeping your metal up to scratch and postponing the time when you will need a new supply by many years. Read the Plus Plan and be convinced.

Imperial METAL
Linotype—Monotype—Intertype Stereotype
Elrod—Ludlow—Linograph—Thompson
Imperial Type Metal Co.
Philadelphia—Cleveland—New York—Chicago
BEST BY ACID TEST
TRADE MARK REG.

Detroit Times
Evening 220,000
Sunday 250,000

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best advertising buy in the mid-west.
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

America's most complete newspaper
The New York
Herald Tribune

WEEK'S AD TIPS

Alexander Advertising Agency, 327 South LaSalle street, Chicago. Sending out orders and contracts generally for Mantle Lampt Company.

Blackman Company, 120 West 42nd street, New York. Again placing orders with newspapers in various sections for the Proctor & Collier Company, "Crisco," Cincinnati.

Brennan-Phelps Company, Republic Building, Chicago. Reported placing orders with newspapers in various sections for the Kraft Cheese Company, Chicago.

Chambers Agency, 614 Maison Blanche Building, New Orleans. Again making newspaper contracts for the Louisville & Nashville Railroad, Louisville.

Collins, Kirk Company, 752 North Michigan avenue, Chicago. Sending out contracts for John F. Jelke Company, Chicago.

Dorrance, Sullivan & Company, 130 West 42nd street, New York. Making contracts for the American Cigar Company for the advertising of George W. Childs 5c. cigar. Also making fall, winter and spring contracts for the Royal Typewriter Company.

John H. Dunham Company, Tribune Tower, Chicago. Now handling account of the Quaker Manufacturing Company, furnaces, Chicago.

Evers, Watrous and Company, 360 North Michigan avenue, Chicago. Sending out page copy with large list of metropolitan papers for Western Specialty Company, Sioux Falls, S. D.

Louis H. Frohman, 105 West 40th street, New York. Has secured account of C. C. Goodelow, turkish cigarettes, New York.

Charles C. Green Advertising Agency, 450 4th avenue, New York. Has secured the accounts of Eimer & Amend, New York City and Sieni Pipes.

Hanser-Churchill Agency, 12 East 44th street, New York. Placing orders with newspapers in the East, South and Middle West for Devoin Company, Marvis chocolate, Baltimore.

E. T. Howard Company, 33 West 42nd street, New York. Reported to have secured the accounts of Gullabi Gulbenkian & Company, rugs, New York, and the Zeller Lacquer Manufacturing Company, New York.

J. Roland Kay Company, 161 E. Erie street, Chicago, and 18 East 41st street, New York. Reported a test campaign will be conducted for Allen & Hanbury's Ltd., Allenbury's Pastelles, London.

Kenyon Company, Inc., 131 Clarendon street, Boston. Will place the accounts of the Standard Dairy Company, Cambridge and Arthur Williams Shoe, Holliston, Massachusetts.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Completing plan on Williams Oil-O Matic Heater Company of Bloomington, Ill., although nothing definite has been planned.

McLain-Simpers Organization, 331 Madison avenue, New York. Placing orders with newspapers in selected sections for the Individual Drinking Cup Company, Dixie cups, New York.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Now handling account of Steele-Wedeles Company, Chicago, for Savoy Food Products, and George M. Forman Company, Chicago, investment bonds.

O'Connell-Ingalls Advertising Agency, 100 Boylston street, Boston. Now handling account of F. M. Hoyt Shoe Company, "Beacon Shoes," Manchester, N. H.

Olmstead, Perrin & Leffingwell, Inc., 250 Park avenue, New York. Reported to be placing account of the Continental Baking Corporation, New York.

Oppenheimer Casing Company, Chicago. Are placing some schedules direct.

Prather-Allen Advertising Company, 305 East 4th street, Cincinnati. Reported placing orders with some Pennsylvania newspapers for the Allwen Chemical Company, cod liver oil, Cincinnati.

Frank Presbrey Company, 247 Park avenue, New York. Renewing some newspaper contracts for J. E. Caldwell & Company, jewelry, Philadelphia.

Walz Advertising Agency, 501 Washington street, Buffalo. Reported will place orders with newspapers in New York and Pennsylvania for the Barcalo Manufacturing Company, "Matt-Rest" mattresses and "Pinehurst" springs, Buffalo.

Wildman Advertising Agency, 450 4th avenue, New York. Has secured account of the Hercules Knitting Company "Surf Ace" swimming suits, New York.

Williams & Cunningham, 6 N. Michigan avenue, Chicago. Have taken on a few papers for Biford Company, Riverside, Cal.

J. O. Young Consultation and Service Company, Chambers Building, Kansas City, Mo. Now handling account of the Barbo Manufacturing Company, Kansas City.

LOOKING BACKWARD

"Reminiscence Copy" Used to Build Good-Will for New York Store

"Reminiscence copy" forms the keynote of a series of institutional advertisements started recently in New York newspapers, designed to build good-will for McCreery's department store.

Illustrations in one-column space show clippings from old newspaper files. One clipping, with a woodcut of old-fashioned bicycle racing, carries the headline "Six Hour Pedal Race Marred by Foul Play." It is dated 1877.

Text beneath states: "As great as the contrast between the sports of 1877 and 1925 is the contrast between the shopping facilities of that time—when the McCreery store was only twenty years old—and the present day."

Another clipping horse-car traffic and the familiar headline "Traffic Conditions Outrageous" is dated 1857 and is brought up to date with the statement:

"Although the traffic problem is still with us, McCreery's can be reached today, even from farthest Bronx or Brooklyn, in less time than the shoppers of 1857 required to get from the Battery to Fourteenth street."

CLUB OPENS SEASON

New York Newspaper Women Plan Weekly Luncheons

The New York Newspaper Women's Club held a housewarming, Oct. 9, at their new apartment. A series of weekly dinners at the Hotel Iroquois for club members was started, and Sunday afternoon teas will be held during the winter for newspaper friends of the club. The date for the annual ball has been tentatively set for March 12.

Cleveland German Paper to Radio

Beginning the latter part of this month the *Cleveland Waechter und Anzeiger,* German language newspaper, will broadcast a program monthly from Station WEAR of the Goodyear Tire & Rubber Company.

PEPSODENT

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Add Louisville and the Big Sunday Courier-Journal to your 100,000 lists!

Postoffice circulation statements, just out, show that the Sunday Courier-Journal has jumped to 101,496—a gain of over 6,000 in the past six months—Almost double the circulation of Louisville's other Sunday newspaper!

The Daily Courier-Journal and The Louisville Times now lead the other morning and afternoon newspapers combined by over 50,000!

The Daily Courier-Journal
The Louisville Times
The Sunday Courier-Journal

Represented Nationally By The S. C. Beckwith Special Agency.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by
ALLIED NEWSPAPERS, INC.

Northern Ohio!

one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

"Better News Service"

Is the answer to the often repeated inquiry as to how the Dispatch-Herald was able to take the lead in the Erie, Pa., field.

Only paper in Erie which has the Associated Press, the United Press, the Consolidated Press, the Universal Service and the Newspaper Enterprise Association.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

Los Angeles EVENING HERALD
Los Angeles, Calif.
Gained 3,749 Daily Average Circulation Sworn Government Statement, Six Months Ending March 31, 1924, 173,549 Daily. Six Months, Ending March 31, 1925, 177,298 Daily. Increase in Daily Average Circulation, 3,749.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

PRESS AGENT PREDICTS . DOOM OF HIS CRAFT

Joe Carmichael, Publicity Expert for Public Utilities Group, Says Newspapers Are Refusing to Be Imposed Upon in Atlantic City Talk

The doom of the press agent and the end of "free space grabbing" in American newspapers was predicted by Joe Carmichael, director of the Iowa Committee on Public Utility Information, before the convention of the American Gas Association, Atlantic City, N. J., Oct. 14.

"The newspapers are becoming less disposed to be imposed on," he said. "They are differentiating more carefully between what is legitimate news and what is advertising.

"The public utilities being industries which affect vitally the very core of our national economic organization, furnish much matter for news and editorial discussion. But they have come to realize that the burden is on them to explain the fundamentals of their peculiar organization to their customers through the advertising columns of the newspapers, as well as to use this means to increase the sale of their service, their appliances and their securities.

"These committees on public utility information were not organized as some others were to get free space to advertise theatrical or other amusement performances, or to promote the political ambitions of an individual or a party. Nor were they organized to sell more gas or electric or telephone service or to get more people to ride on the street cars.

"They were organized to make the people realize that public co-operation is absolutely necessary if good dependable public utility service is to be given and that without this kind of service the nation cannot advance industrially or socially."

Mr. Carmichael was disinclined to be impressed with the arbitrary "power of the press."

"This arbitrary power is frequently magnified," he claimed. "Newspapers are the vehicles through which the people learn what is transpiring rather than the makers of public opinion. Of course, there are efficient and non-efficient vehicles just as there are varying degrees of merit among gas engineers.

"But the public is not childishly credulous and generally knows how to judge a good newspaper from a poor one. The wise editor, therefore, plays fair with the public. He gives the news and lets the people be the judges."

BUYS BROTHER'S STOCK

L. J. Tarte Now Owns Most Shares in Montreal La Patrie

L. J. Tarte has purchased the shares held by his brother Eugene Tarte in *Montreal La Patrie,* making him owner of practically all the total majority stock, both common and preferred.

Eugene Tarte will remain connected with the newspaper as advertising manager. The two Tarte brothers have been associated for the last 35 years, with Eugene as vice-president.

No other change in the management of La Patrie is contemplated.

FINANCING BY TYPE FIRM

Amercian Type Founders Co. Offers $5,000,000 Bond Issue

The American Type Founders Company, through Lazard Freres and Lehman Brothers, New York brokers, last week offered a new issue of $5,000,000 fifteen-year six per cent sinking fund gold debenture bonds.

Proceeds of the present debenture issue will be used to retire debentures of the American Type Founders Company due May 1, 1926, to pay off floating debt and to supply additional working capital which the growth of the business requires. The bonds will mature in 1940, and provision is made for a sinking fund retiring $250,000 of the debentures yearly from 1926 to 1939 inclusive, under which $3,500,000, or 70 per cent., of the issue will have been redeemed by Oct. 1, 1939.

The comany has no secure funded debt and will agree to make no mortgage of its assets unless these debentures shall share in such security equally with the new indebtedness. The balance sheet of the company as of Aug. 31, 1925, adjusted to give effect to the present financing, shows $20,214,005 net tangible as applicable to the debentures to be standing. Net current assets are equa $12,713,799 and the ratio of current as to current liabilities is 14 to 1.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

Printers' Outfitters.

Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

USED NEWSPAPER PRESS
Scott 16, 24 and 32 Page Pre
GOSS 24 page Press for black color work.
HOE Quadruple, Sextuple, tuple color Press, 9 cylin color Press, Octuple Double Sextuple Pres
Available For Early Delivery.
WALTER SCOTT & COMPA
Main Office & Factory - - - - Plainfield,
New York Office - - Brokaw Bldg., 1457 Bro
Chicago Office - - - - - - Monadnock



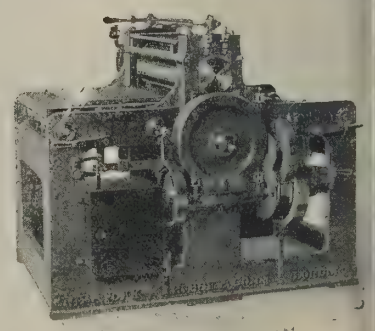
Newspaper Conveyors
speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

GOSS STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

HOE New-Design Heavy-Duty Matrix Roller
Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.

Designed Especially for Dry Mats
R. HOE & CO., INC. 504-520 Grand St., New York Cit
7 South Dearborn Street CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Stree BOSTON, MA

THE MARKET PLACE OF THE NEWSPAPER

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

"Situations Wanted" 40c per line per insertion, cash with order.

Two insertions 35c per line per insertion, cash with order.

Three insertions 30c per line per insertion, cash with order.

White space charged at same rate per line per insertion as earned by frequency of insertion.

All other classifications 60c per line per insertion, cash with order.

Special rates for contract advertising upon request.

COUNT SIX WORDS TO LINE.

SITUATIONS WANTED

Advertising Manager-Solicitor.
Age 26; three years' experience; practical printer; now employed, but desire change. A-906, Editor & Publisher.

Artist,
beginner, pen and ink sketches, lettering, posters. Box A-910, Editor & Publisher.

Capable Advertising Man
seeks connection with publisher desiring high-grade man to take full charge of department—write, lay-out, sell and develop accounts for permanency. Age 38, married; northwest preferred. Box A-904, Editor & Publisher.

Circulation Manager.
Looking for position as circulation manager or assistant in Florida. At present employed as district manager with large metropolitan paper. Over ten years' experience, thoroughly acquainted with all branches of circulation, promotion work. Give me a trial, you won't regret it! A-907, Editor & Publisher.

City Editor.
Perhaps I am just the man you are seeking. For details address A-914, Editor & Publisher.

Desk Man or Reporter.
Young man with four years' experience desires to connect with daily newspaper in or near New York. Address Box A-913, Editor & Publisher.

Executive.
Seeks situation on newspaper where publisher needs man capable of intelligently reducing expense and permanently increasing business; now employed as publisher daily paper in large city, where in two years expenses have been reduced over one-third, while paper is doing larger volume. Exceptionally successful in pay roll (including mechanical) reductions. Experienced and capable of taking direct responsibility of every department. Able to supply references of highest class extending over period of years. Satisfactory reason for change. Address Box A-873, Editor & Publisher, New York City.

Classified

is recognized as the economical way to form business connections, and the

Modern Method

of developing new business without a large expenditure of cash. Use the classified page of

Editor & Publisher

Situations Wanted

Editorial.
Man of ability and wide experience, mainly metropolitan, seeks connection with first class paper, editorial or feature writing preferred, but will accept job in another capacity. Desires permanent connection where there is a future. Address Box A-831, Editor & Publisher.

Free Lance Writer,
31, wishes to join newspaper or periodical staff as reporter or feature writer. Ten years varied newspaper and free lance experience. Can send specimens of work. Box A-881, care Editor & Publisher.

Highly Skilled
newspaper promotion man; creator of ideas and skilled ad writer; former member New York World staff. Box A-909, Editor & Publisher.

Ready for Service.
Your newspaper may need the kind of management that combines economy with constructive building. I fill the bill. Will personally answer all proposals. Manager, downtown Box 556, New York.

Newspaper Promotion Manager,
now employed, in city of 450,000 will consider change of location; thoroughly versed in newspaper promotion; versatile writer; keen analyst; 20 years practical newspaper and large national agency experience. Substantial dailies in cities of 200,000 or more invited to make proposals. Would also consider advertising managership. Only offers over $5000 considered. Married, 39 years old. Ample reference assured. Address A-912, Editor & Publisher.

HELP WANTED

Advertising Salesman
wanted; able to write copy, assist handling details department. Single man only. Evening and Sunday morning paper. Best climate in Florida. Daily News, Fort Lauderdale, Florida.

Advertising Manager.
For Florida evening daily. Must be good copy writer, skilled in layouts and a hustler. State salary requirements. The Key West Citizen, Key West, Fla.

Classified Solicitor-Manager
for a small paper, city of 100,000, Middle West. This is a position for life, young man who knows something about promoting small classified by modern methods, yet who is willing to start at small salary and grow as he develops the business. Must have clean record and give references. Give methods and ideas in first letter. A real opportunity for a young ambitious man. Possibility of stock being available later. Address Box A-903, Editor & Publisher.

Competent Newspaper Executive
wanted as assistant to publisher; answers will be held strictly confidential. Give age, experience, where now employed, salary expected and when can report; also send photographs. This is an exceptional opportunity for a go-getter. Address F. P. Fildes, Miami Tribune, Miami, Florida.

Reportorial
and advertising position, afternoon daily, New York State; community 40,000. Experience, salary, references first letter. Box A-908, Editor & Publisher.

Syndicate Salesman Wanted.
We pay 50 per cent first three months' receipts from all sales. Part or whole time. Commission advanced. Box 1363, Washington, D. C.

Western Paper
has opening for assistant managing editor who can direct news department and write editorials with a punch. Must be an executive with experience and initiative. A good opportunity for the right man. Married preferred. Give age, salary expected and full particulars. Box A-911, Editor & Publisher.

SYNDICATE FEATURES

A Good Radio Page
means circulation. "Current Radio" means a good radio page. It solves hard problems and gives valuable radio advice. Daily articles by the best informed non-commercial radio organization in the world. You need it. Apply for your territory. American Radio Relay League, Hartford, Conn.

Articles on English Life.
Editor-in-Chief, one of the largest daily papers in provinces of Great Britain, is ready to supply limited number of American and Canadian newspapers with bright, informative, exclusive articles on various aspects of English life, political and social. A live wire right in the heart of things. State your wants and name your own terms to Box A-905, Editor & Publisher.

NEWSPAPERS FOR SALE

Some Desirable Weeklies
available in the following states: New York, Pennsylvania, New Jersey, Florida, Tennessee, and Iowa. J. B. Shale, Times Building, New York City.

For Sale.
Exclusive daily field, Kansas county seat. Box A-890, Editor & Publisher.

NEWSPAPERS WANTED

I Want an Evening Paper
Within 50 miles of New York City. I am well qualified and have the money. Address Purchaser, c/o Editor & Publisher. No Brokers.

EQUIPMENT FOR SALE

For Sale.
Goss, two-plate wide, three-deck, straight-line Rotary with all curved pieces, turtles, mat roller, saw and trimmer. Nothing to add for a complete outfit which includes motors. In excellent shape. Roy C. Goodwin, Geneva, New York.

For Sale—Cheap.
Used Goss Mat Roller for wet mats only. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

We Have For Sale Cheap
1 Roto Press, German type, with folder, controls, motors, copper shells, mandrils, grinders, burnisher and copper replating outfit. The Cleveland News, Cleveland, Ohio.

EQUIPMENT WANTED

Rotary Press.
Wanted, good sixteen or twenty-four page Rotary that will print by twos from single plates except 10-14 and 18-page combination. Write American-News, Aberdeen, S. Dak., with full description, age, condition, price and reason for selling. Cash deal.

MISCELLANEOUS

Agents' Names
neatly typewritten from our one day old inquiry letters. Price right. Z. World, 166 W. Washington, Chicago.

Daily's Marching Club Wins

The marching club of the *Hibbing* (Minn.) *Daily Tribune,* recently won first prize for the club making the best appearance in the parade preceding the dedication of the half million dollar memorial building erected to Hibbing's soldier dead. R. W. Hitchcock, owner and publisher of the Tribune, James G. Early, general manager, and George Fisher, managing editor, marched with the Tribune force.

We Offer

for immediate acceptance

Only newspaper in city of 25,000 in N. Y. State

(This is six day evening)

PALMER DeWITT & PALMER

350 Madison Ave., New York City

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

AGRICULTURAL WRITER, EDITOR, COOPERATIVE MARKETING and ASSOCIATION MAN. Graduate, Agricultural State College, with postgraduate courses, successful teaching and government bureau research. His feature articles have long been in demand. Has edited farm papers and bureau editions. In organizing farmers of key county, he signed 65% in five days. Age 36. Married. Asks $65. Our No. 1039.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

BETTER REPORTERS WANTED

Columbus Journal Editor Praises A.P. Man in Journalism Talk

"The world hasn't enough good reporters," A. E. McKee, editor of the *Columbus* (O.) *State Journal,* declared in an address before the annual convention of the Journalism Association of Ohio Schools, held here recently. More than 300 attended the gathering.

Mr. McKee's subject was, "Opportunities in Newspaper Work." "The reporter is the most important man on the newspaper," he continued.

He cited the work of L. A. Brophy, of the Columbus bureau of the Associated Press, who received the wire story of the Shenandoah disaster, to illustrate his point.

"This was probably the greatest piece of newspaper reporting in Ohio in the last 25 years," he asserted.

When Brophy telephoned string correspondents and member papers in the vicinity to get them to the scene, none knew of the wreck, not even those within a few miles of where the ship cracked in two, he pointed out.

Mr. Brophy went by automobile to the wreck, later in the morning. After five hours' work there, he sustained a fractured left leg, when an automobile in which he was riding to obtain another angle of the story, upset and turned over on him.

"A good reporter is not content merely to fulfil his assignment," the speaker continued. "He is on the alert for information which his city editor has not asked him to get. That kind of a reporter doesn't have to 'yell' for more salary. He gets it."

Others who spoke at the sessions included Prof. Joseph S. Myers, head of the department of journalism at Ohio State; Lester C. Getzlee, assistant journalism professor in the department, and Ray O. Evans, staff artist of the *Columbus Dispatch.*

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

NOW is the time for a "Prepare for Winter" page. Furnace and coal dealers are a sure tap. Roofing contractors, tinsmiths and painters also contributed considerable space to this feature run in the *Toledo News Bee*.—Clay Smith.

A column entitled "What to Make for Christmas," should appeal to retailers who sell materials from which gifts can be made, such as dry goods, stationery, hardware stores and lumber yards.—Fremont Kutnewsky, Box K-1, Santa Ana, Cal.

Get the wholesalers in your city to put on a special day or week in which they do everything possible to bring out-of-town buyers and customers to the city. To do this would be a good stunt for the wholesalers because in this way they would make more of their customers and prospects acquainted with their places of business. Get considerable quantities of advertising from the wholesalers in putting on the event.—Frank H. Williams, Santa Ana, Cal.

A life insurance agent was sold a contract for three S.C. 4 in. a week ads by suggesting that he use his picture in one corner of the ad. Sometimes he uses the space for his policies, but more often he announces civic events such as: "Concert, Masonic Temple, etc.," or "Catholic Woman's League Lawn Social, etc." After about six months use of this space he has gotten readers to look for his little ad for dates of certain "seldom advertised" events.—Louis DeArmand, Davenport, Ia.

Answers to advertisements are permitted to be phoned in as a feature of the classified columns of the Vancouver (B. C.) Province. Answers as well as ads may be telephoned to this department. This double service in ads is explained as follows to the readers:

"Readers are often interested in classified advertisements in the Province that do not carry the names or addresses of advertisers. These are known as 'blind addresses.' To answer them in the case of most newspapers, involves writing a reply and mailing it or carrying it to the newspaper office. For the accommodation of those readers who find this inconvenient and to serve the advertisers better the 'Want Ad Taker' will take answers to 'blind ads' over the telephone. They will note your interest in the proposition offered, your name, address and telephone number, and see that your message is delivered to the advertiser when he calls for his replies."

C. M. L.

Why not start a mail order section of advertising in your paper under the heading of "Home Shopping List." Play up the idea of buying from home and the goods delivered right to the house.—C. E. Pellissier, Boston, Mass.

The fall is an ideal time to take pictures. Why not play up this fact and run advertisements of camera houses, printing houses, supply houses, etc. Dealers would welcome this opportunity to bring their wares to public attention through such a specialized section.—C. E. Pellissier, Boston, Mass.

INTERTYPE NET $215,570

Third Quarter's Income Equal to 96 Cents on Common Shares

The net income of the Intertype Corporation in the third quarter of the year amounted to $215,570, equivalent, after dividends on the first and second preferred stocks to 96 cents a share on the 199,133 shares of no par value common stock.

The showing compares with earnings of $215,961, or 97 cents a share on the 181,031 shares in the third quarter of the year. Net income in the first nine months totaled $616,650, or $2.75 a share on the common, against $615,239, or $3.04 a share, in the same period of last year.

Change in Sunday Magazine Size

The *St. Paul Sunday Pioneer Press* is now putting out its magazine section in regular magazine form of 16 pages. With it goes a "Junior Magazine" of eight pages.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A SUBSTANTIAL part of the population of every large American city is made up of people of foreign-born or foreign born parentage. In no other institution are the various nationalities brought closer together than in the public school. In Toledo a good feature was worked up on a school which has pupils representing seventeen nationalities and races. Cuts of children representing the various nationalities were run, with a large drawing of the American flag for background.—J. F. More, *Toledo News-Bee*.

A twofold contest started by a Madison newspaper among rural children in order to boost its rural circulation, in which prizes totaling $300 in value were distributed to winners, organized the children of the surrounding territory to: (1) compete with each other in sending in the most news of their school district, its people and institutions; (2) compete in sending in the most clippings from this newspaper published on the contest entrant's community, its church, club, farm clubs, school, and other organizations.—Anonymous.

A "Bureau of Missing Relatives" has been established by the *Seattle* (Wash.) *Star*, which "invites its readers to use this department as an aid in finding missing relatives or friends. * * * Other newspapers are invited to reproduce such items as will interest their readers." In this manner persons missing are reported directly to the newspaper office.—C. M. L.

One of the Indianapolis papers is running college yells on its sport page. This is about a stickful, containing the school yells of various high schools and colleges in the paper's territory.—J. A. Abey.

A Boston newspaper has just finished an interesting series on the experiences of a young woman seeking work in the city. "Sob-sister" stuff, of course, but was well done, and restrained.—C. W. Whittemore.

Determined to awaken its readers interest in a solution of the Indianapolis traffic problem, the *Indianapolis Times* for several days played up 8 columns at the top of page 1 suggestions made by readers submitted for a $50 prize for the best answer to the question: "How would you solve the traffic problem in Indianapolis so as to reduce the number of fatalities and other accidents?"—Robert L. Beard, *News-Sentinel*, Fort Wayne, Ind.

Are married men the flirts that they are supposed to be? Ask the waitresses in the various restaurants around town and see what they have to say. If anyone can tell the truth a waitress should be able to because it seems that men begin to flirt the minute they get into a restaurant especially if the waitress is a bit good looking. Might not be possible to mention names but there is a wealth of good feature copy here if it is worked up in the right way.—R. R. V., Miami, Fla.

Have you a night watchman in your town who makes the rounds of stores to investigate locked doors? How far does he walk in a year? What kind of people does he see about the streets at night? Are people careless about locking their doors? What is the most lonesome and fearsome spot in the town at night?—Earl Potter, Lawrence, Kan.

"It's a Long, Long Laugh With Leacock!"

ACE OF HUMORISTS

STEPHEN LEACOCK

A Synonym for Enjoyment

ON FIVE CONTINENTS

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 Nassau Street, New York City

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD. STREET, CLEVELAND, OHIO

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
World Building, New York

71 PAPERS
(TO DATE)
are printing
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits.

Get the best-selling newspaper serial of the year—

Ready for release—Wire NOW!

KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

"The Faint Heart"
is the title of the
Latest Serial
by
RUBY M. AYRES
Most Popular Writer of Daily Fiction

Runs Six Weeks
1200-Word Daily Installments

Ask for Sample Releases

The McClure Newspaper Syndicate
373 Fourth Ave., New York City

THOS. W. BRIGGS CO.

Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

NEWS OF THE STORE IN

NEW ENGLAND

CREATES CONSUMER DEMAND

The advertising announcement of the local merchant is news of the store—spot local news — and must be conveyed to the consumer through his local newspaper.

Consumer demand for nationally distributed commodities must be created through the same medium.

National advertising in the newspapers receives the careful attention of the dealer who, to properly serve his clientele, must be prepared beforehand to meet the demand that the advertising creates.

The retailer of your commodity is catering to the wants of his locality by "stocking up" on the merchandise for which there is the most popular demand.

The use of newspapers for National advertising is ideal, for this very reason.

Have you surveyed the great territory of New England?

We have persistently, through advertisements in EDITOR & PUBLISHER, given you the vital facts.

You can get detailed information of the entire market from EDITOR & PUBLISHER on request; or any of the newspapers listed below will supply you with the necessary marketing and territorial information of their trading area.

Consumer demand is great in New England and these newspapers completely cover the six states.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun .....(E)	5,551	.0275	.0175
*Boston Globe .....(M&E)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
**Boston Transcript .....(E)	34,563	.20	.20
**Boston Post .....(M)	372,872	.60	.60
**Boston Post .....(S)	359,335	.55	.55
*Fall River Herald .....(E)	16,245	.06	.06
**Fitchburg Sentinel .....(E)	11,702	.055	.045
**Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
††Lowell Courier-Citizen and Evening Leader.....(M&E)	21,207	.06	.06
**New Bedford Standard Mercury (M&E)	33,115	.10	.10
**New Bedford Sunday Standard (S)	27,552	.10	.10
**North Adams Transcript..(E)	9,691	.04	.035
*Salem News .....(E)	21,199	.08	.07
*Taunton Gazette .....(E)	8,970	.05	.035
**Worcester Telegram-Gazette (M&E)	91,177	.26	.23
**Worcester Sunday Telegram (S)	51,784	.19	.16

MAINE—Population, 768,014.

**Augusta Kennebec Journal (M)	11,382	.05	.05
†Bangor Daily Commercial.(E)	19,487	.06	.05
*Portland Press-Herald and Express.....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot...(E)	5,258	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times .....(E)	26,612	.07	.07
†Providence Bulletin .....(E)	66,403	.17	(B).23
†Providence Journal .....(M)	37,839	.10	(B).23
†Providence Journal .....(S)	65,304	.15	.15
*Providence News .....(E)	29,421	.08	.08
††Providence Tribune .....(E)	23,211	.10	.09
**Westerly Sun .....(E&S)	4,657	.025	.025
*Woonsocket Call .....(E)	14,052	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
**Rutland Herald .....(M)	10,878	.04	.04
**St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

**Bridgeport Post-Telegram (E&M)	44,381	.15	.15
**Bridgeport Post .....(S)	20,910	.10	.10
**Hartford Courant .....(M)	32,459	.08	.08
**Hartford Courant .....(S)	52,769	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Meriden Record .....(M)	7,640	.045	.03
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
**Norwalk Hour .....(E)	6,073	.04	.04
††South Norwalk Sentinel...(E)	4,415	.025	.025
*Stamford Advocate .....(E)	10,033	.05	.04
**Waterbury Republican American (M&E)	23,467	.08	.08
**Waterbury Republican ...(S)	15,073	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

NATIONAL ADVERTISING

For the first nine months of 1925, The New York Sun published over half a million lines of National Advertising more than the next New York evening newspaper—practically as much as the third and fourth New York evening newspapers combined.

For the first nine months of 1925, compared with the corresponding months of last year, The Sun showed a gain in National Advertising of almost half a million lines—a greater gain than the gains of the next four New York evening newspapers combined.

All advertisements published in The New York Sun are subject to censorship. The Sun will not knowingly print any advertisement of a doubtful, questionable or misleading character.

The Sun

280 BROADWAY NEW YORK

THIS ISSUE: FULL TEXT OF COMBINATION RATE DISCUSSION AT CHICAGO

EDITOR & PUBLISHER

1884 — The Oldest Publishers' and Advertisers' Journal in America — 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 22 — NEW YORK, OCTOBER 24, 1925 — By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign — 10c Per Copy

Chicago Tribune
FEATURES

Blue Ribbon
FICTION
First Run Work of First Class Authors
Blue Ribbon Serials for Sunday *(one release a week)*
Blue Ribbon Serials Week day *(six days a week)*
Blue Ribbon Short Stories—*from 8,000 words down.*
Well Written Tabloid Short Stories of 300-600 words

BLACK & WHITE
Strips
The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by M. M. Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*

COMICS IN COLORS
8 Chicago Tribune Comics offered in an 8-page color comic section either tabloid or full size.

TEXAS SLIM
By Ferd Johnson
THE GUMPS
By Sidney Smith
GASOLINE ALLEY
By Frank King
HAROLD TEEN
By Carl Ed
WINNIE WINKLE
By Branner
SMITTY
By Berndt
THE PIXEYS
Two color comic by William Donahey
MOON MULLINS
By Willard
LITTLE ORPHAN ANNIE
Daily Strip and Sunday Page
By Harold Gray
GOOP ETIQUETTE
By Gelett Burgess
W. E. HILL
PAGE OF COMICS
in Gravure or Black and White
BEHAVE YERSELF!
By Sals Bostwick
CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams
H. L. MENCKEN
Weekly Literary Letter
Roxy Radio Column
BURNS MANTLE
Weekly New York Theatre letter
WEEKLY ILLUSTRATED CHILDREN'S STORY
Raymond Kelly
DR. EVANS
The first and best of newspaper Medical Writers
WEEKLY COMIC STRIPS
JOLLY JINGLES
By Hunter
EMBARRASSING MOMENTS
By McCullough
SENTENCE SERMONS
Roy L. Smith
Daily and Sunday
CROSS WORD PUZZLES
Daily and Sunday

DAILY TRUE LOVE STORY
Men's Fashions, Women's Fashions, Woods and Waters, Farm and Garden, Love and Beauty, Cookery, Etiquette, Home Harmonious, Line o' Type, Sports, Science and Embroidery, Club Ethics, Wake, In Motordom, Outline of Science, Character Reading, Weekly Home Page, Women's page and page of Sports.

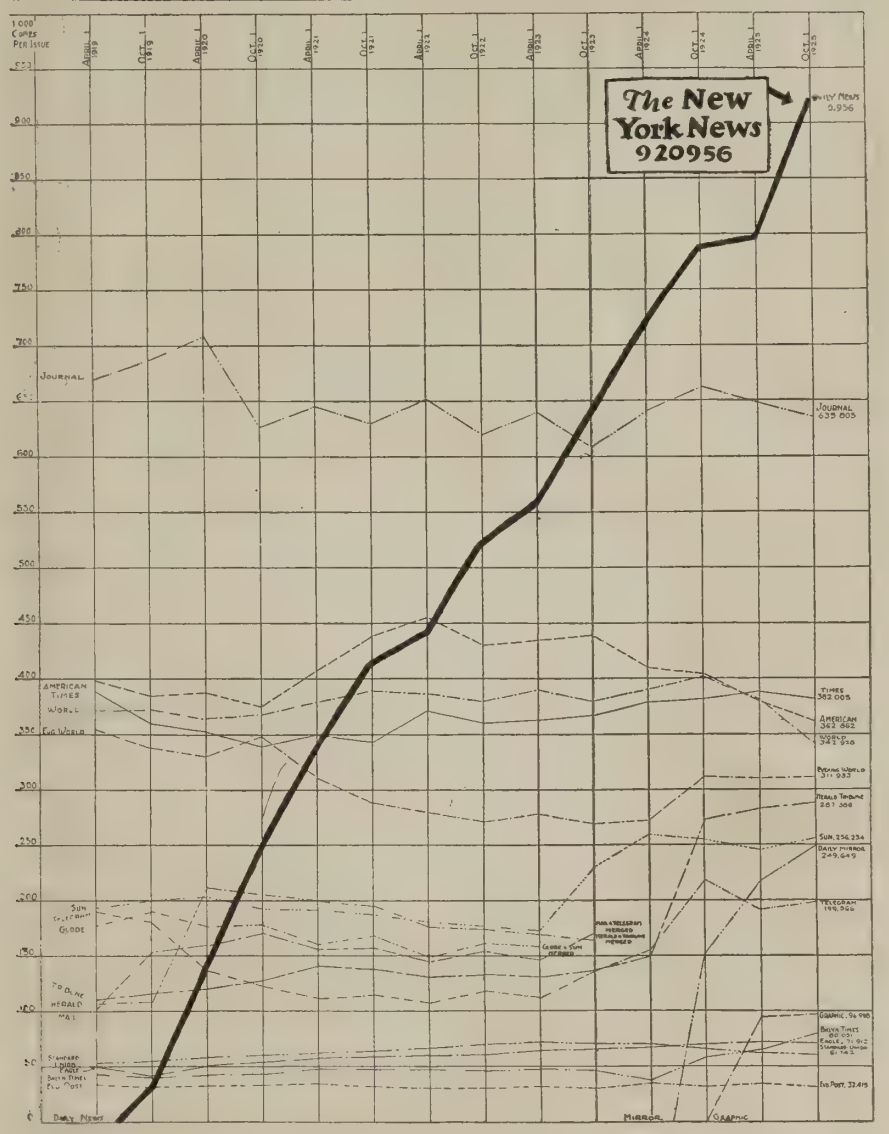
PACIFIC & ATLANTIC
Photos
Organized by the Chicago Tribune and the New York Daily News
25 Park Place, New York

LEASED WIRE SERVICE
Foreign—National—Local
Telepix

Popular!

The most talked of comic strip in America today is Little Orphan Annie. New York and Chicago have gathered Little Annie to their hearts and many a breakfast has been hurried to insure the reading of this strip.

A few territories can still be scooped by acquiring Little Orphan Annie. Wire for rates and proofs.



A phenomenal growth!

THE above chart was clipped from the October 10th issue of EDITOR AND PUBLISHER. It shows in vivid fashion circulation fluctuations of New York newspapers for the past six years. Conpicuous indeed is the remarkable growth of The News of New York; entering an already crowded field of newspapers and climbing swiftly in circulation until in record time it occupied first place. How did it happen?

Not by any publishing miracle but by established policies that have placed The Chicago Tribune first in morning daily circulation in America. The New York News uses *only* Chicago Tribune features. The New York News has the largest circulation of any newspaper in the United States.

The Chicago Tribune uses only Tribune features. The Chicago Tribune is the largest revenue producer of any newspaper in the world. Is it a coincidence?

These same features, comics and stories that mean leadership for The New York News and The Chicago Tribune can mean as much to other newspapers. *Buy leadership* in your territory!

Wire for rates and proofs.

The CHICAGO TRIBUNE
Newspapers SYNDICATE

Tribune Square . . . . . Chicago

COMPLETE COVERAGE

NEA Full Service clients find it unnecessary to buy anything outside.

Everything in features from one source eliminates worry and reduces costs.

Newspapers holding the valuable NEA franchise are in possession of an asset appraisable at many thousands of dollars.

NEA with the largest reader following in the world has materially helped more than 800 papers to increase and hold circulation.

The expansion of NEA's successful fiction program is now in preparation---release dates will be announced soon.

Get the best first through NEA Service.

NEA SERVICE, Inc.,

Main Office

1200 West Third Street Cleveland, Ohio

Producing plants: New York, Cleveland, San Francisco

THE WORLD'S GREATEST NEWSPAPER FEATURE SERVICE

Still GAINING *In Circulation!*

The New York Herald Tribune continues its remarkable growth without the aid of canvassers, premiums, clubbing offers, circulation contests, or other artificial methods of any character.

The Herald Tribune was the only New York morning newspaper of standard size to gain circulation during the six months ending September 30th, 1925, over the corresponding period of a year ago.

The New York Herald Tribune net paid average circulation increased 10,631 during the six months ending September 30th, 1925. *All the other New York morning newspapers of standard size LOST!*

In quantity of circulation, in quality of circulation, in concentration of its quantity of quality circulation—the New York Herald Tribune is the logical keystone for a successful advertising campaign in the World's Greatest Market.

The Herald Tribune is gaining readers because it contains *all* that a newspaper should contain in ideally balanced proportions. All the news well written and well edited *plus* just enough news features, just enough cartoons, just enough humor, just enough pictures to make it likeable, human, *complete.*

New York Herald Tribune

AMERICA'S MOST COMPLETE NEWSPAPER

LIBRARY U. OF I.

Selling Musical Goods IN PHILADELPHIA

"The City of Homes"

Philadelphia, having the third largest population in the United States, is an important market for the maker of musical goods and instruments.

With over three million people living in more than 520,000 separate dwellings in Philadelphia, Camden and their suburbs, it offers particularly attractive possibilities for the sale of things that make for home entertainment.

Philadelphia has had a very prosperous year, and the holiday trade in musical instruments and supplies will be large.

Every family, particularly those with children, is fertile soil for planting a love of music, and this can best be done in a locality such as Philadelphia where the home life is conducive to musical entertainment.

Send for a free copy of THE BULLETIN ROUTE LIST OF DEALERS IN MUSICAL INSTRUMENTS, etc., in Philadelphia and Camden. It will be of great help to your salesmen when calling on the Musical Trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 East Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

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Vol. 58 NEW YORK, OCTOBER 24, 1925 No. 22

Mayor As Guest Editor of Pioneer Press Extols the Virtues of St. Paul

Crime News, Which He Deprecates, Fills Only Two Columns—Many Feature Stories and Pictures of Progress in City—Prohibition Editorial Contrary to Paper's Policy

By ARTHUR ROBB

THE *St. Paul Dispatch and Pioneer Press* as a general thing finds the official activities of Mayor Arthur E. Nelson of St. Paul worthy of favorable mention and frequently of commendation.

Also, if not likewise, Mayor Nelson thinks the Dispatch and the Pioneer Press deserve rank among the most competently edited newspapers in the country. But—the Mayor thought—both of these excellent newspapers followed too faithfully the theory that publicity for crime was a deterrent to crime; that in their zeal in exposing criminal affairs and activities, they overlooked opportunities to play the



Mayor Arthur E. Nelson at Pioneer Press Editor's Desk

happier melodies in the scale of St. Paul life. So did most other newspapers in other cities, in the Mayor's opinion.

The editor of the newspapers, H. R. Galt, and the publisher, C. K. Blandin, smiled. It was to appear later that they did not agree this time with the Mayor, either as to statement of facts or as to opinion. The editorial reply took the form of an invitation to His Honor to take complete charge of the Sunday Pioneer Press on Oct. 18. Mr. Nelson accepted, the news was published, the Mayor began assembling the big paper and his name appeared as "Guest Editor for the Day" in the editorial page masthead last Sunday. The Mayor presented "An Acknowledgment and an Apology" in a signed front-page editorial box, whose text, epitomizing his philosophy, follows:

"On invitation from the publisher and editor of the Pioneer Press and Dispatch, two of the greatest newspapers of this country, I have undertaken to edit this issue. I realize that a newspaper is among the most important institutions in any community, and I am free to confess that editing one of them is about the hardest thing I have ever tried to do.

"A sincere effort has been made to present news of a constructive nature. News of crime and kindred subjects is presented, but not magnified. In place of large headlines on the front page displaying the criminal news of the day, such news will be found segregated on another page.

"As a reader of metropolitan newspapers, I have been impressed with the fact that so many of them apparently believe that the public is more interested in news of crime and immortality than in that of a constructive nature. Stories of crime of every conceivable sort are displayed, in the minutest detail, on the front page.

"I do not agree with the opinion that publicity is a check to crime. It is true that the public should be advised of the existence of crime, but it is not necessary in doing so to present stories, which, in their gruesome details, are disgusting to the average reader. Nor is it necessary in presenting reports of crime to exploit the bravado of criminals, as is frequently done. The most recent example is that of Gerald Chapman, the story of whose life has been told in a manner which might lead the undeveloped mine of youth to believe that emulating his example would be romantic and interesting and not entirely objectionable. I sincerely believe that criminals are often led into the commission of crime through ideas obtained in press reports, and that many times new daring is inspired from similar sources.

"In presenting so much of this kind of news, it has seemed to me that newspapers fall into the ways of the 'Community Gossip.' It is out of this classification that I have attempted to remove the present issue.

"I have sought the best for this edition. Great care has been exercised in selecting stories to be published. I have endeavored to have the highest ideals reflected throughout all sections of the paper, believing that the public is inherently more interested, for instance, in a movie star who rises to success over great obstacles than in his or her domestic difficulties or moral lapses.

"On the editorial page I have taken the liberty to present my views on matters of current and vital interest. There has been added a page devoted to religious subjects.

"Able writers and artists have aided materially in getting out this paper, and to each one of them I wish to convey my sincere appreciation.

"To the publisher and editor, I am deeply grateful for the rare opportunity they have afforded me in this enterprise.

"The responsibility for this issue, with the exception of the advertising, lies with me, and I accept it. I sincerely trust it will prove of interest and value to the readers who will, I hope, overlook the shortcomings of one not skilled in the work."

The Pioneer Press on Monday had a long and scholarly comment by the editor on the Mayor's edition. It is of the highest interest to the profession, but not more so than a brief outline of what the Mayor held to be vital and current interest.

Page 1, reproduced on this page, speaks for itself to those who are able to read the reduced head-line type. Not a whisper of crime, and only one accident was featured. The edition which reached EDITOR & PUBLISHER evidently closed before midnight Saturday, for the burning of the S. S. *Comanche* is noted only to the extent of an A. P. bulletin. In this connection, it might be noted that the paper is magnificently free of typographical errors, by which many first editions can be distinguished.

"Big Features" were summarized on Page 1 by the Guest Editor as follows:

A group of signed statements by Governors of nearby States on business conditions in the Northwest.

Two prizes awarded in the Cartoon Title Contest.

Activities of the St. Paul colony in Washington social and official circles.

Children's features in the Junior Magazine.

Bible Instructors in St. Paul institutions of learning discuss the problems of the day.

St. Paul heartily supports good music; a community theater should prove successful. Music, stage and screen news.

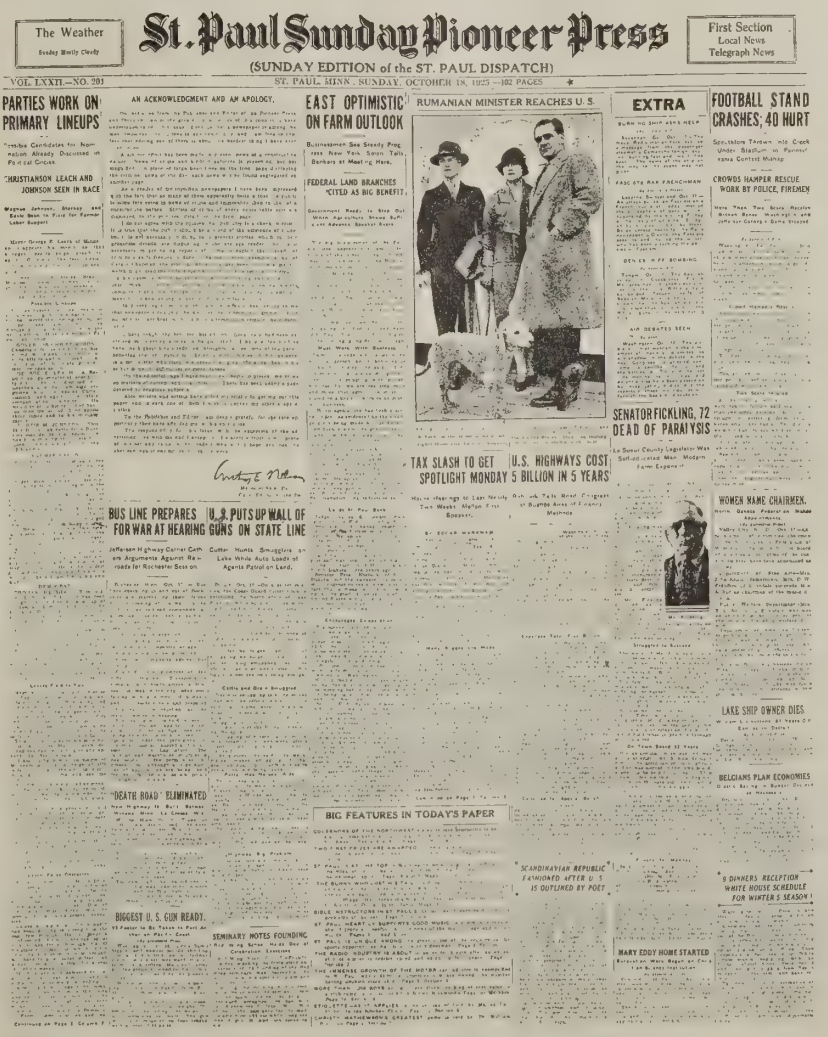
St. Paul is unique among the great cities of the country in the sports opportunities that lie at its very doorway.

The radio industry is about to pause for breath after an expansion of almost incredible speed and extent in four years.

The immense growth of the motor car industry is exemplified in St. Paul, where 61,000 automobiles now are owned, the number having doubled since 1920.

More than 1,200 boys and girls are

THE MAYOR CREAMS THE DAY'S NEWS



The Weather — Sunday Mostly Cloudy

St. Paul Sunday Pioneer Press

(SUNDAY EDITION of the ST. PAUL DISPATCH)

First Section — Local News — Telegraph News

VOL. LXXII.—NO. 293 ST. PAUL, MINN., SUNDAY, OCTOBER 18, 1925—102 PAGES

PARTIES WORK ON PRIMARY LINEUPS

AN ACKNOWLEDGMENT AND AN APOLOGY.

EAST OPTIMISTIC ON FARM OUTLOOK

Business men See Steady Progress Now That Farm Talk Bankers at Meeting Here.

FEDERAL LAND BRANCHES CITED AS BIG BENEFIT

RUMANIAN MINISTER REACHES U. S.

EXTRA

FOOTBALL STAND CRASHES; 40 HURT

CHRISTIANSON LEACH AND JOHNSON SEEN IN RACE

CROWDS HAMPER RESCUE WORK BY POLICE, FIREMEN

SENATOR FICKLING, 72 DEAD OF PARALYSIS

TAX SLASH TO GET SPOTLIGHT MONDAY

U.S. HIGHWAYS COST 5 BILLION IN 5 YEARS

BUS LINE PREPARES FOR WAR AT HEARING

U. S. PUTS UP WALL OF GUNS ON STATE LINE

WOMEN NAME CHAIRMEN.

LAKE SHIP OWNER DIES

BELGIANS PLAN ECONOMIES

"DEATH ROAD" ELIMINATED

BIG FEATURES IN TODAY'S PAPER

BIGGEST U. S. GUN READY.

SEMINARY NOTES FOUNDING

"SCANDINAVIAN REPUBLIC" FASHIONED AFTER U. S. IS OUTLINED BY POET

9 DINNERS RECEPTION WHITE HOUSE SCHEDULE FOR WINTER'S SEASON

MARY EDDY HOME STARTED

Front page news selected by the Guest Editor gives no prominence to crime and violence. Appeal to local, state and national pride and to the higher levels of human thought was Mayor Nelson's aim.

given teaching of real value in a club camp—a feature of the page for mothers.

Etiquette—as it applies to the serving of food.

Christy Mathewsons' greatest game is told by Dr. William Brady.

Such is the formula of Mayor Nelson, who apparently finds little of value or interest in repeating the destructive escapades of Princess Takemoff in her contacts with the crowned heads of the world; or of the giant flea, which clears Lake Superior in a leap and proceeds to demolish the Woolworth Building within the next hour; or of speculative discoveries in Maya ruins or the Tuscarora Deep. None of these for his magazine sections!

Crime is allotted less than two columns, including a boxed announcement of the Mayor's news policy, on Page 6, First Section. The Mayor declares that "as a newspaper reader I have felt that news of crime is frequently published on the theory that 'the more disgusting the crime, the more remarkable the criminal.' To this method of publishing news I take exception." The crime news includes four stories, chief of which is a history of the by-gone glories of a famous old and abandoned house selected by a degenerate for a revolting murder. Flanking it is the police promise of early arrest for a pair of bank bandits. A hold-up of a Muscatine (Ia.) grocery store, whose proprietor was severely wounded, was detailed in seven lines. The approaching trial of a South Dakota murderer received a stick and a half, with a brief summary of the killer's confession.

Page 2, in addition to taking to break-overs from the front page, features three children, triplets, who find eating ice-cream cones the best fun of all. The annual report of the American Red Cross, as summarized by the Associated Press, takes the lead position over a box-head story of an aid fund for destitute families of Ft. Leavenworth prisoners, and the election of officers by South Dakota Methodist laymen.

The focus of attention on Page 3 is a picture of Mr. Galt, published by the Guest Editor over the regular incumbent's "hysterical objections" and accompanied by the few facts that the Guest Editor knew concerning the chief of the Pioneer Press. Other stories concerned prison work and "Father-Son Week," also a brief about the Rockefeller family reunion at Pocantico Hills, and a Copenhagen dispatch on a Danish expedition to Greenland.

Page 4 featured the coming Masonic reception to members of a Duluth lodge, the latter furnishing eight half-column cuts as illustration. The gathering of Minnesota creamery men was noted to the extent of 800 words, or more than twice the space apportioned to the City Council's approaching consideration of a local street-car controversy. "Iowa Farmers Organize" and "Hospital Site to Be Inspected" headed two short items of self-evident import.

News on the opposite page concerned almost entirely the coming community chest drive by the American Legion and other bodies. Legion division captains got their pictures printed.

Page 6, as noted, was the crime area, and Page 7 told of the improvement of local juvenile delinquency conditions. A meeting of tax-payers to be held within a few days took 300 words, followed by 200 words on a future meeting of Montana wool-growers.

Page 8 noted the efforts of Red River Valley livestock men to improve the financing of their association's show property. The press dispatch on increase in Wisconsin taxable property values received the largest space. Also important were the plans of Northwestern Minnesota business and professional men to develop the "Arrowhead" district. Smaller items concerned several miscellaneous interests.

Page 9 was all advertising.

Page 10 featured three stories—Constitution Week; Missionaries From China on Visit; Library for Blind Termed Expensive—9,000 Volumes in Faribault School Said to Be Valued at $40,000. Many small items of regional appeal filled the page.

Page 11 was likewise a page of wide range. North Dakota's action on grade crossings, a new canning factory for Rochester, and an A. P. pre-campaign summary of South Dakota politics led the page. An increase in the number of Wisconsin farms received attention, as did a Knights of Columbus meeting schedule and the 1926 convention plans of Hibbing Legionnaires and the fact that Bismarck, N. D., took its name from the German Chancellor. The delver for scandal caught the words "petting parties" just north of the page's equator and took heart, only to learn that the Mankato police intended to prevent them next year.

"Hotaling Predicts 1926 Tourist Boom" leads Page 12. Then an excellent halftone likeness of a well-known actress who is to appear shortly under the auspices of the St. Paul Institute. Next (and this appears to belong on Page 6) "2,000 Gallons Wine Taken—Sacramental Drink Seized at Licensed Maker's Store," a three-line head over a 300-word story of an ordinary liquor raid. Outstanding on the page, though the Mayor had no part in making it so, is an illustration of the Golden Rule Store's advertisement of a hosiery sale.

The second section, devoted to drama, movies, music, the outing page, and radio, is attractively and interestingly assembled, the feature articles being those advertised in the Mayor's list of "Big Features" quoted above. The printing of half-tones in this section and throughout the paper is well above the average newspaper achievement. The largest half-tone is that of Oscar Baum, conductor of a local theater orchestra, who recently composed the music for a song entitled "Classified," the words for which were furnished by L. C. Hodgson ("Larry-Ho," bard of St. Paul and a former Mayor). The Pioneer Press, for whom the song was composed, is giving 20,000 capies to the public attending the theater where Mr. Baum performs. Radio news is edited deftly and with an interesting local touch in three pages.

The third section, which included the editorial page, builders' page and automotive page, had several characteristic features. The lead story compared the gasoline tax of Minnesota and its results and administrative cost with the statistics of several other States, the conclusion being highly pleasing to Minnesotans. Adjacent thereto is a blithe story by Miss Frances Boardman of her visit to the new Ford assembly plant. Another comparative story followed, showing that St. Paul's tax rate is lower than that of Minneapolis. Regulation of the smoke nuisance gets a 500-word news story, the prospects of wealth in idle Minnesota peat lands takes half as much more, the impending annual tests of automobile brakes gets 500 words, and the same wordage is shared by a new journalistic fraternity at a local college and the organization of the Christmas Seal campaign. Dominant on the page is a cartoon and story "A Dream Come True"—the growth to magnificence of St. Paul since its foundation in 1838.

Page 2 gave the local Bible instructors their opportunity to comment on current problems, a lofty viewpoint being characteristic.

School news and related educational topics took Page 3.

The editorial page was distinctly the Guest Editor's own. The leader in double-column space discussed "The City of Today," from the viewpoint of an able and enlightened municipal executive. He opened by quoting Bryce as to the failure of city government, continued by citing modern administrative procedure and its results, and concluded that "Our city governments no longer are failures." An appreciation of the administrative ability of the average American housewife takes a lengthy paragraph, followed by an editorial which deprecates membership of school teachers in the American Federation of Labor; another editorial which intelligently discusses the prohibition enforcement situation and sees a remedy for existing evils in "a vigorous campaign of public education—and less propaganda." Conservation of Minnesota's resources is urged in another editorial. A full column points out the need of an economic program for the Northwest, if that region is not to fall as a tributary agricultural province under the thumb of Eastern industrialism and subservient to it. Adherence to the World Court receives approbation in the last editorial.

Mencken, Simonds, and Lardner are three well-known writers for the Sunday press who grace the opposite page.

The builders' pages feature two plans for small homes, the stories being surrounded by abundant home-makers' advertising.

The motor page, as indicated, demonstrates the tremendous local growth of the industry.

The first eight-column streamer head so far noted appears at the top of the financial page—warning that "Artificial Trading Booms Stocks to Danger Point." The Consolidated Press Association dispatch bears out the caution. Other financial news is largely routine, with the exception of a four-column picture of the St. Paul engine shops which have been built in four months on a nearby swamp.

A page advertisement, presumably no concern of the Mayor's, but prepared by the newspaper's copy-promotion department, sets forth St. Paul as a city of good schools and colleges. It is attractive copy.

Sports are handled apparently by the regular staff of experts.

Society news and its adjuncts, features for women and club news, are edited with an expert's touch and carry a multitude of excellently printed half-tones. The section, however, does not differ greatly from those of a dozen first class newspapers throughout the country. It is a creditable job every week, whether the editor is the regular boss or an honored guest. The same is true of the eight-page comic section.

Featured in the gravure section is the new bridge across the Mississippi, which the Mayor described as "a structure in harmony with the surroundings, architectural frills being subordinated to the beauty of strength and simplicity." The pictures filled a page. Another page portrayed the results of the newspaper's weekly amateur photograph contest. The next graphically showed the good to be accomplished by a full Community Chest.

New school buildings erected or under construction by the city filled the double center, showing the tangible results of St. Paul's $8,000,000 appropriation. Several views of the city's new water supply station appear on another page. The back page pictures the rise of a new bridge, the excavation for a new belt-line sewer, a big paving job, a view of Corinne Griffith in the new film of a newspaper shop entitled "Classified." Representative Davey and his tree-saving campaign are noted in a one-column picture at the bottom of the page.

The "Junior Magazine" is nicely done, but does not show any of the Mayor's fingerprints, which last cannot be said of the Magazine Section.

The opening magazine story tells how S.t Paul's Bureau of Municipal Research saves dollars for tax-payers. The next is a straight Sunday feature of ghostly events in a New Mexican church.

Pages four and five are devoted to utterances of the Governors of Northwestern States on the region's present and future well-being. The next is a local cartoon title contest and the next is a page of syndicated features. The double center tells of St. Paul's fame and fortune in Washington. Children's pets among the barnyard animals and the annual junior livestock show take a page in colors. Then comes an interview with a Minnesota student just returned from a hiking and auto-bumming trip East, where he found a high appreciation of St. Paul and its citizenry. A syndicated serial fills the next two pages, followed by a syndicated story of the happy married life of the Italian royal family. A page of local humor and an interview with Dr. John Hyatt Brewer on jazz music complete the section.

After turning all the pages of the Guest Editor's edition, it may be said that he deserved the compliments showered upon him by the Dispatch and Pioneer Press staff. His paper was interesting throughout, but it did not differ greatly in fundamentals from the menu ordinarily offered by the regular editorial staff. One wonders, however, whether the Mayor suppressed the day's police budget, or whether the criminals took a holiday in honor of the occasion. One bootlegging arrest appears to have been the only noteworthy activity of the local law-enforcement agencies during the preceding 24 hours. The other crime stories are of prior origin or of events in other localities. The prevalence of news regarding the city's government is also noteworthy, probably praiseworthy.

All in all the Mayor did a good job on his one day's tenure. Probably Mr. Galt or Mr. Blandin would have done as well in a carefully arranged day as chief executive at the city hall. The Mayor's newspaper came on a day when the wires bore no pulsing tale of crime or disaster, when the local police apparently had no more trouble on their minds than the pursuit of two youthful bank bandits. Whether he would have done so good a job over the period of a week or month, or years, as Mr. Galt and his fellow editors have to do it every day and Sunday, is a question still unanswered. The business of editing a newspaper and forming its policies is not one of minutes or days, but of years and decades.

The Pioneer Press "staged a comeback" the next day in which it informed its guest editor of several instances in which it believed him in error. The editorial, which deserves the careful reading of all newspaper men, follows in substance:

Yesterday's edition of the St. Paul Sunday Pioneer Press which, as our readers are aware, was produced under the editorial direction of Mayor Arthur E. Nelson of St. Paul was, we think, a very creditable performance. Without the slightest previous newspaper experience Mr. Nelson assumed command of the far-flung and enormously complicated editorial organization of these newspapers and succeeded in publishing an edition which represented a clear-cut and definite newspaper purpose. This was a real achievement. It is not so difficult as it may seem, in this day of the telephone, the telegraph, the radio, the airplane, the linotype machine and the perfecting press, to gather and print the news of the world; but it is, as every editor knows, exceedingly difficult to present it all from a well-defined point of view. That Mr. Nelson succeeded in this is the highest possible testimonial to his ability as an executive.

"As a reader of metropolitan newspapers," said our distinguished guest in his front-page announcement, "I have been impressed with the fact that . . . stories of crime of every conceivable sort are displayed in the minutest detail on the front page."

What metropolitan newspapers, we wonder? Roger William Riis, a year or so ago, had a similar impression, and undertook to ascertain whether it was correct. He applied the footrule

(*Continued on page 24*)

CORRECTION

Through an error made in filling out a questionnaire forwarded to EDITOR & PUBLISHER for its issue of October 3, we were led into a misstatement regarding the total Sunday linage of the *Detroit Free Press* for the period January 1-June 30, 1925. The linage should have been 3,390,576, instead of 5,393,446 as stated. EDITOR & PUBLISHER was also misled in the same issue as regards the average number of pages composing the Detroit Sunday papers in a 1924-25 comparison. The correct figures are:

	News	*Free Press*	*Times*
1925....	128.	113.6	72.
1924....	109.2	99.6	80.4
	Increase	Increase	Decrease
	18.8	14.	8.4

Our apologies to our readers.

A. B. C. BANS HALF-PRICE COMBINATION SALE

Two Papers Sold Together Must Bring a Price Higher Than Either, New Rule Adopted After Sharp Argument States—Move to Abolish Publishers' Statements Voted Down—Harn Reelected

By WARREN BASSETT

SETTLEMENT in principle of a two-year fight over combination circulation of two newspapers at 50 per cent of the price of both, and rejection of the proposal to abolish publishers' statements—these were the outstanding accomplishments of the annual convention of the Audit Bureau of Circulations which closed its two-day meeting in Chicago, Friday, Oct. 16.

Drawing an attendance of 900 publishers, advertisers and agency executives the meeting was voted the greatest and most successful in the history of the organization.

O. C. Harn of the National Lead Company, New York, was re-elected president at a meeting of the new board of directors held directly after the convention adjourned. John Murray Gibbon, Canadian Pacific Railway Company, Montreal, member of the board of directors was elected vice-president. E. I. Mitchell, of the Mitchell-Faust Advertising Company, Chicago, was re-elected second vice-president; F. R. Davis, General Electric Company, Schenectady, N. Y., third vice-president; W. A. Strong, *Chicago Daily News,* secretary; E. R. Shaw, *Power Plant Engineering,* Chicago, treasurer. Stanley Clague was re-appointed managing director.

Looming above all other subjects discussed and acted upon at the various divisional meetings and characterized by Stanley Clague as the most important topic to come before the A. B. C. in years, was the question of combination circulation considered Thursday afternoon in the Newspaper Divisional meeting. For more than an hour lively debate swirled about this topic. Prominent publishers from all parts of the country joined in the discussion, which swept to a climax Friday afternoon in the general convention.

The following resolution on the question was adopted by the convention:

"Resolved, that where two daily or Sunday newspapers are distributed together, if the circulation of each is to be certified as paid, the price charged for the combination shall be greater than the price at which either may be purchased separately."

Since the sentiment of the convention as shown in the resolution was opposed to the present A. B. C. rule crediting as paid circulation copies of two newspapers sold for fifty per cent of the price of both, it appears certain that a new rule will be promulgated by the Board of Directors in the near future regulating this practice.

The question was brought to the convention for a "show down" by Harlan G. Palmer, publisher of the *Hollywood* (Cal.) *Citizen,* who for the past two years has been agitating against the present Bureau rule.

The text of the argument on this subject taking place in the Newspaper Divisional meeting Thursday afternoon and in the general session Friday appears elsewhere in this issue.

Two new directors were elected to the Board, W. S. Ashby of the Westclox Company, La Salle, Ill., and P. L. Thomson, Western Electric Company, New York, both from the Advertisers Division. Mr. Ashby succeeds E. E. Taylor, Postum Cereal Company, Inc., New York, while Mr. Thomson succeeds Ralph Starr Butler, United States Rubber Company, New York, resigned.

The following directors whose terms expired were reelected: Advertisers Division: F. R. Davis, General Electric Company, Schenectady, N. Y.; F. H. Bramble, American Chicle Company, Long Island City, N. Y.; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; W. K. Towers, Paige-Detroit Motor Car Company, Detroit; W. W. Wheeler, Pompeian Manufacturing Company, Cleveland.

Advertising Agents: Walter Hine, Frank Seaman, Inc., New York.

Newspapers: Walter A. Strong, *Chicago Daily News.*

Magazines: S. R. Latshaw, Butterick Publishing Company, New York.

Farm Papers: B. Kirk Rankin, *Southern Agriculturist,* Nashville, Tenn.

Business Publications: E. R. Shaw, *Power Plant Engineering,* Chicago.

The question of abolition of publishers' statements, which was expected to create lively discussion, was methodically voted down in each of the divisional meetings. Only perfunctory interest was shown. Each division passed a resolution recommending no change in the Bureau's present policy. The suggestion of a change came from a body of publishers in the Business Paper Division. The suggestion of a newspaper member of the A. B. C. that statements be issued quarterly instead of semi-annually was swept aside automatically with the resolution recommending no change in the established policy.

The difference of opinion between the Audit Bureau and the New York publishers (with the exception of the *Brooklyn Standard Union* and the *New York Times*) in regard to making all newspaper records available for inspection during an audit which was settled by special agreement in New York last March, did not crop up as an issue at the convention.

The agreement reached in March was that "when an A. B. C. auditor states to a publisher that real or seeming irregularities in the circulation accounts require the examination of records, ledgers or payrolls, outside the circulation records and related accounts upon the presentation of such statement by the auditor, any record, specifically designated in writing by him as necessary for his intelligent investigation of circulation, shall be provided."

Four of the five members of the New York Publishers Committee which negotiated this agreement were present at the convention. They were Edwin G. Martin, *Broklyn Eagle,* Howard Davis, *Herald Tribune,* James C. Dayton, *Evening Journal,* and Fred A. Walker, Munsey publications. J. F. Bresnahan, of the *World,* chairman, was unable to attend.

The Newspaper Division Committee assured the New York Group that the agreement as made last March continues intact.

The entire convention as a special mark of respect to Victor Fremont Lawson, late publisher of the *Chicago Daily News,* by a rising vote unanimously adopted the resolution eulogizing his career passed by the board of directors in September.

The report of the Treasurer, E. R. Shaw, indicated that the Bureau's finances were on a strong, sound basis.

Mr. Shaw stated that receipts for the year had been $5,882.22 over disbursements, that the Bureau has $74,000 invested in U. S. Government bonds and notes and $26,000 in Canadian Government bonds, a total of $100,000.

The amount of cash on hand was listed as $71,881.05, and accounts receivable $25,782.58.

The Bureau received from all sources during the year $500,585.04, and disbursed $428,703.99.

The treasurer's report was audited by Arthur Young & Co., certified public accountants.

Following the six divisional meetings Thursday afternon the general convention was called to order by President O. C. Harn, Friday at 10 a. m.

Managing Director Stanley Clague read his report, which was carried extensively in last week's EDITOR & PUBLISHER. He said that the Bureau had released in the past 12 months 1,401 audits, or an average of 117 audits per month.

No organization has a greater right or duty to pursue education against waste than the Audit Bureau of Circulations, President Harn declared in his annual address. Ignorance produces waste, he said. Facts combat ignorance, and the A. B. C.'s entire aim is to get at the facts. He endorsed Secretary of Commerce Herbert Hoover's campaign against industrial waste and pledged the support of A. B. C. members in the movement.

J. A. Wedda of the *Detroit Polish Record* spoke in behalf of foreign language publishers following Mr. Harn's address. He stressed the loyalty and Americanism of the readers of the foreign language press.

Reports of the Divisional Committees were then received.

W. K. Towers, secretary of the Advertisers Division reported that "on motion duly seconded it was resolved that the Division recommend that there be no change in the Bureau's present policy in regard to issuance of semi-annual publishers' statements.

"That the Division recommend to the Board of Directors that they authorize the Managing Director to engage one or more representatives on a commission basis to sell the Audit Bureau of Circulations to advertisers and solicit advertiser members.

"That it be recommended to the Board that Scientific Space Selection be republished and that a copy be supplied to each member who has joined the Bureau since the original distribution and that hereafter each new member be supplied with a copy

"That it be recommended to the Board that provision be made for a systematic promotion and advertising campaign for the purpose of placing the merits of the Audit Bureau of Circulations before prospective and present members and that a budget be provided for this based on a fixed percentage of the gross income."

The resolutions went to the resolution committee.

Ernest I. Mitchell reporting for the Advertising Agents Division stated that a motion had been passed requesting the Bureau to continue to do everything within its power to differentiate A. B. C. and non-A. B. C. publications, circulations and statements in directories. The division voted to appoint a committee to cooperate with the Bureau in the obtaining of more agency members.

Three resolutions were presented by the Newspaper Division, The first was that discussed above regarding combination circulation. The second was "Resolved, that in clubbing offers the amount received or total subscriptions turned in shall equal at least one-half of the advertised subscription rate for the total number of subscriptions."

Four hundred and nine members attended the newspaper divisional session.

The Magazine Division through Director F. W. Stone, *American Review of Reviews,* reported a large attendance. No resolutions were reported. The Board was requested to continue its present practice in regard to publishers' statements.

Director Marco Morrow, of the Capper Farm Press, Topeka, Kan., reported for the Farm Paper Division. The divisional committee, H. C. Klein, James Irvine, P. P. Mitchell, W. G. Campbell, and W. C. Allen, was reelected.

The Business Papers Division requested the A. B. C. Board of Directors to make occupational analysis uniform in the different trades, and to make it mandatory in each trade.

Director J. Murray Gibbon reported on the divisional meeting of the Canadian members. The only business was the election of an advisory board for the division as follows: Advertisers, J. M. Gibbon; Agent, William Findlay, Newspapers, Frank Burd, E. H. Macklin, G. E. Scroggie, J. R. Henderson, T. J. Drumme; Magazine, H. V. Tyrrell; Farm Papers, T. J. Tobin; Business Publishers, Acton Burrows, M. McKnight.

The meeting then adjourned until 2 p. m.

The afternoon session opened with the report of the resolutions committee pre-

NEWSPAPERS LEAD IN A. B. C. MEMBERSHIP AND FINANCIAL REPORT

DAILY and weekly newspapers, with a membership of 910, lead the various divisions making up the Audit Bureau of Circulation, the annual report of Stanley Clague, managing director, made at the Chicago convention last week shows. There are 884 U. S. and Canadian daily members of the A. B. C. and 26 weekly members.

Newspapers also lead in the amount of money paid for dues, the report shows, receipts from this division totalling $159,334.76 from dailies and $1,976 from weeklies, or $161,310.76 of a grand total of $316,275.50 paid by all divisions.

The membership report to Oct. 6, 1925, follows:

	U. S. Members	Canada Members	Total Members	Total Annual Dues
Advertisers:				
General	44	12	56	$ 10,800.00
Associate	65	3	68	4,080.00
Local	111	46	157	1,015.00
Total	220	61	281	$ 15,895.00
Advertising Agents:				
General	91	....	91	$ 32,760.00
Associate	74	15	89	8,842.50
Total	165	15	180	$ 41,602.50
Publishers:				
Newspapers	813	71	884	$159,334.76
Weeklies	21	5	26	1,976.09
Magazines and Periodicals	156	19	175	57,978.44
Farm Publications	55	17	72	19,266.00
Business Publications	205	25	230	20,222.80
Total	1,250	137	1,387	$258,778.00
Total Membership	1,635	213	1,848	$316,275.50

BRILLIANT BANQUET ENDS A. B. C.'S GREATEST CONVENTION



More than 1,000 A. B. C. members and their ladies attended La Salle Hotel Dinner on Friday evening.

sented by George M. Burbach, business manager of the *St. Louis Post-Dispatch.*

The first resolution read was that from the Newspaper Division stating that when two papers are sold in combination the price must be higher than either.

The ensuing spirited debate which ended in the adoption of the resolution by the convention is reported in detail in this issue of EDITOR & PUBLISHER. (See page 7.)

Resolutions were then passed expressing appreciation of the work of the Board of Directors and of Managing Director Clague and his staff. Directors were elected and the meeting adjourned.

The creation of a department of commercial areonautics under the Department of Commerce was urged by Postmaster-General Harry S. New, who was the first speaker at the annual banquet at the La Salle Friday night which closed A. B. C. week activities. He based his talk on the development of the air-mail service, giving a history of its growth since the world war.

"There is a great deal of work for such a department to do," he declared. "Pilots and aircraft should be inspected, there should be many more lighted airways for commercial planes and there should be allowances for experimentation.

"The development of the air mail has helped to counteract the almost fatal death blow that the government dealt the airplane factories when it canceled all contracts after the war. European countries subsidized their air lines, but we have followed no such practice. The postoffice department, by its air mail service, hoped to establish a useful public service and to demonstrate to private capital the possibilities of areonautics.

"New air lines are continually being installed. The effort has always been to have private capital eventually take over the lines. We have been opening bids on new routes rapidly. Bids of four new routes—from Chicago to Denver. Chicago to Detroit, Detroit to Cleveland and from Chicago to New Orleans—will be opened on November 21. On December 8 two bids will be opened, Chicago to Birmingham and Chicago to Minneapolis and St. Paul.

"With the total expenditure of only $12,000,000 the postoffice department has not only created a reliable air mail service, but has demonstrated the possibilities of commercial air transportation, which can be turned into fighting equipment should the need come."

The value of co-operation in such organizations as the A. B. C. was stressed by Former Governor Frank D. Lowden, who was the second speaker. He praised the organization as a strong influence for the good of newspapers generally.

"Let me ask one thing of you men. That is to do what you can to help foster the spirit of co-operation among the farmers of America. All industry is mutually interdependent and each must keep step with the other. I believe in co-operation rather than competition," he stated.

An appeal to the public to take an interest in government, as "the public's business is our business," was made by United States Senator Arthur Capper of Kansas.

"There is a need for a change in our machinery of government," he declared. "Much of it is antiquated and needs to be revised. There has been no great structural change in the last 100 years."

Henri Gagnon, managing editor of *Le Soleil* of Quebec, and an important figure in the Canadian newspaper world, told his audience of the part that New France has made and is making toward the progress of the American continent.

Following the banquet A. B. C. members and guests attended a midnight show of "Kid Boots."

POSTMASTER GENERAL NEW HEADS SPEAKERS AT A. B. C. ANNUAL BANQUET



Chief speakers at the A. B. C. banquet at the Hotel La Salle, Oct. 16. Left to right: Senator Arthur Capper, Postmaster General Harry S. New, President O. C. Harn, Former Governor Frank O. Lowden of Illinois, Henri Gagnon, publisher of *Le Soleil*, Quebec.

A. B. C. NOW EMPLOYING 41 FIELD AUDITORS

THE A. B. C. auditing force now numbers 41 field auditors, seven house auditors and two special investigators in addition to the chief auditor, assistant chief auditor and manager of the New York office, managing director Stanley Clague stated in his annual report.

The auditing staff of the Bureau follows:

E. W. Chandler, Chief Auditor.
A. R. Petterson, Assistant Chief Auditor.
W. F. Hoffmann, Mgr., New York Office.
Field Auditors—C. L. Adams, E. S. Arnold, M. H. Blakeley, R. C. Brodie, E. C. Burke, A. R. Charest, J. E. Curran, J. J. Devinney, W. T. Drury, J. K. Duffey, J. F. Farish, G. F. Felger, C. E. Feltes, S. H. Fleming, G. E. Gilliard, J. W. Graler, J. B. Haanel, Carroll Hanson, O. C. Homberger, Case Homoet, G. W. Howland, W. L. Howland, H. G. Johnson, E. R. Lambkin, J. N. Lewis, J. F. McCulloch, Frank McDaniel, J. M. McGowan, F. A. McNorton, W. J. Malone, M. W. Mitchell, R. G. Neeve, W. J. Nelson, A. A. New, V. J. O'Brien, L. F. Osborne, F. W. Peterson, J. J. Pittenger, F. F. Ploger, O. W. Pratt, C. E. Welborn.
Chicago House Auditors—N. J. Bauler, A. E. Bowman, Vernon Hanson, W. T. Lindgren, A. M. Moysey, P. O. Overgaard, E. M. Schnoeker.
Special Investigators—A. X. Morton, Jonathan Lucas, Jr.

ALLEGED NEWS SUPPRESSION

Springfield Republican Says Boston Papers Did Not Print Theatre Outrage

The following statement appeared in the *Springfield* (Mass.) *Republican*, of the issue of October 18, on the authority of that paper's Boston special correspondent:

"One of the most amazing instances of news suppression that has ever occurred in Boston came to light this week, with the detention of the man who for more than 10 weeks has been throwing missiles in a crowded (Keith's) Boston theatre, and at practically every performance. For more than a month the facts have been common knowledge in every Boston newspaper office, yet not a single paper had the courage to print the facts. Instead, innocent persons were permitted to attend every performance, with the practical certainty that a deadly missile would be thrown and the probability that some one would be hit. Many, in fact, have been hit, but happily none of the missiles has reached a vital spot, although several women have suffered painful injuries to their limbs. Some of the missiles were sharp pieces of steel, others were comparatively heavy junks of iron or lead. That no more serious injuries resulted is little short of miraculous."

FULL TEXT OF A. B. C. COMBINATION RATE DEBATE

'HARACTERIZED by Managing Di-
rector Clague as "the most important
oblem to come before the A. B. C. in
ars," the question of combination cir-
ilation created the most interest and
oused the best argumentative talent at
e annual convention of the Audit Bu-
au in Chicago last week.

The text of the argument on the ques-
on as it took place on the floor of the
ewspaper Division meeting Thursday,
id a resumé of the debate in the general
ssions Friday follow:

MR. CLAGUE: "No. 9 is a very im-
rtant topic. It reads: 'Should the Bu-
au's procedure in regard to the sub-
ription price of clubbing offers be
anged?'

"The Bureau's procedure in the past
s been that two publications can be
ubbed and sold and distributed if at
ast fifty per cent of both publications
collected. In other words, if two
agazines were clubbed together, one
10 cents and the other at 5 cents,
aking a total of 15 cents, and if 8
nts was collected, that would give over
per cent of the combined price of
th.

"If two daily newspapers were combined
d sold together, if one was priced at
cents and the other was priced at 2
nts, if 3 cents was collected, that would
over 50 per cent of the combined price
both publications, and therefore would
valid as circulation under the rules
the Bureau since we have been in ex-
tence.

"The situation has arisen in Califor-
a, particularly Southern California,
here two publications are being distrib-
ed together, and instead of reading the
rrespondence, it seems to me the best
ay in which to get at the net of the
tuation would be to ask Harlan G.
almer of the *Hollywood* (Cal.) *Citi-
n,* who objects to this practice to make
s presentation of the subject, and then
Ir. Kellogg, who has come on from
os Angeles to answer Mr. Palmer, can
ien answer the proposition.

"I think if Mr. Palmer could outline
ie situation, we could get it before the
eeting very clearly."

MR. PALMER: "Mr. Chairman and
entlemen of the Newspaper Division:
am here in furtherance of the following
esolution adopted Sept. 21 of this year
the Dailies Division of the Southern
alifornia Editorial Association, reading
follows:

" 'WHEREAS, When the subscriber to
the purchaser of one newspaper re-
ives another paper therewith, without
e payment of anything addition, there-
re the circulation of such additional
per is, in substance, free circulation,
id

" 'WHEREAS, A practice of the Audit
ureau of Circulations in certifying as
id the circulation of the newspaper for
hich the recipient pays nothing is in-
ical to the maintenance of the highest
andards by the Bureau and destructive
the policies to promote the best in-
rests of the advertiser; be it

" 'RESOLVED by the Dailies Division of
ie Southern California Editorial Asso-
ation, that the Audit Bureau of Cir-
lations be requested to so amend its
les and practices that the circulations
newspapers given with other papers
ithout additional charge will not be
rtified as paid; be it further

" 'RESOLVED that this association re-
est Harlan G. Palmer, publisher of the
ollywood Daily Citizen, to represent
id formerly request the Bureau at an-
al convention to make such changes
its rules, regulations and practices
will accomplish the desired results.'

"You are all doubtless familiar with
e Audit Bureau rule that that news-
aper shall be considered as having paid
rculation when the subscriber pays at
ast 50 per cent of the advertised price
f that publication. The rule appears
armless enough in itself. It appears
keeping with the Post Office rules as
to what shall be considered paid circulation, but when we stop to consider that one paper may be given away free with another paper, the regular price of the other paper being paid, we will say, 3 cents, and the price of the paper given free being three cents, making a total of 6 cents; if the recipient of the two papers pays three cents, it is therefore concluded that he has paid one and one-half cents of the money laid out for each of those two papers. In other words, if any of you gentlemen desired upon any particular day to increase your circulation by 10,000 copies and you would make an arrangement with the local distributor of the *Saturday Evening Post* to distribute your 10,000 copies with 10,000 copies of the Saturday Evening Post, making no charge to him and instructing him he was to make no charge to the recipients of that paper; if the price of your paper did not exceed 5 cents and the recipient of the Post paid five cents, thereby it would be construed that the circulation of your 10,000 copies of the paper given absolutely free, had become paid circulation, because the recipient paid 50 per cent of the total price of the two papers.

"That much for the example; now for the facts. If you purchase a copy of the *Los Angeles Express* at any one of a number of corners in the City of Los Angeles, you will pay 3 cents for a copy of that paper. If you happen to make that purchase at another corner, you will receive with that paper a copy of the *Hollywood News.* You might inform the newsboy you did not care for the second paper, whereupon you would be informed that it cost you nothing anyway, and you might as well take it; so you pay your three cents, believing you were paying three cents for the copy of the Los Angeles Express and getting the copy of the Hollywood News free.

"The Audit Bureau is obliged, as a matter of fact, to say you paid 1½ cents for the Express and 1½ cents for the copy of the News. If your purchase happened to be made at another corner, you would receive with your copy of the Los Angeles Express a copy of the Pasadena Evening Post. There might take place the same conversation which you had had at the previous corner. You would pay only the three cents believing that there you were getting the Pasadena Evening Post without paying anything. Again the Audit Bureau would be obliged to state, as a matter of fact you had paid 1½ cents for the Pasadena Evening Post.

"If you should buy a copy of the Los Angeles Express in the City of Glendale during the morning hours, you would receive for your 3 cents only a copy of the Express. If you bought a copy of the Express in the afternoon hours, after the local edition of the *Glendale Press* had been issued, you would receive a copy of the Glendale Press with your copy of the Los Angeles Express, and you would still pay the three cents.

"If you happened to be living within the territory of Monrovia and subscribed to the Los Angeles Evening Express, you would receive with your Express a copy of a paper, two pages of which would be labeled and dated as the *Monrovia Evening Post,* the balance of the pages would be labeled and dated as the Pasadena Evening Post, three papers for the price of one.

To support the statements I have made, unless there be no contradistinction, I wish to read at this time from the Auditor's Report for the period ending March 31, 1925. This is a twelve months' period. This is on the Los Angeles Evening Express, under the headings of 'clubbing offers recognized,' 'clubbing offers made of this and other publications.' The different papers are cited with which the clubbing arrangements are made, being the *Alhambra Post-Advocate,* Glendale Press, Pasadena Evening Post, *San Pedro Daily News, Venice Evening Vanguard,* Hollywood News.

"I will read just one paragraph. 'Pasadena Evening Post. The Express circulated in Pasadena, Altadena, South Pasadena, Michaldena, Monrovia, Arcata, Azusa, Baldwin Park, Carvain, Glendora, Locklin, Sierra Madre, at the Pacific Electric railway station, and the Post Office building in the city of Los Angeles. Price three cents per copy on the streets and newsstands, rates to subscribers sixty-five cents a month.'

"You will find the established rate of the Express is three cents per copy on the streets and newsstands, 65 cents per month delivered by carrier. Reading further: 'The following list of the newspapers thus circulated, were published by the same interests as the Los Angeles Evening Express. Records show the average net paid circulation in connection with the above described clubbing arrangements totalled an average of 18,281 copies per issue in the city territory, and an average of 30,720 copies per issue in the suburban territory, or a total of 49,001 copies per issue for the twelve months' period ending March 31, 1925.

" 'Similar combination offers were made by this publication in combination with newspapers published by other interests. Records show that the average net paid circulation in connection with the above described clubbing arrangement totalled an average of 1,345 copies per issue in the city territory and 3,530 copies per issue in the suburban territory, or total of 4,875 copies, which together with the 40,000 above copies makes 53,875 copies thus circulated, of the total circulation of 92,259.'

"I will read from the individual audit statement of the Hollywood News. Under the heading, 'Were clubbing offers made of this and other publications?' Answer, 'Yes.' Records show copies of the Los Angeles Evening Express, regular subscription rate of which was 65 cents per month or 3 cents per copy for the single issues, were distributed in combination with the Hollywood Daily News in the towns of Sherman, Beverly Hills, San Bernardino, Owensmouth, Vay Nuys, Bercano, Lankershim, Chatsworth, Gester Junction, Mishacres, Rio Nuys, Woostet, Zelzah, parts of the city of Los Angeles, between the Pacific Electric railway station on Hill Street, in the City of Los Angeles and boundary

PROCEEDINGS OF A. B. C. NEWSPAPER DIVISIONAL MEETING

DIRECTOR DAVID B. PLUM of the *Troy Record* presided at the meeting of the Newspaper Division. Jerome D. Barnum of the *Syracuse Post-Standard* was chosen as secretary for the meeting. The report of the divisional committee consisting of E. Lansing Ray, *St. Louis Globe Democrat,* T. R. Williams, *Pittsburgh Press,* Gardner Cowles, *Des Moines Register and Tribune-News,* Hugh O'Donnell, *New York Times,* and David E. Town, Hearst Publications, was read and approved. The present committee was reelected for another year.

The first resolution passed was one approving the resolution of the Board of Directors expressing the profound sorrow of the Audit Bureau on the passing of Victor F. Lawson.

The questions, "Should every newspaper carrying a Sunday date line be considered a Sunday paper?" and "Should an evening paper without a regular Sunday edition but following a pre-dating plan of carrying the following morning date line on a late editon be permitted to carry the Sunday morning date line for the late edition issued on Saturday evening?" were considered jointly. No resolution was offered, the sentiment of group being expressed by Louis Wiley, business manager, *New York Times,* that if a paper is issued on Saturday it is a Saturday publication despite pre-dating the time it arrives.

The membership shied from discussion of the questions "What is a morning paper?" and "What is an evening paper?" On motion of J. R. Smith of the *Indianapolis News* these were eliminated from consideration.

The next subject before the meeting was: "Should the total draw for each state be shown in addition to the total draw of towns receiving 25 or more copies?" It was moved that it be the policy of the Bureau hereafter to show the total net paid circulation by states as well as by towns. The motion was adopted.

The question "Should A. B. C. rules on city carrier arrearages be changed?" was tabled.

The key question around which the most important discussions of the convention took place was then taken up—"Should the Bureau's procedure in regard to the subscription price of clubbing offers be changed?"

The complete discussion on this question is contained elsewhere in this issue.

Following this the division voted to continue the present policy in regard to publishers' statements.

Questions concerning box sales and condition of collections were tabled.

The topic "What safeguard can be put around bonus and salaries to prevent eating of papers?" was left in the hands of the advisory committee.

It was moved that the present practice in regard to giving any reduction in subscription price when premiums are given be continued.

The next discussion was as to whether the Bureau should further restrict the time allowed publishers to render publishers' statements. It had been suggested to the Bureau that 15 days should be sufficient. A. R. Michener of the *Harrisburg* (Pa.) *Telegraph* moved that the 15 day period be adopted, and it was seconded.

Mr. Clague here rose to object. He declared that many statements are sent in incorrect and must be returned for revision. He said it would crowd the Bureau tremendously to handle the work in 15 days. Mr. Clague suggested a 21 day limit. W. A. Strong took the chair while Chairman Plum argued against the motion. Mr. Plum stated that to limit the time would cause hardship in many offices. It was voted that the present limit of 30 days be continued.

The suggestion that the rule governing the privilege of printing remarks in Paragraph 28 of the publisher's statement be amended so that certain newspapers carrying advertising in both morning and evening editions at one rate, could state that fact in Paragraph 28 in the following suggested manner:

"Advertising carried in the morning ————, appears also in the evening ————" and "Advertising carried in the evening ———— also appears in the morning ————, for one charge," was voted down and the present practice continued. A. G. Newmyer of the *New Orleans Item-Tribune* moved the adoption of the amendment so that such paragraphs could be included in the report.

Mr. Clague, opposing, stated that the place for the rate is on the rate card not on the A. B. C. reports. Chairman Plum took the floor and stated he was unalterably opposed to changing the present practice.

"If we let in advertising on these reports, we are opening the gates, and we are going to get into all kinds of trouble," he said.

On motion of Marcellus M. Murdock of the *Wichita Eagle* it was voted that the present practice be continued.

The meeting then adjourned.

NEW AND REELECTED OFFICERS OF AUDIT BUREAU



E. I. Mitchell



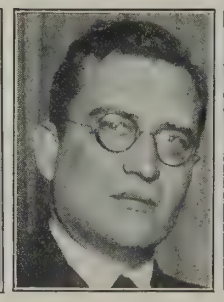
J. Murray Gibbon



O. C. Harn



P. L. Thomson



W. A. Strong



E. R. Shaw



Stanley Clague



F. R. Davis

of the Hollywood city territory described in paragraph 9 of this report, the combination being delivered by carriers for sixty-five cents per month and sold on the streets and newsstands at three cents per copy.

" 'Records show that the average net paid circulation of this combination for the period covered by this report was 9,642 copies per issue, lacking seventy copies of being the total of 9,712 copies —entire circulation credited to the paper.'

"Now, you may ask me what division of money is made as a result of this combination of papers, to which I must answer I do not know, inasmuch as the auditor's report does not make a statement as to the division. However, I have here a copy of the receipt which is received, which is given to those people who receive both the copy of the Los Angeles Evening Express and a copy of the Hollywood News. It reads as follows: 'Los Angeles Evening Express, Los Angeles, California. Route No. 801. Received from the Hollywood Citizen for five copies, subscription to Los Angeles Evening Express. Amount due $3.25; amount paid $3.25. Collected by Murray.'

"There is no reference whatever made to the fact that they were at the same time receiving five copies of the Hollywood News. Our natural assumption and the assumption of every recipient of that paper thereby was they were receiving a copy of the Hollywood News without paying anything therefor, to which the A.B.C.'s answer is that as a matter of fact each of them paid one-half of the 65 cents for the copy of the Hollywood News.

"In order to put further light upon this question of what distribution may be made of the funds, I find in the reports of the two papers, as to the prices at which the paper is sold at wholesale, the following, reading from the Express report: 'Records show for the period covered by this report the wholesale rates were as follows: Newsboys from downtown street sales paid $2 per 100 copies.' Reading from the copy of the report on the Hollywood News: 'Records show for the combination of the Hollywood News and Los Angeles Evening Express were as follows: 'City newsboys for street sales were supplied by district men, and copies were billed to these district men at $1 per 100 and they resold to the boys at $1 per hundred; $1 per hundred for two papers combined; $2 per hundred for one.'

"I may be criticized, or exception might be taken that the statement in the City of Monrovia instead of receiving two papers, you receive three. In order to eliminate any possible criticism, and in order that it might be assumed I am attempting only to get before you the facts, in order that you might reach a decision I wish to read a few extracts from the official court report in the Superior Court of Los Angeles County in the matter of the petition of the Monrovia Evening Post for a judgment of the Superior Court declaring it to be a newspaper of general circulation, or a newspaper with a bona fide circulation."

Mr. Kellogg was on the stand and was questioned by his attorney.

" 'Question: What is your occupation?'

" 'Answer: Publisher?'

" 'Question: What do you publish?'

" 'Answer: I publish various newspapers in Los Angeles County, including the Monrovia Evening Post.'

" 'Question: The Los Angeles Express, the Pasadena Evening Post?'

" 'Answer: Pasadena Evening Post and Glendale Press.'

" 'Question: Some 15 or 16 newspapers in Southern California?'

" 'Answer: Yes.' "

"I am now reading from the cross-examination:

" 'I have here defendant's Exhibit 1, a newspaper with a heading on the front page "Monrovia Evening Post" and dated "Monrovia, Cal., Thursday, July 17, 1924." Page Three of that paper contains the heading "Pasadena Evening Post, Pasadena, Cal., Thursday, July 17, 1924." Page Two of the same paper contains the heading "Monrovia Evening Post." Every other page of the paper contains a heading "Pasadena Evening Post," does it not, Mr. Kellogg?' "

" 'Answer: I think so.' "

"Mr. Kellogg's attorney here expressed willingness to stipulate that that statement was correct. Reading from cross-examination again:

" 'Question: On page 10 of this paper we have a heading "Pasadena Evening Post, F. W. Kellogg, publisher." That refers to this particular paper now known as defendant's Exhibit 1, does it not, Mr Kellogg?'

" 'Answer: That refers to what is known as a section of that paper.'

" 'Question: The Pasadena Evening Post is a section of the Monrovia Evening Post?'

" 'Answer: It is not.'

" 'Question: What is it?'

" 'Answer: The Monrovia Evening Post and the Pasadena Evening Post are circulated together.'

" 'Question: Then I have here what amounts to a paper known as the Monrovia Evening Post which consists of two pages, and a paper known as the Pasadena Evening Post which consists of 10 pages, making a total of 12 pages?'

" 'Answer: That makes two pages of the Monrovia Evening Post and 10 pages of the Pasadena Evening Post.'

"Question: What is the circulation price of the Monrovia Evening Post?'

" 'Answer: The price is 3 cents on the street and the price is 65 cents per month delivered in combination with the Pasadena Evening Post and the Los Angeles Express.'

" 'Question: If a person desires to buy the Monrovia Evening Post, what is the subscription price for the Monrovia Evening Post alone?'

" 'Answer: We deliver it in combination with the Express.'

" 'Question: It is not sold alone?'

" 'Answer: It is, if they want it, at 3 cents a copy.'

" 'Question: They pay the same price for the Monrovia Evening Post, if they insist upon getting those two pages torn away from the other?'

" 'Answer: They are not torn away from the other.'

" 'Question: The defendant's Exhibit 1 comprises 12 pages?'

" 'Answer: Yes.'

" 'Question: Two of those 12 pages are headed Monrovia Evening Post but you say it is a paper known as the Monrovia Evening Post?'

" 'Answer: That is correct.'

" 'Question: I asked you if the Monrovia Evening Post had a separate circulation price?'

" 'Answer: It has.'

" 'Question: You say if a person wants it, they can buy it at 3 cents a copy or 65 cents a month. Now I ask you, when a person is buying that paper separately, do you tear those pages off from the other pages?'

" 'Answer: We certainly do not.'

" 'Question: Then it is impossible, as a matter of fact, to buy a copy of the Monrovia Evening Post separately from the Pasadena Evening Post and the Los Angeles Express?'

" 'Answer: It is possible for them to tear it off if they want it torn off.'

" 'Question: After they buy it?'

" 'Answer: After they buy it.'

" 'Question: But it is not impossible for them to buy that paper separately?'

" 'Answer: No.' "

"I was visiting this morning with a publisher attending this convention and was telling him something of the purpose that had brought me here. He said, 'Do you mean to tell me that if I desire 5,000 increase in circulation to my paper that all I need to do is to go out to some of the outside publishers and request them to circulate those 5,000 copies with their paper, that the Audit Bureau of Circulations will certify that circulation as paid circulation?'

"I said, 'If the price of your paper is not greater than the price of the paper with which they are circulated. In other words, if the price of your paper is 65 cents a month and the price of the paper with which you give it away, is 65 cents a month, most certainly the Audit Bureau will certify that circulation as paid.'

" 'Do you mean,' he asked, 'if I want to help out some of the outside friends with their circulation, and if they send in to me 1,000 copies of their paper, and I distribute them with 1,000 copies of mine, that that will then be paid circulation?'

"I said, 'Absolutely; under the rules of the Audit Bureau, it can be construed as nothing other than paid circulation.'

" 'Then,' he said, 'have serious doubts about the future usefulness of the Audit Bureau if such a policy be maintained and such a practice be generally adopted by newspapers throughout the country.'

"I wish at this time to make it certain that I care not to have this matter appear as anything of a matter of dispute between competitors. Competitors must argue one way or the other, but I ask you at all times to disregard any thought of competition, but look only at the principle that is involved in the matter. I am perfectly willing during the course of this argument to have you gentlemen assume the strategy. Satanic horns may be found under my head and angelic wings may be found under the head of my competitor. This is not a matter in which only competitors are involved.

"At the last two conventions the circulation managers of California who represent every important daily newspaper in the state except the newspapers entering into this combination, have adopted resolutions unanimously expressing objection to this policy of the Audit Bureau. Following their last convention they took a poll of newspapers throughout the United States upon the matter. Two hundred and seventy newspapers took the trouble to reply. Of these 270 newspapers, 263 replied as being opposed to the practice.

"In asking you to disregard any thought that this is a matter between competitors, may I ask you to look at the matter of the A.B.C. standard? Mind you, I am a member and so is every California man who is opposed to this practice. We are members because we believe in the association. We are members because we believe through the association we can accomplish better results and we can build up better standards for the newspaper industry. We are members of the association because we believe that working with you men and with the officers of this organization, we can accomplish greater results for the advertisers and thereby bring greater benefits to ourselves. Therefore, look at the matter only from the question of standards.

"Are we maintaining a standard of which we are proud? Are we maintaining a standard which we are glad to point to as indicative of the high plane upon which our newspapers stand, when that standard permits one newspaper to be given free with another newspaper and yet the certification of that free paper is paid circulation? Are we fathering the interests of the advertiser when they permit any type of circulation to bear the A.B.C. stamp of high standard, a stamp of standard that each one of us has done much to advertise? We have published faithfully the advertisements that have been sent us by the Audit Bureau, setting forth that Audit Bureau membership means a newspaper with a circulation measuring up to high standards. Are we serving the advertisers then, when we as an organization permit the certification as paid of newspapers that are given away free with another publication?

"It may be said, and it has been said that every advertiser should carefully read all through the detailed reports of all newspapers in which he is placing advertising. If the advertiser will do this, if he will carefully read through the detailed reports of these papers, he will meet with no injury; but if he follows the practice I have been told the advertising men that they follow, then he will be led to injury, to this extent.

"He may place a national account

(*Continued on page 9*)

FULL TEXT OF A. B. C. COMBINATION RATE DEBATE

the Los Angeles Express. For example, he places it at $2.50 per inch. He is looking for other Southern California papers, and he finds papers with the Audit Bureau stamp of high standard upon them. He will select the Pasadena Evening Post. He will select the Glendale Press. He will select the Hollywood News, the San Pedro News, the Santa Monica Outlook. He will purchase also these other papers and possibly in purchasing them he will pay a price of $3.50 per inch. In other words, he has paid a price of $6 per inch. He has been led to his injury to the extent of $3.50 per inch, because of acceptance of a circulation statement that has the A.B.C. mark of high standard. This is not a matter of peculiar concern to California. It is a matter that is going to be of concern to every publisher in the United States. We hold and make no objection to the clubbing of newspapers together. We ask only that a price be charged so that it may be determined from that price that the recipient of two papers is willing to pay something, little though it may be, but that he be willing to pay something for the second paper.

"Coming here on the train, I read in EDITOR & PUBLISHER of the sale of an Elizabeth (N. J.) newspaper. The report stated that on the day of the sale the Elizabeth paper carried the announcement that in the future it was going to be circulated with a New York newspaper. So you see, gentlemen, it is not a condition that is peculiar to the state of California. It has now reached the East and is working from Coast to Coast. It is eventually going to come to the point where it will concern and affect each of us.

"Therefore, I move at this time, in order that the matter may be presented for further discussion, we recommend to the general session of the Audit Bureau of Circulations the adoption of this resolution:

"RESOLVED, that where two newspapers are distributed together, if the circulation of each is to be certified as paid, the price charged for the combination shall be greater than the price at which either may be purchased separately."

Mr. Clague: "I think we ought to hear both sides of the question and get all the angles. I would like to have something to say in regard to the effect of this not only upon the newspapers, but also upon the other divisions of the Bureau. Any such resolution as this, which must be sent to the general session, is then sent to the board of directors for recommendation."

Mr. F. W. Kellogg: "Mr. Chairman and Gentlemen: "I seem to be the guilty party in this matter, so far as Mr. Palmer is concerned. I can assure you, however, that after operating this newspaper combination during the past six years, the only objection I have ever had, or I have ever heard from anybody was from Mr. Palmer. Mr. Palmer has had this matter up personally with the Audit Bureau of Circulations. This matter was entirely thrashed out more than two years ago. The matter was considered by the board of directors of the A.B.C. at that time. Mr. Palmer presented his case at that time and the representatives of the Los Angeles Evening Express, E. C. Trowbridge and O'Mara & Ormsbee, presented our case.

"The result of that presentation was the issuance of this order on Nov. 27, 1923, addressed to me and signed by Mr. Stanley Clague:

" 'Mr. F. W. Kellogg,
" 'Los Angeles Express,
" 'Los Angeles, Calif.

" 'Dear Mr. Kellogg: At the meeting of the board of directors held in New York on Nov. 16 the following resolution was passed:

" 'Upon motion duly seconded, it was unanimously resolved that as both the Los Angeles Express and the local newspapers sold in combination with this publication comply with the fundamental requirement of the Bureau; at least 50 per cent of the advertised price of each publication being paid by the recipient, these publications conformed to the rules of the Bureau, and the circulation of each publication shall be counted as net paid.'

"Mr. Palmer has never asked me personally to make an audit of our books. I will say very frankly, gentlemen, had he ever asked me to make an audit of our books and discussed this matter with me personally, I would have been only too pleased to give him all the time he wanted, because it has disturbed him a great deal during the last few years.

"That question raises another matter. I want to ask Mr. Palmer how long he published a weekly newspaper in Hollywood before he made a daily?"

Mr. Palmer: "I think about 10 years."

Mr. Kellogg: "For ten years Hollywood had no daily newspaper. Most of the other cities of Southern California, and many of them far less important than Hollywood, had daily newspapers. I finally decided, after establishing the Pasadena Evening Post, investing over $100,000 in that property, in a plant, investing something like another $100,000 in real estate, and finding that our subscribers in Pasadena wanted both the Los Angeles Express and Pasadena Post, practically everybody in that community wanted either a local newspaper and also wanted a Los Angeles newspaper, I was inspired to do this thing. It wasn't something new with me. I had seen it done years before by the *Cleveland Press*, when the *Akron Press* was established. I had seen it done years before when the *Covington Post* was established by the *Cincinnati Post*. My first experience was with Scripps and the Cleveland Press, and for seven years I was with the *Detroit News*.

"The first issue and the maintenance and the growth of the *Grand Rapids Press* was a separate section of the *Detroit Evening News*. I saw it done by Col. W. R. Nelson in Kansas City when he gave away a morning newspaper to all of the subscribers of the *Star* as the same price as he had been charging for the Star. I have seen two newspapers in Iowa given away by Gardner Cowles, or sold for the same price that one used to be sold at. It has been very successful.

"When I decided to make a daily newspaper in Hollywood, because there was no daily newspaper there, in one of the most important cities of California, Mr. Dixon, who was my partner, and I invited Mr. Palmer to come and see us.

"Mr. Palmer has a very good address. He is a very estimable gentleman. He is a good citizen in his community. He is prominent in church work. He is prominent in public life, and we thought very well of him, and we told him that we were going to establish a daily newspaper and we would be very glad if he could conduct that newspaper for us.

"A few days after that I was telephoned by Mr. Perry of the California Bank in Hollywood to come out and see him, and I went out to see him.

"He said, 'Mr. Kellogg, I am awfully sorry to see you starting a daily paper in Hollywood.' He said, 'Mr. Palmer is a friend of mine, and he has run this weekly paper for a long time. I think he has concluded in the last few days to start a daily paper, and I wish you could let him start a daily paper instead of starting one yourself.'

" 'Well,' I said, 'we are going ahead to start a daily paper out here. We want to be interested in it because it enables us to give to the subscribers of the Los Angeles Evening Express through a local newspaper the local news that it is impossible for us to give through the Express.'

"Gentlemen, there are in Southern California, in Los Angeles County, outside of the City of Los Angeles, about 1,500,000 population. Los Angeles has about 1,000,000 population. There are about twenty very important cities there. Outside of Los Angeles, there are very few important cities in the State of California. You can number them on one hand. One is San Diego; one is Fresno; one is Sacramento; one is Oakland, and one is San Francisco. Los Angeles County has more population than all the rest of the state put together.

"In the days when Los Angeles was young, the *Los Angeles Times* used to devote a great part of its paper to the news of these communities, but as they grew it was impossible to cover all of these communities, and we have some cities out there in Los Angeles County that are just as important. If you will group all of the cities outside of Chicago, and bring them in within a radius of 25 miles of Chicago, all of the cities in Illinois excepting East St. Louis, you will have a situation very similar to what we have in Los Angeles.

"At the time I published the Pasadena Evening Post, the *Star-News* in that city had a circulation of something over 10,000 copies, and the Los Angeles newspapers, ten miles away, had a circulation as follows: The greatest circulation was the *Herald* of 1800 papers a day. Then came the *Time* of 1600; then the *Express* of 1200; then the *Examiner* at that time of 900, and the *Record* had between 300 and 400, as against 10,000 daily newspapers of a paper printed in a city only ten miles from the center of your city. Why? Because no newspaper in Los Angeles could give them the news that that community demanded.

"Gentlemen, you are all representatives of the leading sections of the United States, and I would say there is not one man represented here, but what his community sends a large amount of money into Los Angeles County to help support people that have retired. Those people coming into Pasadena, become very much interested in doing something, and there is far more individuality. There is a far greater number of churches and clubs and business men's association, and greater business activities in each one of these communities than there is in almost any other cities in the United States. I will say there is far more society in Pasadena than there is in Los Angeles, and there is far more society, and good society in Hollywood than there is in the City of Los Angeles. The moving picture business is a very small portion of Hollywood. If all of the moving picture business was moved out of Hollywood you would still have a great city.

"That brings me up to the time when this banker invited me to come and meet Mr. Palmer at his office. Mr. Palmer said to me, 'Mr. Kellogg, I wish you would leave this field alone, and let me have a daily paper.'

"I said, 'Mr. Palmer, I am very agreeable to that. What do you value your plant at?'

" 'Well,' he said, 'It probably isn't worth it, but it is worth it to us, $50,000 for our press and our machinery and our books and stationery stock.'

"I said, 'Without argument, we will grant it is worth $50,000. I will put in $50,000 in cash, and I will put you in general charge of this newspaper as general manager and editor, and on your desk you sell the controlling interest to me, but I will put up the cash, and we will put the daily paper in here. We will have an Associated Press membership.'

"Every newspaper I have got, gentlemen, in Southern California has an Associated Press membership. It has a Post Office entry. They have been members of the A. B. C. ever since they started. There has been no secret about the way we operate these, because on account of Mr. Palmer, I generally have to pay for about two audits in each one of my communities instead of one. I am probably paying more for the audit of my newspapers than any other member in the United States.

"Mr. Palmer accepted my proposition and he appreciated it, but I received a letter from him about two days later which read like this:

" 'July 29, 1921.

" 'Mr. F. W. Kellogg,
" 'Los Angeles Express.

" 'My dear Mr. Kellogg: After a careful consideration of the suggestion for combination of our forces, we have decided against it. From the business standpoint we believe it would be to our advantage to have but one daily in Hollywood rather than to own one of two dailies.

" 'However, I believe we can both prosper with dailies here, and at the same time we can preserve the individuality of the citizens, which is more prized by us than any income therefrom.

" 'We would be happy, of course, when we change to a daily, as soon as our basement can be put in shape, to co-operate with the Express in the combining of circulation. But we cannot bring ourselves to the point of parting with part of the controlling interest of the business.

" 'We appreciate indeed your courtesies in the matter and feel complimented that you would consider the suggested arrangement, and I assure you that as competitors, we shall do all possible to keep our relations pleasant.

" '(Signed) Yours very truly,
" 'HARLAN G. PALMER.'

"These so-called resolutions that have been passed by the Circulation Managers' Association, and the Editorial Association out there, have been inspired resolutions. We were never invited to join the Circulation Managers' Association, but we were sent a questionnaire, which, had we answered it 'yes' or 'no,' would have meant the same thing. We were not members, and we have never been invited to become members of the Southern California Editorial Association. Yet I have more Associated Press memberships, I think, than any other man in the United States, and I have built up for the Associated Press a great news-gathering organization.

"I will ask Mr. Chandler or Mr. Clague if in all the time that the Express or these other newspapers have been members of the Audit Bureau of Circulations, have I ever made a complaint against a single competitor? Do you know of any?"

MR. CLAGUE: "Not that I remember, Mr. Kellogg."

MR. KELLOGG: "I have figured the Audit Bureau of Circulations was amply able to take care of itself, and I was interested only in having a clean bill of health.

"When these various resolutions were passed, I sent to all the newspapers and all the members of the A. B. C. and to the national advertisers on Jan. 22, 1925, a letter which read as follows:

" 'To National advertisers and advertising agencies:

" 'Gentlemen—The Los Angeles Evening Express is aware that an association composed of representatives of other publications in California has been circularizing you with protest against the methods employed by the Evening Express and its suburban newspapers in the sale and distribution of these papers.

" 'These methods require no defense from the Los Angeles Evening Express. The facts are completely set forth in the documents published by the Audit Bureau of Circulations.'

"I don't believe that this association should be used at any time to help or injure a local newspaper fight. I think this Audit Bureau of Circulations was organized for the benefit of the national advertisers, and with the assurance that the publishers would be honest in their statements of circulation and organize their businesses according to the rules of the Audit Bureau of Circulations. I particularly asked Mr. Clague in the latter part of November that he would, after Mr. Palmer had made his complaint, consider all of the evidence, weigh it before a committee meeting or directors' meeting, and send me a statement of whether we were right or wrong, because at that time I was endeavoring to sell my interests in the Express to Mr. Earle and to Mr. Dickson, because the newspapers on the outside had grown to such great proportions. My investment in the outside papers (and they are not inserts, not little newspapers; they are big newspapers) now represents over $1,400,000 in eight plants. So as to determine whether I was right or wrong in the value of circulation, I asked for this ruling and I got this ruling, after the matter had been laid before this body through its directors.

"This year I disposed of all my in-

FULL TEXT OF A. B. C. COMBINATION RATE DEBATE

terests in the Express to Guy C. Earle, a gentleman who is here, and if he will stand up, you can look at him. He is a nephew of E. T. Earle, who owned the paper for many years. Mr. Dickson owns 5 per cent and Mr. Earle owns 95 per cent. I bought their interests in the outside papers, and I paid some $236,000 in cash for them.

"When we came to determining the value of circulation routes, I went to the Audit Bureau of Circulations. I went to the corporation commissioner, and he appointed a gentleman to determine the value of our circulation routes. Then I was very glad that I was a member of the Audit Bureau of Circulations, because that examiner made rather an exhaustive inquiry into the value of subscribers. When I showed them the resolution sent to me by Mr. Clague, they determined the circulation of the Epress was worth something over $1,000,000.

"To show you the value of subscribers, I will only say routes in Los Angeles County that are owned by the district men are sold now on the basis of a value of $13 a subscriber. In other words, a route out on the Los Angeles Times of 2,000 subscribers recently sold for $26,000, and that is the value to the carrier; that is the value to the publisher. I maintain the value to the publisher of circulations of 10,000 to 15,000 is $10 to $15 a subscriber. The corporation commissioner granted that on the strength of this evidence right here, and the fact that we had honestly been members of the Audit Bureau of Circulations for several years before Mr. Palmer even applied for membership. We have observed all the rules, and we asked them to be sure and tell us what the rules are.

"I don't believe that this body is going to be used by any individual to lightly set aside an investment that runs into hundreds of thousands of dollars and into the millions of dollars or to be used in the injury of interests of somebody that didn't do business with me. I don't know whether he wants to do business with me. I will only say, Mr. Palmer, I would very much like to do business with you. I think it would be better for Hollywood to have one daily newspaper, and I even offered to Mr. Clague, and shook hands with your representative in Colorado Springs to accept the very resolution that you passed. Mr. Clague asked me if I wouldn't do it, if we would raise our price so as to remove the objection.

"When I got back to California, I asked this young man if we should go ahead with the agreement we had made, and he said, 'No, Mr. Palmer won't let me do it.'

"Now, gentlemen, there are the facts of the case. We are members of the association. We believe this association is formed for the benefit of knowledge that the advertiser is entitled to. When the International Circulation Managers met last summer, they tried to bring this up for action, and it was laid on the table.

"I thank you, gentlemen, for your time. There are a great many people here whom I have known and have known me for, I think, very close to forty years. My record and honesty and integrity stand for themselves, and my methods stand for themselves. Gentlemen, I thank you."

GARDNER COWLES (*Des Moines Register and Tribune-News*): "I really don't wish to get into this discussion, but I am a little bit surprised that such a well informed newspaperman as Mr. Kellogg shouldn't know the Des Moines situation better than he seemed to, when he referred to me and to the Register-Tribune there. Out of something over 160,000 daily circulation, divided a little more than fifty per cent evening and a little less than fifty per cent morning, we have sold to the same people, as nearly as we can tell, only about ten per cent of each paper, and we do get an extra price from the people that do take the combination."

MR. KELLOGG: "I withdraw my remarks as far as your paper is concerned."

MR. COWLES: "I just simply wanted to get this straight. I had no thought of speaking on this, but I think we should keep this in mind. This resolution will vitally affect some other groups of publishers. The farm papers would be greatly affected, if you changed this matter of clubbing arrangement, which the A.B.C. board has adopted. I think while possibly it ought to be changed, there is a matter here that should be faced, and you at least ought to know how far it reaches if you vote for the resolution."

E. H. BUTLER (*Buffalo News*): "It seems to me this matter has two sides to it, one so far as the clubbing situation goes relative to magazines with newspapers, and the clubbing privilege of newspapers with newspapers. Under the present ruling of the A. B. C., the resolution which was adopted and read here, it would be possible in the future for one newspaper in any large metropolitan section to club with the small paper and so-called rural community on the basis that Mr. Kellogg has pursued, and gain circulation in that way, and credit it as net paid circulation which would stand as net paid circulation before the local advertisers of the community, and the district which that paper was published in, or the city. That, as I see it, would react detrimentally to the other newspapers in that vicinity who were publishing in competition with that newspaper, and who had no clubbing privilege with papers in rural communities.

"In discussing the matter, it seems to me the proposition and the problem of clubbing, such as the word implies, must be kept entirely separate and distinct and differentiated from the practice of clubbing newspapers and magazines. The magazines are circulated once a month, we will say, and the newspapers are circulated every day. The national advertiser in the newspaper gains a rural circulation. He always has his national circulation through the medium of the magazine.

"The local advertiser in the newspaper in the large communities which has not the clubbing privilege of the small newspaper in the rural community is gretaly affected. I think that is a matter which must be considered. It strikes me as very important."

W. O. CRESMER (*Los Angeles Times*): "Under instructions from the papers whose proxies I hold, I rise to second the resolution of Mr. Palmer on the part of the *San Francisco Chronicle*, the Los Angeles Times, the *Oakland Tribune*, the *Long Beach Press-Telegram* and the *Phoenix Republican*, all of California or Arizona."

MR. PALMER: "I have been asked by my neighbor to make clear this resolution. He asked if it would include in its wording two issues, a morning and evening of the same newspaper. I was very careful in framing this to frame it so that I could reach the conclusion it did not so include them, so it would not include magazines, and in any way involve any other situation than just such a situation as has been discussed this afternoon.

"The resolution reads 'where two newspapers are distributed together,' that, I believe, eliminates the consideration of a morning and evening issue of the same newspaper distributed at different times in the day. Specifying only newspapers, I think, eliminates any consideration being given at this time to magazine clubbing propositions. We ask only that a higher price than the price of either one be collected. In other words, the price of one newspaper is sixty-five cents a month; if they wish to club with another newspaper they ask seventy cents or seventy-five cents, some slight addition so it may be determined the recipient of two newspapers desires a second newspaper sufficiently to pay something, little though it may be, for that second paper."

MR. CLAGUES "Mr. Palmer, may I ask a question for information? Of course, in so far as I am personally concerned, I wouldn't express an opinion one way or the other except that we have the fundamental rule, and, as Mr. Cowles said, it affects not only us in this division, but will affect all other divisions and all recommendations should go to the general session and from there to the Board of Directors. This resolution says: 'If the circulation of each is to be certified as paid, the price charged for the combination shall be greater than the price at which either may be purchased separately.'

"In an endeavor to try to adjust the matter, when I attended the annual convention of circulation managers with Mr. Chandler at Colorado Springs, I brought your representative and Mr. Kellogg together. I understand Mr. Kellogg agreed to do exactly what the resolution called for. I may be wrong, so I am asking for information. He was agreeable to charging a price which was in excess of the single paper. Am I right or wrong?"

MR. KELLOGG: "In the interests of not embarrassing the Audit Bureau of Circulations in its rules pertaining to all other respects, I did agree. You said, 'Why can't you gentlemen get together and do something.'

"The suggestion came, and I said, 'I will do it, Mr. Clague, because if you undertake to pass that, it is going to embarrass the publishers all over the country. If you want me to, I will do it now and raise our combination price from 65 to 70 cents.'

"You turned to Mr. Palmer's representative and said, 'Is that satisfactory to you?'

"He said, 'It is bound to be.'

"You asked him, 'Is it going to be satisfactory to Mr. Palmer?'

"He said, 'It is bound to be, because we can't dictate the price.'

"We prepared to do that, and we did it in two or three communities. Then I was notified that Mr. Palmer wouldn't accept that situation, so we stopped right then and there, and the matter is just where it was before; I have tried to help the organization in every way I could."

MR. PALMER: "Mr. Chairman, since there seems to be an issue between Mr. Kellogg and myself, if he is willing to abide by the motion, let us carry it. It has been suggested to me, and I think the suggestion is good, that the motion should read 'where two daily newspapers are distributed' instead of 'two newspapers.' May I have the consent of the seconder to that change?"

Mr. Cresmer accepted the change.

MR. KELLOGG: "Mr. Palmer, I understood you to say this resolution is aimed particularly to take care of this particular situation in Southern California."

MR. PALMER: "Or any other section of the United States."

MR. KELLOGG: "I will say it is aimed to particularly take care of this section."

MR. PALMER: "I am not interested in any particular section. As I explained to the audience, I am interested in a principle. This resolution, I think, established that principle. The principle is that when two newspapers are circulated together, the recipient must pay something more than the price of one, if the circulation of each paper is to be certified as paid."

WALTER A. STRONG: "I think we have had here today the first real temperate understanding of the facts in this case. It is characteristic, I think, of many of the discussions that come before the board. We have put up to us some very difficult and close distinctions. The board has had great anxiety in this case to settle it fairly on both sides regarding property interests and all of the other facts that enter in the case.

"It seems to me now that we have approached the point where it has become more or less a matter of personal argument, and inasmuch as this matter has to be before the open convention tomorrow, I suggest that these two gentlemen with Mr. Clague get together and see if the resolution cannot be so altered, or so understood between them, that we can remove from further discussion in this meeting any of the differences of opinion based on purely personal reasons. I move, therefore, as an amendment to the original motion that that matter be referred to a conference between the managing director and the two members involved, and they will report to the convention tomorrow any alteration or agreement in regard to the disposition of this agreement."

The amendment to the motion was regularly seconded and lost.

CHAIRMAN PLUM: "We will now vote on the original resolution."

MR. WILEY: "Just as a matter of information, how does it affect the single street sale copy?"

MR. MURDOCK: "Somebody has brought up the question of daily. Why not Sunday?"

MR. CHANDLER: "I don't know why it shouldn't. If it applies to one, it ought to apply to the other."

MR. MURDOCK: "Do you mean daily and Sunday, or are you simply designating daily, as distinct from weekly, or do you mean daily and Sunday?"

MR. PALMER: "I mean daily or Sunday, if you wish it that way."

CHAIRMAN PLUM: "The words 'daily' and 'Sunday' are included in the resolution then. Is that correct, Mr. Palmer?"

MR. PALMER: "Yes."

MR. CLAGUE: "This makes almost a definite decision at the present time. Attention has been called to the fact that it conflicts with a fundamental rule of the Bureau in the clubbing proposition. All rules of the Bureau must be standardized and applied to each division, or else we would have decisions for one division that would conflict with decisions of another division.

"I recommend that inasmuch as the final decision would go before the Board of Directors: 'It is resolved to recommend to the Board of Directors that where two daily newspapers' etc., and then it doesn't make it mandatory on the Board of Directors to take action on this resolution."

MEMBER: "The *Chicago Daily News* sells for two cents, and they can make an arrangement with the *Kenosha News* to distribute the Chicago Daily News in Kenosha, and it would be sold at the Northwestern station for two cents. They can do that now, can't they?"

MR. CLAGUE: "Surely."

MR. KELLOGG: "May I ask a question? Can this rule be mandatory, and can this division compel the directors to adopt this resolution? Are they the directors of this association, or are we making recommendations to the directors?"

CHAIRMAN PLUM: "You are simply making recommendations not to the directors, first, as I understand it, but to the general convention, and the general convention then can recommend to the directors."

MR. KELLOGG: "It seems to me Mr. Clague's point is very well taken, that we recommend this to the directors."

CHAIRMAN PLUM: "The recommendation is to the general session. I think you will regard the history of the Bureau has been fairly successful. You are departing here to make mandatory resolutions, aside from the general session, aside from the Board of Directors, and putting it in a mandatory way that violates the by-laws of the Audit Bureau of Circulations. That is not the proper procedure, if you don't mind my telling you. It should go as a recommendation to the general session. If it is a recommendation of the general session to the Board of Directors, even then it almost becomes mandatory."

MR. PALMER: "May I call attention to the printed motion before the Chairman, which reads: 'We recommend to the general session the adoption of this resolution?'"

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ADVERTISING TO CURB THE UNSCRUPULOUS

Boyce & Veeder Company and Tide Water Oil Corporation Investing in Newspaper Space to Protect Motoring Public from Gas and Boyceite Bootleggers.

NEW YORK and New England have a new bootleg problem, and advertising has been called upon to correct it.

Both the Boyce & Veeder Company, manufacturers of Boyceite, and the Tide Water Oil Corporation, with its Tydol gas, started this month daring newspaper advertising campaigns aimed to protect the motoring public against unscrupulous dealers, who, it is claimed, have been substituting inferior unadvertised products in the advertisers' containers and pumps.

Tydol gas is distributed only in New York, New England, New Jersey, Pennsylvania and the District of Columbia, and the drive, now limited to New York newspapers, will not extend beyond this territory. Boyceite on the other hand hopes to have national distribution.

"We are limiting our newspaper investment now to New York and New England," C. C. Pinckney, advertising manager of the Boyce & Veeder Company, Inc., informed EDITOR & PUBLISHER.

"But we mean to extend our market and extend it right, using newspapers in other areas as fast as we can open them up."

Explaining the situation which caused the start of the present intensive campaign in New York and New England newspapers, Mr. Pinckney said:

"By investigations we found unsuspecting motorists were being gyped by unscrupulous dealers. Our containers were being filled in some cases with nothing but kerosine and sold as the real product.

"Now we are advertising to educate the public to buy nothing said to be Boyceite which is not in our special non-refillable container. It has been necessary to undertake entirely new advertising methods and marketing plans to stamp out this substitution evil."

It was to be a "no newspaper year" for the Tide Water Oil Sales Corporation. Newspapers had been used extensively other years, but for 1925-26 the investment was to be in 300 billboards, as far as Tydol gasoline was concerned. Jobbers were supplied with advertising mats prepared by an agency, which they might place in their local newspapers, if they cared to pay the price themselves.

"We'll see what will happen," was the policy in effect.

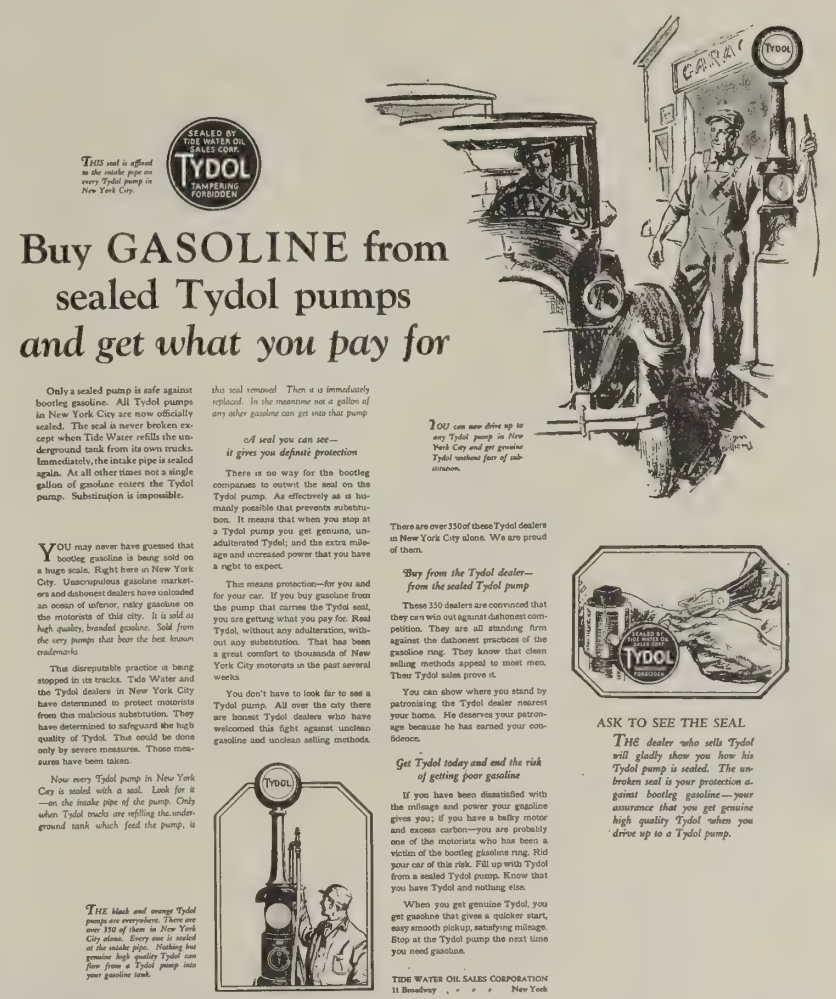
What happened is described by Tidewater officials as "a nasty situation," which required what they claim to be "the biggest concentrated newspaper campaign ever run to advertise a gasoline."

Details of the "nasty situation" are best told in the text of the first advertisement of the campaign, which, using six New York newspapers, started Oct. 8, and is scheduled to continue for from eight to 12 weeks.

On the first day of the drive three full pages were used in the entire newspaper list, and the copy, under the headline "The Most Courageous Step in Gasoline History," went on to say:

"New York City is flooded with bootleg gasoline! Cheap, third rate stuff is being sold, *not* under its true colors, but through gasoline pumps which bear the names of well known, high quality gasolines. Every day thousands of New York City motorists ask for high grade gasoline and pay to get it. What they *actually* get is bootleg gasoline—unbranded, misrepresented, and flagrantly substituted. That is the unsavory condition that exists today in the sale of gasoline in New York City. It is time car owners knew the truth.

"A careful investigation disclosed that



To protect the public and 350 honest dealers, this educational copy on Tydol is being placed in New York newspapers.



Boyce-ite has changed its containers and improved its product to re-enter the market through newspaper pages.

numerous bootleg gasoline companies are operating in the city. You have never heard of them—nor of their products. At night, under cover of darkness, they distribute poor quality gasoline at cut rates to unscrupulous dealers who purport to sell well known, quality gasolines. These unscrupulous dealers sell the stuff to unsuspecting car owners at the market price of good gasoline. To cover their tracks, they are shrewd enough to buy each month a small quantity of the branded gasolines which they pose as selling.

"Car owners obtain poor results from this bootleg gasoline, and naturally enough blame these results on the high quality gasoline they *think* they purchased.

"This condition is intolerable to Tide Water and to Tydol dealers in New York City who have spent years building a reputation for fair dealing and for the quality of the service and the products they supply.

"Because of the extent to which these bootleg methods have invaded the sale of gasoline in New York City, Tide Water and the Tydol dealers feel that the public is entitled, to tangible proof that when they buy gasoline at a Tydol pump they get genuine Tydol and nothing but Tydol.

"With the cooperation of Tydol dealers, Tide Water has taken this step—to prevent substitution.

"Upon the intake pipe of every underground tank which feeds a Tydol pump in New York City a seal has been placed. This seal is controlled exclusively by Tide Water. After Tide Water has filled the tank with Tydol the intake pipe is immediately resealed. And it remains sealed until the pump again needs gasoline. Nothing but Tydol can go into that pump. Nothing but Tydol can come out of it.

"As effectively as is humanly possible that prevents substitution. It means that when you stop at a Tydol pump you get genuine, unadulterated Tydol; and the extra mileage and increased power that you have a right to expect.

"It virtually amounts to buying gasoline from a sealed container, just as you buy crackers and breakfast food and tobacco. It is your guarantee of Tydol quality. Ask your Tydol dealer to show you the seal on the intake pipe of the underground tank.

"Neither Tide Water nor the Tydol dealers have taken this step blindly. They realize that their decision to seal Tydol pumps treads hard and painfully on the toes of those who are profiting from the dishonest substitution of gasoline. They know that those concerned in New York's bootleg gasoline traffic will leave nothing undone to belittle and discredit this step. Acute pressure will be brought to bear on each Tydol dealer. Attempts will be made to convince him by every possible means that honesty does not pay.

"But you will find that your Tydol dealer is proud of the seal on his tank. It is tangible proof that he is fighting bootleg gasoline. It is proof, that in a market tainted with sharp practice, he is doing his part to promote clean selling. It is proof that he is a sound business man, building his success on the rock foundation of customer confidence rather than on the shifting sand of illegitimate profits.

"He is a good man for you—and for your family—to deal with. He deserves your support.

"We are giving New York City car

(*Continued on Page* 12)

POSTAL RATE REVISION IS UNLIKELY BY INCOMING CONGRESS

Present Rates Which Went Into Effect Last April Must Have a Year's Test Rep. Kelly Believes—Sen. Moses Discontinues Hearings

By BART CAMPBELL

WASHINGTON, Oct. 22.—Postal rate revision at the approaching session of Congress is extremely unlikely.

This is the opinion expressed to EDITOR & PUBLISHER this week by members of the Congressional Postal Commission, as well as of the Senate and House Post Office Committees.

Indefinite postponement this week of further hearings by the Commission was accepted as an indication that the situation involving postal rates is to be permitted to drift well into next year.

The hearings were to be resumed on Oct. 26, but an announcement was made by Senator George H. Moses, chairman of the Commission, as well as of the Senate Post Office Committee, that the idea of continuing the sessions of the Commission in the immediate future had been abandoned.

Representative M. Clyde Kelly, of Pennsylvania, member of the House Post Office Committee, sponsor of considerable postal legislation, and father of the postal pay increase, told EDITOR & PUBLISHER this week that, in his judgment, the publishers would have to sit tight until the present second class rates had been in effect for at least a year.

Mr. Kelly predicted no postal legislation would be enacted at the coming session of Congress.

He expressed the belief, however, that eventually the present law would be so amended as to permit the publishers to return to the 1920 rates provided by the Kelly bill of that year.

As the present rates did not become operative until April 15 last, Mr. Kelly said he was certain the Post Office Department would have no recommendations to make to Congress until the present rates had been in operation until April 15 next.

"It should be remembered that the real test to which the Post Office Department is subjected is the Christmas holiday rush," said Mr. Kelly. "It is during the Christmas holidays that the overhead of the Department is at its highest peak. Until they are over neither the Department nor Congress will have an opportunity to determine definitely and finally just how entirely workable the present rates are. This is particularly true of the rates involving parcel post, which is, of course, the biggest burden the Department has to assume during the Christmas holidays.

"Until we know, therefore, how the present rates stand up under the holiday rush it would be useless for Congress to attempt any further rate revision. It will be February, anyhow, before the Department will be able to assemble complete reports on the Christmas rush, so it will be March or April, in my judgment, before any attempt can be made seriously toward changing the present law, if one is to be made that soon at all.

"I look for Congress to be in session until June, at least. The first part of the session we will be kept busy with tax revision. It isn't likely that we could interest Congress in postal rates then if we so desired. And I don't look for any postal legislation after tax revision is out of the way. I have looked over the transcript of the testimony taken by the Congressional Postal Commission during its hearings while Congress has not been in session, and I have failed to discover anything new or startling—anything, as a matter of fact, that has not been brought out before.

"I think these hearings have shed little or no fresh light upon a subject with which, in my judgment, we are already sufficiently familiar. The only thing to do now is to wait until we have before us a complete report of a year's test of the present law, and then get down to real revision upon a permanent basis. If Congress quits in May or June we might as well make up our minds that the present law will continue in effect until Congress meets again, and that no new law can be enacted or become operative until, say, the latter part of next year, or the early part of the following one. Then, in my opinion, we shall permit the publishers to go back to the 1920 rates, and in the meanwhile the publishers might as well sit tight."

It was also ascertained by EDITOR & PUBLISHER that Mr. Kelly's views reflect those of Senator Moses and other members of the Congressional Postal Commission with whom Mr. Kelly has conferred, as well as Senators and Representatives who are not identified with the Commission.

In every Congressional district, however, it was learned this week that the associations affiliated with the American Publishers' Conference are already organizing special committees to sell the proposed restoration of the 1920 rates to senators and representatives. It is the basic idea of this educational movement that the average member of Congress is in need of enlightenment by his local publisher as to the true postal situation so far as second-class rates are concerned.

The American Publishers' Conference issued this week the following statement:

"The Congressional Postal Commission held hearings in various sections of the country during the summer months for the purpose of ascertaining the views of representative mail users. At that time various publishers testified before this official body and recommended certain postal policies for the consideration of the Commission and the 69th Congress. The 1920 rate would be a reduction affecting all users of second class mail, it was said, and would allow publishers to renew mail subscriptions with consequent increased business for the postal service.

"Briefly, all organized groups of the publishing industry presented arguments advocating the return to the 1920 rate schedules on second class matter, which are the rates which went into effect July 1, 1919, under the War Revenue Act of 1917. The arguments advanced by the publishers in favor of these 1920 rates were that the largest percentage of increase in the revenues derived by the Government from second class matter were received during the fiscal year these rates were in effect; that further increases which went into effect during the fiscal years 1921 and 1922 caused many publishers to seek other means than the Post Office Department for the distribution of their publications and imposed undue hardships upon those who were forced to use the Post Office.

"Spokesmen for associations of publishers and individual publishers generally, urged the retention of the present free-in-county privilege and the zone system in favoring reductions in the present second class rates.

"Representatives of the larger metropolitan newspapers recommended to the committee that in addition to the 1920 rate a special mail rate on bundles slightly in excess of the average baggage car rate be fixed by law. It was the contention of the metropolitan press that this special rate would bring back into the mails millions of pounds of second class matter now going by baggage or express.

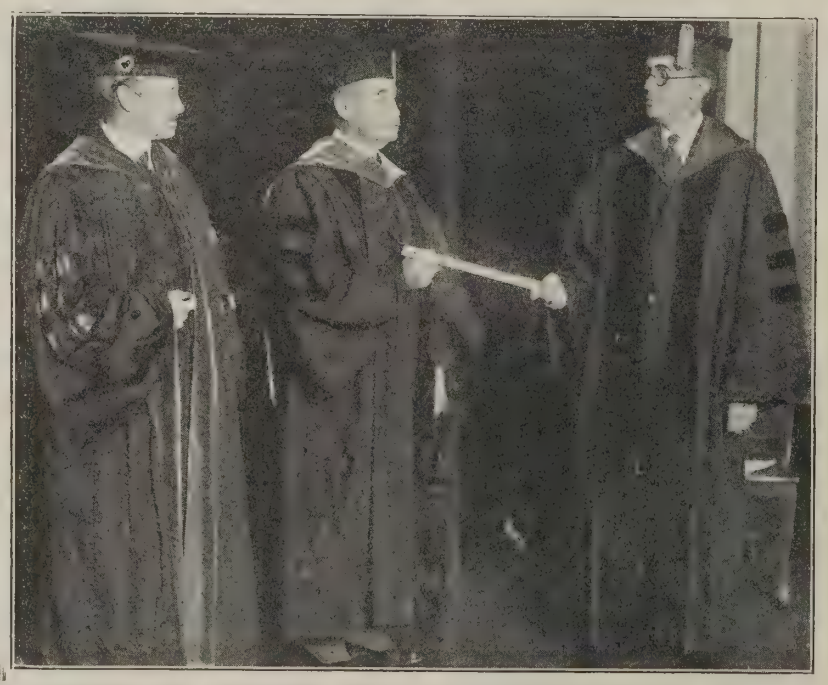
"The testimony of the smaller publishers was to the effect that the bundle rate might answer the needs of the metropolitan papers, but would not help the thousands of small publishers whose publications are now 100 per cent in the mails.

"While the cost report of the Post Office Department shows a deficit of $74,000,000 chargeable to second class mail matter during the fiscal year 1923, publishers have contended that included in the allocations of expenses is the enormous expenditure for rural delively and city carrier service which were established primarily for the delivery of first class mail matter; that the number of carriers and the length of the route are determined independently of the weight or volume of second class mail and literally by the number of stops for first class mail and that practically the entire cost of the carrier service would exist for the handling of the present volume of first class mail if there were no second class mail. Second class is charged with a total of over $47,000,000 of the expenses for city and rural service. It was further argued by the publishers that if second class mail were entirely withdrawn from the postal service the saving in expenses that could be affected by the Post Office Department would be much less than the present revenue from second class.

"There were other examples similar to the foregoing brought to the attenion of the committee regarding the alleged deficits chargeable to second class mail, which indicated that the additional 'out-of-pocket' expense to the Post Office Department in the handling of second class mail was much less than the revenue paid.

"Testimony presented by the larger publishers showed that as a result of the increase in the postage rates a large amount of their publications were being distributed through agencies other than the Post Office Department, with consequent loss of revenue to the Government."

DR. NOYES—"FOR SPREADING INFORMATION"



THE degree of doctor of laws was conferred by George Washington University Tuesday upon Frank B. Noyes, president of the Associated Press.

It was awarded, the citation said, "in recognition of his contribution to American journalism as manager and editor of influential papers and of his constructive work on behalf of the wide dissemination of accurate and essential information as president for a quarter of a century of the Associated Press."

Dr. William Mather Lewis, president of the institution, conferred the degree.

Mr. Noyes was born in Washington on July 7, 1863, a son of Crosby Stuart and Elizabeth William Noyes. He received his early education at the Washington High School and the old Columbian University, now the George Washington Preparatory School.

From 1881 to 1901 Mr. Noyes served the *Evening Star* as manager. In 1902 he became editor of the *Chicago Record-Herald*, a position he filled until 1909. In 1910 he accepted the presidency of the Washington Evening Star Company. He has been a director of the executive committee of the Associated Press since 1894 and President of that organization since 1909.

In the photograph above, Mr. Noyes is shown receiving the degree from President Lewis, while at the left stands Frederick B. Robinson, Ph. D., Dean of the School of Business and Civic Administration, College of the City of New York.

ADS CURB UNSCRUPULOUS

(*Continued from page* 11)

owners the facts about the unscrupulous substitution of gasoline. We have taken a courageous step to fight it. The case now goes to the public for a verdict.

"We believe that New York City car owners want quality gasoline and want it honestly sold. If we have your support, you can endorse our decision by patronizing your Tydol dealer and telling him that you approve of his courage.

"On the opposite page are listed the Tydol dealers in New York City who are fighting bootleg gasoline.

"Pick the Tydol dealer who is nearest your home and get genuine Tydol today. That is the most convincing proof you can give him of your support. Tide Water Oil Sales Corporation, 11 Broadway, New York."

Results?

That question was asked this week of F. W. Clark, advertising manager of the Tide Water Oil Sales Corporation.

"The results were far in excess of what we anticipated," he said. "Because the oil industry is highly competitive, we cannot divulge the exact figures, but we are entirely satisfied.

"We found that absolutely the only means open to us to clean up the situation was the newspapers. In the newspapers an advertiser gets more attention than in the magazines, and the copy can carry a more detailed message than the billboards."

Answering the same question W. C. Gittinger, manager of Joseph Richards, Inc., the agency which placed the campaign, declared:

"The campaign wasn't designed to increase sales, although of course it will. It was launched primarily to clear up a nasty situation. It is too early to tell about increase in sales. But this I do know, that the Tide Water Oil Sales Corporation lost only three pumps through their action."

The campaign will not end until the first of December. It is operating on a declining gasoline market, Mr. Gittinger pointed out, yet he was confident that in six week's time he will be able to show big increases in sales.

Copy is scheduled to appear every Thursday and Saturday throughout the drive in the newspaper list which consists of the *American*, the *Herald-Tribune*, the *Jewish Journal*, the *Daily News*, the *Times*, and *The World*.

WORKS COUNCIL SOLVES EMPLOYE PROBLEM

"All Industrial Problems Can Be Thought Out; Not Fought Out" Is Maxim of H. R. Swartz, President, Intertype Corporation, Who Tells How Employe Representation Increases Efficiency and Morale

By PHILIP SCHUYLER

BEFORE H. R. Swartz, president of the Intertype Corporation, sailed for England this week on one of his many trips to that country, he was guest of honor at a banquet given by the Works Council, an organization of Intertype employes.

Since it was founded in 1919, operation of the Works Council has been a jealously guarded secret. Nothing has ever before been written about it.

Mr. Swartz this week, however, asked and was granted the right to tell at least the high spots for the benefit of EDITOR & PUBLISHER *readers.*

"Not that I am giving any advice to publishers," he said. I don't believe in that."

The story he told to EDITOR & PUBLISHER *was a story of "industrial democracy," a story of factory management which might be applied to any of the thousands of newspaper factories throughout the nation.*

"ALL industrial problems can be thought out, not fought out."

That is the whole theory behind the industrial constitution of the Intertype Corporation, according to President Swartz.



H. R. SWARTZ

Adopted by the employes of Intertype, the constitution, in its own words, aims "to secure cooperation and promote industrial peace and justice."

Under the constitution the factory becomes a miniature republic. For every 25 employes in each department a representative is elected to be a member of the Department Committee. No person with the power to hire or fire is eligible as an employe representative. Thus the factory's House of Representatives is organized.

The chairmen of these department committees, also elected by the employes, become members of the Works Council, which is also made up of three foremen, elected by the factory foremen, and three members appointed by the general management.

The council deals with the following matters:

"Appeals brought before it where a department committee is unable to reach a satisfactory adjustment with the Works Manager.

"Questions referred to it by the management or on petition of two-thirds of the employe representatives or three or more department commitees.

"The appointment of Special Committees.

"Amendments to the constitution."

One article of the constitution declares:

"The management and the employes believe in the peaceful settlement of all differences and that there should be no strikes, lockouts, or other kind of industrial warfare, when methods of adjustment provided for herein remain untried or when arbitration is offered the complaining parties, and they have therefore agreed upon the following methods for the adjustment of such differences as may arise:

2. "All questions must be taken up first with the foreman by the party in interest either in person or through the chairman of his regularly elected committees.

3. "If the foreman does not adjust the matter satisfactorily, the complainant may request his chairman from his Department to present the matter to the Department Committee for hearing. Said Committee shall meet promptly to consider such matter and if, in its judgment, such action is warranted, shall take it up with the Works Manager.

4. "If the matter is not otherwise adjusted to the satisfaction of the Committee, it may in its discretion bring an appeal before the Works Council. If no appeal is taken, the matter shall be deemed adjusted.

5. "If the Works Council is unable to reach a decision in any case on petition signed by a majority vote of the Representatives of either group, the matter may be brought before the President of the Corporation or those whom he shall designate. If no such petition is presented, the matter shall be deemed adjusted.

6. "If the President of the Corporation or his representatives do not finally reach an adjustment concerning any complaint presented by employes for decision, the Management may at its option offer arbitration.

7. "If, at any time, the Management has a complaint against the employes which is not adjusted by conference, the employes may offer arbitration.

8. "If, at any time, arbitration is offered and those interested cannot agree upon arbitrators, or the method of arbitration, this matter shall be settled by the Arbitration Committee of the Chamber of Commerce of the State of New York.

9. "The right of the parties to resort to a strike as a measure of last resort, where arbitration is not offered, shall not be deemed in any way impaired."

"We have had no strike and no question has been brought to me for arbitration since the constitution was adopted," Mr. Swartz declared.

"It is solely because the employes have a hand in the business. Every problem is looked at from the human side.

"Take the case of an ordinary manufacturer, whether he makes newspapers or fly swatters. He buys a machine, let us say, paying $10,000 for it. He has that machine insured against every element which might possibly injure it. He provides it with the best possible lubricating oil. He nurses it like a baby. And forgets completely the man he has employed to operate it?

"Don't you see his mistake?

"By the Works Council we seek to insure our working men. The council sees that the housing conditions are satisfactory, that sanitary conditions are the best available. It attends to hundreds of details of interest to employes. It 'humanizes' the business.

"We also urge our men to buy stock in the company. Thirty per cent of the preferred stock is held by people connected with the company.

"We let them buy this stock in any way they want, by cash or partial payment. And we set the price. Unusually we sell it at par, although the market price is at present 115. Under a rule we have made no employe can sell his stock to anyone but us.

"You have no idea," Mr. Swartz concluded, "what a humanized organization can accomplish.

"I could talk all day and not tell you all that has been done.

"I believe that in every instance where departments in any business come in contact, matters of policy, planning and scheduling work, sales and advertising problems, should be considered by a commitee of men representing each department interested, preferably the heads of the departments."

Mr. Swartz has been president of Intertype Corporation since 1917.

Like many heads of big businesses he has worked up from the ranks, and dates back his first employment to work on a newspaper.

"In one of the smaller cities of the State of Pennsylvania, where I lived in my early youth, I got a job delivering the morning newspaper before school hours," he said.

"After the school closed for the season I was promoted, and my new title was "Printer's Devil."

"After I had held that job for about a month, a circus, which had been widely advertised, came to town and upon its arrival I was on the circus grounds. I thought I might see Mr. Barnum but missed him and got into conversation with the man in charge of the steam calliope. After some negotiations he told me he would give me a ticket to the circus if I would carry water from the railroad station to fill the boiler.

"After emptying the twelfth bucket into the boiler, and beginning to get tired I told the calliope man I thought he also needed a boiler maker, as I felt sure that the boiler was leaking, but in a very encouraging manner he told me not to lose heart—that a few more buckets was all that was necessary. I have a very distinct recollection that it took 13 more.

"I felt quite relieved when I found the boiler was filled for I thought my job was completed, but much to my surprise I was informed that I would have to go into the parade and shovel coke into the boiler.

"I had not asked my boss for the day off, but my fear as to what explanation I should make when I presented myself the next morning was dispelled when I observed that the paper had printed a lengthy article about the wonderful circus parade and particularly about the steam calliope."

"The article went on to say that it was no wonder the steam calliope behaved so beautifully as it was fired by the office devil, and that was the very word that greeted me upon my arrival at the office, —"FIRED."

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

TO A NOVICE

(One writes me for himself and a collaborator: "We are trying for magazine stories, but we don't know just what will appeal most to readers. Won't you suggest what we shall write about?")

Write about love, boys! Get in your hearts
The motif transcendent, the thing that compels!
Find where the thing they call happiness starts,
And catch it, and picture it there where it wells!
Let the cold cynic come scoff if he will,
But Love is life's mistress, who sits on a Hill!

High on her Hill, boys! . . Beckons you there,
And reads you a story that never grows cold!
High on her Hill, with her company fair,
Jeweled her crown, and her heart is of gold!
Write about love, boys, not hatred nor strife,
For love is immortal, and passion is Life!

LA PRENSA CELEBRATES

Four Banquets to Employes Mark Daily's 56th Anniversary

(*By Cable to* EDITOR & PUBLISHER)

BUENOS AIRES, Oct. 20.—In celebration of the fifty-sixth anniversary of the founding of *La Prensa* of this city, Dr. Ezequiel P. Paz, director, gave four banquets this week to his employes. All of the dinners were held in the richly decorated banquet hall in the LaPrensa. The first banquet was held Sunday night, Oct. 18, the fifty-sixth birthday of the paper. The others were given during succeeding days.



DR. EZEQUIEL P. PAZ

The first banquet was given to 300 members of the editorial staff and the heads of the business departments of LaPrensa. The only guests present were Karl A. Bickel, president of the United Press; James I. Miller, vice-president and South American manager, and J. Bryant Powers, Buenos Aires manager, of the United Press.

Dr. Paz, who had just returned from Europe to attend the annual banquets, in an address announced that LaPrensa was closing the greatest year of progress in the history of the newspaper. He said:

"Dean Walter Williams, of the University of Missouri School of Journalism, in a famous epigram once said: 'No one should write as a journalist that which he cannot say as a gentleman.' Inscribe this motto in letters of gold in a prominent place, so that it will always be in sight on your work tables."

LaPrensa recently ordered installation of a second rotogravure press. A large portion of the interior of the LaPrensa building is being remodeled.

MENCKEN "ON TRIAL"

Mock Court Held When Dayton Scribes Hold N. Y. Reunion

Henry L. Mencken, of the *Baltimore Sun,* was made culprit in a mock trial, when the "Grenadiers of Dayton, Tenn.," held a reunion in New York last week as dinner guests of the defense counsel in the Scopes trial.

Forty newspaper correspondents attended.

Mr. Mencken was accused of being the sworn enemy of the Rotarian.

Type Company Adopts Group Insurance

A $1,625,500 group life insurance policy and a group health and accident policy for $1,645 weekly benefits, covering 1,114 employees of the American Type Founders Company has been closed with the Metropolitan Life Insurance Company. The insurance is written on what is known as a cooperative basis, in which the company shares the cost with each contributing employe.

"NOT SERVILE MINDS, BUT SINCERE"

Lippmann Tells Teachers Majority Opinion Cannot Be Twisted—Must Look to the Facts to Find Truth

Commenting on the Scopes case in Tennessee Walter Lippmann, editor of the editorial page of the *New York World,* before the State Teachers' Association at Indianapolis, this week said: "The Legislature of Tennessee passed a bill to forbid the teaching in schools supported by public funds of what is popularly called the doctrine of evolution. We are not concerned here as to the truth of the doctrine of evolution. * * *

"We are concerned with a much more practical question—the question of the arguments used to justify the Legislature in exercising such power. Those who believe in the law argued that the taxpayers paid for the schools, and that therefore a majority of those taxpayers had the right to say how their money was to be spent. If they did not want their tax money to be spent on the teaching of a doctrine of which they disapproved, they had, acting through their Representatives in the Legislature, every right to forbid it. You have in this argument the doctrine of the absolute right of the majority to decide all questions. * * * According to this theory, science must look not to the facts and to reason for its conclusions but to the majority of the Legislature. The teacher, under this theory, becomes a mere transmitter of what the majority thinks the next generation ought to know.

"This same doctrine is widely held in my profession. There are newspaper men who feel that they have said the last word on any subject when they have announced that they are giving the public what it wants. The doctrine has produced the tabloid newspaper, it has produced yellow journalism, it has produced jingo journalism, it has produced stale and tepid journalism; it has produced all the journalism in which the journalist regards himself as a caterer to the multitude and not as a man bound to seek the facts patiently and honestly and to report them fearlessly. The statute passed by the Tennessee Legislature carries this servile doctrine into the fabric of the law. * * *

"If we owe any duty to society, it is to present ourselves as people who do not live with our ears to the ground, who do not ride before every wind, who do not, in short, sacrifice everything for the applause of the gallery. Majority rule is a device for governing certain institutions, but it is neither omnipotent nor omniscient, nor applicable to every phase of human life. If you are ill you go to the best doctor and seek his advice, and when you have that advice you don't care a plugged nickel if Congress and forty-eight State Legislatures all pass resolutions saying that he's wrong. If you want to build a home you go to an architect and an engineer, not to a mass meeting. If you read a newspaper you want the editor's honest opinion and not his opinion of what he thinks you would like him to think. If you go to school and study biology you want to know what biologists think and not what the Legislature of Tennessee thinks. For truth, for beauty, for friendship, for the things of the spirit, you do not go to the greatest number, for if you do you will not find them.

"The majority is a sovereign power which, like every other sovereign power, King, Prince or institution, is tolerable only if kept strictly within constitutional limits. I object to the theory of the Tennessee statute as I object to the doctrine of the divine right of kings, because it is an assertion of autocratic power which is incompatible with a free and ordered civilization. Men can no more tolerate an absolute majority than they can tolerate an absolute monarch. * * *

"It is no easy thing, I admit, to determine where the powers of the majority ought to end. But all constutional government is an effort to fix the limits of power, and we in this genceration can no more abandon the effort to set limits upon power than did our forefathers. They framed Constitutions and enacted Bills of Rights to limit the power of the sovereigns of their day. The American Constitution is perhaps the most systematic effort ever made by man to give weight to all the powers within the Nation and yet to prevent any one of them from mastering all the others. The very essence of the American Constitution is an attempt to keep all majorities in equilibrium, balanced, with none of them absolute. If we wish to preserve not necessarily the letter of the Constitution but its essence, we must be quick to detect and quick to resist usurpation by any kind of power.

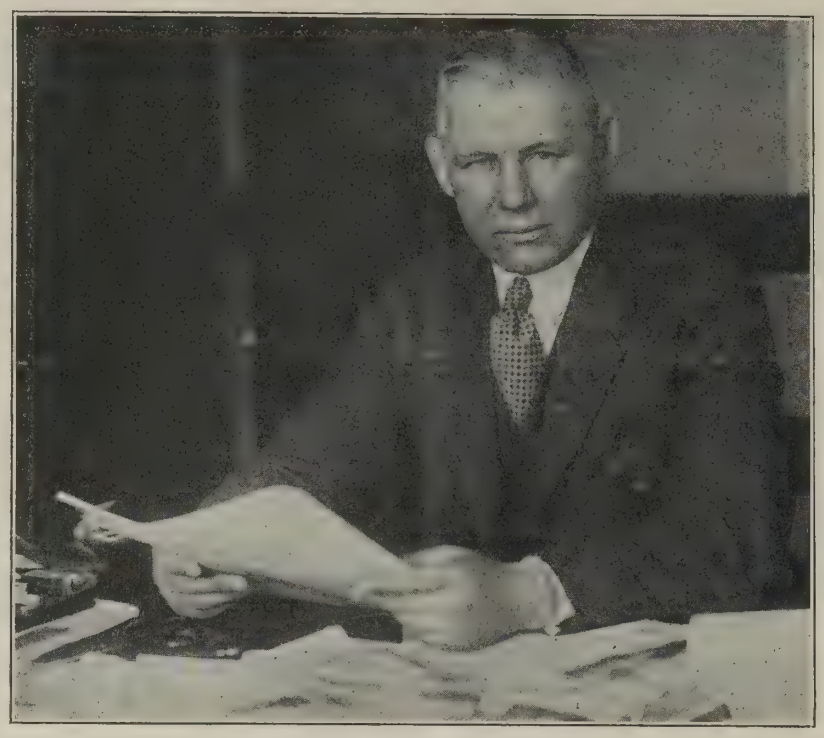
"The power which we have to consider at this moment is the power of random majorities collected and directed by organized propaganda. These majorities, for which some men are now claiming the power to regulate our personal lives, our habits, our customs and our consciences, are produced by the conjunction of organized publicity and an incompleted education. The opinions of these majorities, for which such vast power is claimed, are not spontaneous judgments. They are worked up, stoked up, arranged and calculated by men, some of them sincere and some of them insincere, who have discovered this great and ominous fact: that popular education has made it possible to reach people with printed matter, but it has not prepared those people to discriminate as to what they receive from printed matter The little red school house has made it easy for the propagandist to flourish. The little red school house has not yet made a citizenship immune to the blandishments of those who want to put things across.

"How can it? How can you as teachers build up a resistance in your pupils against propaganda? How can we as newspaper men keep our pages clean against those who wish to use them not to report the facts and express their opinions but to create prejudice for something they wish to accomplish? I know of no way except by building up our own resistance to the propagandist.

"The fundamental way to build up that resistance is to clear our own minds of the sophistry, of the democratic fallacy, that there is any peculiar righteousness in majorities. Unless we can look to the facts for our truths and not to the opinions of majorities, unless we look for our authority to tested competence and not to collected crowds, unless we learn to follow truth wherever it leads and not to judge it by the amount of applause, we are not fit to teach schools or to conduct newspapers.

"We shall be failing in our highest duty to society, which is to contribute not a servile mind but a sincere one."

NEWSPAPER MAKERS AT WORK



A Bostonian in Montana—Joseph Markham

"A CASE of a small town newspaper coming through strong in a big town."

That was the claim made this week for his daily by Joseph L. Markham, general manager of the *Anaconda* (Mont.) *Standard.*

Anaconda is a city of 11,000 population, and the Standard, according to Mr. Markham, does 80 per cent of its business, both local advertising and circulation, in Butte, Mont., a city of 50,000, 26 miles distant.

"It is a case of two cities forming one market," Mr. Markham declared. "We maintain our advertising and editorial offices in Butte, although we print in Anaconda."

Private telephone and telegraph wires link the business and editorial departments with the mechanical plant. The situation dates back to 1889, when the Standard was founded by Marcus Daly, the then copper king. He wanted an Associated Press membership. His application was protested by Butte, and so he went 26 miles away, purchased a weekly, made it a daily, and built a special railway to carry copies of his paper into the rival city.

Mr. Markham disclosed an interesting sidelight regarding the foundation of the Anaconda Standard. Its first editor, he said, was J. H. Durston, now publisher of the *Butte Post,* but who before going West was associated with the *Syracuse* (N. Y.) *Standard.* Mr. Durston brought many of the New York state newspaper men with him to Montana, and there are still some members of the Anaconda Standard's staff who formerly worked for the Syracuse newspaper of the same name.

Mr. Markham has been connected with the Standard for three and a half years, coming there first as business manager. Prior to that he had been associated for fourteen years with the *Billings* (Mont.) *Gazette.* For the Gazette he had worked as reporter, editor, circulation manager, mechanical superintendent and advertising manager at various times.

By birth Mr. Markham is an Easterner. He started his business career as a printer, operating job plants in Holyoke and Boston, Mass.

EDITOR'S GOSSIP FINE SWAYS ELECTION

Covington, Ky., Judge Who Blocked Appeal of B. I. Susong of Kentucky Post, Defeated at Polls

As an interesting sequel to the story published in Editor & Publisher last June anent the attempt of Editor Bruce I. Susong of the *Covington* (Ky.) *Kentucky Post,* Scripps-Howard daily, to declare the Kentucky "gossip law" unconstitutional came in a clean cut popular victory for the freedom of the press at the Covington primaries held Saturday, Oct. 17.

At this election politics was forgotten in the issue raised by the Kentucky Post on the decision of Police Judge Louis L. Manson, who refused to raise the fine of $15 inflicted on Editor Susong, June 20, to a sum sufficient to file an appeal against the decision to the higher Kentucky courts. The purpose of this was to have the "gossip law" declared unconstitutional.

Judge Manson had been on the bench eight years and his record aside from the Susong decision was above the average. He came up for re-election in the primary and was defeated hands down. Manson's political sponsor Mayor Dan O'Donovan, Democrat, whose faction took the side of Manson in the primary fight, did not run himself, but his brother John O'Donovan who was candidate in the primary for city commissioner ran a poor eleventh. This was regarded as a repudiation of both Mayor O'Donovan and Police Judge Manson.

One of the strongest factors in the fight has been the unceasing satirical hammering of the Doc Conner column in the Kentucky Post which held up the Mayor "Figurin' Dan" daily to public ridicule and took sly cracks at Manson and the city commissioners who side with Mayor O'Donovan in the contest.

Commenting on the victory, Editor Susong said:

"The results of the primary were a clean cut victory for freedom of the press by the votes of the people of Covington, irrespective of politics. This devision was the only blot on the record of Judge Manson and the campaign was made on that issue as a means of bringing about a popular verdict on the question of the legality of the 'gossip law.'

"Following this popular victory, our attorneys filed an injunction suit today to prevent the collection of the fine of $15 and at the same time filed a declaration of rights appealing to Attorney General Frank M. Dougherty of Kentucky to correct the error of Judge Manson's court in refusing to raise the fine to a sum sufficient to allow an appeal. If we get a favorable decision from Attorney General Dougherty, we can then proceed to take steps towards declaring the 'gossip law' unconstitutional."

Editor Susong said that the publication of the facts in the case last June by Editor & Publisher had attracted the attention of editors in all parts of the country. Many had written him, he said, denouncing both the 'gossip law' and the decision of Judge Manson and he felt certain that the news of the popular verdict in behalf of the fight to declare it unconstitutional would prove of universal interest to the readers of Editor & Publisher.

Pillard Heads Ad Course

Basil H. Pillard, formerly of the William T. Mullally Company, Pratt and Lindsay, and now with Encyclopedia Britannica, has been appointed by the Twenty-third street Y. M. C. A. to conduct the Blanchard Course in advertising which opens Oct. 27. Mr. Pillard will succeed Frank Le Roy Blanchard, advertising expert connected with the Henry L. Doherty Company who began the course 21 years ago and has conducted it ever since. Mr. Pillard has assisted Mr. Blanchard in the course for the past three years. He is a graduate of Yale, Class of 1917.

ADVERTISING WOMEN HONOR VERNON

Dinner to Famous English Agent As Guest Prepares to Sail—McClelland Tells of Radio Advancement

C. Harold Vernon, honorary international vice-president of the A. A. C. of W., was guest of honor on the evening of his departure for England at the October dinner of the League of Advertising Women of New York at the Advertising Club on Tuesday.

Miss Minna Hall Simmons, president of the League, recalled the many courtesies and kindnesses received by the members of the League during the International Advertising convention in London last year at the hands of Mr. Vernon, and complimented him on the many friendships that he had won and the big results in an international co-operative way that he had achieved.

In a happy response Mr. Vernon told of the little dinner that had been given in his honor by the Thirty Club in London at the time of his departure for America, of the many courtesies he had received from the advertising people of the United States, of the successful outcome of his visits to Philadelphia, Boston and elsewhere, and expressed the opinion that Britain would be represented at the Philadelphia meeting by a delegation of two or three hundred. He said that Mrs. Vernon would accompany him on that occasion.

Other speakers were G. F. McClelland, of radio station WEAF of the American Telephone & Telegraph Company, who discussed the subject of "Broadcasting Good-Will"; D. S. Schenck, of the National Outdoor Advertising Bureau, whose subject was "A Few Phases of Outdoor Advertising," and E. R. Dunning, eastern advertising manager of the *Woman's Home Companion,* who discussed the subject, "Knowing the National Market."

The program had been arranged by Miss Minerva Harris, and the speakers were introduced by the chairman of the evening, Miss Laura Rosenstein.

Mr. McClelland gave some interesting facts with respect to the development of broadcasting. He said that WEAF now employs about 1,000 artists; that the payroll for talent on a monthly basis amounts to about $3,000; that there are about 1,000,000 sets in use in the WEAF area; that as many as 500,000 letters have been received in response to a radio request; that the annual budget for the maintenance of the station represents a sum very close to $1,000,000 a year; that there are twelve people regularly employed in the correspondents' department, and that the staff in the studio and station numbers about eighty-five; also that 140,000 charts had been distributed to those who were taking the setting-up exercises that are on at 6:45 every morning, and that the first Victor hour had produced more than 100,000 letters. At the present time there are about 576 broadcasting stations in the United States.

Mr. Schenck told of the "marvelous results" achieved by some national advertisers through the medium of outdoor advertising. He said that the annual expenditure in that department of advertising represents about $13,000,000 a year; that the most spectacular outdoor signs are to be found in the neighborhood of 42nd street and Broadway, in which district there are approximately 275,000 visitors a day. He spoke of the success attending the campaign of the Calumet Baking Powder Company, which concern had for years pursued an intensive outdoor campaign, working one county, one territory at a time, and on the profits derived from that territory taking on additional territory. He told one story of a salesman who worked three and a half years on one contract and finally put it over, his commissions on that one contract amounting to $300,000. He told about the outdoor effort of Camel Cigarettes. Said that Dodge Brothers had been using outdoor since 1916 with practically the same style of copy. Said that Goodyear had demonstrated through a ninety-day intensive campaign exploiting Wingfoot Tire the value of the medium, in fact had increased sales in that period something like 148 per cent.

Mr. Dunning illustrated his talk with the Crowell National Market Map, in which blue, red and yellow colors are used in counties and states to show population and purchasing power. He read letters from important national advertisers, stressing the importance of this map and other market data supplied by the Crowell Publishing Company to general sales managers and salesmen in the charting of markets.

BAD NEWS—ITS USE AND ABUSE

By Sir Ernest Benn

Director Benn Brothers, Limited, Publishers of English Trade and Class Journals. Written for EDITOR & PUBLISHER.

I have just returned home from a very wonderful five or six weeks in the United States and Canada. Time spent on the other side of the Atlantic is always wonderful to me. The air, and especially the economic air, is so exhilarating, but I come home very much worried on a question which wants more discussion by journalists and publishers than it has received—the question of the news about the nations which is exported to the other nations.

I went to America, as an Englishman always goes everywhere, with the old-fashioned feeling that England is the centre of the earth, that English ideas and English things are still rather better than others, and possessing a normal and natural supply of national pride and confidence in my social and political position as an Englishman and a Londoner. But I was at first surprised, then grieved, and finally pained, to find myself received on all hands with expressions of sympathy and condolences.

My American friends treated me as I should treat one of my acquaintances the day after he had buried his dearest relative, or the day after he had come through the bankruptcy court. I was an object of sympathy, of condolence, of anxious enquiries, and I soon found that public opinion on the other side of the Atlantic has come to the conclusion that the old country is down and out and practically done for.

It is almost as noticeable in Canada as it is in the United States itself. A working man at one of the Ontario Government Electricity Works told me that he would like to go to the old country to see his old mother before she died, but he felt he could not do so because "there was no food in England." That was the ignorant and exaggerated opinion of a working man at Niagara, but it sums up for me the opinion that has permeated the whole American continent with regard to Europe in general and Great Britain in particular. Of course that opinion is wholly false. We have our troubles in England but they are minor political troubles, and the solid rock of British commerce and the solid British business man steadily working on it, are as good as ever they were. There is a margin of trouble arising out of war and war's aftermath, but to allow that margin to masquerade as a whole, is to allow a totally false impression to appear.

It seems to me that the EDITOR & PUBLISHER might usefully develop a discussion on this question because there can be no doubt that the newspapers are to a very large extent responsible for this state of affairs. The troublesome fact is that from the newspaper's point of view bad news is good news, and good news is seldom regarded as good "copy." It is not peculiar to the American press. It is a weakness of the whole press. While London is entertained with lurid details of bootlegging and murder which are thought in England to be leading occupations in America, the American citizen is filled up with stories about Communists and Reds which to him are rapidly becoming typical of the English nation as a whole. Both views are equally wide of the mark.

The trouble is by no means confined to England and America. The last time that I visited Vienna my friends there were concerned for my personal safety because of the murders which they seemed to think were daily occurrences in Hyde Park. Meantime my people at home were prayerfully waiting for my return hoping that I might escape stray bullets from the Anti-Jewish riots which, from the information they could gather, were daily occurrences in the streets of Vienna. It seems as if no nation can get anything but bad news about other nations.

The reactions of this sort of thing on the peace movement must be very serious. You can have no understanding between the nations when each is taught that all the others are barbarians. But I am at the moment even more concerned with the reactions of this abuse upon the commerce of the world. You cannot conduct commerce with a people whose credit has been underminded by the impression that they are composed of murderers or communists. I am quite aware that I am raising a very difficult question. It is too much to expect an American newspaper to devote its wonderful head-lines to the simple, homely and unexciting fact that England, notwithstanding its politicians, is still the cleanest, sweetest and most lovely place on earth. Nor are the London papers likely to get excited in explaining to their readers that the American citizen is the most hospitable, generous and kindly creature that God ever made. The telegraph companies could never keep up their revenues on the repetition of the fact that the exhilaration of Canada is the nearest approach to pure delight that I know.

But it does seem to me that it is up to the press to make quite sure that in giving us our day by day sensation it does not undermine and destroy these essential, fundamental and all-important things.

EDITOR SAYS WEALTH INFLUENCING PRESS

Advertising Agencies Often Seek to Direct Editorial Comment, W. T. Evjue of Madison Capital Times Declares

"The press of America is not free; centralized wealth has wielded an influence that has gone to the very heart of the integrity of the American newspaper."

William T. Evjue, editor of the *Madison* (Wis.) *Capital Times,* delivered the challenge above, while testifying recently before a special committee of ten alumni of the University of Wisconsin, who were conducting hearings to determine the effect of endowments from incorporated foundations on the university, following the action of the board of regents rejecting such gifts in the future.

The Capital Times is the leading politically Progressive paper in Wisconsin, having fought since its inception for the continuation of Robert M. La Follette control. It has been repeatedly termed the "rebel newspaper" of Wisconsin, for its editor, Mr. Evjue, is one of the few remaining battlers on that frontier of personal journalism. His editorials are declared to be often the most vitriolic in the state, blazing with the energetic and caustic personality of the editor.

"I do not want to happen to the educational institutions of this country," he said, "that which has happened to the press of America. And I am speaking out of 20 years of experience in newspaper work.

"Still if you go to an average newspaper editor or publisher in this country today and endeavor to [illegible] influence wielded by centralized wealth through the great power it has in controlling millions of dollars in advertising, through the control of bank credit, and through the ability to instil in the average newspaper publisher the fear that if he does not do what the powers of wealth want to do, he will be faced with serious competition, you will find him very indignantly denying that these influences have had any part in moulding or shaping the editorial course of his newspaper."

To suport his charges, Mr. Evjue offered as evidence facts to show that ten days before the Wisconsin legislature planned to pass a bill to put a sales tax on tobacco, a New York advertising agency sent telegrams to Wisconsin newspapers, urging them to use their influence to defeat the bill. The appearance of editorials in Wisconsin newspapers soon after, opposing the bill, was ascribed by Mr. Evjue to the influence of the telegrams. He followed with another charge that advertising agencies sent telgrams to newspapers urging them to bring about the passage of the Mellon tax bill, some time ago.

"I can show you at the first time that the Mellon plan was before Congress, at a time when even the ways and means committee of the house had not received a copy of the Mellon plan bill, there were editorials in hundreds of American newspapers, favoring the passage of the Mellon plan, and the form of texation that it provided. Prior to the position taken by the newspapers of this country these newspapers had received telegrams from big advertising agencies of the country asking them to do everything in their power in an editorial way to bring about the passage of the Mellon plan."

Texans to Meet in Dallas Oct. 27

The annual meeting of the Texas Daily Press League will be held at Dallas, Tex., Oct. 27. Speakers on the program are C. E. Palmer, *Texarkana Four States Press and Journal;* Houston Harte, *San Angelo Standard;* Lowrey Martin, *Corsicana Sun;* A. S. Mayse, *Sherman Democrat;* W. C. Edwards, *Denton Record-Chronicle;* Bernard Hanks, *Abilene Reporter;* Shelley Tracy, Southwestern Advertising Company; C. O. Morris, of the Kellogg Company; W. S. Spotts, of Bonham, and J. L. Greer, of Denison, chairman of the League's Advertising Bureau.

Chicago Tribune Sued for $700,000

Suit for $700,000 against the *Chicago Daily Tribune* for alleged libelous articles published in 1923, was filed in the federal court in Kansas City, Mo., Oct. 17, by Charles H. Apple, president of the American Gasoline Company, with headquarters in Kansas City. Mr. Apple charges the Tribune articles wrongfully named him as father of Lila Lee, moving picture actress.

New Indiana Daily Launched

The *LaPorte* (Ind.) *Times* daily, started publication recently. The Times is being edited by Harold Van Trump, for 12 years editor of the *Rochester* (Ind.) *News Sentinel.* Arthur B. Stern, newspaper man of LaPorte, will be city editor. The paper will be Republican in politics. It carries international News wire and feature service.

Roe Buys Another Paper

Ludwig I. Roe, editor of the *Montevideo* (Minn.) *News,* has bought the *Thief River Falls Tribune* of J. S. Arneson.

It Should Have Been Memphis

The Intertype double page advertisement last week contained an error in the listing of branch offices. New Orleans was listed as the Southern branch, instead of Memphis. The Intertype Southern agency was in New Orleans years ago but was moved to Memphis because the latter city happened to be nearer the geographical center of the Intertype business in the South. The address is McCall Building, Memphis, Tenn.

FREE ART EXHIBITS TO FOSTER LOCAL TALENT

Milwaukee Journal Conducts Gallery for Display and Sale of Wisconsin Artist's Productions—Readers Show Lively Interest in Exhibitions and Newspaper Is Praised for Civic Enterprise

A GALLERY of local art, conducted by a newspaper!

Encouragement of the talented youth of a community, so often ignored by prosperous elements that might naturally be expected to foster the sensitive qualities of local creators in the interest of beauty and refinement that go to make life interesting.

A revelation of appreciation of color and form in pictures by the general public, relieving the drab of work-a-day life for many thousands of culture-thirsty persons.

This has been the unique enterprise of the *Milwaukee Journal*, executed with



"Hollyhocks," by Hettie J. Hoyt, exhibited by Milwaukee Journal

distinction and bringing to that newspaper deserved praise from its readers and particularly from a circle of distinguished citizens who place high value upon art as a civic influence.

Nearly a year ago the Journal began its crusade for the recognition of struggling or successful Wisconsin graphic artists. An exhibition was arranged in the lounge of the handsome new Journal building, open to the public throughout the day, free of charge. Many works of art bore price tags. Paintings and etchings on view were limited to Wisconsin artists, or artists who have previously called the Badger State home, with the further restriction that the exhibitor must have had a painting of his own showing previously in a recognized gallery.

The public was invited to view the pictures, and thousands of men, women and children were attracted. Exhibits were changed every three months.

The first exhibit was opened December 1, 1924, with 39 entries, the work of nine Wisconsin artists. The entries included works in oil, water color, crayon, and pen and ink. The second exhibit, opened March 2, 1925, had a total of 37 paintings by 12 artists. In both the first and second exhibit, the pictures represented a wide range of subjects. In the third exhibit, which opened June 3, with 52 pictures by 14 artists, there was a preponderance of flower studies. Dudley Crafts Watson, Rebecca Chase, Anne Belle Drake, Paul Hammersmith, and Ruth Holberg were among the artists represented.

On September 2, the fourth quarterly exhibit was opened. In this exhibit all previous marks were broken, for 31 artists filled the walls of the gallery with 105 pictures. There were paintings in water color and in oil, pen and ink etchings; pastels depicting Lake Michigan; and one cut paper silhouette.

Since the opening of the gallery, fifty artists have hung their work, a total of 238 pictures, on its walls. Ten per cent of the paintings hung have been sold while on display. Among them have been a goodly number whose names are well known in American art: Peter Rotier, Francesco S. Spicuzza, George Peter, Rebecca Chase, Jessie Kalmback Chase, Esther Christensen, Amy Cross, Raymond Stelzner, Emily Groom, Dudley Crafts Watson, Mrs. Christian Doerfler, W. T. Hickinson, Paul Hammersmith, and Ruth Holberg. Others were practically unknown until the Journal exhibits gave them an opportunity to show what they could do.

At some time during this winter, the gallery will be placed at the disposal of Carl von Marr, one of the most famous of Wisconsin artists, and former director of the Royal Academy of Art at Munich, for a display of his work. His painting, "The Flagellents" which now hangs in the Milwaukee Auditorium, was awarded honors at the Chicago World's Fair in 1893. "The Wandering Jew" which won honors in the international exhibition of 1879, at Munich, now hangs in the Metropolitan gallery, New York. "Thou Ring Upon My Finger," painted in America, was taken to Europe where it was purchased and sent to Edinburg.h Other compositions of Von Marr are: "The Children of Bunzlau," purchased by the Society of Historical Art; "1806," sold to the museum of Koenigsberg, and "Summer Afternoon," which was owned by the late Senator Hearst.

A number of native Wisconsin artists, sojourning in Maine, California, Florida, and northern Wisconsin, have sent their work to the gallery for exhibition. These artists are trying to depict little scenes which have never been sketched before.

The Journal gallery has not only given encouragement to the younger artists in Wisconsin, but it has also helped to stimulate interest in art on the part of the public. Fully 35,000 persons have visited the gallery since it was opened. Public interest has been further increased by special illustrated articles which appear



"Canal in Austria," by George Peter, type of art shown by the Journal

at regular intervals in the columns of the newspaper concerning the artists exhibiting and their work. Women's clubs in the state affiliated with the Wisconsin Federation of Women's Clubs used these articles as a basis of their study of Wisconsin art this past year, and the subject was included in the discussions at the recent Federation Convention in Green Bay.

Miss Charlotte R. Partridge, curator of the Layton Art Gallery, Milwaukee, is the chairman of the committee of judges, who pass on pictures submitted for exhibition. No school or style of painting is barred, the only requirement being that pictures have originality and artistic value.

Kresge Buys Jersey Weekly

Homer Kresge, for the past six years with the New York Times Company as circulation manager of *Current History* and *Mid-Week Pictorial*, has purchased the *Ocean Grove* (N. J.) *Times*, weekly. Mr. Kresge will assume his new duties about Nov. 15. He began his newspaper career in 1903 as a copy boy on the old *Scranton Republican* when Col. Joseph Scranton was still in active charge of that paper. He was graduated to the reportorial staff, serving as police and city hall reporter and on the desk; later to the *Philadelphia North American* and the promotion department of the *Saturday Evening Post* and *American Magazine*.

Adds Sunday Comics and Magazine

The *Aurora* (Ill.) *Beacon-News*, Sunday, Oct. 11, inaugurated a Sunday section which includes four pages of comics and an eight-page tabloid magazine. The paper recently installed a 64-page high speed press, which handles three color and magazine sections.



"Giant Marigolds," by Jewel E. Krueger, in Milwaukee Journal art gallery

Growing Gr

in average num
pages per issue

in volume of ad
weekdays or Su

in circulation,
days or Sunda

HERE are three indisputable proof
that should compel every advert

It is not often that one finds a situ
advertiser, for here is America's four
by the use of only one medium, The

It would be easy to prove not only
troit News, but also its healthy grov
of circulation figures alone. These
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ly The News' ability to reach every v
and vicinity.

But in addition to the circulation
of the remarkable position of The D
increase in number of pages publish
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a year ago when The News led the
with 30,604,518 lines printed.

Study the figures given here; it
how so great a market as Detroit ma
of one medium with a coverage gre
newspaper in any other city of Detr

Net Paid Circulation Shown By Post Office Statements During the Last Two Years

Six Months Ending	Week Days	Sundays
Oct. 1, 1923	271,368	258,136
April 1, 1924	273,135	279,822
Oct. 1, 1924	278,079	283,097
April 1, 1925	279,191	297,678
Oct. 1, 1925	235,848	299,856

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The Detroit

Greatest Circulation Week Days or Sur

"BUD" FISHER TO MARRY COUNTESS



Bud Fisher and wife

ER Mutt or Jeff would be
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New York this week follow-
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of Harry C. ("Bud") Fisher
Aedita de Beaumont of Paris.
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week. Their decision to
said, "came all of a sudden."
ntess has visited New York
s crossed the Atlantic thirty-eight times. She has traveled all over the world. It was in Paris three years ago, that she first met Fisher. She said her son had become interested in his cartoons "and this naturally increased my own interest in him."

Just six weeks ago Fisher returned to America from a trip to France. He said he kept waiting for "a decision." The decision came by cable and he immediately returned to Europe for the Countess.

egular annual A. N. P. A.
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feature entertainment activ-
A. N. P. A. directors are
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on Joins Dallas Dispatch

Darlington, for seven years
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press and News, has joined
Dispatch as national advertis-
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San Antonio Express and
s part owner of the *South-*
of Houston.

The
geles Examiner
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t of St. Louis.

eles Examiner

onnell — presentative, ck Bldg., eld 3858, cisco

W. W. Chew — Eastern Representative, 1819 Broadway, Telephone Columbus 8342, New York City

Wm. H. Wilson — Western Representative, 915 Hearst Bldg., Telephone Main 5000, Chicago

JUDGE LAUDS DAILIES; DISMISSES LIBEL SUIT

Canadian Jurist Holds It Newspaper's Duty to Give Facts to Readers in Deciding $100,000 Action

"I believe that a newspaper would not be worthy of the name of a newspaper if it did not feel it its duty to communicate the facts which it honestly believed to be true to its readers on such an important question as was agitating the public on the occasion of these publications; and once the occasion is established to be a privileged one, then the presumption of law is that the defendants honestly, bona fide and without malice, published them. . . . I dismiss the action with costs."

Above are the words spoken by Justice H. Y. MacDonald of the King's Bench, Regina, Saskatchewan, Canada, in dismissing the $100,000 libel suit brought by Aaron Sapiro against two newspapers in that province, the *Regina Leader* and the *Saskatoon Star.*

The suit was based principally upon the publication of a letter from Joseph Passonneau, former United States Department of Agriculture official and director of markets for Colorado, describing the methods employed by Sapiro in connection with the organization of the tobacco industry of Kentucky.

Similar suits are pending against the *Pacific Coast Packer* for the publication of the Passonneau letters. The defendent newspapers claimed through their attorneys that the letters were published upon a "privileged occasion," in other words, that a similar situation to that which confronted the tobacco growers, existed with regard to the wheat growers of Saskatchewan. This was denied by Sapiro's counsel, but the court held that the publication was justified, without hearing any witnesses for the defense. Sapiro has organized with many co-operative marketing groups.

TRY THIS TEST

Let us send you a dozen Certified Dry Mats free of any charge or obligation.

CONDITION them in your humidor WITHOUT steaming; season them in your storage box in the usual way and for the usual length of time.

MOLD them with your regular "squeeze" and note the deep, sharp, even impressions.

FORGET to chalk or oil them; cast them and note how they literally "pop" off the plates.

RUN these plates along with your others and then

COMPARE the printed pages.

When you have made this test you will know why Certified Dry Mats are today being used in several hundred stereotype plants.

And please bear in mind that Certifieds are NOW being used in all kinds of casting equipment, including, Autoplate, Duplex, Goss, Hoe, and Scott.

To know Certifieds is to use them; but you can't know them until you've tried them in your own plant under your own working conditions.

Now is the time to make this test.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For wet mat printing with DRY MAT facility—use Certifieds.

Made in the U. S. A.

Tear off and Mail Today

Send us 12 Certified Dry Mats for a.....casting box.

Name .....

Address .....

By ..... Title .....

8 Pittsburgh Points

1. The Pittsburgh Press has more net paid circulation than BOTH the other evening Pittsburgh papers COMBINED.
2. The Pittsburgh Press has more than 40,000 greater net paid circulation in Pittsburgh than BOTH the other evening papers COMBINED.
3. The Pittsburgh Press, daily, has more than 30,000 greater net paid circulation in Pittsburgh than the next nearest evening paper has TOTAL circulation.
4. For the six month period ending October 1, 1925, The Pittsburgh Press, daily, had an average gain of 9,781 over the preceding period while the Sun had an average LOSS of 5,312 and the Chronicle Telegraph had an average LOSS of 6,946.
5. Of the 181,883 average net paid daily circulation of The Pittsburgh Press, 130,916 was in Pittsburgh proper.
6. The Pittsburgh Press, Sunday, has more than 23,000 greater net paid circulation in Pittsburgh than BOTH the other Pittsburgh Sunday papers COMBINED.
7. The Pittsburgh Press, daily and Sunday, has the LOWEST RATE per line per thousand net paid circulation of any Pittsburgh newspaper.
8. The average daily and Sunday circulation of the Pittsburgh Press exceeds 415,000 net paid.

The Pittsburgh Press is FIRST in Everything

The Pittsburgh Press

A Scripps-Howard Newspaper

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

N. Y. CIRCULATORS ELECT C. E. BLEWER

Binghamton Press Man Named President at Buffalo Meet—Rising Circulation Cost Discussed—Hatton Speaks

With the cost of operating circulation departments increasing steadily, the importance of this unit of newspaper publication is coming into greater proportions. This was emphasized repeatedly at the annual convention of the New York State Circulation Managers' Association in the Hotel Statler, Buffalo, the first three days of this week.



C. E. Blewer

At the final day's session C. E. Blewer, of the *Binghamton Press,* was chosen president. E. E. Decker, of the *Middletown Times-Press,* was elected vice-president; George Erb, Jr., *Buffalo News,* second vice-president, and Alfred W. Cockerill, of the *Utica-Times-Press,* secretary and treasurer.

These directors were selected: G. S. England, *Johnstown Leader-Republican;* Louis F. Gautier, *New York Morning Telegraph;* F. J. Clancy, *Buffalo Express;* John T. Calkins, *Elmira Star-Gazette,* and M. A. Miner, *Syracuse Post-Standard.*

Elmira's invitation to hold the 1926 convention in that city was accepted.

Roy Hatton, of the *Detroit Free Press,* president of the International Circulation Managers Association, was one of the principal speakers. He declared he could name a score of newspapers whose annual circulation cost now exceeds $1,000,000 annually, and declared that such outlays indicate the increased responsibility which is falling to the lot of circulation managers.

Marc A. Rose, managing editor of the *Buffalo Evening News,* was a speaker at the Wednesday luncheon of the association and emphasized the need of the utmost co-operation between the circulation and editorial departments of newspapers, pointing out how each can aid each other.

George Foster, of the *Buffalo Courier,* suggested that every circulation agency of newspapers be made a means of reporting news as well, particularly in the smaller communities where personal news is most desired.

Mayor Frank X. Schwab welcomed the convention visitors at their opening session, and told of his early employment as a Buffalo newspaper circulator.

A. M. Vincent, of the U. S. Post Office Department, gave helpful suggestions for the mailing of "singles."

George Erb, of the Buffalo Evening News, said a good newspaper is much easier to sell than a poor or only a fair one even if valuable premiums are offered with those of the latter type.

Edward H. Butler, publisher of the same paper, urged that the circulation managers become actively affiliated with the New York State Publishers Association.

The convention delegates were guests of the Buffalo newspaper publishers at a noon luncheon Tuesday, and on Wednesday evening had dinner at Niagara Falls and witnessed a special night illumination of the cataract.

CHARGED WITH MURDER

Reporters Declared Guilty of "Killing" Words by Misusing Them

Newspaper writers were subjected to trial this week, charged with having committed "journalese."

The judge was Charles Lee Bryson, former president of the Chicago Press Club.

"Words are being cheapened by misuse," he said. "It is a case of Wolf! Wolf! It is a case of murdering words.

"Have you ever noticed that a 'sudden explosion' always occurs, and that on such occasions numerous persons are invariably 'hurled from their beds'?

"Very often the misuse of a word can be traced to the desire of the reporter—and the copy reader and the editor as well—to make the story 'stand up'; to make it sound as exciting and as vivid as possible.

"The word 'fight' is a frequent victim. We read of the 'fight' a woman is making for a divorce; that a man is 'fighting' hard for office; that a bloc in Congress is 'fighting' to keep a bill from passing; that two lawyers are 'fighting' a case in the courts.

"Nowadays when we see the word 'fight' we have no expectation of reading of a battle between armies, a revolver battle with robbers, a clash between Senor Firpo and our ship-building Neanderthaler, nor anything else in which there is a real fight."

PRESS CONGRESS APPOINTS

World Body Names James C. Latimer Field Agent in New York

James C. Latimer, recently resigned as secretary and treasurer of the Virginia Press Association, has been appointed field secretary of the Press Congress of the World. He will make his headquarters in New York.

Closing of the Valley News Bureau of the *Richmond* (Va.) *Times-Dispatch* at Staunton, Va., of which Mr. Latimer was manager, made his services available to the Press Congress. He had been a member of the Times-Dispatch staff for 14 years, and for the past six years was an officer of the Virginia press group.

Mr. Latimer's appointment was announced by James W. Brown, publisher of Editor & Publisher, and secretary-treasurer of the Press Congress of the World. The field secretary's office will be at 1700 Times Building, 42nd street and Broadway.

Kansas Press Meet Jan. 23-24

Kansas newspaper men will hold their annual winter meeting at Salina, Jan. 23-24, the executive committee of the Kansas Press Association decided at a meeting at the University of Kansas, Lawrence, Oct. 20. The committee met during the annual round-table held by the Journalism Department of the University of Kansas. J. C. Denious, *Dodge City Globe,* and president of the Association, presided. More than a hundred newspaper men attended the round-table.

Chicago "Trib" Adds Realty Section

The *Chicago Tribune* has added a real estate section to its Sunday newspaper. Chicago is said to be in the midst of the greatest real estate market in its history.

Read Editor & Publisher for news of the newspaper and advertising fields.—$4.00 a year.

For The Six Months Ending Sept. 30, 1925

the average net paid daily circulation of The Baltimore Sun (morning and evening issues) was

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814—a gain of 1,783.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

LUMBER GROUP PLANS ADVERTISING DRIVE

West Coast Lumbermen's Association in Tacoma, Wash., Decides on Campaign with $475,000 Annual Investment to Extend Three Years

Setting a new standard for aggressive merchandising of their products, the West Coast Lumbermen's Association determined in its meeting at the Winthrop Hotel, Tacoma, Wash., to conduct a national advertising campaign for fir lumber to cost $475,000 a year and extend over a period of three years.

Support for the advertising campaign is to be voluntary among the lumbermen of the Northwest, but $100,000 a year was already in sight on the basis of 5 cents per 1,000 board feet of production as a contribution, while the lumbermen believed that they had another $100,000 in sight from another source they were not yet prepared to announce. It is expected that the number agreeing to the contribution of 5 cents per 1,000 feet production will be greatly augmented as the plan is made known during the coming weeks.

The national advertising plan was presented to the association by J. D. Tennant, vice-president and manager of the Long-Bell Lumber Company of Longview and also chairman of a trade promotion committee. On the committee are also Major Everett G. Griggs, president of the St. Paul & Tacoma Lumber Company, Tacoma; Charles S. Keith, of Kansas City; Charles R. McCormick, of San Francisco; R. F. Titcomb, of Snoqualmie Falls, and C. D. Johnson, of Portland.

As outlined by Mr. Tennant $250,000 a year will go to buy newspaper and periodical space. The campaign will be carefully and scientifically planned and organized. A large force of salesmen will be maintained in the field to lecture upon the use of fir and to interest architects, builders and material men in the Northwestern timber products. Dealers' aid will be supplied, and it is expected that large additional sums besides the associations' allotment will be spent by retail dealers in advertising in various publications.

N.E. GROUP'S NEW MANAGER

Frank E. Phillips' Appointment Ratified at Boston Meet

Appointment of Frank E. Phillips as new manager of the New England Daily Newspaper Association was ratified at the association's October meeting held in Boston, Oct. 20. James T. Bedford, *New Bedford Standard,* association president, presided.

Roy L. Wardwell, *Portland* (Me.) *Press-Herald,* was elected to the board of directors to fill the vacancy caused by the retirement of William H. Dow, of the *Portland Evening Express,* when that newspaper was purchased by the *Press-Herald.*

At the general meeting the *Chelsea* (Mass.) *Evening Record,* Samuel H. Robie, publisher, and *Portsmouth* (N. H.) *Herald,* F. W. Hartford, publisher, were elected to membership.

Labor, the white paper situation and press agent space grafting were among the high lights of the round table.

Publishers were urged to help as individuals and co-operatively in keeping wage scales within bounds.

Publishers were advised to insist upon better terms in 1926 paper contracts in view of the present possibilities of competitive offers from salesmen.

Editors were urged to use their waste baskets more fully in helping to curb the press agent evil with the certainty that when goods cannot be advertised in the reading columns the newspapers will be paid for advertising space to exploit them.

Crooks now meet their victims in hotels by appointment—which marks an advance in the dignity of the profession.—*New York Evening World.*

The INDIANAPOLIS NEWS

IT takes a generation, at least, for a newspaper to attain its largest measure of service to its community. Dominance is not won in a day or a year. For 56 years, The Indianapolis News has been Indiana's greatest newspaper. Its advertising dominance followed naturally.

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

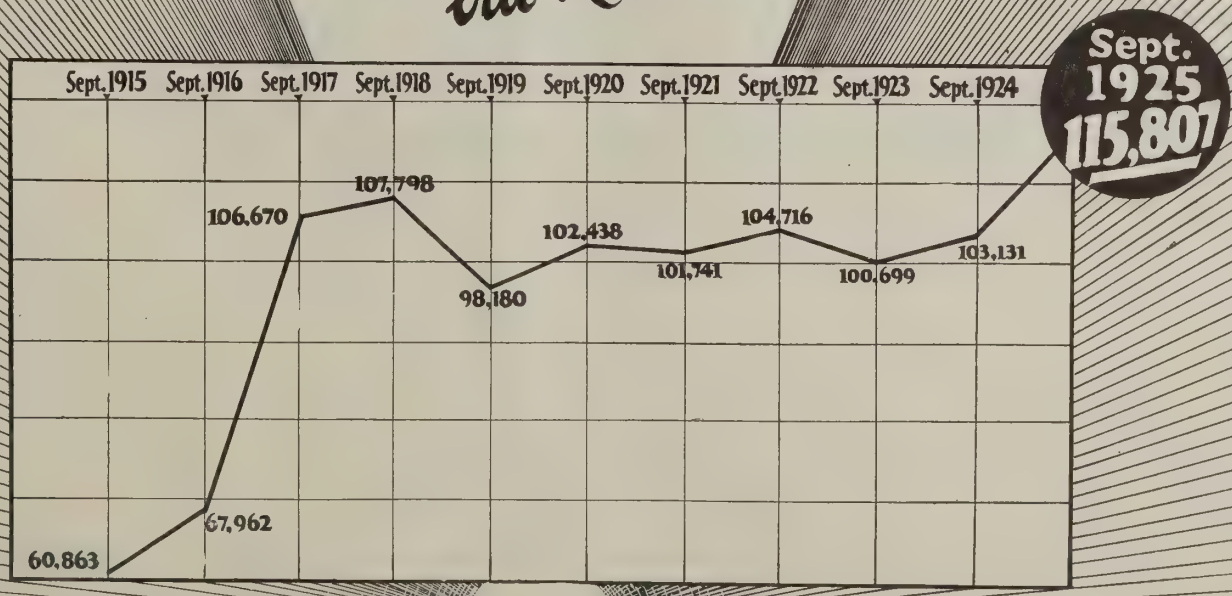
Chicago Office
J. E. Lutz
The Tower Bldg.

CIRCULATION OF THE ST. LOUIS STAR

highest in its history!

THE St. Louis Star's sworn Government circulation statement of 115,807 net paid average per day for the six months ending September 30. 1925, represents the highest sustained average of any six months period in the entire history of The St. Louis Star. It is even higher by 4,845 copies average per day, than the previous statement required by the government, which included the series of articles by Ray Renard. The Chart reproduced below shows a graphic picture of the growth of The Star's circulation during the past ten years.

Nothing counts but Results!



National Advertising Representative—THE S. C. BECKWITH SPECIAL AGENCY

INTERNATIONAL CUTS NEWS PRINT $5 A TON

Reduction to $65 a Ton Possible in View of Three Rivers, P. Q., Development, Vice-President Fearing Declares

Newsprint will be sold in 1926 at $3.25 per cwt. or $65 a ton by the International Paper Company, according to an announcement made Oct. 15, by J. L. Fearing, vice-president.

This is the same price previously announced by the Belgo-Canadian Paper Company of Montreal. Both quotations represent a $5 a ton price cut from present contract rates.

Many mills in the United States, in Mr. Fearing's opinion, will not be able to operate at this price. The reduction is possible for International in view of the development at Three Rivers, P. Q., he said.

Mr. Fearing's announcement to contract customers follows in full:

"Three dollars and twenty-five cents per hundred pounds FOB mill in carload shipments, effective Jan. 1, 1926, is hereby fixed as the price of this Company for standard newsprint in rolls, to its contract customers in the United States for the calendar year 1926.

"At this reduced rate, many mills in the United States will, in our opinion, be unable to operate at a profit. This situation will be emphasized if Canada should further restrict or prohibit the exportation of her pulpwood.

"But, with added low-cost capacity at Three Rivers, Quebec; which will soon raise our output there from 340 to 700 tons daily; together with the immediate construction of another equally efficient unit on the Gatineau River near Ottawa, we shall have ample capacity to care for all probable requirements on an expanding scale.

"After careful canvass, we find that conservative publishers do not consider it in their interest to have the price of newsprint paper too greatly reduced. They recognize that stability and fair profits for efficient paper mills are greatly to be desired: that too low prices for newsprint now, might involve a wide swing upward later on.

"It seems quite obvious that your interests and ours are largely mutual. Keeping this before us, we shall constantly try to improve both our efficiency and our service."

PAPER MILLS MAY MERGE

Property Owned by N. Y. World May Be Taken Over by International

Paper mill properties owned by the *New York World* may be merged with those of the International Paper Company, according to a report from South Norwalk, Conn., this week, where one World plant is located.

No official announcement has yet been made.

J. F. Bresnahan, the World's business manager, admitted negotiations were underway, but declared nothing definite had as yet developed. Joseph Fearing, vice-president of International, declined comment.

In South Norwalk it was reported negotiations had reached the stage where financial pulp and paper experts were going over the assets affected, and that definite steps in the merger are to be expected in a few days.

The World owns the St. George Paper Company plant in South Norwalk, with a pulp supply at St. George, New Brunswick, also the Hyde Falls Pulp & Paper Company at Chataugay, N. Y., together with its pulp supply, and the Degrasse Paper Company and woodlands at and near Pyrites, N. Y. The company's investment in timber lands and newsprint and pulp mills amounts to several million dollars.

Whether the deal includes the paper mills and supply of the *St. Louis Post-Dispatch*, another Pulitzer property, has not been revealed.

FORESHADOWED EVENTS

Oct. 26-28—Insurance Advertising Conference, fall meeting, Boston.
Oct. 27—Texas Daily Press League, annual meeting, Dallas, Tex.
Oct. 28-30—Direct Mail Advertising Assn., annual convention, Boston.
Oct. 28—Ohio Circulation Managers' Assn., meeting, Columbus, Ohio.
Oct. 29-31—University Press Club of Michigan, annual meeting, Ann Arbor.
Oct. 3-31—New York State Publishers' Assn., fall meeting, Syracuse, N. Y.

The World bought the Norwalk plant about five years ago from the St. George Paper Company.

"QUICK WATSON, THE NEEDLE!"

Search for It on Exchange Page Is N. Y. Graphic Whimsey

A new way to attract attention to the classified or exchange page is being given trial by the *New York Evening Graphic*, which started this week offering $1,000 a day to winners of what is called the "Shylock Homes" contest.

In 40 copies of each day's edition the phrase "quick Watson, the Needle," is printed among the advertisements on the Exchange Page. Each of these copies is worth $25 to the purchaser obtaining it.

Promotion copy on the stunt is signed by "Shylock Homes," the misspelling being used for obvious reasons.

Bethlehem Dailies Consolidated

The *Bethlehem* (Pa.) *Globe* which recently bought control of the *Bethlehem Times* consolidated the two papers on Oct. 19., as the Bethlehem Globe-Times.

TO CURB CENSORSHIP

Soviet Authorities Considering Move, According to Cable Dispatch

Soviet authorities are seriously considering abolition of the censorship on foreign press telegrams, Walter Duranty, Moscow correspondent of the *New York Times*, declared in a special cable dispatch to his newspaper this week.

Stating that officials are realizing restriction of press liberty in Russia cannot fail to strengthen malicious reports from the Baltic states and other outside sources, Mr. Duranty adds:

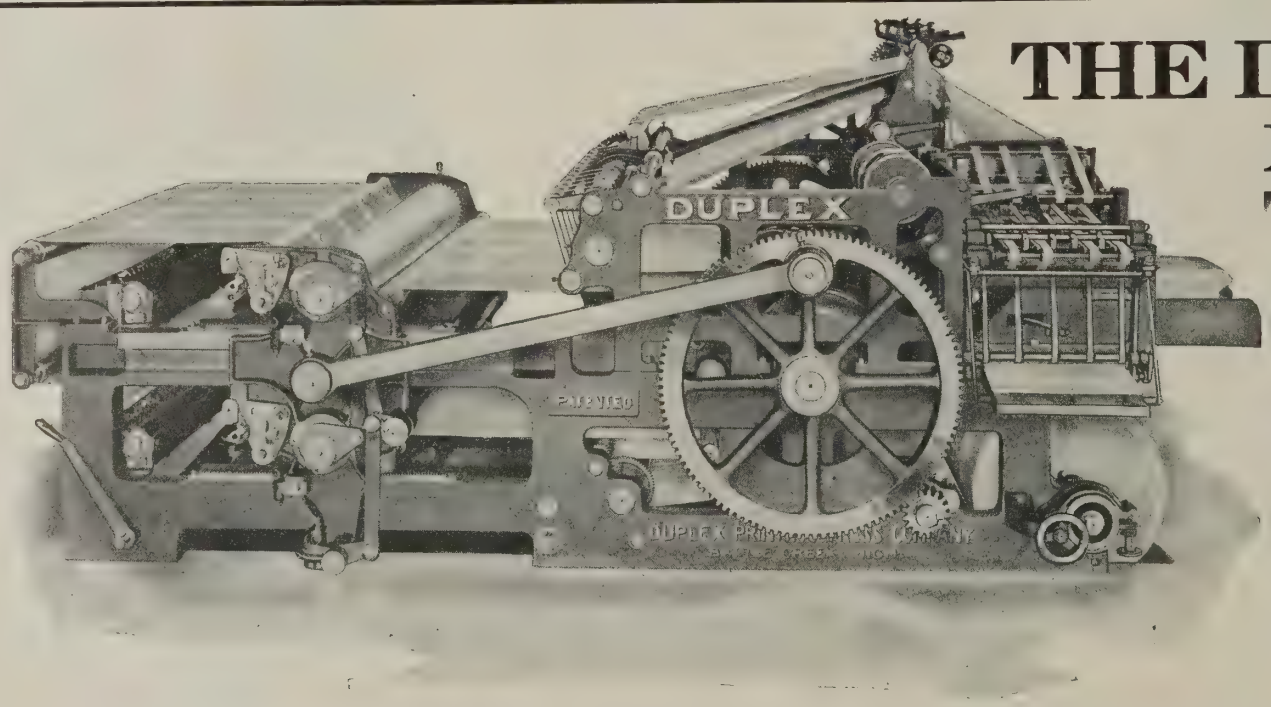
In point of fact the censorship here is already much relaxed. During the seven weeks since my return here not one word has been cut out of my dispatches. Although more than once the censor has queried different statements, the reply that a correspondent was entitled to state his personal opinions without implying they are "officially" considered correct was sufficient to allow passage of the telegram without alteration. As regards mail copy the censor's stamp no longer is required.

Fostering Better Typography

To further interest in advertising typography, the *New York Times* business department has issued a booklet called "Newspaper Advertising Typography," containing 408 of the 700 specimens submitted in the contest held by the newspaper last spring. The same newspaper is offering $100 prize for the best essay on the practical value of good typography in newspaper advertising.

North Dakota Paper Changes Field

Percy M. Hanson, co-publisher of the *Jamestown* (N. D.) *Sun*, recently made a business trip to Minneapolis, where he announced his newspaper changed from the morning to the evening field Oct. 19. It receives the leased wire service of the Associated Press.



THE DUPLEX MODEL A

The Flatbed Web Press for the needs of the small Daily, the Semi Weekly and the Weekly Newspaper.

Handles perfectly tabloid work, posters, pamphlets and similar lines of job work. A press for *All-Day Service*.

The Model "A" prints 2, 4, 6, and 8-page papers at the rate of *3,500 per hour—cut and folded to either half or quarter-page, counted and delivered* ready for mailing or distribution.

"It is a Duplex." The model "A" embodies the built in folder, quick-adjustable to ½ or ¼ fold while running, and many other basic patent features exclusive with THE DUPLEX.

This Press prints directly from *Type, Halftones, and Flat Casts, on Roll Paper*—a very substantial saving in paper cost.

Page widths accommodated are 6 cols. 13 ems; 7 cols. 13 ems; and 8 cols. 12 ems.—standard 6 point column rules.

The movement of reciprocating parts on this press is such that forms can be placed, adjusted, or removed *without damaging the composition rollers.*

Write for fuller particulars—our sales and engineering staffs are glad to consult on production problems and give utmost cooperation in planning for fullest use of the many ranges of work.

THE DUPLEX PRINTING PRESS COMPANY

Battle Creek, Michigan

World Building, New York **De Young Building, San Francisco** **New Chicago Temple, Chicago**



The Oklahoma News is Read in the Home in the Evening

10 cents or 25 cents?

The net paid average circulation of The Oklahoma News for the six-month period ending October 1, 1925, was—

37,598

This represents a gain of 11,917 in one year. *Have you watched the change that is taking place in Oklahoma City?*

The News, alone, has circulation sufficient to cover adequately and satisfactorily the Oklahoma City trading territory. The News advertising rate is only 10c a line as compared with a compulsory morning-and-evening combination at 25c a line.

Not only is The News the most economical and profitable medium, but its selection avoids the practically 100% city duplication and large outside duplication of the morning and evening issues of the other publication.

***In Oklahoma City use one medium at one cost*—THE OKLAHOMA NEWS**

The Oklahoma News

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

MAYOR AS GUEST EDITOR OF PIONEER PRESS EXTOLS VIRTUES OF ST. PAUL

(*Continued from page 4*)

to the newspapers of the United States for several weeks, and found, to his obvious astonishment, that but 10 per cent of the news was concerned with crime and scandal. Ninety per cent of the reading matter in American newspapers is devoted to other subjects. "So many of them (the editors) apparently believe," says Mr. Nelson, "that the public is more interested in news of crime and immorality than in that of a constructive nature." Mr. Riis' footrule does not sustain the Mayor. Instead of standing at the head of the list as Mr. Nelson seems to suppose, crime and immorality stand practically at the foot.

Should such matters be suppressed altogether? Our guest of yesterday does not go quite this far since he permitted the appearance of some such news, carefully toned down and segregated. But he "does not agree with the opinion that publicity is a check to crime."

Let us see about this. Probably the chiefs of the police departments of American cities are reliable authorities. At their most recent convention, held in St. Louis last spring, they adopted a resolution protesting against proposals to suppress crime news on the ground that this would disarm the public and assist the criminal. We suspect that they are right. We suspect that a resolution calling for the supression of crime news would pass a convention of yeggmen with absolute unanimity. Again practical considerations seem to oppose Mr. Nelson's view.

But we are less interested in such practical considerations than in this paragraph from our guest editor's announcement:

> The most recent example is that of Gerald Chapman, the story of whose life has been told in a manner which might lead the undeveloped mind of youth to believe that emulating his example would be romantic and interesting and not entirely objectionable. I sincerely believe that criminals are often led into the commission of crime through ideas obtained in press reports and that many times new daring is inspired from similar sources.

The newspaper is less than 600 years old. Crime is as old as the world. There was, in other words, crime before there were newspapers to publish it. And there was more crime and worse crime in the tenth century, when it was secret, than in the twentieth when it is not. Among civilizing agencies we believe the newspaper must take high rank. If people are (and there is no doubt that they are) more humane, more considerate, more obedient to law than they used to be, surely the "dissemination of intelligence" by means of the printing press has had something to do with it.

It has always seemed to us that we form a very low estimate of the strength of human character when we adopt such a point of view. For ourselves, we do not believe that the men and women, the boys and girls about us, all are potential criminals and await only a printed word in order to violate the moral code. We do not believe that public criticism of what is believed by some to be a bad law makes people lawless, nor that open discussion of a scientific theory makes people godless. To believe such things would be to believe that the moral character of mankind is a flimsy thing indeed, and Christian faith a shallow and fragile vessel. And we dissent utterly and completely from the whole doctrine that it is the duty of the newspaper editor to assume the role of custodian of the manners and morals of his generation. What authority, we should like to know, has been conferred upon him to rewrite the history of the world as it passes across his desk and give to his readers only that which, in his by no means infallible judgment, is "good" for them? Are these newspaper readers that the Mayor is talking about the mental and moral equals of the editor, and as capable as he of distinguishing between right and wrong? Or are they moral morons, intellectual children of 10, who require a guardian in order to keep out of mischief?

It is necessary only to suggest such a pernicious doctrine in order to condemn it. Carry it, for example into the field in which Mr. Nelson is a recognized authority—the field of municipal government. Let us suppose that the editor gave to his readers only such information with respect to the city administration as he felt was good for them. Mr. Nelson, we suspect, would be the first to protest. He would tell us that the people of St. Paul are entitled, not to such facts as in the opinion of the Pioneer Press are good for them, but to ALL the facts. He would tell us that the people are quite as able to determine the truth as we are, and that when we have given them the facts, and have expressed our own opinion, we have gone as far as we legitimately may. And he would be right. Neither the Pioneer Press and Dispatch, nor any other newspaper, dare expose itself for a moment to the charge that it is denaturing and "selecting" the news in accordance with the opinions of its editors. Forfeiture of all public confidence would inevitably and very properly follow.

This is, of course, no argument for stark and brutal newspaper realism. It is the obvious duty of the self-respecting newspaper always to be the gentleman; always to soften, as much as is consistent with the truth, the rough edges of a life which unfortunately always has rough edges; always to maintain those high ideals to which our guest of yesterday referred. In the language of the canon of ethics adopted by the American Society of Newspaper Editors, to which we heartily subscribe, "a newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct such as are to be found in details of crime and vice, publication of which are not demonstrably for the general good." This, however, is very far removed from deliberate tampering with the history of the world in the supposed interests of a generation too impressionable and too lacking in moral stamina to withstand the temptations of the truth.

Mr. Nelson provided us yesterday with two cases in point. These columns in the edition over which he presided contained an argument in behalf of the prohibition law. As our readers know, we entertain the firm conviction that prohibition has been a serious mistake, and has done a great injury to the cause of genuine temperance. We have frequently argued this point, and probably will argue it again upon occasion. Yet we find it possible not only to endure a contrary opinion, but to give such an opinion wide circulation. We are accustomed to publish in our department of open letters a large number which dissent entirely from our own views; and we gave to our guest editor carte blanche to say what he liked on this subject. All of which we conceive to be in accordance not merely with sound newspaper practice but in the interests of truth. We have never felt, in this matter of prohibition that it is our duty to give the public only so much of the truth as sustains our point of view. We have endeavored, and we shall continue to endeavor, to give all the facts we can, to present our own view as capably as we can, and to accord to those who differ from us the same freedom of opinion we claim for ourselves. This is not altruism; it is simply doing what we believe our readers expect of us.

The other case in point is that of the intercity bridge at the site of the Ford plant. It has been our contention that the design of this bridge is bad—a contention which has been amply sustained by eminent architects in both cities. Mr. Nelson, as our readers know, entertains a different opinion, and again yesterday he expressed it in the Pioneer Press. In the rotogravure section he published an architect's drawing of what we still regard as an abomination in concrete, and described it as "a structure in harmony with the surroundings, architectural frills being subordinated to the beauty of strength and simplicity."

Upon Mr. Nelson's theory of selection we should not, of course, have permitted him to give publicity in this newspaper to something we look upon as wholly bad. Nevertheless we did, believing that the public which is to pay for this structure is entitled not merely to our own opinion of it, but to every worthwhile opinion, whether it happens to be in accord with our own or not.

If in what we have said by way of comment upon what we believe has been an interesting experiment in newspaper making we have seemed to deal severely with the distinguished gentleman who directed yesterday's edition of the Pioneer Press, we venture to suggest that our severity is probably the highest compliment we could pay to Mr. Nelson's achievement. A less able and vigorous personality than Mr. Nelson could not have left upon one edition of a newspaper so definite an imprint as he left upon this one. The fact that it capably represented a distinct newspaper philosophy is in itself evidence of the great talents which have made him by common agreement the best chief magistrate this city has had in a generation. And the fact that we dissent to a certain extent from his general conception of the province of the modern newspaper does not, in accordance with our own theory, prove that he is wrong. It merely proves that differences of opinion are what make newspapers as well as horse races interesting.

NEW YORKSHIRE PLANT

Bradford Papers Issue Handsome Descriptive Booklet

A handsome souvenir has recently been issued in the form of a cover bound pamphlet in honor of the spacious new publishing plant of the *Bradford & District Newspaper Company, Limited,* publishers of the *Yorkshire Observer,* the *Bradford Daily Telegraph,* and three other publications at Bradford, Yorkshire, England.

This publishing house has developed into one of the largest newspaper properties in the English provinces.

The souvenir has been sent out with the compliments of H. Casaubon Derwent, general manager and secretary of the company, and is one of the finest pieces of printing that has recently come to the desk of EDITOR & PUBLISHER. All departments of the huge new printing establishment are graphically displayed and attractive histories of the five publications presented.

The *Yorkshire Observer* was founded in 1834; the *Bradford Daily Telegraph* in 1868; the *Keighley News* and *Bingley Chronicle* in 1862; the *Yorkshire Observer Budget* in 1870, and *Yorkshire Sports* in 1900.

Sir James Hill is the chairman of the board of directors.

104,242

was the average net paid circulation of The Providence Journal and The Evening Bulletin for the six months ending September 30, 1925. This is a *net gain of 3,032* per day over the same period of 1924.

These great newspapers, with their responsive reader influence, offer advertisers coverage of the great majority of English speaking families in Rhode Island.

23c a Line Flat Rate

Providence Journal Company

Providence, R. I.

Charles H. Eddy Co.
Boston New York Chicago

R. J. Bidwell Co.
Los Angeles San Francisco

"HAIRBREADTH HARRY"

By CHAS. W. KAHLES

The Comic with the Twenty Year Record

"We consider HAIRBREADTH HARRY, daily and Sunday, one of the strongest features in our paper. It has a special appeal to children as well as adults. We have no hesitancy in saying that we believe our readers turn to HAIRBREADTH HARRY first."

—H. R. GALT, St. Paul Pioneer Press.



LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Three Records Broken in Eight Days!

THE MORNING WORLD:

On October 8th, THE MORNING WORLD carried 200 columns of advertising, the greatest volume ever printed in a weekday edition in its 42 years of existence.

THE SUNDAY WORLD:

On October 11th, THE SUNDAY WORLD printed 673 columns of advertising, the largest lineage ever carried in a regular Sunday issue.

THE EVENING WORLD:

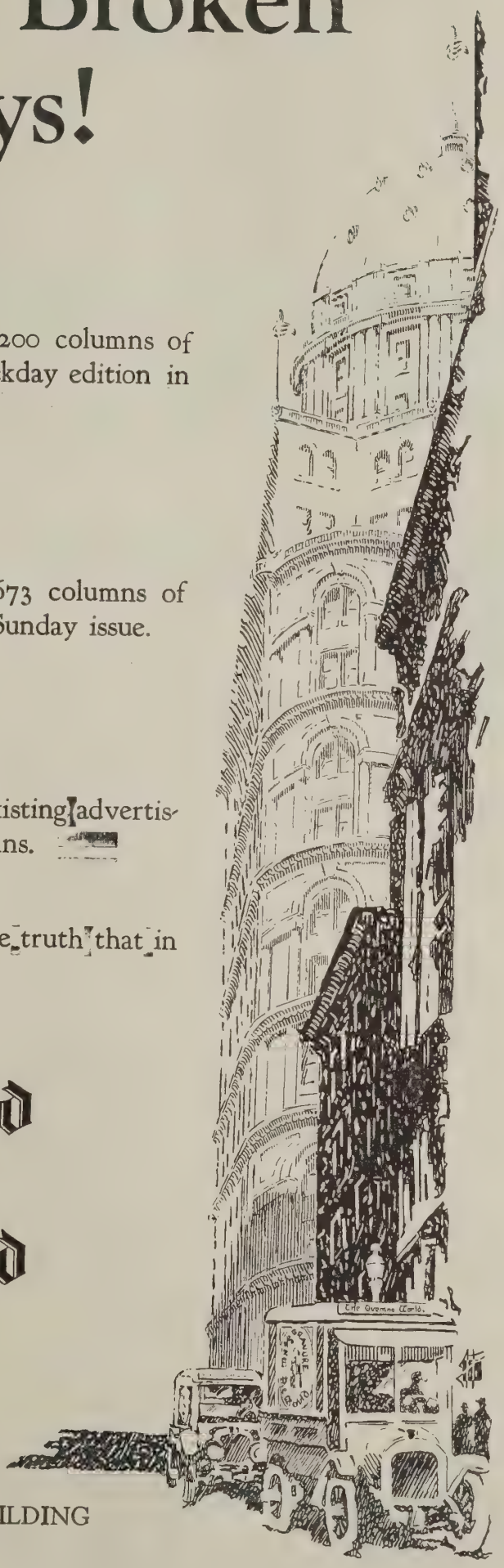
On October 16th, THE EVENING WORLD broke all existing advertising records of 38 years with a total volume of 262 columns.

We cannot conceive of three more emphatic indications of the truth that in New York the trend of advertising is definitely toward

The World

and

The Evening World



The Three-Cent Quality Medium of America's Greatest Market

PULITZER BUILDING :: NEW YORK

TRIBUNE TOWER
CHICAGO

TITLE INSURANCE BUILDING
LOS ANGELES

TERMINAL SALES BUILDING
SEATTLE

CHANCERY BUILDING
SAN FRANCISCO

ATTEMPT TO BOYCOTT MUSSOLINI FAILS

Three Hundred Correspondents at Locarno in Protest Move Only Partially Successful—Dramatic Scene with London Man

Attempt on the part of 300 correspondents at Locarno, Switzerland, to boycott Premier Mussolini of Italy on Oct. 16 was only partially successful.

When Mussolini, who, although the world's best copy provider, is not popular with all the correspondents, announced that he would receive the foreign writers, a movement was started to boycott his reception as a protest against the unenviable lot enjoyed by journalists, both Italian and foreign, under the Fascist regime.

The agitation met wide but not general support, many feeling that duty to their newspapers required that they report the happenings and views as such covered and that attendance could in nowise be interpreted as displaying lack of sympathy for their colleagues. They held that under all the circumstances and especially as enjoying Swiss hospitality, participation in a boycott would be inadvisable.

There was a dramatic scene when Mussolini was leaving the conference with the press. He walked straight to the correspondent of the *London Labor Herald,* who wears an aggressively red beard and asked:

"Does communism still exist?"

"I don't know, as I am not a Communist," the correspondent replied.

"Perhaps I am mistaken," the dictator replied.

"You frequently are," the correspondent rejoined. Mussolini turned on his heel and left in silence. When he first heard of the proposed boycott Mussolini said he hoped that the protestors would send him an address, as he had a large waste paper basket.

Plaintiff Drops $25,000 Suit

Thomas Mohn has dropped his $25,000 libel suit against the *Red Wing* (Minn.) *Daily Eagle,* which he charged with printing court records containing derogatory remarks directed at himself by opposing counsel.

COAKLEY JOINS NEWARK NEWS

Star-Eagle Washington Correspondent Takes New Post

John P. Coakley has resigned as Washington correspondent for the *Newark* (N. J.) *Star-Eagle,* of which he was formerly managing editor, to become associated with the *Newark News.*

Coakley began his newspaper career as a member of the old *Hamilton Sun* staff, and was connected subsequently with the *Toledo* (O.) *News-Bee, Times* and *Blade* He later was Washington correspondent for the Scripps-McRae League, and then Ohio legislative correspondent at Columbus for that organization. He finally wound up in the Newark newspaper field.

Coakley's addition to the News staff is another step toward the strengthening of its editorial organization begun by Arthur J. Sinnott, until recently its Washington correspondent and now its directing editor. Robert P. Lane, a veteran newspaper man, has succeeded Sinnott at Washington.

INSURANCE PREMIUMS OPPOSED

Utah Life Underwriters' Association Condemns Practice

The Utah Life Underwriters' Association has just passed a resolution in which it strongly condemns the practice of offering insurance policies as premiums in connection with newspaper subscriptions or merchandise.

The president, Major Sam. Parker, was authorized to get in touch with the head of the casualty insurance association of the state with the view of drawing up a joint resolution of protest to be sent to the State Insurance department, the insurance company issuing the policies in the state and others.

It is not contended that the policies are worthless, but that they frequently mislead, especially those not acquainted with the principles of insurance underwriting.

Reporters' Wires Crossed

The wires were crossed for Floyd Taylor during that *New York Herald Tribune* reporter's recent sojourn at the New London submarine base. Taylor was dispatched to cover the shore angles of the S-51 disaster in so great a hurry he couldn't notify a certain young person in advance. Neither did he have an opportunity to decline with thanks an offer of employment from another New York newspaper. In New London, Taylor sent off two messages. One, to the certain young person read: "Ordered to New London on submarine disaster. Will write. Much love." It was signed Floyd.

The other, to a rival newspaper editor, said: "Sorry cannot accept offer. Present employer meets terms. Thanks." This was signed Taylor. The wires were crossed. Two days later Taylor volunteered to make a perilous submarine dive near the S-51's grave on one of her sister ships.

Correction

In last week's Editor & Publisher it was stated that Homer Gard, publisher of the *Hamilton* (O.) *News,* attended the Inland Daily Press meeting in Chicago. Mr. Gard is publisher of the *Hamilton Journal.*

Lord Northcliffe's spirit now warns of a series of disastrous earth upheavals. Still claiming scoops.—*New York Evening World.*

ADDRESS WANTED
E. J. Williamson

FLASHES

Still a woman never makes a fool of a man without his whole-hearted cooperation.—*Davenport Times.*

Europe could easily pay its debt to us by raising the income taxes of lecturers who come over here to tell us what dollar chasers we are.—*Brooklyn Eagle.*

Our idea of the zenith in soft snaps is to be press agent for Colonel Mitchell.—*Chicago Tribune.*

You don't get a sheepskin in the school of experience. You just have your own removed.—*Dubuque American-Tribune.*

Nothing can make a loafer more energetic than there being some show girls in town.—*Columbia Record.*

Maybe in time evolution will produce men too civilized to quarrel about it.—*North Adams Herald.*

Prosperous times: Those in which you pay instalments on ten things instead of one.—*Springfield State Register.*

Modern styles for women sometimes put the family skeletons on dress parade.—*Cleveland Times.*

Time cures everything except having to shave.—*Columbia Record.*

A hick town is one that can't agree on the building of a courthouse.—*J. R. Wolf in Milwaukee Journal.*

A nut at the steering-wheel, a peach at his side and a sharp turn in the road is a good recipe for a fruit salad.—*Fergus Falls* (Minn.) *Journal.*

Before Luther Burbank retires, can't he make one last supreme effort at uncrossing the pumpkin and the cantaloupe?—*Detroit News.*

Al Smith got a warm welcome in Chicago. Had he gone a little farther West the McAdoo people might have given him a really hot one.—*Norfolk Virginian-Pilot.*

All the telegraph operators in China are on a strike. Maybe they saw that word "stop" in so many messages that they finally concluded to do it.—*Wichita Eagle.*

AD TIPS

George Batten Company, Inc., 383 Mad avenue, New York. Placing account of Dutchess Mfg. Company, Poughkeepsie, N. manufacturers separate trousers for men boys.

Campbell-Ewald Company, General Mo Building, Detroit. Has secured account Fireside Industries of Adrian, Mich.

D'Arcy Advertising Company, Inc., Miss State Life Building, St. Louis. Placing acc of the McQuay-Norris Mfg. Company, St. Lo manufacturers piston rings, piston pins, necting rods and crankshaft bearings.

Huber Hoge, Inc., 347 Madison avenue, York. Placing account of the Model Brass Company, Inc., New York, manufactu brassieres.

Klau-Van Pietersom-Dunlap, Younggreen, 419 Sycamore street, Milwaukee. Placing count of the Milwaukee Motor Products, Milwaukee, manufacturers Timer for Ford

C. P. McDonald Company, Inc., Fisk B ing, New York. Have secured the account the Eden Washer Corporation, electric cl washers, and the Murdoch Machine Corpora manufacturers of Murdoch Household, H Restaurant, and Cafeteria Dishwashers. companies are located in New York City.

J. H. Newmark, Inc., 250 West 57th st New York City. Placing account of F Bros. Mfg. Company, Utica, N. Y., manu turers beds, bedsprings and cribs.

Frank B. White Company, Agricultural vertisers' Service, 76 W. Monroe St., Chi Have been appointed to direct the advert of the Ford Seed Co., Ravenna, O.

C. C. Winningham, General Motors Buil Detroit. Has secured account of the Fred H. Young Company, Toledo, manufacture cosmetics.

Many good opportunities appear Editor & Publisher's classified de ment.

No Street or Transient Sales

The circulation of

The Evening Sta

Franklin, Ind.

is a home-read one, built on weekly, monthly and yearly cash subscriptions.

IT'S A PAPER READ B THE FAMILY

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

No More Type Shortage for Lansing Capital News

IN a recent letter from Publisher Brewer of the Lansing (Mich.) Capital News was the following interesting comment:

"The Ludlow played a conspicuous part in getting out our 56-page Anniversary Edition. The entire elimination of type shortage was a big labor saver, in fact, I do not believe we could have gotten the issue out if we had used the one-type-at-a time method."

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street



LUDLOW QUALITY COMPOSITION

Continuous World leadership

As shown below, the Miami Herald leads the greatest newspapers of the world in total advertising lineage for the first nine months of 1925. This phenomenal record proves the Herald's claim to CONTINUOUS world leadership . . . and indicates the tremendous business activity now in progress in Florida, and the possibilities of this rich and prosperous market.

SIX DAY LEADERS	
Miami Herald	**22,231,507**
Detroit News	17,699,430
Chicago Daily News	14,800,608
Chicago Tribune	13,741,224
Washington Star	13,726,933
New York Times	11,932,718
Pittsburgh Press	11,854,122
Columbus Dispatch	11,068,572
St. Louis Post Dispatch	10,646,720
Los Angeles Examiner	9,752,554

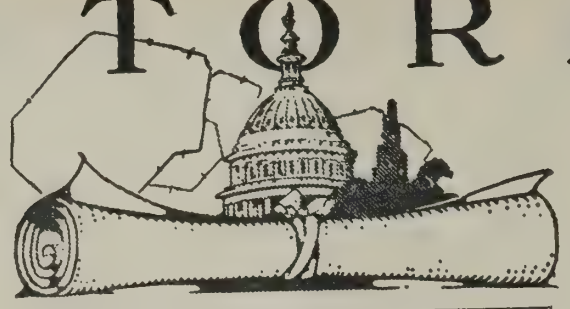
SEVEN DAY LEADERS	
Miami Herald	**29,767,024**
Detroit News	24,031,714
Chicago Tribune	22,358,277
New York Times	19,930,566
Washington Star	18,515,992
Pittsburgh Press	16,975,630
St. Louis Post Dispatch	16,765,000
Los Angeles Examiner	16,701,073
Columbus Dispatch	15,279,512

Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

EDITORIAL



Enter ye in at the strait gate: for wide is the gate, and broad is the way, that leadeth to destruction, and many there be which go in thereat:

Because strait is the gate, and narrow is the way, which leadeth unto life, and few there be that find it.—St. Matthew, VII; 13, 14.

CELEBRATION

WHO says there is no progress in the affairs of the nations?

This week you saw the publication in the press of the full texts of the treaties of Locarno, blows aimed at the vitals of international suspicion, jealousy, hatred, banker and merchant greed, unrest and the monster spectre of the world—fear which leads to war.

Published in full in our press, gentlemen!

Published for all eyes and all minds, prior to ratification by the governments!

Open covenants!

If you have pride in the printed news page this event stirs you to your depths. It is a vindication of the high claim of journalism. It is the greatest single practical triumph of the principle of free press in this generation.

Our newspapers met the event with distinction. The texts were delivered with amazing speed and every newspaper of every city and sizable town not only carried the full documents, but many displayed them in such conspicuous and interesting fashion as to attract the eyes and satisfy the minds of persons not used to reading the stilted terms of diplomacy.

The background of the old world's misery was strewn with agreements of secret diplomats! The war revealed the skeletons. Clandestine parcelling of territories and natural resources, rapacious trading behind the shutters of government palaces, unscrupulous intrigues leading to rivers of innocent blood! That dread power has been outlived. It is dead and done. Government by the consent and *with the full knowledge of the governed* has been born in the wide sense, as a practical fact.

We celebrate the news that the powers of Europe are outlawing war; the fact that their terms are definitely and freely published to the world calls for equal song and rejoicing.

Full, free, honest publicity, that all may read and know, is a pillar upon which civilization may be reared to the clouds. Trust it! It responds to a high principle in democracy. It has never failed.

Investigation has shown that "letters to the editor," when selections are good, interesting discussions are fostered and writers are permitted to have reasonable freedom of expression, rank in the first tier of popular features.

ACCURACY! ACCURACY!

IT is saying nothing new or surprising to experienced newspaper men that inaccuracy is the greatest single source of waste and injury in journalism. Careless mistakes, faulty systems, excessive speed, ignorance and stumbling in all departments are the boll weevils that plague the newspaper field.

EDITOR & PUBLISHER believes that if any publisher will make an analysis of his operations for a year to discover "leaks" he will find that the bulk of his losses are directly attributable to unconscious, meaning stupid or erratic errors of individuals.

Newspapers rarely are damaged by mistakes in premeditated policies but every editor almost every day is anxiously engaged in trying to explain away faults that have crept into the columns through typographical mistakes, often attributable to careless or rush editing, or senseless inaccuracies of reporters or persons from whom reporters have taken information. In business departments it is likewise true that most of the stumbling is due to the reckless abuses of systems by incompetent or sloppy workers.

Strange things happen and every office is stocked with legends of queer press errors. Just the other day in Ohio, a low-minded newspaper compositor sat idling on the key-board of his typesetting machine, when a foul thought caused him to set up a line of type so vulgar that it cannot be repeated. The careless wretch meant to throw the line away. Next day, to the amazement of the office and thousands of readers, it appeared in the obituary column, following the pathetic public announcement of a widow thanking her neighbors for kindness during her late husband's illness and death. How can such a thing be explained? The weight of such a "mistake" falls upon the newspaper.

Reporters get their notes mixed and make bankers speak in the name of burglars. Names are misspelled constantly. Proof-rooms permit commas to run for periods, changing the meaning of figures, with heavy embarrassment to institutions written about. Desk editors, to catch editions, write illegibly and printers guess their way through the mazes of poor copy.

EDITOR & PUBLISHER, like every other publication, is not immune to errors although we have more time to prepare our matter than daily news publications. During the past week, to our intense unhappiness, three complaints were brought to this editor's attention by indignant subscribers. In every instance, as it turned out, EDITOR & PUBLISHER had accepted information from individuals who were really the best sources of such information but each had been, in these instances, wholly mistaken. They could not explain. All were sincerely sorry. The damage, however, had been done. We have explained our embarrassment, but still there is a lingering and sort of hopeless feeling that nothing that we have said or could ever say would fully restore confidence.

Accuracy, accuracy, accuracy! It is the cry of all sincere men in journalism. Indeed, it is our highest ideal. Rules may be written, staffs may be held in the closest discipline, extraordinary expenditures may be made for the best systems, but errors continue to creep in. Perfection, of course, is unattainable. The fallibility of the printed page calls for the sincere sympathy of all who understand the complex problems of publishing.

The best rule that has ever been devised to prevent error is as follows: Surround yourself with men and women of conscience and understanding and give them orderly system and ample time in which to operate.

New York's foulest centers of crime and depravity were wiped out by a news reporter, the late Jacob Riis.

October 24, 1925 Volume 58, No. 22

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER CO.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
Mrs. H. Craig Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Olive 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.
Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

GOOD WORK, CHARLIE

OLD Charlie Post, the well-known New Yor press agent, is out with a challenge to deba with EDITOR & PUBLISHER, in a hired hall, t press agent graft system. Charlie says that it "news," no matter how many times it has been pu lished, that his client is building the fastest and large steamship ever built in the United States, and he in favor of republishing the fact in news columns, tir and again without number, nor ceasing, now a evermore.

Charlie Post names distinguished newspaper a advertising folk, who, he thinks, would listen to debate on the question of how many times a ne announcement may be published before a press age gets his fill. If Charlie would induce all the tho sands of press agents in New York to attend, say a dollar each, and split the gate it might mend o financial fences, but we fear the music would be cr and inhuman punishment for the referees. For o part we are unwilling to inflict it. Another excu is that we have heard Charlie Post defend his m ticket so often that the subject is all worn out a frazzled and not half so interesting as Kelly pool the Newspaper Club.

Charlie Post may now formally advise his stea ship clients that he upped and dared us, but we w a pack of cowards and wouldn't fight. If he lands bonus for conspicuous enterprise we shall say: Go work, Charlie.

Florida Chamber of Commerce takes space in magazines to promote the sale of land and then sends the magazine proofs to newspaper editors as publicity.



The St. Paul experiment with Mayora editing is interesting, but does not prove muc the editor's problem is not of a single day, b of long periods of time amid all sorts vicissitudes.

PERSONAL

KENT COOPER, general manager of the Associated Press, left New York his week on a two weeks' trip, during vhich he will visit Boston, Indianapolis, St. Louis, Kansas City, Oklahoma City, Dallas, Tex., and Chicago. He will address meetings of A. P. members in most f these cities.

William J. Conners, Jr., editor of the *Buffalo Courier and Star,* has been elected director of the American Shipbuilding Company.

G. W. Gardner, Jr., vice-president of he *Greenwood* (S. C.) *Index Journal* ecently won a first prize of $500 in *Liberty's* front cover idea contest.

Howard Kahn, editor of the *St. Paul Daily News,* is taking his vacation in New York, Washington and his old home own, Bloomington, Ind.

Herber Hoover, secretary of commerce, ttending a river conference in Kansas ity, Mo., Oct. 19, had breakfast at Oak Hall, home of I. R. Kirkwood, publisher f the *Kansas City Star* and luncheon at ie home of Walter S. Dickey, owner and litor of the *Kansas City Journal-Post.*

J. Albert Hawken, editor of the *Hagerstown* (Md.) *Daily Mail,* has been ill at is home at Williamsport, Md.

Fred W. Bush, publisher of the *Athens* O.) *Messenger,* was badly hurt in a fall own the elevator shaft in his new newsaper building a few days ago.

Timothy Brownhill, secretary of the outhern California Editorial Association nd editor of *The Editor,* associations ublication, has resigned both positions, to ve more time to his work as secretary the La Puente Valley Chamber of ommerce. He is also publisher of the *n Puente* (Cal.) *Journal.*

IN THE BUSINESS OFFICE

MILTON J. BRYAN, in charge of book review advertising, *New York imes,* was tendered a farewell luncheon, ct. 13, by his associates. He is leaving e Times to join Slack-Rasenick & Co., c., New York.

Charles C. Swearingen, formerly assistant advertising manager of the *Miami erald,* has been appointed managing itor of *Motor World Wholesale,* Philelphia.

Hobart McMinn, advertising manager the Forman National Bank in Chicago ring 1903 and 1904, has joined the *ilwaukee Journal* in its advertising copy iting department.

George Auer, in charge of national adrtising for the *New York Herald Tribne,* is making a Western trip for that per.

George G. Belle, formerly on the adrtising staff of the *New York World,* s resigned to take charge of the radio vertising of the *New York Daily irror.*

Harry D. Sage has been appointed new culation manager of the *Madison* (Wis.) *pital Times,* replacing H. L. Cowll, who has left to become circulation nager on the *Des Moines Capital.* Mr. ge was circulation manager of the mes six years ago, but has been on the itorial staff during the interval.

William J. Corbett, circulation manr of the *Hagerstown* (Md.) *Herald-ail,* has resigned to go to Harrisburg, Frank D. Woltz, former circulation nager, has returned to the Heraldail.

A. J. Ripple, advertising manager of *Hollywood* (Cal.) *News,* has reed. Morgan Teeple has succeeded .

. W. Robb, secretary-treasurer of the *lifax Herald* and *Evening Mail,* has n appointed president of the Comcial Club of Halifax, Nova Scotia, the coming year.

Forest H. Riordan, who has served on advertising staffs of the *Washington r, Philadelphia Bulletin* and *Public ger,* has joined the *Army and Navy rnal* as advertising manager.

IN THE EDITORIAL ROOMS

JACK REILLEY has joined the staff of the *New York Daily News* as reporter.

Joseph Lilly has re-joined the re-write staff of the *New York Evening Post* following a three months' leave of absence spent abroad.

Waldo Walker has re-joined the staff of the *New York Times* following service with the Associated Press.

E. J. David, city editor, *Salt Lake City Telegram,* is ill at his home.

Miss Alice Robertson, of Muskogee, Okla., first Congresswoman elected after the suffrage amendment was adopted, has joined the staff of the *Muskogee News* and writes a column of comment daily.

Walter J. Fenton, assistant city editor of the *New York Herald Tribune,* and Joseph M. Mellon, a member of the staff, have just returned from a motor trip to Maine, where they spent a week shooting.

Julian S. Mason, managing editor of the *New York Herald Tribune* has returned to New York with his family from their summer home at Glen Head, L. I.

Julian Street, Jr., has joined the reportorial staff of the *New York Herald Tribune.*

Walter Hamshar is now covering the Harlem district for the *New York Herald Tribune.*

H. R. Fletcher, formerly connected with the *Philadelphia North American,* has joined the reportorial staff of the *Trenton Times.*

Alan Hynd, who was assistant telegraph editor on the *Trenton Times,* has resigned that position.

A dinner was given by employes of the *Trenton Times* to Miss Alice Ledger, of the Times business office, who will be married late this month to James Mullen, advertising man on the *Easton Free Press.*

George Kennedy, Jr., has resigned from the city staff, *Buffalo Evening News* to join the editorial staff of the publications of the Buffalo Athletic club.

Fred Sheets has joined the staff of the *Newark* (N. J.) *Ledger.*

F. H. Stevens, for five years a reporter and special writer on the *Union City* (N. J.) *Hudson Dispatch,* was tendered a farewell dinner, Oct. 9, by the editorial staff on the eve of his departure for New Orleans to join the staff of the *Item.*

Walter B. Ratliff, former Texas newspaper man, has been named managing editor of the *West Palm Beach* (Fla.) *Times.* Mr. Ratliff formerly was city editor of the *Fort Worth Press.* He came to Florida as a reporter on the *Miami Illustrated Daily Tab,* becoming city editor.

F. M. Lockerby, Olympia staff correspondent, *Tacoma* (Wash.) *News Tribune,* has been transferred to Tacoma, and is now on the copy desk, succeeding D. Harris, resigned. Herman Hunt, marine editor, is the new Olympia correspondent.

Miss Ella Marie Leeds is the new society editor of the *Atlantic City Daily Press,* succeeding Miss Betty Penrose, who has gone to New York City to engage in magazine work. Miss Kay Jones has been made Miss Leeds' assistant.

Joseph Medresch has re-joined the *New York American,* Northern New Jersey section's editorial department. Recently he was telegraph editor on the *Elizabeth Times* and on the *Summit* (N. J.) *Herald.*

Fred Wilson has resigned as editor and manager of the *Hollywood* (Cal.) *News.* He is now looking after the interests of Teletype. J. W. Partridge, managing editor, has also resigned. E. Modisett succeeds Mr. Wilson.

Edward P. Beach, managing editor of the *Atlantic City Daily Press,* and Mrs. Beach are on vacation in the mountains in Pennsylvania.

Martha Dalrymple, a graduate of the University of Wisconsin, has joined the editorial staff of the *Chicago Evening Journal.* Collis L. Jordan and Ben Katman have joined the staff as copyreaders, and Tyrrell E. Krum, formerly of the *Tribune,* as reporter.

FOLKS WORTH KNOWING

HENRI GAGNON, publisher of *Le Soleil,* of Quebec, Canada, who was one of the four principal speakers at the Audit Bureau of Circulations' annual banquet in Chicago last week, is prominent in social and political circles of the Dominion, as well as among newspaper men.



HENRI GAGNON

In addition to editing and publishing Le Soleil, he is a director of the Canadian Press, a news association, and a director of the Canadian Daily Newspaper Association.

Born in Montreal, he started his career with *La Presse* of Montreal in the advertising department. He left that position to become manager of *La Tribune* of Sherbrooke. From there he came into his present position, where he has served for 12 years.

Mr. Gagnon is interested in the farm paper field as well as the daily press and is president of *Le Bulle Tim de la Ferme,* a weekly agricultural paper published in Quebec.

Mr. Gagnon is a member of the board of governors of Leval university in Quebec and a member of the board of directors of the same institution. He is a delegate in Canada of the Touring Club of France and is an honorary colonel of the Levis regiment. He is also a member of the mess of the Loyal 22d regiment.

One of his greatest honors is that of commander of the Order of St. Gregory the Great. He is an officer d' academie, an honor conferred by the French government. He is also a patron of the Great War Army and Navy Veterans for the Quebec district.

I. Schaefer, graduate of the University of Washington School of Journalism, Seattle, has joined the editorial staff, *Tacoma* (Wash.) *News Tribune.*

C. Neill Baylor, editor of the *Hagerstown* (Md.) *Morning Herald,* is ill at his home at Charles Town, W. Va.

Bert Huddleston, of the *Healdton* (Okla.) *Herald,* is now city editor of the *Bristow* (Okla.) *Record,* succeeding Bryce Foster, resigned.

H. G. Sutter has joined the staff of the *Newark* (N. J.) *Ledger.*

Wilbur W. Judd is back on the copy desk of the *St. Paul Pioneer Press* after an absence of six weeks due to illness.

George E. Masters, managing editor of the *Sioux Falls* (S. D.) *Press,* is spending his vacation in Kansas City, Mo.

HOLDING NEW POSTS

LEE R. KOLB, from *Hudson Dispatch,* to staff *Newark* (N. J.) *Ledger.*

E. W. Neese, from advertising department, *Janesville Gazette,* to *Milwaukee Journal* staff as promotion copy writer.

Albert C. Nute, from copy desk, *Toledo* (O.) *News-Bee* to copy desk, *St. Louis Globe-Democrat.*

D. H. Harris, from copy desk, *Tacoma* (Wash.) *News Tribune,* to *San Diego Tribune.* He is succeeded by F. M. Lockerby, former Olympia correspondent for the News Tribune.

Henry Scharer, from *New York World,* to *Newark* (N. J.) *Ledger* staff.

George Kercher, from City News Bureau, Chicago, to radio department staff, *Chicago Evening Post.*

Tyrrell Krum, from *Chicago Herald and Examiner,* to *Chicago Daily Journal.*

Ben Kartman, from director of the laboratory, journalism school, University of Illinois, to copy desk, *Chicago Daily Journal.*

George Wright, from City News Bureau, Chicago, to staff, *Chicago Tribune.*

MARRIED

STANLEY KOHN of the *Cincinnati Enquirer* Sunday art staff to Miss Theodora Brimberg, New York artist, in Cincinnati recently.

Andrew L. Carmical, director of promotion of the *Chicago Evening American,* to Miss Jean R. Ervin, formerly of the *Houston* (Tex.) *Post-Dispatch,* in New Orleans, Sept. 28.

Miss Mary Rosanna Finniff, of the circulation department, *Hagerstown* (Md.) *Herald-Mail,* to Guy E. Hoffman, of Hagerstown, Oct. 16.

Charles Dwinell Whidden, Harvard '23 and on the staff of the *Boston* (Mass.) *American,* to Miss Ethel Blackwell Jones, Vassar '23 recently at the bride's home in Elizabeth, N. J.

John Chase, representative of the *Shoe Retailer* and son of Harry Chase, associate editor of the *Rochester* (N. Y.) *Herald,* to Miss Mary Elizabeth Hill at Rochester, recently.

CHANGES OF OWNERSHIP

JAMES W. LEBELL, of Van Horne, Ia., editor of the *Van Horne Record,* has purchased the *Vinton* (Ia.) *Eagle* from Wallace E. Sherlock, who three weeks ago combined the Eagle with the *Shellsburg. Advance.* The Van Horne Record will merge with the Advance.

Giles Farris, former state printer of Oklahoma, has purchased the *Sperry* (Okla.) *News* from D. T. Smith and the *Sperry Advocate,* owned by C. A. Bingham. He will combine the plants, the paper to be known henceforth as the *Star.*

World's Best Loved Tales in a Daily Cartoon Strip

"The Arabian Nights" in the most popular form in which they ever have been presented! We offer this as greatest feature buy of the year.

Vivid pen of T. Crawford Hill captures the spirit of these incomparable stories in a way that will delight readers of all ages. Three or six columns.

Telegraph or write today for proofs and prices.



The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

SPECIAL EDITIONS

MOUNT VERNON (N. Y.) DAILY Argus, Home edition, 52 pages, Oct. 14.

Gulfport-Biloxi (Miss.) *Daily Herald,* Mississippi Coast Opportunity-Anniversary-Souvenir number, celebrating 41st birthday, Oct. 3. The Herald has installed a new 12-page Duplex tubular press.

Centralia (Ill.) *Evening Sentinel,* Fall edition, Oct. 15.

Decatur Daily Democrat, special edition, celebrating dedication of new Catholic school, Oct. 17.

Geneva (O.) *Free Press,* Fall Festival edition.

Boston Sunday Herald, 16-page rotogravure radio supplement, Oct. 11, annual Boston Radio Show number.

Willmar (Minn.) *Tribune,* New Municipal Power Plant edition, 22 pages, Oct. 14.

PRESS ASSOCIATION NOTES

HARRY K. REYNOLDS, formerly of the Washington office of the International News Service, is now in charge of the I. N. S. London office, replacing Harry Flory, transferred to Paris, succeeding Frank Mason, who has joined the Universal Service.

John Mutox has joined the Washington staff of the United Press. He was special correspondent for the U. P., covering the Dayton trial. He was formerly connected with the *Knoxville News.*

W. G. Stevenson has been appointed Associated Press staff correspondent at Ann Arbor, Mich.

T. M. Dell has been appointed staff correspondent at Tampa, Fla., for the International News Service. He goes there from the I. N. S. Atlanta office.

John J. Ryder has resigned as assistant news editor in the Northwest bureau of the Associated Press in St. Paul to enter other work. Mr. Ryder at one time was industrial commissioner of Nebraska and commissioner of public safety and city librarian in Omaha.

NEW PLANTS AND EQUIPMENT

THE *Scranton Times* this week was shipped the first of two new Hoe octuple presses to be installed by that paper.

W. H. Greenhow Company, publishers of the *Hornell* (N. Y.) *Tribune-Times,* will dedicate their new home as a memorial to the founder of the company, the late W. H. Greenhow. A tablet will be placed on the building, which will recall Editor Greenhow's service to Hornell from 1870 until his death in 1918. A formal opening will be held about Nov. 1.

Ludlow Typograph Company recently put machines in the plants of *La Critica,* Buenos Aires; *La Presisa,* Havana, and *Dunedin* (New Zealand) *Otage Daily Times.*

ASSOCIATIONS

WACO (TEX.) ADVERTISING CLUB was formally presented with a membership in the Associated Advertising Clubs of the World at a banquet Monday, Oct. 12. J. J. Hutchinson, managing news editor of the *Waco Times-Herald* was toastmaster.

Norman Lewis, elected first vice-president of the **Advertising Club of St. Louis** has been advanced to the presidency; George C. Stohlman and George E. Gayou have been advanced to first and second vice-presidencies, and Arthur E. Schanuel has been elected third vice-president. The change was necessary because the office of president was not filled on the slate prepared for the annual election on October 5. These officers and Frank Fuchs, treasurer, and Douglas V. Martin, Jr., secretary were presented to the membership last Tuesday. Mr. Lewis is manager of the merchandising division, Chappelow Advertising Company. Mr. Stohlman is in the office of the president of the Missouri Pacific. Mr. Gayou is vice-president, Advertising Slide Company. Mr. Schanuel is a member of the firm of Roeder & Schanuel, advertising. Mr. Fuchs is advertising manager for the First National Bank, and Mr. Martin is publicity manager for the *Globe-Democrat.*

St. Paul was chosen as the meeting place for the spring semi-annual meeting of the **Minnesota Associated Press Editorial Association,** which will be held April 3, with the *St. Paul Pioneer Press and Dispatch* as hosts.

Southeastern conference of the **Iowa Press Association** will be held at the University of Iowa, Iowa City, Oct. 23 and 24. Dr. C. H. Weller, director of the University School of Journalism, has arranged a list of speakers including Edward Watson Howe, the "philosopher of Potato Hill."

Miss Margaret Koons, of the business development department of the First National Bank in St. Louis, was elected president of the **Women's Advertising Club of St Louis** at the recent annual meeting.

Representatives of the **Iowa Associated Newspapers** met in Nevada, Oct. 16, to complete organization of the newspapers, which have united in sale of advertising space in 90 Iowa counties and are working as a unit to prevent duplication in coverage. Ed M. Smith of the *Winterset Madisonian* is president of the association and Don Berry of the *Indianola Record* is secretary.

SCHOOLS

JOURNALISM course of the University of Wisconsin opened its 21st year with 556 students enrolled, of whom 280 were registered for the full four-year term. The freshman class numbers 83, and the senior class, 53.

A printing trades extension course, which may serve as a model for high schools throughout Indiana, has been introduced in the vocational department of the Central High School of Muncie. The course was started at the request of the Muncie branch I. T. U.

H. H. Herbert, director of the school of journalism at Oklahoma University, has been designated by Frank O. Edgecombe, publisher, *Geneva* (Neb.) *Signal,* and president of the National Editorial Association, to judge entries in the association's annual contest for selection of the paper performing the greatest community service. A cup will be presented the winner at the annual convention.

Dates for the seventeenth annual Journalism Week at the School of Journalism of the University of Missouri have been set by the Board of Curators of the University for May 9 to 15, inclusive, 1926.

CIRCULATION PROGRESS

Selling Automobiles Helped Him Sell Newspapers



Leonard Shepherd

"HE doesn't make much noise but he gets results."

This tribute was paid Leonard Shepherd, circulation manager of the *Sandusky* (O.) *Register* by his editor, E. H. Mack.

And Mr. Mack added:

"He figures for tomorrow just as well as for today. He has a happy faculty of handling his men with kindness and consideration but keeps them working."

Several years ago Leonard Shepherd was selling automobiles in Sandusky, and the Register offered him a position as assistant circulation manager. When the circulation manager left not long afterwards, the new man was promoted. It was thought then that the field had been worked to the saturation point, but Shepherd disagreed. To prove he was right, he has increased the Register's circulation materially.

WITH THE SPECIALS

ROBERT S. FARLEY, New York financial advertising representative, has been appointed to represent the *Toronto Mail and Empire* in the United States.

ON THE MECHANICAL SIDE

C. M. SIMMONS, formerly of Alliance, O., is now head of the job printing department of the *Ypsilanti* (Mich.) *Daily Press,* filling the vacancy caused by the recent resignation of F. A. Bryce, who has entered the publishing business at Grand Ledge, Mich.

Statistics show that fewer and fewer people are being killed by automobiles. Is our pedestrian going the way of the buffalo?—*Arkansas Gazette.*

HONORS ADOLPH OCHS

University of Chattanooga Makes N. Y. Times Owner Litt. D.

Adolph S. Ochs, owner of the *Chattanooga* (Tenn.) *Times* and the *New York Times,* was made an honorary Doctor of Letters by the University of Chattanooga on Oct. 15.

Dr. A. A. Brown, University president, conferring the degree, said:

"Adolph S. Ochs, this college honors itself in honoring you today. * * * You and your colleagues have been creators of educational values. Your slogan, 'All the News That's Fit to Print,' has set a standard which every newspaper should adopt. Your insistence that the interpretation of the news shall not be controlled by advertisers or other powerful groups has shown your moral courage as well as your love for truth. Thoughtful men may differ with you, but they will always respect and honor you.

"In conferring this degree the University of Chattanooga is acting in behalf of your neighbors and fellow-townsmen. If they had higher honors in their power to bestow they would award them."

The New York Times publisher is now the recipient of several honorary degrees from large American universities. Last spring Columbia made him an honorary Doctor of Laws.

Vandals recently entered the office of the *Drumright* (Okla.) *Journal* and completely wrecked the press and other equipment. Sapulpa publishers have offered the use of their plants until repairs can be made.

Newspaper Advertising

—*A factor in Church Development*

Rev. Lawrence B. Walker of Saco, Maine, in an address before the New England District Convention of the Associated Advertising Clubs, the other day, stated:

> "Newspaper advertising is a tremendous factor in the success of the modern church. . . . The money my church puts into newspaper advertising comes back in the evening collection!"

Many ministers who have had experience in the use of newspaper advertising have expressed this same thought.

More and more advertising men are giving their services to the churches. Will the newspapers join them in the development of effective church advertising? Will yours?

Write us for copy and plans for developing church advertising in your locality.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

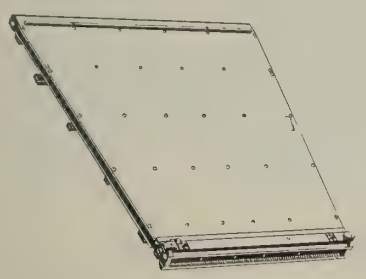
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© TRADE **LINOTYPE** MARK ©

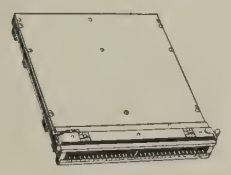
can be equipped
with various combinations of

INTERCHANGEABLE MAGAZINE UNITS

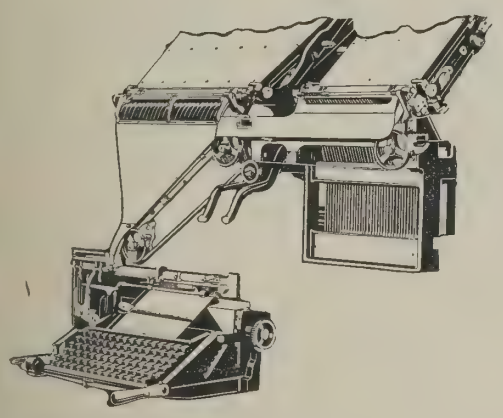
fitting it precisely
to any given requirements



THIS IS
A STANDARD INTERCHANGEABLE LINOTYPE
MAIN MAGAZINE



THIS IS
A STANDARD INTERCHANGEABLE LINOTYPE
AUXILIARY MAGAZINE



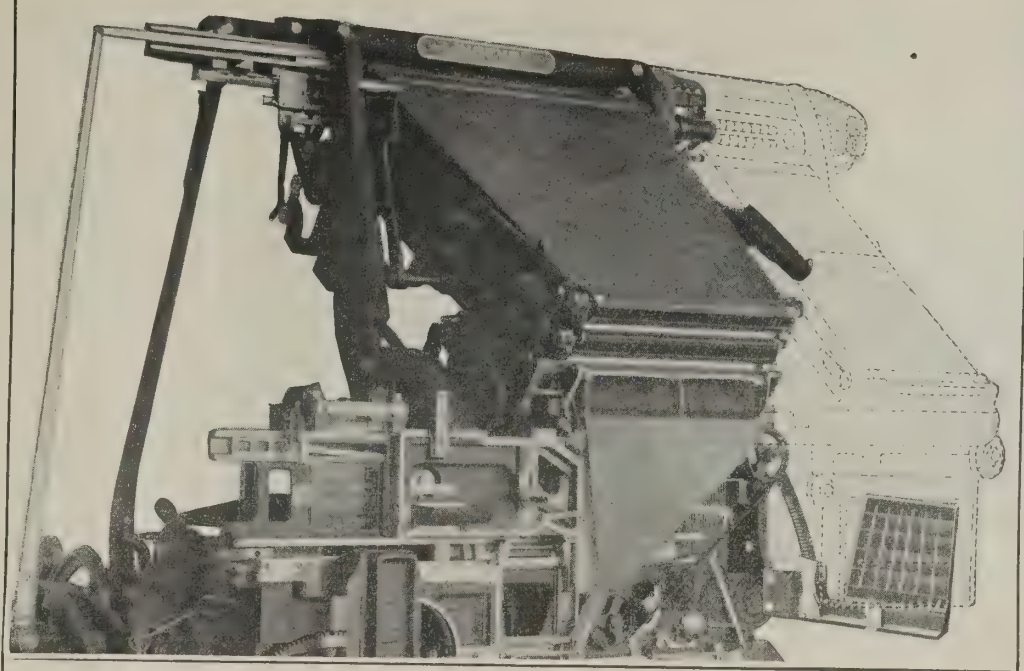
ALL MAGAZINES (BOTH MAIN AND AUXILIARY)
OPERATED BY
A SINGLE POWER-DRIVEN KEYBOARD

[*Can be supplied to cast either 30 or 42 pica maximum measure*]

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

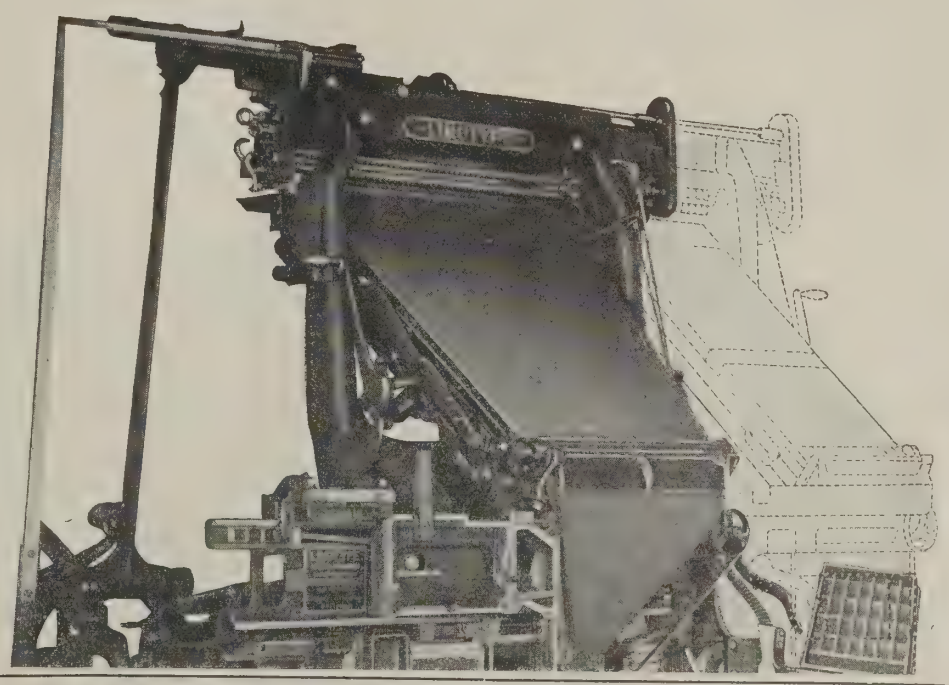
SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World



SINGLE DISTRIBUTION

THE MODEL 8 can be equipped with either one, two or three Standard Main Magazines.

THE MODEL 14 is just like the Model 8 with the addition of a Standard Auxiliary Magazine.



MULTIPLE DISTRIBUTION

THE MODEL 25 is equipped with two Standard Main Magazines, matrices from which can be mixed.

THE MODEL 26 is just like the Model 25 with the addition of two Standard Auxiliary Magazines.

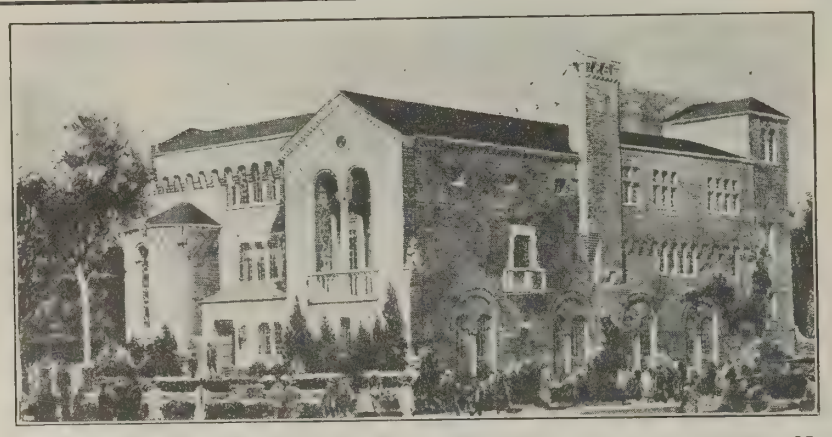
Faces from all magazines mixed in the same line

532.25.8-F

COMPOSED ENTIRELY ON THE LINOTYPE IN THE BODONI SERIES

ADVERTISING AGENCY AFFAIRS

Agency Building Designed for George Harrison Phelps, Inc.—Lyddon & Hanford Company Appoints—Buffalo Firm Incorporates



GEORGE HARRISON PHELPS, INC., Detroit agency, is building a new home for its own exclusive use, which, according to present plans, will be ready for occupancy early next year.

In drawing plans for the building, care was taken to develop a structure suitable to the needs of a national advertising organization and in addition produce a building, distinctive, interesting and beautiful. The architects are Smith, Hinchman & Grylls.

On entering the building through the vestibule one steps into a public reception room, finished with Travertine marble floors, antique plaster walls and a beamed ceiling treated with polychrome stencils. This room provides for an information desk in an alcove and a waiting space for visitors. It gives access to the business offices on the first floor and to a stairway leading to the studio and second story offices.

At the head of the stair is a library and office of Mr. Phelps's secretary, as an ante-room to the studio, the room which by nature of its use, location and size gives to the exterior a dominating feature. It is two stories high, having a barrel vaulted ceiling, with penetrations along the side and decorated in full color.

In addition to the special rooms just described, the first and second stories contain a dozen private offices for the various executives, with a mailing and magazine room on the first floor, and library, conference and dining room with pantry on the second floor.

The third floor provides for the bookkeeping and clerical forces, vaults, the auditor and artists. The basement has besides the usual heating plant and store rooms, a five-room apartment for the caretaker, and a regulation size squash court with dressing, locker, shower and rubbing rooms. In connection with these athletic facilities is a volley ball court at the rear of the building.

Owing to financial difficulties the Robbins & Pearson Company, Inc., agency of Columbus, O., has reorganized. The change makes W. H. Robbins, president of the Williams Manufacturing Company, London, O., the active business head of the agency. Mr. Pearson is no longer connected with the agency.

Louis H. Sebbes, formerly editor of the directories division of the Chilton Class Journal Company, publishers of Philadelphia, has resigned to become account executive in the automotive division of the Reincke-Ellis Company, agency at Chicago.

A. J. Amos, recently editor of the automotive division of the International Harvester Company, Chicago, has joined the staff of Crosby-Chicago, agency Chicago. Prior to his connection with the Harvester Company Mr. Amos was advertising and sales promotion manager of the Garford Motor Truck Company, Lima, O.

Alfred E. Fountain, Jr., will become associated with the New York office of the Lyddon & Hanford Company, New York, effective Nov. 1. To accept this new position he has resigned as secretary of the Tuthill Advertising Agency, New York.

Joseph R. Ater has resigned as secretary and publicity director of the Tavares (Fla.) Chamber of Commerce to take over management of the Lake County branch of the Saffer Advertising Agency.

Walter C. Cole, formerly secretary of the Detroit Board of Commerce, has formed an advertising agency to be known as Cole-McDonald-Wood, Inc., which will be located in the twelfth floor of the Metropolitan Building, Detroit. Associated with Cole in the new enterprise are Edmund D. Wood, automotive expert; A. H. McDonald and Paul H. Bruske, former advertising manager of the Studebaker and Maxwell automobile companies. A staff of about 30 persons will be employed at the start.

The E. P. Remington Advertising Agency, Buffalo, has been incorporated for $50,000 and has purchased the advertising agency formerly conducted under the same name, but as a partnership. These officers have been elected by the new company: President, Addison F. Vars; vice-president, Frederick W. Kendall, Jr.; secretary, E. K. Emerson; treasurer, William F. Richard. Henry W. Comstock has joined the organization as production manager.

RAGAN HEADS FINANCE GROUP

George E. Roberts Predicts Long Period of Prosperity at Columbus

The Financial Advertisers Association closed its annual convention in Columbus, O., Oct. 16, with the election of Carroll M. Ragan, U. S. Mortgage and Trust Company, New York, as president, and the selection of Detroit as the place of meeting next year.

Officers in addition to Mr. Ragan are: vice-presidents, H. G. Hodapp, New York; Clinton F. Berry, Detroit, and Kline L. Roberts, Columbus; secretary, Preston E. Reed, Chicago; treasurer, Carl A. Gode, Chicago:

George E. Roberts, vice-president of the National City Bank of New York, declared in a paper that a long period of good business with only moderate price fluctuations is ahead for the country and that the entire business situation today is much improved. He said the outstanding feature of the business situation is the restoration of normal price relationships, with the improvement in agricultural lines. He declared that much depends upon the continuance of a conservative business sentiment. Mr. Roberts' paper was read, as he was unable to be present.

More than 30 subjects were discussed at the convention, these being grouped under several department heads. The convention was declared to be the most successful ever held by the association.

THE TRUTH

ABOUT THE

RODGER'S STORY IN HAWAII!

It was the service of The Honolulu Advertiser and foresight of its management that made it possible for the Associated Press to beat all other press services by nearly an hour in flashing the news of the rescue of Commander Rodgers and crew of the PN9-1 on the Island of Kauai, to the world September 10th.

It was exclusively an Advertiser beat, the plans being laid a week in advance for just such an emergency. These plans had not the slightest relation to any arrangements made by the Associated Press officials sent to Hawaii in August or to any made by the A. P. Honolulu correspondent.

The Associated Press had no plans that protected it on Kauai in case the rescue story broke there, except the plans of The Honolulu Advertiser.

The first news was not picked up by an amateur radio operator nor did the Advertiser get its flash of the rescue from the U. S. Navy. The Honolulu Advertiser had a staff correspondent on Kauai who was first to meet the wrecked aviators at Nawiliwili. The Advertiser established wireless communication with Kauai through a broadcasting station in its plant in Honolulu, and its correspondent, later reinforced by three others sent 100 miles by fast steamer and Navy plane, for ten hours kept the wireless sparkling with the personal stories of Commander Rodgers and his crew.

That's how the Associated Press beat the world on the Rodgers story. Because The Honolulu Advertiser had every possible angle of the story covered from the time the planes left San Francisco until they were picked up 15 miles off Kauai.

To the service resulting from The Advertiser's enterprise in having men where the story broke, the Associated Press is justly entitled, but not to any credit whatever for being responsible for the first flash of the rescue or the service from Kauai, either through its executives or employes in Honolulu. That belongs solely to The Honolulu Advertiser.

When news breaks in Hawaii, The Honolulu Advertiser prints it first and prints it all.

* * *

NATIONAL ADVERTISERS:—

Honolulu merchants consistently place *more* of their advertising in THE HONOLULU ADVERTISER than in any other paper in the Territory. *This is a vital fact.*

THE HONOLULU ADVERTISER has continuously carried the largest volume of advertising week-days or Sundays of any medium in Hawaii.

The Sunday issue leads all other papers in advertising and circulation.

These are facts that you should seriously consider in planning your campaign in The Hawaiian Market.

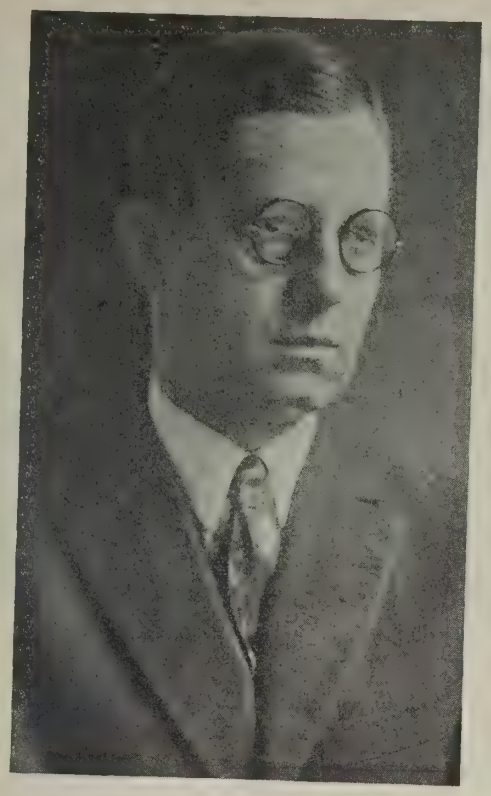
Mainland Representatives:

E. Katz Special Advertising Agency

New York, Chicago, Detroit, Kansas City, Atlanta, San Francisco

The Honolulu Advertiser

Hawaii's Territorial Newspaper



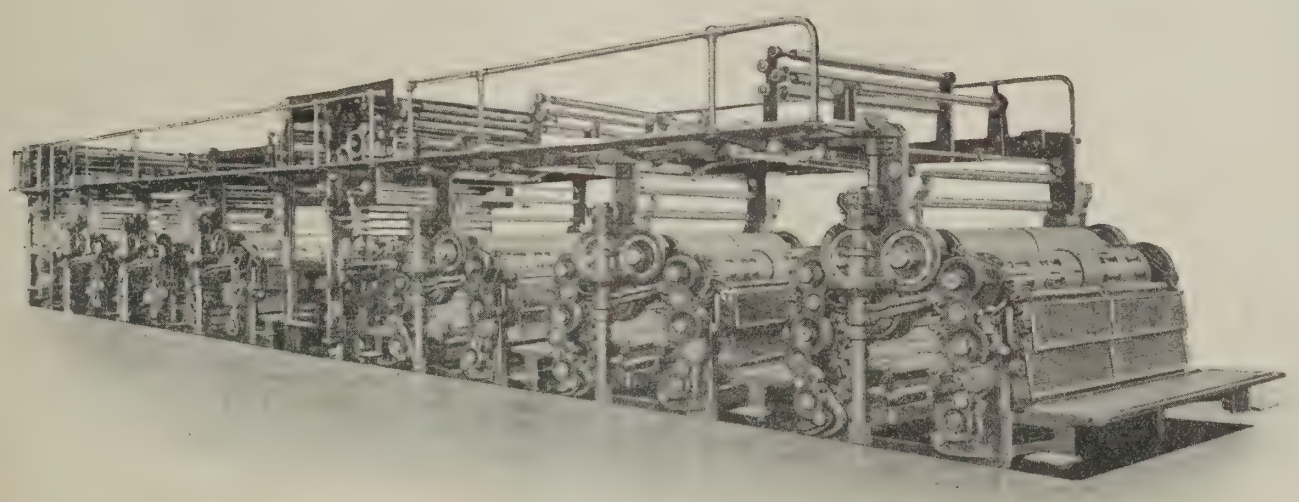
Mr. John Evans has just assumed the position of Managing Editor of The Des Moines Capital. Mr. Evans has been for eleven years in the service of the Associated Press and for six years has been second in command at Paris under Mr. Roberts, Dean of the Associated Press Foreign Department.

Mr. Evans was born in Des Moines and started his newspaper work on The Des Moines Capital. He is forty-two years of age, and has served the Associated Press in Los Angeles and San Francisco.

Mr. Evans has the spirit, training, and capacity to raise the News Department of The Des Moines Capital to new heights.

Things are stirring in the Capital establishment. A new engraving plant has just been installed, permitting the use of more and better pictures. The financial pages have been enlarged by the use of the complete New York stock and bond market. The sports pages have been amplified by the employment of Fred Turbyville from the National Newspaper Service, Knute Rockne, Tad Jones, and Glenn Warner from the Christy Walsh Service. A contract has also been made for a 12-weeks serial by Hurry Up Yost, entitled "Thirty Years of Football"; also "The Life Story of Ty Cobb" to run twelve or thirteen weeks.

Some weeks ago the Capital ordered new press room equipment entailing an expenditure of $135,000. This included a double sextuple Goss Press printing in black and one color, and a 3-deck Goss color press. The delivery of these presses will begin in the month of December.



The Capital is a good newspaper—a big influence in Des Moines and central Iowa. A good newspaper is always a good advertising medium—Let us send you a week's copies of the Capital without expense to you for your examination.

The Des Moines Capital

LAFAYETTE YOUNG, PUB.

O'MARA & ORMSBEE, INC., *SPECIAL REPRESENTATIVES*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

WHAT'S WHAT IN THE FEATURE FIELD

Williams, "Out Our Way" Creator, Signs New Five-Year Contract with NEA—Metropolitan Offers Some Chinese Adventures—Lessons in Dancing

JIM WILLIAMS, creator of "Out Our Way" has signed a new five-year contract with Nea Service, Inc., Cleveland. This syndicate started handling the Williams' daily cartoon several years ago.

Williams was born in Nova Scotia and his parents moved to Ohio where Jim was sent to Mt. Union College art school. A drawing board proved a tedious work bench so Williams went to firing an engine on the Pennsylvania railroad. Then he decided it was high time to go West, shoot Injuns, rope cattle and pick up gold.

Came several years of real cowpunching in New Mexico. He had such a weakness for art however that he always carried a pencil handy. Jim later joined the American cavalry.

When his enlistment ended Williams started north to join the Canadian "Mounties" but Fate stepped in—Jim fell in love and was married. For several years he worked as a machinist. All the while he kept drawing and in time NEA Service was attracted to his work. Williams was asked to become a member of the NEA art department and in a few short years his work has become nationally known.

Josef W. Hall, former American newspaper correspondent in China, has written a series of four weekly articles on his adventures in the Orient for the Metropolitan Newspaper Service, New York. Mr. Hall uses the pen name of "Upton Close," in order, he says, "to conceal my identity in critical situations." The writer claims to have taken an extraordinary part in public events. At one time, he writes, he was temporary minister of foreign affairs for four days, and at another he participated in a plot to kidnap a statesman for the presidency. Mr. Hall is now a lecturer in Oriental languages and literature at the University of Washington, Seattle.

A. L. Wilbert, M.A., is author of "The Mental Daily Dozen," a new feature being distributed by King Features Syndicate, Inc., New York. Twelve questions are asked each day, with the answers the following day.

"Who's Zoo Wise Quacker" is the title of a new comic strip by Tom Dibble, Jr., which started this week in the *New York Evening World,* and will be ready for national distribution shortly through the New York World Syndicate.

The Ledger Syndicate, Philadelphia, announces "The Starkenden Quest" by Gilbert Collins as its latest mystery serial. It has been arranged in 36 daily installments.

Ted Cook's "Cook-Coos" column which made its debut in the *New York American,* has now been taken over by King Features Syndicate for national distribution.

Metropolitan Newspaper Service announces for November and December illustrated short stories by Mary Roberts Rinehart, Gouverneur Morris, Melville Davisson Post, P. G. Wodehouse, Gerald Beaumont, Courtney Ryley Cooper, Alice Duer Miller, Frank Swinnerton, Fannie Kilbourne, Zona Gale, H. De Vere Stackpoole, Stephen Avery.

"Radio Doings" is the title of the new one-column radio page feature, added to the list of Audio Service, Chicago. Propaganda, advertising, and technical matter has been deleted, the editors claim.

Arthur Murray has prepared a series of dancing lessons which will be distributed by the McClure Newspaper Syndicate, New York. Mr. Murray is advertised as the instructor who taught the new dances to the Prince of Wales.

"Beauty" by Mme. Qui Vite, (a nom de plume) is a new King Feature Syndicate offering.

"Antics of Arabella" a physical culture strip made from photographs of chorus girls, is a new offering from the Graphic Syndicate, New York.

The autobiography of Earl Sande, America's premier jockey, written in collaboration with James R. Crowell was announced this week by the Putnam Syndicate, New York. It has been prepared in weekly installments of 2,000 words each.

William Smith has been appointed head of the art department of King Features Syndicate, Inc.



Pair of queens writing for newspapers, through Famous Features Syndicate New York, showing at right, Queen Marie of Roumania, and Zoe Beckley interviewer and columnist of the New York Evening World, who convinced Her Highness Americans would be interested in reading what she cared to write

KANSAS EDITORS MEET

Start Move to Publish School District Financial Statements

A movement to advocate a state law requiring that financial statements of school districts be published as legal notices was started at the annual round table conferences held Oct. 16-17, by the University of Kansas Department of Journalism, Lawrence, Kan.

Lou Valentine of the *Clay Center Times* declared the school tax was the highest of any paid by the citizens of his town, and they knew the least about how the money was spent. Will Townsley of the *Great Bend Tribune* declared his belief that school board meetings should be reported regularly as matters of news.

O. W. Little, field secretary of the Kansas Press Association warned the editors lest too urgent action for the proposed legislation might be misconstrued by the general public.

Charles F. Scott, editor of the *I* *Register,* fresh from a tour of the I East, told his impressions of the Orie

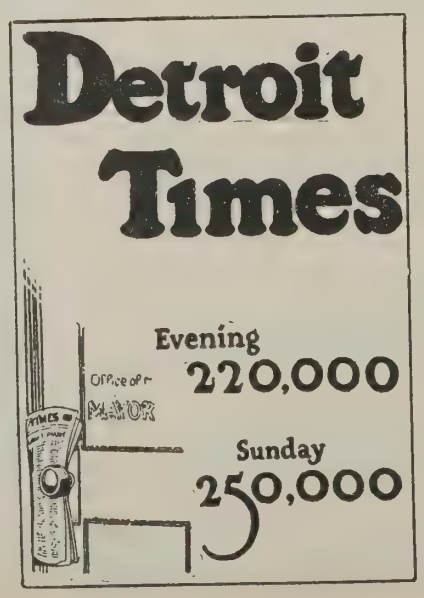
Frank Edgecombe, president of National Editorial Association, addres one of the sessions briefly.

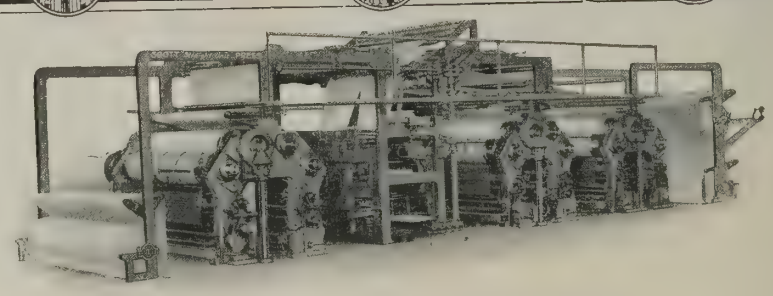
The University gave a dinner for editors the first day of their confere and the Lawrence Chamber of Comme gave a luncheon Saturday noon.

A Kansas College Newspaper Asso tion was organized, and Dick Math of the University Daily Kansan elected president.

Minister Sues Finnish Daily

The *Eteenpain,* a Finnish daily lished in Worcester, Mass., is defen in a $50,000 damage suit brou against the paper's publishers by John E. Lillback, pastor of the Golg Congregational church of Brooklyn, Y. It is alleged to have published att on the minister's character.





"Straight-Unit" SEXTUPLE PRESS

—with intermediate folder. This, and every other type of Scott "Straight-Unit" or "Multi-Unit" Press, is constructed to provide the greatest printing speed without the slightest sacrifice of printing quality.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, New Jersey, U. S. A.
New York Office.....1457 Broadway
Chicago Office.....1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

WITH THE GENERAL ADVERTISERS

Newspapers Won When Direct Mail Failed in Case of Auto Accessory—Seven Companies Start Drives—Krekell With Gold Dust Company

NEWSPAPERS won when direct mail failed, according to a story told this week by Will Rose, publisher of the *Cambridge Springs* (Pa.) *Enterprise-News*.

Mr. Rose, in addition to his newspaper, owns a factory which controls the American rights of an invention called the Satterlee Gas Amplifier. This invention applies a scientific principle to the ordinary gasket between the intake manifold and carburetor of an automobile, so as to neutralize the over charge in the manifold.

"I thought I had an ideal mail proposition," Mr. Rose said. "But three mail campaigns were duds."

Then Mr. Rose decided to test newspaper advertising. Employing the regular jobber and dealer channels in the Erie, Pa., territory, he took 110 lines of advertising in an Erie newspaper. In 23 days, 31 distributing points sold nearly 900 amplifiers at retail prices of 50 cents and $1.

Success of the Erie test sold the proposition to W. Bingham Company, of Cleveland, according to Mr. Rose. The Bingham concern will open a newspaper campaign in Cleveland, Nov. 1.

Seven firms within the last month have started newspaper campaigns through one advertising agency, the Kling-Gibson Company, Chicago. They are: the Marola Company, using more than 900 newspapers; Edna Wallace Hopper Company, using 600 newspapers; F. A. Stuart Company, Marshall, Mich., 400 newspapers; the Pyramid Drug Company; Northwestern Yeast Company; Reliance Manufacturing Company, and the Williams Oil-O-Matic Heating Corporation.

Harry G. Krekell is now sales promotion manager of the Gold Dust Corporation. He was formerly advertising manager of the American Molasses Company.

The Pacific Coast office of the Advertising Bureau of the American Newspaper Publishers Association, reports the following advertising activities in its territory this week:

The Puget Sound Power & Light Company is planning to increase its newspaper campaign. The Puget Sounders Associated has decided to enlarge its advertising schedule. Edgecombe-Newton Shingle Company, Vancouver, will increase its newspaper schedules beginning next year.

R. A. Brown, of the Standard Advertising concern of New York, is resigning to become advertising manager of Montgomery Ward & Co.'s seven retail stores. Mr. Brown is a veteran of the advertising field. Before joining the Standard advertising concern he was advertising manager of Lord & Taylor's and previous to that held a similar position with Marshall Field & Co.

The Hupp Motor Car Corporation reports gross sales of $32,061,604 for the nine months ended Sept. 30, 1925. After allowing for all operation expenses, and reserves, for depreciation and Federal taxes, the company reports net profit of $2,235,746, against net profit of $1,182,342 for the same period in 1924.

J. M. Botsford, advertising manager of Famous Players-Lasky for four years, will leave that post Nov. 1. From that date on he will head the advertising department for the Famous Players theatres. Russell Holman, who has been Botsford's assistant in the production advertising department, has been appointed by S. R. Rothafel to succeed him.

Botsford in his new berth will direct the individual advertising of all the theatres as well as inaugurate an institutional campaign for all of the houses. This is the first time that anything of this sort has been attempted in so extensive a manner for any circuit or chain of theatres in the country.

Devoe & Raynolds Company, Inc., New York, has purchased the Wadsworth, Howland Company, Inc., Boston, and will continue it as an independent organization. J. S. Robertson, assistant advertising manager of Devoe & Raynolds, will be advertising manager for Wadsworth, Howland Company, Inc.

Grafton B. Perkins, associate advertising manager, has been promoted to advertising manager of Lever Brothers Company, Cambridge, Mass., maker of Lifebuoy, Rinso, Lux, Twink, etc.

J. M. Hopkins appointed advertising manager of the American Press Association last February has been made northern manager of the New York-Florida Land Syndicate. John H. Perry, president of the American Press Association and owner of three Florida newspapers and a director in several Florida banks, is the director of the Syndicate. George A. Riley, vice-president of the American Press Association has taken over the duties of advertising manager.

The S. A. Conover Company, advertising agency of Boston, has been appointed by the Charles N. Miller Company of that city to handle the advertising and merchandising of its various lines of confectionery which have national distribution. Five-cent Bar candies are among the first products to be featured.

Telegraph Withdraws from City News

The *New York Morning Telegraph* will next week withdraw from the New York City News Association and will organize its own staff to cover sports and theatricals, it has announced.

What Are the Facts



about Food and Grocery advertising in the St. Louis market? What IS, and has been, for years, the determining factor in their sale?

For years the Post-Dispatch has carried more Food and Grocery Advertising than all other St. Louis newspapers—morning, evening, Daily and Sunday COMBINED. This supremacy is one of many years' standing. The first six months of 1925 again, as usual, finds the Post-Dispatch overwhelmingly in the lead. No new factor has developed in the field, notwithstanding the deceptive information given out by a St. Louis newspaper.

Food and Grocery Advertising

First Six Month of 1925:

	Agate Lines
POST-DISPATCH	597,710
Globe-Democrat	277,698
The Star (No Sunday)	190,060
The Times (No Sunday)	69,228

The Post-Dispatch exceeded the Globe-Democrat by 320,012 lines, or more than *one hundred fifteen per cent.* The Globe-Democrat, The Star and The Times COMBINED failed by more than 60,000 lines to equal the lineage of the Post-Dispatch alone.

Persiflage cannot alter the lineage record. Assertions of rapid growth in volume of Food and Grocery Advertising, when an actual loss was experienced, is an intolerable and unworthy deception. Claims of relative standing with first newspapers in other cities, while a weak second in its own, does not influence advertisers who know—or inquire—about St. Louis.

Present-day conditions in St. Louis emphasize the marked and continued supremacy of the Post-Dispatch in Food and Grocery Advertising.

Post-Dispatch — The Strong Favorite With the Retail Grocers in St. Louis

To determine the popular choice for a "one-newspaper" campaign, a recognized Advertising Agency sent an impartial questionnaire to every retail grocer in St. Louis. Of the 372 who stated their preference, 266 selected the Post-Dispatch, 80 the second newspaper, 16 the third newspaper and 10 the fourth newspaper.

First in Total Paid Advertising! First in Local Advertising! First in National Advertising! First in Classified Advertising. First in St. Louis Circulation! First in Everything!

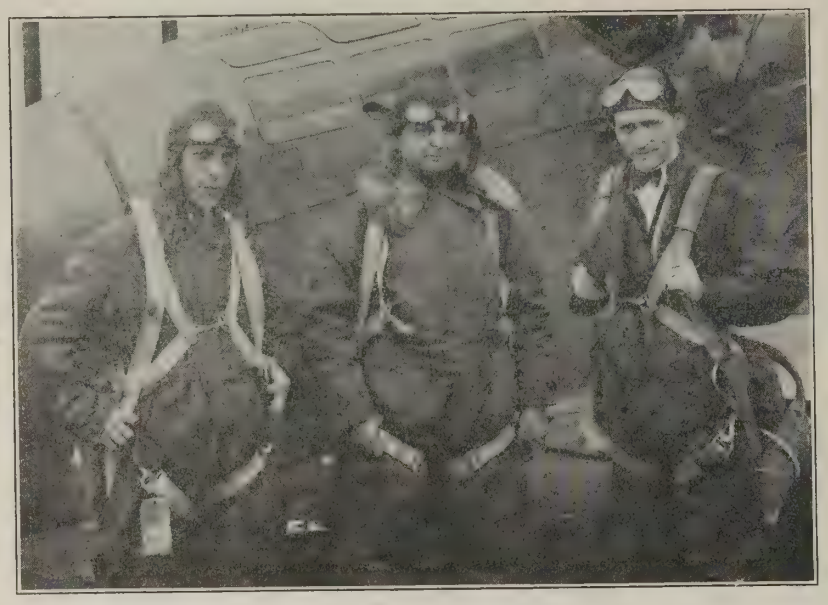
ST. LOUIS POST-DISPATCH

St. Louis' ONE BIG Newspaper

EASTERN ADVERTISING OFFICE: World Building, New York
KANSAS CITY OFFICE: Coca Cola Building
SAN FRANCISCO OFFICE: 564 Market St.
WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago
LOS ANGELOUS OFFICE: Title Insurance Building
SEATTLE OFFICE: Terminal Sales Building

Member 100,000 Group of American Cities

DAYTON CITIZENS HONOR NEWSPAPER MEN KILLED IN PLANE CRASH



Verne F. Timmerman, Dayton (O.) Journal-Herald photographer. Lt. George H. Burgess of McCook Field, Dayton, and Maurice C. Hutton, aviation editor of the Journal-Herald, who were killed near East Salem, Pa., while returning from the Pulitzer Air Races at Mitchel Field, N. Y.

Public homage to the memories to Maurice C. Hutton, aviation editor of the *Dayton Herald* and the *Dayton Journal,* and Verne F. Timmerman, staff photographer of the same newspapers, was paid here Tuesday by an entire city and the air service of the United States government.

Hutton and Timmerman were killed Oct. 16 when an airplane from McCook field, Dayton, the Honeymoon Express, piloted by Lieut. George H. Burgess of Wilbur Wright field, crashed to earth near East Salem, Pa., while the pilot was returning the two newspaper men from the International Air races at Mitchel field, New York. Lt. Burgess also was killed in the crash.

The crash was the one fatal accident that resulted when 44 airplanes were forced to land while flying westward from Washington, D. C., that day.

A joint funeral service was held for the men in a downtown church, which several thousand persons attended. Ministers of four denominations and a male chorus participated in the last rites.

Hutton was a pioneer writer on aeronautical subjects, although at the time of his death he was but 23 years old. He had "cubbed" for the Herald and the Journal and grown up with the papers, turning to aviation after he was discharged from the army.

Hutton was acquainted with every man of prominence in aviation. He was the first civilian to ride in the Barling Bomber, the world's largest airplane, and he likewise was the first newspaper writer to take a typewriter into the air with him and land with a completely written story. He had covered the St. Louis, Dayton and New York air races and it was with government permission that he, along with Timmerman, had made the trip to New York in the Honeymoon Express.

Inventor of Stereotyping Dies

Brig. Gen. Thomas Heath, 91, one of the last of the Civil War generals, who was with General William Tecumseh Sherman on the march to the sea, and was credited with the invention of the system of stereotyping by which newspapers are printed from molds made from matrices of full pages of separate type, died Sunday, Oct. 18, at his home in Lockland, O., a Cincinnati suburb. General Heath was one of the founders of the Hamilton County (O.) Bar Association, being an attorney as well as a printer and inventor. He was breveted a brigadier general for gallantry in the Battle of Waynesboro, Georgia, and was flag escort at the surrender of Lt.-Gen. Joseph E. Johnstone in 1865.

Obituary

HARRY E. ROBERTS, advertising manager of the *Lexington* (Ky.) *Leader,* died suddenly at his home there, Oct. 4. He was a native of Ohio and was a graduate of Miami University.

J. RAY SARGENT, 55, for 21 years on the staff of the *Boston American,* died at Sydney, N. S., Canada, on Oct. 6, of cerebral hemorrhage. With other New England newspapermen he had gone to Sydney on the previous Sunday to cover the return of the MacMillan Arctic Exploration party. He was born in West Virginia and began his newspaper career on the *Newburyport Morning Herald.*

LLOYD MCCUTCHEON, 49, Iowa newspaper man 34 years, publisher of the *Mt. Vernon Hawkeye-Record,* died Oct. 10 in Mt. Vernon, Iowa, following an operation.

WALTER W. GOUDGE, for the past 35 years accountant with the *Acadian Recorder,* Halifax, Canada, died Oct. 7.

ALEX J. LAWSON, 44, foreman of the composing room of the *Warren* (Pa.) *Tribune,* died recently after a short illness.

HENRY C. EARLES, 60, editor and publisher of the *Penn Yan* (N. Y.) *Democrat* since 1909, died recently. He was stricken two months ago while at work in his newspaper office and had been ill since that time.

ROLLIN B. HUBBARD, 56, half owner of the *Boonville* (Ind.) *Enquirer,* and well known among newspaper men and printers in Southwestern Indiana, killed himself by shooting in Hartford City, Ind., recently.

CLINTON J. SMITH, for the past three years a linotype operator for the *Santa Maria* (Cal.) *Times* was killed recently in an automobile accident.

ROBERT C. MYER, 71, clerk of the Belmont County, Ohio, board of elections for ten years, and former editor of the *Fostoria Times* and *Bellaire Herald-Tribune,* is dead.

FRANK L. SCHOONMAKER, 66, who worked with President Warren G. Harding when he was operating the *Marion* (O.) *Daily* Star, died at his home in Minneapolis, Oct. 15.

ZENO C. MARRIOTT, formerly with the *Corning* (N. Y.) *Journal* and more recently with the printing staff of the *Rural Life,* Rochester, died recently.

WILLIAM ELLIOTT GRAVES, president and founder of the William Elliott Graves, Inc., advertising agency, Chicago, died Tuesday evening at the Illinois Central Hospital, failing to rally from the effects of an emergency operation for appendicitis. Mr. Graves specialized in financial advertising and organized his business five years ago in Grand Rapids, Mich. Most of his work was done for bankers and in four years he had 1,000 such clients. A year and a half ago Mr. Graves moved to Chicago.

MRS. ELLA ZERBEY ELLIOTT, newspaper writer, author of several books and musician, of Pottsville, died Oct. 17 of pneumonia. She was the sister of Joseph H. Zerbey, editor and proprietor of the *Pottsville Evening Republican* and *Morning Paper,* and was for a number of years a member of the staff of those newspapers. She was the widow of Charles D. Elliott, former newspaper man, founder and editor of the *Schuylkill Republican,* a weekly.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

Johnstown Tribune
Johnstown, Pa.

We refer you to them for their opinion

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY SERVICE PRICE
CLINE WESTINGHOUSE

MAIN OFFICE
Conway Bldg.
111 W. Washington St.
CHICAGO

EASTERN OFFICE
Marbridge Bldg.
Broadway at 34th St.
NEW YORK

"PROSPECTS BRIGHT"

Says Charles Newell of Dallas Dispatch in New York

Charles Newell, vice-president and par owner of the *Dallas Dispatch,* reporte newspaper and business progress in hi city, when interviewed during a visit t New York this week.

"We have been forced to order ne presses and mechanical equipment, becaus of the present prosperity," he said.

"The whole Southwest is settling dow to a successful winter with prospect bright for big trade."

Can Cable Editorial References

A result of the International Telegrap Congress held in Paris announced thi week is the authorization for the inclusio of certain editorial references in pre messages without additional charge f such a phrase as "with reservations" i serted in brackets.

Consistently Building Permanent Classified

Volume Begets Volume

Each week's new volume of seasonable lines helps to broaden the thoughts of a continuously new public, and to prove the unlimited possibilities for classified advertising.

Clarence M. Rusk Service
For Newspapers
Harrisburg Pennsylvania

Things You Want and Don't Get

PERHAPS last month you realized there was a piece of equipment you needed. Looking at the price and thinking it over you decided your need was not great enough to justify the expenditure.

Have you considered that some other publisher may have in storage the very piece of machinery or equipment you need and that he would be glad to sell if a buyer was presented?

Look over our classified page and see if the particular thing you want is offered for sale. If it isn't, you can insert a small advertisement, stating your needs.

Results are secured through the classified page of

EDITOR & PUBLISHER

Rapidly Increasing Population Makes THE SOUTH A VIRGIN FIELD FOR EXPANSION

THE South is moving forward to a higher plane of business activity. It has awakened to some realization of its boundless resources. It has determined that these shall become known to the world. It has thrown its whole heart and soul into the utilization of these resources by local men and money, while extending the heartiest welcome to brains and brawn and capital from other sections.

The spirit of development and industrial advancement is seen throughout the South.

In these vast activities are an ever-increasing demand for all kinds of materials, equipment, clothing, foodstuffs and luxuries.

National advertising in a carefully selected list of newspapers will efficiently and economically bring your sales message directly into the home of the consumer. And it can not be so thoroughly done by any other means.

The newspapers listed below offer you merchandising and sales promotion cooperation

	Circulation	2,500 lines	10,000 lines
ALABAMA			
††Anniston Star (E)	5,546	.035	.035
Mobile News-Item (E)	11,663	.05	.05
*Mobile Register (M)	20,192	.08	.07
*Mobile Register (S)	32,440	.025	.036
FLORIDA			
*Daytona Daily News (ES)	4,036	.035	.035
*Florida Times-Union (M) 40,679 (S)	46,974	.10(S.12)	.10(S.12)
††Lakeland Ledger (E)	4,283	.03	.03
*Miami Herald (M)	31,499	.09	.09
*Miami Herald (S)	36,498	.10	.10
*Orlando Reporter-Star (E)	5,799	.035	.035
**Orlando Sentinel (M&S)	6,172	.05	.05
**Pensacola News and Journal (EM)	8,689	.06	.06
†St. Petersburg Independent (E)	10,087	.055	.055
**Tampa Times (E)	19,228	.06	.06
**Tampa Tribune (M) 28,249 (S)	43,968	.08(.08S)	.07(.08S)
**West Palm Beach Post (M)	8,638	.06	.06
GEORGIA			
*Augusta Herald (E)	14,561	.05	.05
*Augusta Herald (S)	14,420	.05	.05
††Macon Telegraph (M)	26,753	.08	.08
††Macon Telegraph (S)	27,165	.08	.08
*Savannah Morning News (M), 20,479. (S)	22,072	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader (E)	18,181	.06	.06
**Lexington Leader (S)	18,406	.06	.06
**Paducah Sun (E)	9,398	.04	.04

	Circulation	2,500 lines	10,000 lines
NORTH CAROLINA			
††Greensboro Daily News (M)	25,968	.08	.07
††Greensboro Daily News (S)	31,422	.08	.08
††Raleigh News and Observer (M)	31,460	.07	.07
††Raleigh News and Observer (S)	35,253	.07	.07
††Winston-Salem Journal (M)	12,357	.05	.05
††Winston-Salem Journal (S)	12,607	.05	.05
*Winston-Salem Sentinel (E)	16,031	.06	.06
SOUTH CAROLINA			
**Columbia State (M)	23,663	.07	.07
**Columbia State (S)	24,338	.07	.07
**Greenville News (M)	21,704	.075	.07
**Spartanburg Journal (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252 (S)	9,939		
TENNESSEE			
**Chattanooga Times (M)	30,203	.10	.10
**Chattanooga Times (S)	30,230	.10	.10
**Memphis Commercial Appeal (M)	99,989	.18	.18
**Memphis Commercial Appeal (S)	126,063	.21	.21
**Nashville Banner (E)	51,750	.11	.11
**Nashville Banner (S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	12,644	.05	.05
*Danville Register (Sunday)	8,300		
**Newport News Times-Herald (E)	7,791	.05	.05
**Newport News Daily Press (S&M)	5,708		
**Roanoke Times & World News (M&E)	25,658	.07	.07
**Roanoke Times (S)	16,672	.06	.06
*Staunton News-Leader (M), Leader (E)	6,662	.035	.035

* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.
** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.

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IMPROVING QUALITY OF RETAIL COPY A TASK FOR NEWSPAPERS

Chicago Wholesale Firms Finds Copy Writing Department a Necessary Corollary to Sales Department— Small Store Ads Often Ineffective

By MURRAY E. CRAIN

IN the opinion of many advertising experts, daily newspapers can add to their revenues and prestige by co-operating more actively with retail advertisers to the end that retail copy shall be more effective.

Among those who hold this belief and whose ideas are entitled to consideration are most of the advertising executives of the wholesale department of Carson, Pirie, Scott & Co., of Chicago. This company maintains a large department store in the Windy City, but the wholesale department, so-called, is a separate institution which sells only to retail merchants throughout the Middle West.

This wholesale organization found that an advertising bureau which would provide its retail customers with advertising copy and ideas was a necessary corollary to its sales organization. It was discovered that the majority of merchants, particularly those in the smaller cities, were not getting the right kind of assistance from their home newspapers, which of course were the beneficiaries under any newspaper advertising plan adopted.

The Chicago wholesale house, therefore, was almost forced to create an advertising organization which considers the specific problems of its retail customers, and not only sells them merchandise, but assists them in re-selling the goods to the public, usually through newspaper advertising.

The advertising bureau of Carson, Pirie, Scott & Co., has devoted its efforts during the last year to the creation of retail advertising copy which will feature merchandise and ideas rather than "sales." It operates on the principle that the word "sale" has been used and abused for so many years that the memory of man runneth not to the contrary, with the result that a sale no longer means anything to the public.

There are many high-class merchants who have confined their sales to two a year, late summer and late winter, when certain seasonable items might properly be reduced in price to the benefit of both store and clientele. So many other dealers in all lines, however, stage "sales" almost steadily throughout the year that the small minority which clung to the twice-a-year idea are now almost unnoticed, when they do stage their semi-annual specials.

The wholesale house referred to is doing what it can to stem the tide by developing new store events for the retailer which can be called something beside a sale. While "something doing all of the time" is the slogan of every energetic and astute retailer, Carson's believes that this aim can be realized without the constant repetition of sales.

On or two other Chicago wholesalers, who act as advertising manager for hundreds of retailers scattered throughout the Middle States, and in some cases over the entire country, feel much the same about the present situation. The question before the house is whether these jobbers, forced to be interested in advertising because of its effect on their volume of business, shall be left to view the situation with alarm by themselves, or whether the newspapers of the country will assume a share of the burden of educating retailers to better advertising copy.

Nine newspapers out of ten, of course, are willing to provide advertising copy for retailers who ask for it. Probably not one of these nine who are willing to give this service where it is requested, assume an aggressive attitude in the matter. While the members of newspaper advertising organizations undoubtedly are struck with the sameness of the retail advertising which appears in their columns, and particularly with the fact that four out of five advertisers are announcing sales of one kind or another, the usual feeling is that the paper should wait for an S. O. S., rather than offer unsolicited advice.

This attitude is perhaps justified in the larger cities, where almost every retail store of any consequence maintains either an advertising department, one man who writes the copy, or pays an independent organization to handle its advertising. The owner of stores of this type must be approached diplomatically when anyone wishes to suggest that it might be possible to improve the arguments which go into his newspaper advertising.

On the other hand, if anything is ever to be done to improve retail newspaper advertising, the present seems to be the time. Retailers themselves are finding that their "sales" don't seem to be pulling as of yore. The public is growing more and more skeptical of these sales, but seems to be willing to enrich the merchant who uses real selling copy in his advertising. The average dealer knows that something is wrong with his copy, and he would like to be able to place his finger on the weakness.

A scrutiny of the advertising columns of a Chicago newspaper of Sunday, Aug. 30, indicates that there is plenty of room for improvement. With August and its clearance and mid-summer sales out of the way, and September hovering in the offing, it might have been assumed that the advertising on that day would be filled with glowing descriptions of the new fall merchandise to be found in the stores. Such an assumption would have been too optimistic. Many of the dealers who had been advertising August sales merely changed one word and launched their September sales.

Even the department stores having copy usually far more appealing than that of smaller establishments, filled most of their space with talk of sales. One told of "the September sales of home furnishings," at the same time announcing "a stupendous underpriced sale of boys' 'lumber jack' long pants suits."

There was a "factory piano sale," a number of fur sales, a "no profit sale" of hosiery, and numerous sales continued into September from August, "by request."

On the other hand, there was evidence of a determined effort by a few of the most intelligent merchants to get away from stereotyped and conventional advertising and to strike a fresh new note. Maurice L. Rothschild, operating one of the big clothing stores, took large space to tell its big clientele: "You'll look taller in your new fall suit," a statement which was certainly interesting to the average man, even if his bump of vanity has been reduced in size through constant contact with the spiked club of circumstance.

O'Connor & Goldberg, big shoe house, told of "four exquisite new advance models for fall," while a piano house hooked up its story with the golf craze, telling of "The Ampico—an indoor hobby for the golfer."

Even where summer merchandise was yet to be sold, there was an obvious effort to avoid the use of the hackneyed "sale." One store contented itself with "Final! All summer dresses reduced to $9.75."

The rank and file of merchants in Chicago, as elsewhere, however, are desperately in need of new ideas and words with which to express them. There seems to be a real opportunity for the modern advertising department of a Twentieth Century newspaper to create new advertisers and to bind its present clients to it more closely by extending a definite effort to make its space more productive by putting brains into the copy which occupies that space.

NEW "MIXER" MACHINE

Intertype Corporation Announces a Standardized Product

The Intertype Corporation has announced a new standardized machine of the "mixer" type—that is, a machine with which matrices from two or more magazines can be assembled together in the same line, with automatic distribution.

The new machine carries two "main" magazines, and two "side" magazines can be furnished with it. The main magazines are standard and interchangeable on all standardized Intertypes. The side magazines are extra wide, with 34 channels, and matrices from both can be mixed in the same line with matrices from both of the main magazines.

The assembling mechanism of the new machine is quite like that of other standardized Intertypes, excepting that by means of two sets of escapements and escapement rods the machine is designed for instant changes from one magazine to the other. The changes are made with convenient light-touch levers; the magazines can be removed from the rear.

The sorting of mixed fonts is done by the single distributor box, which automatically moves back and forth from one distributor bar to the other, controlled by simple font notches in the matrices, placing each matrix on the right bar for its magazine.

With this new "mixer" four different faces of 90 characters each can be carried on two-letter matrices in the two main magazines. Two cap fonts of display or head letter matrices, 34 characters each, or one full caps-and-lowercase font, of characters, can be run in the side magazine.

This Intertype "mixer" is the result of careful planning on the part of the Intertype Corporation. They spent much time and effort in finding out first of all what kind of machine was wanted by printers and publishers. They even employed an outside agency for research work. A man familiar with slug casting machines was sent into plants.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

A SINGLE

ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cabl Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
EÇOPUBLISH, RAND, LONDON

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

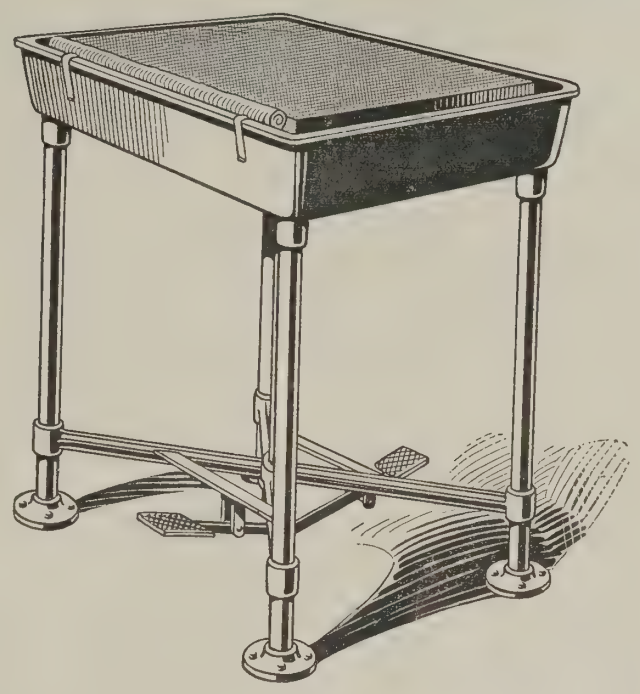
The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.



The price of the Powers Perfection Cooler is $350

The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News
Boston American
Boston Post
B'klyn Daily Eagle
Bronx Home News
Chicago Daily News
Chicago Herald Examiner
Chicago Tribune
Denver Post
Des Moines Register & Tribune
Florida Times Union
Kansas City Star
Milwaukee Journal
N. Y. American
N. Y. Evening Sun
N. Y. Morning Telegraph
N. Y. Daily News
N. Y. Times
N. Y. World
Providence Journal
Rochester Herald
San Francisco Bulletin
Washington Times
Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

STORY OF FAMOUS WHEELOCK'S NEWS EXPLOITS TOLD FOR FIRST TIME

Noted Correspondent of Defunct Wilson (N. C.) Mirror Skipped from One Side of Globe to the Other All in the Day's Work

THE following account of the "world's greatest newspaper correspondent" written by Carl Goerch former editor of the *Wilson* (N. C.) *Mirror,* reprinted from the *Raleigh* (N. C.) *News and Observer* recently, tells for the first time the inside story of how "H. D. Wheelock, Jr.," gained his newspaper fame.

This is the biography of the greatest newspaper correspondent the world has ever known; greater than Mark Sullivan, Irvin Cobb, Frank Simonds or Ben Dixon MacNeill; a man who, during his brief but meteoric career, wrote up more important events and interviewed more prominent personages than any correspondent that ever lived. He travelled hundreds—yes, thousands of miles in a day; was never weary and never fell down on an assignment. He corresponded for only one paper, and that was the *Wilson Mirror,* of which I was editor for two years. His work attracted wide attention and much comment throughout the state and there undoubtedly were many other papers who would have been glad to have had him on their payrolls, but he rejected all offers.

This man was H. D. Wheelock, Jr., the super-correspondent of all times here's his story.

When I first went to Wilson, the paper was handicapped through it inability to scure the Associated Press membership. This meant that we could obtain very little state, national or foreign news and had to depend almost entirely upon local events to interest our readers. Of course, a newspaper couldn't expect to make very much headway or progress under those circumstances, and it didn't take me long to realize that fact. I decided that if we wanted to hold the subscribers we already had on our list and if we wanted to get additional subscribers, we'd have to get "outside" news.

And then one morning the Mirror came out with an important news story. I think it was an account of Clara Phillips breaking jail at Los Angeles. At the top of the article appeared the line "By H. D. Wheelock, Jr., Special Staff Correspondent." The people of Wilson read the story of Clara's escape several hours before the *Raleigh News and Observer* or the *Greensboro Daily News* reached the city.

The next day there was an earthquake in Italy. The Mirror carried a graphic description of the flight of terrified peasants down the mountain-side, fleeing from the streams of lava that flowed in their wake. The article was written by "H. D. Wheelock, Jr., Special Staff Correspondent." Once more the Mirror had given its readers an important event before other newspapers could reach the city.

The following day, Mr. Wheelock was in Indianapolis, covering the automobile races, and the day after that he sent out a snappy interview with Governor Al. Smith, of New York.

Various papers in the state were beginning to observe the work of this remarkable correspondent. Oscar Coffin, of the *Raleigh Times,* wrote up a column-long article, commenting on the speed with which Wheelock travelled. Charlie McDevitt, down at Kingston, also carried an interesting story in the *Kingston Free Press* on the correspondent's wonderful work. A number of other papers did the same. Wheelock's travels were watched closely. And the longer he travelled, the more proficient he became.

And then, one night, two important stories broke. One was a big flood out in Ohio and the other was an uprising of some kind in Brazil. The Mirror carried a detailed story of both happenings and the name of H. D. Wheelock, Jr., appeared at the head of each article.

That caused quite a sensation. It caused a sensation particularly in the Associated Press office in Raleigh. Robin King was manager of the office at that time. He had been watching Mr. Wheelock's work and he was struck with the similarity of his writings with dispatches sent out by the A. P. In other words, Robin smelled a mouse. He knew that the Mirror was receiving no authorized press service and he was somewhat skeptical about Wheelock's ability as a traveler. Furthermore, he figured out that correspondent's traveling expenses must be in the neighborhood of two or three thousand dollars a day, to say nothing of his board bill and telegraph tolls.

Robin sat down in his office and began to think. He decided that the Mirror must be getting its news from some other newspaper which, of course was strictly against the rules. His first suspicion was Goldsboro, so he began to watch the paper in that city; but all of his watchings resulted in nought. Then he cast his suspicious eye upon Kinston, with the same result. He kept a watch on every paper that was getting Associated Press dispatches, but apparently all of them were entirely innocent of furnishing the Mirror with its news.

In the meantime, H. D. Wheelock, Jr., continued his writings. A jump from Japan to Sweden was a matter of only a few hours for him. He attended a meeting of the prison board at Raleigh on a Tuesday and also covered a murder trial in Seattle the same day. By means of his dispatches, the Mirror was kept supplied with all the important news that was going on.

It began to get on King's nerves. He had done all in his power to find out where the "leak" was in his news service but had been unable to accomplish anything toward stopping this leak. Several weeks passed, and there was never a day but that Wheelock didn't have one or more stories in the Mirror.

One night, a couple of State College boys had an automobile accident. Their car was smashed up, one of the youths was fatally injured and the other also was seriously hurt. The accident happened just before midnight. It occurred near Raleigh and news of it reached the News and Observer office about half an hour before the first edition went to press. It was too late to send it out to other papers in Eastern Carolina that were supplied by the Associated Press, but it wasn't too late to get it in the News and Observer.

And it wasn't too late for H. D. Wheelock, Jr., either. When the Mirror came out the next morning, there appeared a complete story of the wreck, as sent in by Mr. Wheelock.

Mr. Robin King received his copy of the Mirror that day and read Wheelock's story. He discovered an important fact, and that was that the News and Observer and the Wilson Mirror were the only two papers in the State that had carried that particular story.

Evidently someone in the News and Observer office must be supplying the Mirror with its news. Robin kept his eagle eye more alert than ever before. He trailed practically every member of the News and Observer force.

Absolutely nothing developed; he could find no leak anywhere. However, he continued his investigation and one night he took notice of a young man who came into the News and Observer office regularly every night at about midnight, bought a copy of the paper and then walked out again. Robin watched him for a few nights before his suspicions crystalized to a sufficient extent to cause him to shadow the youth.

The next night, when the young man came in to buy his paper, Robin and another Associated Press employe were on the lookout for him. They let him get his copy of the News and Observer and, when he went out the front door they followed him into the street, He made his way to a public telephone pay-station. Robin and his partner watched him enter the booth and then stole up to the sides. They heard him ask the operator to connect him with the Wilson Mirror. In a moment the connection was completed and they heard him unburden himself somewhat as follows:

"The first headline is about Premier Venezuelos eating grapefruit for breakfast....All right, I'll read you the first two paragraphs....Here's a story about E. E. Britton singing tenor in a church choir....Oh, you don't want anything on that——Well, here's one about President Harding laying down some kind of an ultimatum....It's pretty long but I'll read all of it if you want it....And here's one about Albert Cox being at the University of Virginia baseball game....Don't want anything on that either, eh?"

And so on. The two listeners heard him read every heading on the front page and then turn over to the sporting page and continue with the baseball score.

Los Angeles EVENING HERALD

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

first! in OHIO

15,279,513 Lines

Dispatch advertising record first nine months of 1925 exceeding other Columbus newspapers combined by 2,699,290. For the first 8 mos. 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638.

NET PAID CIRCULATION
CITY 54,851
SUBURBAN 28,024
COUNTRY 22,944
Total Circulation 105,819

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

LEADERSHIP

In September, as well as in July and August, The Sun published a greater volume of advertising than any other New York evening newspaper. But mere volume does not tell the full story. It is the character and quality of The Sun's advertising which count the most.

The Sun
280 Broadway New York

ALL EYES

in some 2,800 homes of Franklin, Ind., and vicinity are eagerly focused upon all reading matter within the pages of

The Evening Star
Franklin, Ind.

Think of its power as a limelight in which to display your offerings.

Huntington

is the fastest growing city in

West Virginia

Building permits in 1924 exceeded $8,000,000.00. 125 industries which employ 11,000 people and have invested capital of $30,000,000.00.

The HERALD DISPATCH

is the leading newspaper with 2,000 more circulation daily than the other paper.

Complete "service department" for national advertisers.

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York and Chicago

It's unanimous! The New Shop-o-scope is the best of all Holiday Campaigns!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Bldg. Philadelphia

Dominant and headed upward in the rich Louisville field

The Courier-Journal AND THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special Agency

They took notes of everything he said. So did I, because I was at the other end of the wire, transcribing on a typewriter the news that he was supplying me. Finally he finished, hung up the receiver and left the booth.

No sooner had he left when Robin and his friend pounced upon him. They informed him that he had committed a penitentiary offense and that he had ten years in prison ahead of him unless he made a complete confession of everything he had done. The poor chap was scared out of his wits. He told them all they wanted to know and he promised on bended knees, that he'd never do it again. Then they turned him loose.

The next day Robin called me up over the telephone.

"I believe I'd fire H. D. Wheelock, Jr., if I were you," he suggested.

"Why?" I asked.

And then he told me how he had trailed the young fellow out of the News and Observer office and had caught up with the entire scheme. He made it impressive that unless the system were abandoned, a lot of serious trouble would arise for somebody or other.

The youth was an employe at the Seaboard yards and got off duty at midnight every night. He also was a cousin of one of the printers I had working for me at Wilson and through whom I was able to employ his services. As soon as his work was over in the shops, he'd head for the News and Observer office, get one of the first papers that come off the press, rush to a telephone and read the headlines to me. I'd tell him what stories I wanted. For this service he earned the munificent sum of one dollar a night.

Well, anyway, King's detective work interfered quite considerably with H. D. Wheelock's activities. Somehow or other, he still managed to shoot across a good story occasionally, but as I can't explain how he did this without getting somebody else into trouble, the matter must be withheld from publication. No further discovery ever was made as to his method of operation. In the course of a couple of months, I obtained the Associated Press service and after that, of course, I had no further use for the famous correspondent's services. Two days later, a horrible tragedy occurred. I carried the story in the Mirror. No other paper in the entire country had a word on it. It told of how H. D. Wheelock, Jr., renowned newspaper corresondent, had been walking along the main street of Neyosha, Minn., when the balcony of the Hotel Robin King collapsed and caught him in the wreckage. The poor fellow was killed instantly. I gave him a fine write-up and also ran his picture with the article. Nobody noticed, so far as I know, that the picture was that of Luis Firpo, the Argentine heavyweight boxer.

Wheelock's body was sent to his old home in Mazuritz, Ill. There an impressive funeral service was held. E. E. Briton sang "Oh, Promise Me," while Oscar Coffin got off some snappy jokes. Several other well-known North Carolina newspaper men were in attendance at the funeral, according to my story, and all of them had a thoroughly enjoyable time. The body of Wheelock was laid to rest 'neath whispering elms and is being lulled in its long sleep by a babbling brook, which flows close by the side of his grave.

And thus, after only a few hectic months, came to the close the career of a correspondent whom every newspaperman in North Carolina regards as without a peer in his profession. Wheelock covered untold thousands of miles in supplying the Mirror with its news. He also gave Robin King a most interesting experience and enabled the latter to develop a hitherto unknown ability as a detective. He believed in getting the news —regardless of the labor or cost involved —and he never fell down on an assignment that was given him.

Not long ago I was in Greensboro, and one of the scribes in that city brought up Wheelock's name. He wanted to know how I happened to hit upon such a cognomen for my correspondent. Quite a number of others have asked that same question from time to time.

The real H. D. Wheelock, Jr., is the son of a carpenter and lives in Tarrytown, N. Y. I went to school with him. When I decided upon a name for my newsgatherer, the name of Wheelock popped into my mind, so I tacked it on to him. He carried it to his grave without dishonor or disgrace.

And that's the story of "H. D. Wheelock, Jr.," the most famous correspondent North Carolina ever had. There's no question but that he will hold long-distance traveling records for all time to come.

PRICE-CUTTING SCORED IN COURT DECISION

American Tobacco Company's Refusal to Sell to Price—Slashing Jobbers Upheld by U. S. Appeal Court

The American Tobacco Company's refusal to sell its products to certain wholesalers, who resold to retailers at prices showing less than a "legitimate profit," was upheld yesterday by the United States Circuit Court of Appeals. A "cease and desist" order by the Federal Trade Commission, charging restraint of trade by the tobacco corporation, was reversed by the Appellate Court.

An opinion written by Federal Judge Henry W. Rogers and concurred in by Judges Martin T. Manton and Learned Hand, held the tobacco company acted to protect its own interests and the interests of the trade, "to enable jobbers to make a reasonable profit and to avoid demoralization of trade."

The Trade Commission's order was entered in March, 1922, against the Wholesale Tobacco and Cigar Dealers' Association of Philadelphia, the American Tobacco Company and the P. Lorilard Company. The commission acted on complaints that the first-named defendant had issued list prices and prescribed certain discounts which were not to be overstepped by its members, and conspired with the other defendants to prevent lawful competition by maintaining certain prices through intimidation.

"What the American Tobacco Company did," wrote Judge Rogers, "was to refuse to sell its products to wholesalers and jobbers who, having bought its products at a price fixed by it, thereafter sold them to retailers at a greater trade discount than the wholesalers' association had agreed upon.

"The facts showed that where wholesalers allowed a greater discount than that which they themselves had agreed upon in their association, the business in their particular localities was demoralized and they were deprived of a legitimate profit. We see nothing unlawful in the policy which the American Tobacco Company pursued."

Officers of the tobacco company yesterday called Judge Rogers's opinion "a decision of far-reaching interest to all manufacturers who believe in price stability."

"DESIGN" AD EXPENDITURERS

Is Advice of A. M. Staehl to Industrial Advertisers

Addressing the fourth annual convention of the National Industrial Advertisers' Association at Atlantic City this week, A. M. Staehle, industrial advertising manager of the Westinghouse Electric and Manufacturing Company, declared that an advertising appropriation of millions, covering a wide range of products in a diversified sales field, may be as scientifically designed as a modern office building or bridge.

By a clever system of classifying industries, Mr. Staehle showed how it was possible to give each market an advertising rating for the percentage of appropriation to be allotted to advertising in that field.

ADVERTISE IN

Illinois

WITH ASSURANCE

Illinois is enormously wealthy in agricultural and industrial products—assurance of great buying power.

Illinois has (in addition to a remarkable mileage of riverways) 12,030 miles of railroads, and has the heaviest railway transport tonnage in the United States—assurance of ideal distribution facilities.

Illinois newspapers offer cooperation of the highest order to the advertising manufacturer and his agency representative through their merchandising and advertising departments. They form a convenient and economical means to convey your announcement directly to this prosperous territory — assurance of efficient sales promotion.

National and territorial advertising in the following list of newspapers will quickly and surely reach the Illinois consumer, with a reasonable assurance of ready response:

*Aurora Beacon-News	(E)	18,075	.06	.06
††Chicago Herald & Examiner	(M)	349,209	.55	.55
††Chicago Herald & Examiner	(S)	1,050,373	1.10	1.10
Chicago Daily Journal	(E)	123,293	.26	.24
*Evanston News Index	(E)	6,608	.04	.04
††Freeport Journal-Standard	(E)	9,053	.045	.045
*Joliet Herald News	(E)	18,924	.06	.06
*La Salle Tribune	(E)	3,629	.025	.025
*Mattoon Journal Gazette	(E)	5,470	.03	.03
††Moline Dispatch	(E)	11,260	.045	.045
*Monmouth Daily Review Atlas	(E)	5,162	.035	.035
**Ottawa Republican Times	(E)	5,390	.03	.03
**Peoria Star (S) 23,382	(E)	30,669	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
**A. B. C. Statement, March 31, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

FULL TEXT OF A. B. C. COMBINATION RATE DEBATE

(*Continued from page* 10)

MR. CLAGUE: "I withdraw." (Laughter and applause.)

MR. KELLOGG: "Mr. Palmer, I can only say I will work for that motion before the general session, because it is exactly what I agreed to do with Mr. Clague in Colorado Springs." (Laughter.)

The resolution was unanimously adopted.

MR. ANDERSON (Macon, Ga.): "Germane to this subject, we have in our territory (I am trying to protect publishers against themselves) subscription prices. Where the subscription price of a newspaper is $10, I think, or $9.50, they offer at the head of their proposition five newspapers for the price of four, or five newspapers for $20. At the bottom of the proposition they say if you send any club of four with $20, you will be sent a subscription free. I would like to recommend that we pass to the general session a suggestion that they change that rule to read that no clubbing offer shall be made where the total amount remitted for the four subscribers or the total number of subscribers sent in shall be less than one-half the subscription price. In other words, the five subscriptions should bring in one-half of the subscription price, $22.50 instead of $20.

"I think the tendency of publishers is to get the price just as cheap as they can, and inasmuch as we have one-half the subscription price, it seems to me, we should protect it so that our circulation managers can't argue when some publisher in the territory cuts his price too low.

"I, therefore, move we change the rule to read, or we recommend that the rule be changed to read that all clubbing offers shall in the total remitted be at least fifty per cent of that entire subscripion price of the newspaper."

The motion was regularly seconded and unanimously carried.

The combination circulation resolution went to the resolutions committee of the A. B. C., George M. Burbach, chairman, and the committee's recommendation was eagerly awaited when the entire membership met to take up new business in general session, Friday afternoon. Mr. Burbach reported that the resolutions committee recommended that it be referred to the board of directors for immediate and proper action, on the basis that the proposed rule had many and serious ramifications involving other divisions.

Guy Osborn, special representative, rose to demand what the effect of such a rule would be upon other than the newspaper division.

In a moment the entire membership was electric with the shock of argument.

Mr. Clague in an earnest address urged that the convention "make haste slowly" in adopting a rule for one division which might seriously involve other divisions. He said it involved millions of dollars in property rights and needed minute and careful consideration.

Mr. Palmer, sponsor of the attempt to change the rule, objected strenuously to further delay, declaring that the matter of combination circulation had now been before the Board of Directors for two years and no action had yet been taken. He said buyers of the *Los Angeles Express* have little use for the second surburban paper they receive with each copy, that it is waste of paper, advertisers' money, and distribution expense.

The sentiment of the meeting was clearly with Mr. Palmer. It appeared that the members would take matters in their own hands and pass the resolution.

Mr. Burbach here urged that no hasty action be taken which might indicate a lack of confidence in the Board or Managing Director Clague.

Mr. Clague, indicating that he was personally in favor of the proposed new rule, read a tentative rule on the subject which he had prepared following the meeting of the Newspaper Division, Thursday. It read:

"When two or more publications are sold in combination, to qualify as paid circulation, the price must be at least ten per cent higher than 50 per cent of the highest price of an individual publication sold in such combination, plus 50 per cent of the price of an added publication. This applies to mail, carrier and street sale circulation on all publications, newspapers and periodicals."

O. V. Fragstein, circulation manager, *Milwaukee Journal*, declared that combination sales were not auditable since the desires of the purchasers were not ascertainable. He affirmed that the proposed rule making the combination price higher than the price of either paper would allow the buyer to show his preference. It he desired the two papers he would pay the higher price and it would be bona fide circulation.

F. A. Walker of the Munsey Publications here engaged Mr. Clague in a verbal duel, asking what was the original intent of the present rule adopted about 10 years ago, which allows as net paid circulation papers sold in combination for 50 per cent of the price of both. He asked if it were true that the Directors had in mind the clubbing of newspapers with magazines when the rule was adopted.

Mr. Clague replied he could not state offhand the original intent, but that at the time of adoption San Francisco and Oakland papers were being distributed in combination. He made it clear that he approved the principle of the proposed new rule, but that he was opposed to hasty action which might involve other A.B.C. divisions. After further argument the resolution was put to the convention in its original form by Mr. Burbach.

Mr. Palmer's amendment was put to substituting for the expression that "it be referred to the Executive Committee," that it be adopted by the convention.

Mr. Palmer's amendment was put to vote and carried. The resolution had been passed by the convention.

LOCARNO PACT CABLED ENTIRE TO NEW YORK

More Than 5,000 Words Sent Direct Without Relay From London to New York A. P. Office—3,000 Mile Circuit

The complete text of the security pact signed at Locarno by the western European powers was transmitted by direct cable today from London to the offices of the Associated Press, 383 Madison Avenue, New York, Oct. 19, the second time in the history of trans-oceanic communication that a cable wire has been operated directly into a newspaper or news association office.

The dispatch, totalling more than 5,000 words, was sent over a circuit 3,000 miles in length, without relay, and was available for publication in the United States almost simultaneously with its appearance in Europe.

This feat in communication, considered by the Western Union as one of its outstanding accomplishments, is rivalled only by the transmission of the Dawes report, totaling 44,000 words, to the Associated Press and United Press from Paris in April, 1924. In the latter case the dispatch was filed in Paris over four direct cables.

Monday's message was filed in the London office of the Western Union by an A. P. correspondent and was sent over a direct circuit to the cable department in New York. The circuit ran from London to Lands End, Valentia, Ireland; Hearts Content, Newfoundland, Canso, Nova Scotia; Rockaway Beach and thence overland to New York. The dispatch was copied at the rate of 50 words a minute by the syphon recording system by which the message was traced in a code system on a narrow tape, being transcribed simultaneously by skilled operators. Even the punctuation of the original text was adhered to throughout the despatch.

The entire circuit was set up within 10 minutes after the arrival of the equipment at the A. P. office, under the direction of T. F. Foley, cable superintendent of the Western Union.

OPENS COAST OFFICE

Federal Trade Commission Gets More Facilities in Northwest

(By Telegraph to EDITOR & PUBLISHER)

WASHINGTON, D. C., Oct. 22.—The Federal Trade Commission announces the establishment of a branch office at 425 Lyon Bldg., Seattle, Washington, with attorney Ellis Debruler of Seattle in charge. "The commission," reads the announcement, "found that the increase of work in the Pacific Northwest territory made it necessary to have an office at Seattle with an experienced lawyer in charge, who will be available to business men of that section for the purpose of consultation."

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Advertisers Get Complete Coverage of Michigan
Outside of Detroit
With The Booth Newspapers
Seven out of eight are alone in their fields
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
The Booth Publishing Co.
2500 Buhl Building
DETROIT, MICHIGAN

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

fashions
Sparkling
Authentic
Complete
FAIRCHILD
Newspaper Services
8 East 13th St. NEW YORK

Northern Ohio!
one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

Selling Results to Advertisers
Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.
Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.
The Dallas Morning News

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

ISSOURI GROUP HITS PRESS AGENTS

solution Passed at St. Louis Meeting Urging Members to Beware of Advertising Masquerading As News—Officers Elected

Press agents were attacked in a reso-ion passed by the Missouri Press Asso-tion in annual convention at St. Louis, t. 15-16.

Text of the resolution was:

'In justice to our readers, we urge the itors of Missouri to scrutinize propa-nda with the greatest care, that the pub- may not be imposed upon by advertis- matter masquerading as news."

More than 350 were registered at the eting, which elected E. H. Winter, tor of the *Warrenton* (Mo.) Banner, sident.

Other officers chosen were: George S. ms, editor of the editorial page of the *Louis Post-Dispatch,* vice-president; ss Pearl Winters of the *Monett Times,* retary, and Mrs. Frances J. O'Meara, tor of the *Martinsburg Monitor,* asurer.

Eugene B. Roach, editor of the rthage *Democrat,* retiring president, l E. E. Swain, editor of the *Kirksville press* were named as directors for ee years.

Prof. Frank L. Martin of the Missouri iversity School of Journalism attacked ss agents and publicity committees as ie of the greatest menaces of journal-s to-day." He advised the newspapers spend money for reporters. The ined reporter will build up good will, ance the newspaper's prestige, and in long run sell both advertising and cir-ation.

. L. Caswell of Ames, Ia., field man-r of the Iowa Press Association, and Buck, of Harvard, Neb., field man-r of the Nebraska Press Association, ussed their work. Fred Naeter, edi- and co-publisher with his brother of *Cape Girardeau Southeast Miss-ian,* declared that 25 years ago the ntry newspaper subsisted on charity, scriptions being traded for cordwood, le now the rural editor is a citizen of ding, equal in rank with the banker, merchant and the lawyer.

rank Edgecombe, publisher, *Geneva b.) Signal* and president of the National torial Association told of the fight to p down second-class postage rate and Government printing of envelopes. he Free Publicity Evil" was discussed W. V. Tufford of Clinton, Ia., secre- of the Inland Daily Press Associa-, along the same lines as his address hicago before that association.

Valter B. Weisenburger, vice-president he National Bank of Commerce, urged the editors boost the State. "Adver-g can do for Missouri what it does California and for Florida and the thwest for we have more than they dvertise," he said.

he *St. Louis Times* issued a special ion for the editors.

three-cornered gridiron discussion newspapers was one of the fea-s of a dinner given by the *Post-Dis-h,* Friday evening, at Hotel Chase, 0 members of the association. "Out-d" and "inside" views of newspapers e given by Eugene H. Angert, an at-ey, and Clark McAdams, editor of the "Just-A-Minute" column of the Post-Dispatch and teacher of journalism at Washington University, whose serio-satirical talks were answered by Dean Walter Williams, of the Missouri University School of Journalism.

Angert expressed his purpose to discourse "upon the viciousness of the press, with malice toward all and charity to none."

He referred to the easy lot of the small-town editor, of the city paper seeming to be "operated on the basis of doing the most harm to the most number," and jocosely referred to the size of the Sunday newspaper.

McAdams asked several times, "Is journalism a business or profession," without getting an answer. "We run newspaper factories," he said. "We have outwoolworthed Woolworth. We have given the world the 2-cent store. Who is the editor of the newspaper today? The circulation manager." Circulation schemes and service enterprises of city newspapers were put on the griddle.

Both speakers so strongly overemphasized their points, especially Mr. McAdams, that Dean Williams chided them both, and stood up for the newspaper, large and small, as a watchman of public rights and an expression of the civic soul.

PRESS TASK SET

Must Work for Understanding Between Nations, Says Mlle. Weiss

It is the newspapers, with their "army of correspondents and wireless system," that can bring about co-operation between nations, Mlle. Louis Weiss, editor *L'Europe Nouvelle* of Paris, who visited in New York this week.

"The task of the press now I believe is to work for better understanding between nations," she said in an interview.

"Newspaper correspondents are like eyes in all parts of the world. They see everything."

Printing Company Sues Klan

The Iowa Printing Company, Des Moines, has brought suit for $10,000 against the Ku Klux Klan and the Empire Publishing company and the plaintiff corporation for the printing of the *Klan Kourier,* former Iowa Klan publication. The suit is based on contract to purchase a press from the printing company. Two months after the contract, it is alleged, the Kourier was moved to Washington, D. C.

The Washington Newspaper Reborn

The *Washington Newspaper,* official publication of the Washington State Press Association, formerly published by the state at the University of Washington, and recently killed off in an economic campaign, has been taken over by the State Press Association and will be issued without losing a number. It will carry some advertising. Dean M. L. Spencer, School of Journalism, University of Washington, will continue as editor.

WHAT OUR READERS SAY

We Are Silenced

To Editor & Publisher:

You are doing a great harm to the daily press by your discouragement of the press agent. I am surprised by your lack of understanding. If you really had the interest of the newspapers at heart you would cease. Man, don't you know that there has been a falling off of fully 85 per cent of the free metal that these charitable gentlemen have been handling to the newspapers for years, since you started in to muzzle the moochers. We used to receive weekly dozens of very nice plates that went into the metal pot at the expense of advertising concerns that meant to rob us of our space. Now we are compelled to buy our metal.

Naturally, we appreciate the fact that your diatribes are intended to penetrate the domes of editors who cannot distinguish between a news item and an advertisement, but we have never needed your advice and you have succeeded in spoiling one of the pleasantest little grafts it has ever been our pleasure to indulge. We have always sent back the "enclosed post card" ordering sterotypes, electros and even mats. We cannot use the latter, but it is always so pleasant to count the dollars in cancelled postage stamps, and sometimes we are able to make use of the reverse side of proofs for copy paper. Editor & Publisher, lay off!

W. L.

Religious Magazine Supplement

To Editor & Publisher: I have had an inspiration which may be very old, and yet, which I do not believe has been widely used. I wonder what you think of it. I refer to a suggestion for a Sunday Magazine Section which would contain a hymn, a scripture selection possibly from Moffatt's translation, a short and practical sermon from some noted minister, and one or two pertinent prayers. It might be that shut-ins would enjoy it and little groups here and there, deprived of church privileges, might utilize it.

The wide use of the radio by people who have not been attending church, convinced me that we are on the verge of a new day for religious culture. This magazine section would carry brief articles, giving the history of the denominations, the story of some strong and old hymn, the biography of a past or present renowned religious leader, with brief, brisk and vital general church news. A great many details would occur to the practical newspaper man, but I would try to secure for the magazine a group of advisers consisting of prominent and active church working laymen.

I believe that we must recognize the fact that the Sunday newspaper is here, and it is too bad to allow it to be wholly secular and often disgustingly vile. Yours faithfully,

Christian F. Reisner.

Associates Honor Veteran Reporter

Salt Lake City's newspaper men gathered in strength in the Editorial rooms of the *Telegram* Oct. 17, to do honor to one of their number Albert F. Phillips, a Telegram reporter has just reached his 75th birthday. Every paper in the city was well represented. Phillips who is known as the dean of newspaper men in Salt Lake,has been an editor, special writer, star reporter or just reporter, for 63 years. He is at present state capitol reporter for the Telegram.

BUILDINGS
PLANT LAYOUTS
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An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
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NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
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The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

"Better News Service"

Is the answer to the often repeated inquiry as to how the Dispatch-Herald was able to take the lead in the Erie, Pa., field.

Only paper in Erie which has the Associated Press, the United Press, the Consolidated Press, the Universal Service and the Newspaper Enterprise Association.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

Sales and Profits

Backed by the largest evening circulation in America, the New York Evening Journal's Merchandising Service Department has had a record of more profitable campaigns for advertisers than any other Service Department in the country.

500 Successes

NEW YORK JOURNAL
America's Greatest Evening Newspaper

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit
New York, London, Paris, Florence
Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

Los Angeles Times
California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
220 Fifth Ave., New York

JOURNALISM SCHOOLS AIDING PRESS IN ATTAINING ITS IDEALS

They Have Already Improved Status and Character of the Professional Journalist, Making for Better Newspapers, Cunliffe Reports

SCHOOLS of journalism will improve newspapers by improving newspaper men, Prof. John W. Cunliffe, Director of the School of Journalism of Columbia University, endowed by Joseph Pulitzer, says in his annual report to President Nicholas Murray Butler.

Prof. Cunliffe images an abler newspaper profession educating the public to a more excellent press. Summarizing, he asserts:

"In short, the schools of journalism have already improved the status and character of the professional journalist, and it is upon the professional journalist that we must depend for the improvement of the newspapers.

"Ultimately, no doubt, the public gets the kind of newspaper it is willing to pay for, but the education of the public is a long and slow business which has to be undertaken largely by the newspapers themselves. In spite of the triviality of many of our papers, which sometimes discourages earnest seekers after truth, the outlook is not disheartening; there are still excellent newspapers for those who are willing to buy them.

"The way to the education of the public lies in the education of men who are to make the newspapers of the future, and in this responsible and difficult task the schools of journalism of the better sort have made a degree of progress which is not only a substantial promise, but is already considerable, in view of the short period of time during which the more important schools have been organized."

Newspaper jobs, although relatively fewer because of the multiplying numbers of graduates, still seem plentiful, according to Prof. Cunliffe, who in this finds evidence to disprove the charge that a large number of men and women trained in schools of journalism do not enter the newspaper field.

"In spite of the considerable increase in the number of students graduating, they seemed to find places without any increased difficulty," he says. "This is the more noteworthy because, as was pointed out in the last annual report, the number of newspaper positions vacant is not increasing.

"It follows that the number of graduates of schools of journalism in professional positions is increasing steadily from year to year, and that they will in course of time constitute an important factor in the direction and administration of newspaper policies. This is contrary to the belief of some critics of schools of journalism who have asserted that a large number of graduates did not go into newspaper work.

"So far as the Columbia School of Journalism is concerned, a systematic effort is being made to ascertain actual facts. The Advisary Board has voted a sum of money to meet the expense of investigation into the employment of the graduates of the school from its foundation, and with the loyal cooperation of the alumni there is every reason to believe that definite results will be obtained in the shape of information which will command unquestionable confidence."

All schools of journalism, Prof. Cunliffe points out, have not been successful in teaching their students how to carry on in a newspaper office, the results in many cases being "painful." He does not sympathize with those who condemn as unproductive instruction in newspaper practice and sees in the views of H. L. Mencken justification for his own.

"The very rapid extension of the teaching of journalistic technique, not only in colleges and schools or departments of journalism, but in high schools, has brought about an inevitable reaction," the report declares.

"There are now more than 200 colleges and universities and some thousands of high schools in which an attempt is made to teach journalism, and the result has been that many of the young people who thought they had learnt it have ventured into professional work with painful results to themselves and others.

"The upshot has been some discouragement—unreasonable but not unnatural—in the minds of those engaged in professional instruction in journalism, even where this instruction was of adequate scope and given under suitable conditions.

"There is no question but that practical experience is absolutely necessary; on the professional side there is no substitute for it, but on the educational side it may not be particularly helpful. A very good newspaper man may prove on trial to be a very poor teacher.

"Some of those now teaching journalistic technique had never taught anything until they faced a crowd of eager youngsters who wanted to be instructed in the art of reporting and copyreading; to talk to them once or twice on the mysteries of the craft was easy; but to meet them for continuous instruction two or three times a week, for the larger part of a year, to retain their interest to the end and to make them feel that it was as worth while at the end as at the beginning—this was a task of which the difficulties have not always been appreciated.

"The duty laid upon these pioneers in the teaching of professional journalism is not merely to devise methods for themselves, but to work out a sytsem of technical teaching which can be handed on to their successors and improved in the light of experience. A good teacher of technique will produce other teachers of technique who will carry the fruits of their instruction and of their own professional experience into other schools.

"I look forward to the time when one would no more think of saying that the practice of journalism can best be taught in the shop than of saying that the practice of law can best be taught in the law courts."

CANADA INCREASES EXPORTS

Million Dollar Increase in September in Paper and Pulp

According to the report issued by the Canadian Pulp and Paper Association, the total value of pulp and paper exported from Canada in September was $13,686,006 an increase of $1,085,396 over the total for August and of $2,029,540 over September, 1924.

The value of wood-pulp exported in September was $4,843,226, an increase of $1,021,069 over the previous month and the highest monthly total recorded since the year 1920.

Exports of paper in September were valued at $8,842,780, an increase of $64,327 over the previous month.

For the first nine months of the current year, exports of pulp and paper were valued at $111,519,865 as compared with a value of $103,050,333 in the corresponding months of 1924, an increase for this year of $8,469,532. Exports of pulp for this period amounted to $34,181,917 while exports of paper accounted for $77,337,948.

Exports of pulpwood in September were 117,715 cords valued at $1,237,132, a decline from the previous month when the total was 148,672 cords valued at $1,566,479.

Pulpwood exports for the first nine months of the year amounted to 1,185,495 cords valued at $11,775,969, compared with 1,090,425 cords valued at $11,140,838 exported in the first nine months of 1924.

Daily Conducts Cooking Contest

The *New York Evening World* is conducting an "All Star Cooking Contest." Prize recipes will be printed at the conclusion of the stunt. Karl K. Kitchen, columnist, is writing the promotion stories.

FRIENDLY AND BROWN SPEAKE

New York State Publishers Will Di and Meet Oct. 30-31

(*By Telegraph to* EDITOR & PUBLISHER)

ITHACA, N. Y., Oct. 22.—Edwin Friendly, business manager of the *N York Sun* and James W. Brown of EDI & PUBLISHER will be speakers at dinner of New York State Publish Association, Hotel Syracuse, Syracu Oct. 30, President Frank E. Gannett nounced today. The dinner will be lowed by a meeting of the members the Associated Press. Business sessi will be held Friday afternoon and Sat day morning and the publishers will tend the Syracuse-Penn State foot game.

Get a job or get a man in EDITO PUBLISHER's classified department.

Vanderbilt

means

Newspapers Clean Enough For Every Home

Where do you want your advertisin to go?

The average net pai sale of The New Yor Times, daily and Sun day editions, as re ported to the Pos Office Department fo the six months ende September 30, 192 was 382,005 copies– larger than that of an other standard siz morning newspape in New York.

In New Orleans It's

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Gorton-Pew Fisheries

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston

G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

THE

Norristown Times Herald

Offers You an Opportunity to speak to the

THIRD RICHEST COUNTY IN PENNSYLVANIA

Through Its Columns.

National Representative
Paul Block, Inc.
New York Chicago Detroit Boston

Peoria

The Try-Out Cit

THE PEORIA JOURNAL Transcrip

Puts Tryouts Over

CHAS. H. EDDY CO.
New York - Chicago - Boston



Our Own World of Letters

By JAMES MELVIN LEE

ELSON ANTRIM CRAWFORD, president of the American Associa-n of Teachers of Journalism, discusses chools of Journalism Today" in *The erican Mercury* for October. Pro-sor Crawford has done an excellent ce of work. He comments not only ut the purely technical courses, such reporting, editorial writing, prepara-n of special articles, history of journal-, the ethics of journalism, and the of the press, but also about the ally important courses in politics, tory, government, economics, sociol-, literature and philosophy.

he remarkable thing about this ar-e is how closely present day instruc-n in journalism follows the plan out-d by the late Whitelaw Reid in an ress which he delivered on "Schools Journalism" at New York University April 4, 1872. So far as I have been le to learn, Mr. Reid was the first iat editor to advocate special instruc-n for journalism. Early in his ad-ss he emphasized that one of the best lts of the proposed collegiate train-would be the fostering of the pro-ional feeling. Professor Crawford sses the same point.

n outlining the work for such a ial course in journalism Mr. Reid first in the curriculum the history of tical parties in this country. Second, Reid added that no young man fitting self for journalism should fail to add this a comprehensive knowledge of entire history of his own country. rd, Mr. Reid insisted that with these ld come an acquaintance with the eral history of the world.

nother indispensable requirement sug-ed by Mr. Reid was a fair general wledge of common, institutional, and rnational law.

specially does Mr. Reid insist upon need of political economy in such a se.

ne subject which I regret to say is often overlooked in the curriculum of school of journalism was thus men-ed somewhat in detail by Mr. Reid:

om the weary plash of watery argumenta-on these topics that carries us nowhere, the flabbiness of reasoning, and incoher-of premise with conclusion, and general nsequence, who shall deliver us? Might th sixth subject of the most careful study course of training for journalistic work be found in some such essays on exact reason-gs should make our popular writing conform ble to the severe processes of logic?

rofessor Crawford on the other hand ntioned this menace which obviously not obtain in the days of Whitelaw e.

Here remains, however, a serious menace to ssional instruction in journalism: the in-tion whose president has introduced courses urnalism primarily in order to gain pub-for his college and incidentally, perhaps, himself. He employs a young go-getter to the department, and this modern type of ssor devotes most of his attention to ng "contacts" with newspaper editors, press spondents, and other persons who can se-favorable mention and suppress unfavorable ion of the institution in the public prints. He utilizes his students to the same end. All his assignments to them are directed to getting publicity stories about the institution.

Professor Crawford concludes his article with a little statistical information. For example, the total number of American institutions of higher education offering instruction in journalism is now approximately 250. But of these not more than 50 make any pretense at professional instruction. Professor Crawford ventures the prophesy that as standards become more rigid the number of these professional schools will probably diminish.

* * *

ANY newspaper man who picks up *The Nation* for Oct. 21 simply can't miss the article "The Picture Papers Win" by Jo Swerling who during the period of which he writes was connected with the *Chicago Herald Examiner*, the *New York American*, and the *New York Mirror*, tabloid. The blurb on the cover says that this article tells "what these newsless newspapers are doing to American journalism."

To the members of the working press the article gives little that is new except possibly the information that the tip for the tabloids came from Lord Northcliffe who is quoted as saying to Mr. Patterson of the *Chicago Tribune*:

> New York's simply begging for a picture newspaper, like *The Sketch* and *The Mirror* here. It's amazing none of you chaps seem to realize it. I'm tired of waiting for you fellows to do it. New York's got to have a picture tabloid. I don't care who starts it. If the rest of you don't see the light soon, I'll start one myself.

But newspaper workers may miss a little letter headed "Down With the Editors," which is used as a filler on page 463. According to the writer of this letter, a letter to the editor is the first thing to be read by the average reader.

* * *

MOST of the September issue of the *Bulletin of the New York Library* is devoted to "Chemistry and Manufacture of Writing and Printing Inks—A List of References" compiled by William B. Gamble, Chief of the Division of Science and Technology. The issue is worth a place in the morgue for sources about how waste paper is used in paper mills, how printer's ink is removed, influence of acidity of paper on the fading of ink, etc.

* * *

A NUMBER of newspaper men contribute to *McNaught's Monthly* for November. Jay E. House, the well-known columnist of the *Philadelphia Public Ledger* and the *New York Evening Post*, opens the issue with a personality sketch "The Mayor Who Tried to Dry Topeka." Mr. House was for more than 18 years a member of the editorial staff of the *Topeka Capital*.

Alfred Battle Bealle, an editorial writer on the *Birmingham News*, contributes a charming skit "Folks on Our Square." Clinton W. Gilbert, Washington correspondent of the *Philadelphia Public Ledger* and the *New York Evening Post*, heads his discussion of the great airplane question with "Let Henry Do It!"

Don C. Seitz of the *New York World* tells about "The Rise and Fall of Boss Tweed." When Mr. Seitz takes up the alleged movement of the *New York Sun* to raise a statue in honor of Boss Tweed he mentions how the *New York Times* exposed the scandal and pays a fine tribute to the pen of Thomas Nast, the cartoonish for *Harper's Weekly*.

Isabel Paterson of the *New York Herald Tribune* answers the rhetorical question "Why is Alimony?"

* * *

ADVERTISING managers of newspapers will find a smile or two in the editorial "The Question of Technique" in *The Publishers' Weekly* for Oct. 3. This editorial answers certain criticism brought against publicity for books in newspaper columns.

* * *

TWO features in *Oregon Exchanges*—published by The School of Journalism, University of Oregon—attract attention as one turns the pages of the current issue. Paul Cowles, Superintendent of the Western Division of the Associated Press, tells "How The Associated Press Gathers and Distributes News." He is most specific in his outline of how that great newspaper gathering organization walks the tight rope during presidential elections.

The other feature consists of the remarks of Kate W. Jameson, dean of women at the Oregon Agricultural College, on "What Should be the Attitude of the Newspaper Toward the Flapper and Jazz and Other Things That Go With Her, Which We Men Deplore, But Like?"

EXCHANGE editors are familiar with that "pithy, pertinent, and peppery" column which James H. Thompson conducts on Sunday, Tuesday, and Thursday in the *Rochester* (N. Y.) *Herald*. He has brought together in a booklet some of his verse and a little of his prose and borrowed by way of title his column heading, "Green Sauce," with the addition of the word "Rhythms."

Some of the verses which most appeal to me are "Fishing," "Fireworks," "The Demiurge," "Viewpoints," "An Old Man in a Toyshop," "The Unequal Bargain," "The Street Preacher," and "The Perfect Friend." These compare very favorably with the verse that Eugene Field once put in his column, "Sharps and Flats," of the *Chicago Daily News*. The philosophy of Mr. Thompson if not so whisical as that of Field is more human. Some may say that Mr. Thompson is too high brow but the fact remains that he has developed a large following among the readers of the Herald.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

RUPERT HUGHES
KNOWS WOMEN
AND
WRITES ABOUT THEM
IN AN ILLUSTRATED SUNDAY FEATURE
Released Exclusively by
The Bell Syndicate, Inc.
New York

"The Best Women's Page Feature In Ten Years"
—Baltimore Sunday Sun.

"One Of The Most Interesting Women's Features We Have Ever Bought"
—New York American.

You

should sign up your paper for Joe Mitchell Chapple's biographical sketches of world-known celebrities.

BRAND NEW SERIES
NOW ON THE WAY

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

RADIO DOINGS
NEWS FROM THE AIR

Notes of the days' programs, entertainers, stations and listeners—told daily in an interesting style, devoid of propaganda, advertising and technical matter.

TERRITORY GOING FAST--WIRE FOR RIGHTS

AUDIO SERVICE
30 N. Dearborn St. Chicago
165 newspapers use our radio programs.
Send for samples and prices

A Daily One Column
RADIO COMIC
To Brighten Up Your Radio Section
"OTTO WATT"
By Barrie Payne

ASSOCIATED EDITORS
Incorporated
440 S. Dearborn St.
CHICAGO

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.

The reports are for the information and review of editors and publishers, rather than for publication.

They are in use by the leading American newspapers and magazines.

The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.

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828 18th St., Washington, D. C.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

N. Y. WORLD INSTALLS NEW EQUIPMENT

Two Octuple Press Being Erected and Two More Ordered—Typesetting Battery Being Enlarged by 27 Linotypes, Model 8

Work started this week on installation of two new Duplex octuple presses in the main press room of the *New York World*. It is expected they will be ready for operation by Nov. 15.

Last week the World placed an order with the same manufacturer for 12 units and three double folders, the equivalent of three octuple presses, according to J. F. Bresnahan, business manager. These presses, to be delivered in January, will make a total of 28 units and seven double folders furnished the World by Duplex since August last year.

L. E. Owens, production manager, also announced this week that due to the volume of classified advertising carried this fall an order has been placed with the Mergenthaler Linotype Company for 27 model eight linotypes. Fifteen old model five linotypes will be replaced by the new model machines, thus giving an increased capacity of 12 machines. Four model nine linotypes were also ordered to be used for composition of advertisements.

The first Duplex press equipment ordered by the World, two octuples specially designed, were installed in August last year in a new building erected for the purpose, which also houses the color presses, the job printing department and the supply paper storage.

Twelve new units and three folders will likewise be erected there. Two of the twelve units will be used to augment the two octuples under erection thus making them decuple presses. Later, these two decuple presses will be further added to, making them nine unit presses with three double folders each.

The other ten units and three folders will be installed in line to operate as two decuple or octuple presses, three sextuples, or as one five or six roll press and a three roll press. Subsequently, two more units and a folder will be added to this group. This equipment will displace six old Hoe presses, four sextuples and two octuples, which have been operated day and night on the evening, Daily and Sunday World for about thirty years of the modern generation.

PLAN NEW RESORT DAILY

Atlantic City Times May Start Soon as Tabloid

The News Publishing Company has been incorporated in New Jersey to begin publication shortly of the *Atlantic City* (N. J.) *Times*, possibly in tabloid form. The new company will absorb the *Ventnor News*, an Atlantic City weekly publication.

George F. Goldsmith, for the past 15 years connected with the *Philadelphia Public Ledger*, is president of the new publishing firm, which is made up of Atlantic City business and banking interests.

Other officers of the new company are Lionel Scheuer, John D. Scheuer and Arthur G. Walker of the Amusement Publishing Company which owns the guide publication known as *Amusements* and operates a printing plant, and George Goldsmith, Jr., who has been in the newspaper field for ten years as a representative of the Public Ledger in New York and as business manager of the *Japan Advertiser* of Tokio. On the Board of Directors, H. Walter Gill, attorney and banker, and Elias Rosenbaum, vice-president in charge of the Atlantic County Trust Company, of Atlantic City, appear as additional names.

Another Florida Daily Gets Under Way

The *Fort Pierce* (Fla.) *Record* has started publication as a seven-day morning newspaper, using the United News report. Robert E. Falls is publisher.

Daily for Plant City Due Nov. 1

The *Plant City* (Fla.) *Courier* will start publication as a daily newspaper Nov. 1. It leaves the semi-weekly field to become a morning newspaper with the United News wire service. Arthur G. Ivie is the publisher.

San Antonio Light Takes Up Radio

San Antonio's second super-radio station, WCAR of the Southern Radio Corporation, was dedicated Oct. 21 by the *San Antonio* (Tex.) *Light*, under whose broadcasting program auspices the 5,000-watt capacity station will operate.

Bohemian Daily Half Century Old

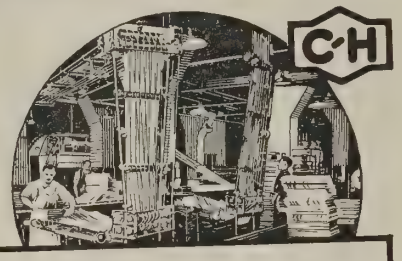
August Geringer, editor of the *Chicago Bohemian Daily Svornost*, recently celebrated the 50th anniversary of the founding of the newspaper. Mr. Geringer is 83 years old, and has published more than 200 books, chiefly to acquaint his countrymen with American ideals. He also edits five semi-weeklies and a comic paper.

New Pittsburgh Circulator

The *Pittsburgh Chronicle Telegra* announces the appointment of a new c culation manager, V. Snyder, succeedi Joseph M. Aylward, who becomes circ lation promotion manager for both t Chronicle Telegraph and the *Pittsbur Gazette Times*. Mr. Snyder was form ly associated with the *Cincinnati Post* circulation work and served for 17 ye as assistant circulation manager with *Indianapolis News*. He was recently c culation manager of the *Baltimore Ne*

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.



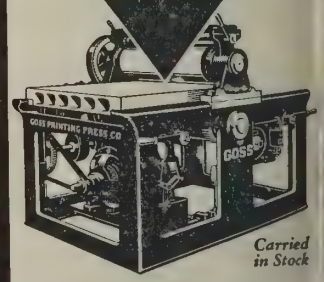
Newspaper Conveyors
speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Rebuilt
GOSS & HOE
PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

Don't "Pig" Metal It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg. Chicago Illinois
World Bldg., New York City

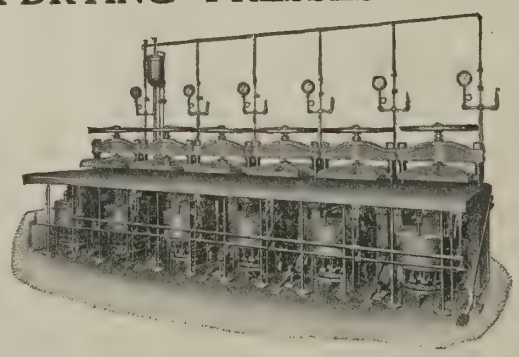
GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES
With Independent Gas-fired Steam Generators.
The quickest and the most economical Presses for the moulding and drying of Matrices.
More than 800 in use



R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

You have a salesman ev present in the Publisher's offi when you advertise in
Editor & Publisher

Classified Opportunities for Buyer and Seller

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.

Special rates quoted for 13, 26 and 52 insertions.

The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Newspaper Promotion
Special Editions Special Pages

BUSINESS OFFICE
Accounting Supplies
Devices

CIRCULATION
Promotion Distribution
Premiums

EDITORIAL
Business News Correspondents

Syndicate Features
Art Pages Radio
Comics Sports
Fashion Pages Statistical
Fiction Wire News
News Pictorial Women's Pages

MECHANICAL
Equipment For Sale Equipment Wanted

BUSINESS OPPORTUNITIES
Brokers Newspapers Wanted
Help Wanted Newspapers For Sale
Situations Wanted

CIRCULATION

Promotion

irculation—When quick, additional circulation overage becomes necessary, remember that our wenty years in this one line of endeavor is our proof against experimenting. Write or ire Pacific Coast Circulation Service, Bell lock, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

rticles on English Life. Editor-in-Chief, one the largest daily papers in provinces of Great ritain, is ready to supply limited number of merican and Canadian newspapers with bright, formative, exclusive articles on various as- cts of English life, political and social. A ve wire right in the heart of things. State ur wants and name your own terms to Box 905, Editor & Publisher.

adio—A good radio page means circulation. Current Radio" means a good radio page. It lves hard problems and gives valuable radio vice. Daily articles by the best informed n-commercial radio organization in the world. u need it. Apply for your territory. Ameri- n Radio Relay League, Hartford, Conn.

MECHANICAL

Equipment For Sale

Cases—Sixteen seven column newspaper ases for sale. A bargain. Democrat, Water- ury, Conn.

Duble Goss Steam Table for sale. Fully uipped, generator, motors, etc. Democrat, aterbury, Conn.

Linotype Bargains—We have many Model 1, 2, 4, 5, 8, K and L, some with electric pots. These machines will be sold very cheap for cash. We also have a number of used Lino- graphs of various models, which will be sold cheap for cash. If you want a real bargain, write or wire, stating model preferred. Depart- ment A, The Linograph Company, Davenport, Iowa.

MECHANICAL

Equipment For Sale

Linotype Matrices for sale. One font of 8 point; one of 9 point, old style; one of 11 point Italic one letter. A bargain. Democrat, Waterbury, Conn.

Newspaper and Job Plant, small, complete, only $5,500. Owing to consolidation of two papers, we have for sale a complete small equipment for an interior daily or a weekly of considerable circulation. It includes a Campbell flat-bed web press, 26 by 36 Cottrell Monarch single revolution press, 12 x 18 Chandler & Price job press, 30-inch lever cutter, one Linotype machine, type cabinets, imposing tables, wood type, office equipment, etc., for both newspaper and job printing. Send for itemized list. Baker Sales Company, 200 Fifth avenue, New York.

News Print, about 10 ton, for sale. 18 inch rolls. Change in press room requires different size. A bargain. Democrat, Waterbury, Conn.

Press, Linotype, Folder—For sale, large Scott Press, Model 8 Linotype, Sydney Folder. Reason, consolidation. Cash, exchange or securities. Martin B. Trainor, Greenville, Ohio.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

1 Roto Press, German Type, with folder, controls, motors, copper shells, mandrills, grinders, burnisher and copper replating outfit, for sale cheap. The Cleveland News, Cleveland, Ohio.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Webendorfer Rotogravure Press for newspaper and commercial work, only two years old, fully equipped with sheet delivery and folder. Cutler-Hammer direct current drive, blower and attachment, ten copper cylinders 33" to 52" circumference, 48" length, 8 extra rubber rollers. Splendid press for vari-sized commercial work. Must be removed immediately to make room for larger press. Cost $13,500. Will sell for $6,000 cash, f. o. b. cars. Write or wire Box A-725, Editor & Publisher.

Equipment Wanted

Rotary Press—Wanted, good sixteen or twenty-four page Rotary that will print by twos from single plates except 10-14 and 18-page combination. Write American-News, Aberdeen, S. Dak., with full description, age, condition, price and reason for selling. Cash deal.

BUSINESS OPPORTUNITIES

Brokers

Consolidations, Sales—Omar D. Gray, Sturgeon, Mo., specializes in consolidating newspapers—has for sale half million dollars dailies and 189 weeklies.

Newspapers—Field, Plant, Management, spell success. With a fair field, adequate plant and proper management, you must succeed. A newspaper, like a fruit tree, grows while you sleep. If you have fair ability, experience and money, I have some desirable daily and weekly publications to offer, and will guide you in selecting the right one. J. B. Shale, Times Building, New York City.

Help Wanted

Advertising Executive: Expert classified manager for high class Southern newspaper; must be capable and have previous newspaper experience; very desirable connection; age about 33. Call at 229 West 43rd street, 13th floor.

Advertising Solicitor-Manager, experienced, for Pacific Coast position open November 1st. Box A-919, Editor & Publisher.

Advertising Salesman thoroughly competent in sales and service to advertisers. Capable of managing department. If you want a man who has a proven record, address Box A-930, Editor & Publisher.

City Circulation Manager wanted on New York daily. State full details of experience, which must be varied. Knowledge of New York circulation problems, etc. Extraordinary opportunity for live man of unquestionable integrity. Record must bear closest possible scrutiny. A-917, Editor & Publisher.

Printer Wanted who can systematize composing room; do good work at profit, one who wants to work into the firm. Big field. Only capable, ambitious person need apply. The Sun, North Canton, Ohio.

BUSINESS OPPORTUNITIES

Help Wanted

Classified Solicitor-Manager for a small paper, city of 100,000, Middle West. This is a position for live young man who knows something about promoting small classified by modern methods, yet who is willing to start at small salary and grow as he develops the business. Must have clean record and give references. Give methods and ideas in first letter. A real opportunity for a young, ambitious man. Possibility of stock being available later. Address Box A-903, Editor & Publisher.

Situations Wanted

Advertising Manager—My record over eighteen years of increasing advertising linage and revenue in cities up to a million population will prove to any publisher my ability as a newspaper executive. Prefer second or third paper with a live organization convinced that they are not getting their share. Will go any place, but prefer north or east. Get my record and plan for an interview. Available on short notice. Address Box A-925, Editor & Publisher.

Advertising Manager with eleven years' successful experience on leading dailies, desires a permanent connection as an advertising or business executive. I am a man with broad vision and high standards, with ability to produce and hold the confidence of both publisher and public. Age 33, married. College education. South preferred. A-927, Editor & Publisher.

Advertising Salesmanager, now associated with Metropolitan daily, would like to hear from a publisher who knows his advertising department is not producing maximum linage. My record is clean, nine years' successful experience in local and national advertising. Position must be permanent, with opportunity. Salary and commission basis. Available early in November. Box A-920, Editor & Publisher.

Advertising Salesman, experienced young man, wishes to make new connections. Now engaged in metropolitan field and qualified to take charge of department. A-926, Editor & Publisher.

Artist, experienced letterer, desires permanent position; best references and samples submitted. Box A-915, Editor & Publisher.

Assistant to Publisher, Editor or Managing Editor—News executive of New York City daily, showing 100 per cent circulation and advertising gains in past two years, desires broader opportunity where results will bring adequate reward. Can take entire editorial charge, relieving publisher of all executive details. A-923, Editor & Publisher.

Cartoonist, 19, when not drawing, will help in other departments. Box A-928, Editor & Publisher.

Circulation Manager—Mr. Publisher: Have you been disappointed in your Fall campaign? Circulation production executives (two) are available with thorough knowledge of home delivery, new and novel circulation campaigns, boy carrier contest, and many other practical ideas. Now employed—desire change. Wish to take over management of Eastern paper (in town of 100,000 or over) contemplating home delivery service. Eight years' experience on Metropolitan papers, advertising, editorial and circulation. Box A-931, Editor & Publisher.

Circulation Man, 30 years old, years of experience, knows all details of A. B. C. office, carriers, etc. Six years present position, desires change account of climatic conditions. Best of references. Member T. C. M. A. Address A-922, Editor & Publisher. City in South or Southwest preferred.

Classified Promotion—Mr. Publisher: Do you want more classified business? Am a thoroughly trained and experienced man. Know how to organize a department and get full co-operation. Twelve years' experience as a builder and producer; will consider any paper in city of 50,000 population or more, where co-operation is assured and business appreciated. Prefer second paper. Am showing over 100 per cent increase in two years in present position. Will be available about November 15th, or December 1st. Make me an offer. Box A-921, Editor & Publisher.

Desk Man, Reporter, now on desk of morning paper, wants job. Can handle A. P. wire, take pony telephone. Prefer P. M., but will consider A. M. job. Best references. Graduate Missouri journalism school. Address A-918, Editor & Publisher.

Editorial Executive, now managing editor live Eastern daily, seeks like position in New England or New York State city between 20,000 and 60,000, or city editor's desk on larger paper Wide experience and exceptional record. Personal interview requested. Box A-929, Editor & Publisher.

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.
PALMER DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES
REPORTER, FEATURE WRITER and COLUMNIST, with experience on staffs of British and American dailies, now available. One year, London Mail. Correspondent in Egypt, Europe and South America. Over two years, Middle Western daily. Free lance publicity for past year, but desires newspaper connection. Age 29. Single. College preparatory training. Asking $50. Our No. 12728.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

BUSINESS OPPORTUNITIES

Situations Wanted

Editorial—Man of ability and wide experience, mainly metropolitan, seeks connection with first class paper, editorial or feature writing preferred, but will accept job in another capacity. Desires permanent connection where there is a future. Address Box A-831, Editor & Publisher.

Editorial, reportorial, make-up experience—weekly magazines and newspapers. Also advertising work in trade journals. A-916, Editor & Publisher.

Free Lance Writer, 31, wishes to join newspaper or periodical staff as reporter or feature writer. Ten years varied newspaper and free lance experience. Can send specimens of work. Box A-881, care Editor & Publisher.

Newspaper Executive, Competent, wanted as assistant to publisher; answers will be held strictly confidential. Give age, experience, where now employed, salary expected and when can report; also send photographs. This is an exceptional opportunity for a go-getter. Address F. P. Fildes, Miami Tribune, Miami, Florida.

Reportorial and advertising position, afternoon daily, New York State; community 40,000. Experience, salary, references first letter. Box A-908, Editor & Publisher.

Reporter, City Editor, all round editorial man. Ten years metropolitan dailies, five years weekly newspapers. Dependable, accurate. A-924, Editor & Publisher.

Reporter wants position. Have experience in reporting and writing advertising copy. College graduate. Can furnish references; American, 23. P. Masserman, 968 Theodore, Detroit, Mich.

You can sell either equipment or services through the classified page. It is the ready reference guide of the publisher who also advertises his wants.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

ALMOST every man likes "puttering around," and advertisements of tools, work benches, etc., should attract many citizens who would find it possible to spend the long winter evenings profitably. Materials and tools to make radio sets,, desks, book cases and an untold number of other things should sell readily if correctly advertised.—Robert E. Dickson, *St. Paul* (Minn.) *Dispatch-Pioneer Press.*

Why not find out the names of books on the working desk of the leading citizens in your community and write articles about the results. This could be used as a blanket for some book ads.—Arthur A. Young.

Small establishments in a suburban section of Duluth are advertising heavily each Friday in the *Duluth Herald* through the cooperation the Herald is giving by having an advertising solicitor in that section who can write the copy for the small stores and who knows merchandising. Also, the editorial department supplies the suburban section of the paper with considerable social and other news.—S. K. D., Duluth.

Children's Book Week is to be celebrated Nov. 8 to 14 this year by schools, parent-teacher associations, public libraries, and bookstores. Every bookseller is a good prospect for advertising during the Week.

The *Trenton* (N. J.) *Times-Advertiser* has carried a full-page advertisement for the past two years during Book Week, with the heading "Do Your Children Read Good Books?" This ad was paid for by a group of public-spirited organizations: The Library, Y. M. C. A., K. of C., Board of Education, Kiwanis, Lions, Rotary Club, and Business Women's Club.—M. G., New York.

The main essentials for a dandy winter evening are: A fireplace well equipped with wood box, andirons, etc.; attractive book cases filled with good reading; "comfy" chairs; a floor lamp or reading lamp that distributes the light just right; a good pipe and good tobacco; warm and comfortable slippers and a smoking jacket. Wouldn't you like to sit in that picture yourself? Have a good photographer get a good picture of such a scene. Center it among advertisements of stores selling these things, and you will have an unusually attractive page that should please the merchants buying the space.—Robert E. Dickson, *St. Paul* (Minn.) *Pioneer Press.*

The *Santa Ana* (Cal.) *Register* regularly runs a three-column by eight-inch advertisement advertising its own advertisers. In this ad the paper tells about some of the attractive offerings mentioned in the various ads appearing in that issue of the paper without, of course, giving the names of the advertisers. This stimulates the interest of the readers and makes them want to look through the paper to find the ads.—Frank H. Williams.

GIRLS EDIT DAILY

Junior League Members Edit New Rochelle Standard Star for a Day

Girls under 21 of the New Rochelle Junior League of Women Voters wanted to study politics.

"We'll give you a chance," said executives of the *Daily Standard Star,* and turned over the newspaper to them for a day on Oct. 21.

Girls covered police. Girls covered courts. In fact they wrote and edited the entire edition of 22 pages. Other girl league members solicited and wrote advertisements, while still others sold the finished product on the streets.

Circulation, according to claim, doubled for the day.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

THIS is the age of stunts for a daily newspaper. We kept on the alert for criticisms good and bad relative to the town then ran them as a story under the boxed head "The Visitor." The pannings were severe but they made the readers think about their town.—A. R. Buckingham, *News,* Austin, Minn.

Keeping the public informed of and warned against the favorite bunco games of confidence men and the new wrinkles in these games is one of the problems of your chief of detectives. Have a reporter get the details on how some of these are worked. A police official will be glad to explain them. The information is good for either a Sunday article or a series daily.—L. M. Kennelly, Worcester, Mass.

A leading New Hampshire newspaper prints an editorial daily on some current topic of interest to women, written by a woman solely from the feminine point of view. A standing head is used and the same space daily—the top of the third column of the regular editorial page, hitherto monopolized by men writers. The woman editorial writer picks her own subjects, but plans to have the series maintain a consistent trend toward humanitarianism, and appeal strongly to the feminist groups seeking self-expression in their new field of politics and governmental science.—C. L. Moody, *Lynn* (Mass.) *Telegram-News.*

An ingenious editor seeking an out-of-the-ordinry method of getting names in the paper finds this a good plan: Each day a woman feature writer visits a different block in the city. She picks up human interest material about what the children are doing, whether staging a home talent show or running lemonade stands, mentions the children who first started to school this fall, and into the remainder of the space alloted weaves an interesting yarn about the grown-ups.—Max Hahn, *Blade,* Toledo, O.

An old police docket at headquarters furnishes an itneresting story. Have the desk sergeant dig it out of the dust—if you stand in with him—and go back to the record of 50 years ago. Were our forefathers all sober and industrious folks? Not much. Draw a parallel—"them" days and the present. For instance, 50 years ago Williamsport was a town of 17,000 inhabitants. Today it has 50,000. Fifty years ago two men were arrested for fighting and throwing stones at each other in the downtown streets. Would two men do that today? No, siree. They couldn't because the streets are paved. A man was robbed of all his valuables and then the robbers stripped him of all his clothing. Fortunately it was July. Omit names because some of the ne'er-do-wells of 50 years ago might be living today.—John Summer.

In connection with a daily story of interesting interviews with out-of-town arrivals at hotels, the *Philadelphia Bulletin* publishes two boxes. One gives "Today's Best Story, (Told in Philadelphia Hotels)", and the other gives the name and address of "The Philadelphian-for-a-day-or-two Who is Farthest from Home."—J. H. A. K., Norristown, Pa.

They Would Make a Dog Laugh



Buddie and Bucky Kelly and Angu

DICKEY'S DOG

An Irresistible
CHRONICLE OF DOGLAND

3-Column Weekly Cartoon
By the Famous Dog Artist
ROBERT L. DICKEY

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

ARTHUR MURRAY
Dancing Instructor
to the
Prince of Wales
and
New York Society
has prepared
Ten Weekly
Dancing Lessons
with
Illustrations
Beginning with the
"Charleston"

Ask for Option and Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

"Wits and the Woman"
By Violet Irwin

A Great Serial Story Illustrated Daily With A Two Column Spread

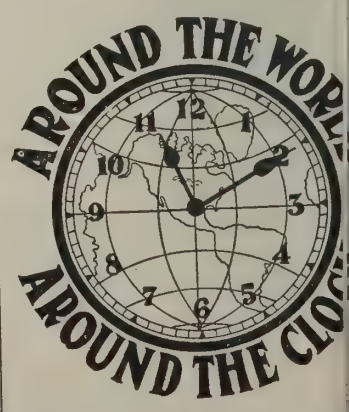
Wire Us For Samples And Prices Of The New
WHEELER-NICHOLSON FICTION SERVICE

Wheeler-Nicholson, Inc.
15 West 44th Street New York

71 PAPERS
(TO DATE)
are printing
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits.

Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIO
World Building New Y

THEY'RE MAKING MONEY IN
New York State
AND THEY'RE SPENDING IT

NOT only are more workers employed in the factories throughout New York State but the average wage is 76 cents above a year ago. The increase extends to practically all the industries of the state. This is based on reports from more than 1,600 manufacturers employing 480,000 workers.

This increase in earnings is shared equally by men and women and means that factory workers in one-third of the manufacturing establishments of New York have $364,800 more to spend for necessities, every week, than they had last year.

The evidence of commercial progress is an indication that this extra money is being spent and there is every promise of further gains in the sales of commodities.

These industrial workers constitute an army of consumers that depend on their newspapers for advertised offerings of the very things that are necessary for their existence, comfort or enjoyment. This should be good news to manufacturers of commodities that are distributed for sales promotion in New York State.

Your nationally advertised product is of local interest to these wage earners when the offering is made through their home paper, whether in city, town or village.

This great, lucrative market is thoroughly covered by the following high grade daily newspapers:

		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News	(E)	27,331	.08	.08
**Albany Knickerbocker Press	(M)	32,519	.10	.10
**Albany Knickerbocker Press	(S)	57,395	.14	.14
*Amsterdam Recorder-Democrat	(E)	7,603	.04	.04
†Auburn Citizen	(E)	6,214	.045	.035
**Batavia Daily News	(E)	8,869	.04	.04
†Binghamton Press	(E)	34,505	.10	.10
**Brooklyn Daily Eagle	(E)	70,957	.22	.22
**Brooklyn Daily Eagle	(S)	81,537	.22	.22
**Buffalo Courier and Enquirer	(M&E)	79,900	.18	.18
**Buffalo Courier	(S)	120,499	.25	.22
††Buffalo Evening News	(E)	129,782	.25	.25
**Buffalo Evening Times	(E)	97,406	.21	.21
**Buffalo Sunday Times	(S)	103,424	.21	.21
*Buffalo Express	(M)	50,796	.14	.12
*Buffalo Express	(S)	57,682	.18	.14
**Corning Evening Leader	(E)	9,125	.055	.05
††Elmira Star-Gazette Advertiser	(E&M)	33,559	.11	.11
††Geneva Daily Times	(E)	5,724	.04	.04
*Gloversville Leader Republican	(E)	6,939	.035	.035
*Ithaca Journal-News	(E)	7,473	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
**Middletown Times-Press	(E)	6,724	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
**Newburgh Daily News	(E)	11,811	.06	.06
*New Rochelle Standard-Star	(E)	7,893	.04	.04
†The Sun, New York	(E)	256,234	...	.56
*New York Times	(M)	350,406	.75	.735
*New York Times	(S)	572,815	.90	.882
*New York Herald-Tribune	(M)	281,672	.6435	.624
*New York Herald-Tribune	(S)	321,889	.693	.672
*New York World	(M)	309,888	.595	.58
*New York World	(S)	542,436	.595	.58
*New York Evening World	(E)	311,933	.595	.58
*Niagara Falls Gazette	(E)	20,385	.06	.06
*Port Chester Item	(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
†Rochester Times-Union	(E)	67,974	.21	.20
*Syracuse Journal	(E)	45,204	.14	.14
**Troy Record	(M&E)	22,653	.06	.06

* A. B. C. Statement, Sept. 30, 1925.
** A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.
† Government Statement, Sept. 30, 1925.

LIBRARY U. OF I. URBANA

A Bigger Newspaper Dollar

IN these days of the shrinking newspaper-dollar we proclaim one instance where a hundred cents will buy *more* for a newspaper than it used to buy.

Your 1925 newspaper-dollar buys less labor in the composing room than it did ten years ago.

It buys less white paper.

It buys less headwork on the desk and less footwork on the street.

BUT the newspaper-dollar invested in the service of *The Consolidated Press* today buys MORE—

—more words of telegraph delivery

—more in variety, quality and volume of copy

—more of the services of the country's best reporters.

What you can get now at a nominal figure would have been prohibitive in price for tolls, service and material, ten years ago.

Let our representative tell you about *our bigger newspaper-dollar.*

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—MECHANICAL NUMBER

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 23 NEW YORK, OCTOBER 31, 1925 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

How Advertisers of Food Products and Grocery Store Sundries Establish and Increase Business in Chicago

Below are listed advertisers of products sold through grocery stores who advertised in The Chicago Daily News in the first nine months of 1925. The list is an inspiring one for manufacturers and distributors of similar products who desire to enter the Chicago market or increase their present sales in Chicago. Only the fact that this advertising is profitable explains the large amount of space used by these advertisers in The Daily News.

Advertisers of Products Sold Through Grocery Stores, and Their Lineage in The Chicago Daily News for the First Nine Months of 1925

	Agate Lines
Adolph Market Company	5,348
American Cranberry Exchange	825
American Sugar Refining Company	786
Anchor Mills, Incorporated	420
Anheuser Busch, Incorporated	8,070
Associated Shippers of Florida Grapefruit	897
Association of American Importers of Spanish Green Olives	4,248
Aunt Mary's Pie Crust Company	1,640
Beech Nut Packing Company	4,420
Bowman Dairy Company	1,510
Brillo Manufacturing Company	426
California Fruit Growers' Exchange	1,640
California Pear Growers' Association	1,110
California Prune & Apricot Growers, Incorporated	10,050
Calumet Baking Powder Company	11,178
Case & Martin Company	5,093
Chase & Sanborn	4,393
Cheek-Neal Coffee Company	14,044
Chicago Wholesale Fish and Oyster Dealers' Association	2,240
Chocolate-Menier	959
C-It Products Company	4,144
Clicquot Club Company	17,490
Consumers' Sanitary Coffee and Butter Stores	23,466
Corn Products Refining Company	9,953
Cream of Wheat Company	2,019
Crescent Manufacturing Company	9,012
Cudahy Packing Company	4,840
Dorf, B. B., and Company	854
Douglas Pectin Company	4,858
Drackett Chemical Company, The	2,361
Duncan's, John, Sons	1,584
Fishback Company	854
Fitzpatrick Brothers, Incorporated	8,048
Florida Citrus Exchange Company	2,712
Foulds Milling Company	925
French, R. T., Company	2,013
Fuji Trading Company	619
General Market House Company	7,284
Great Atlantic & Pacific Tea Company, The	55,107
Grein & Pahls	354
Growers of India Tea	13,796
Gulden, Charles, Incorporated	5,654
Harding, John P.	360
Heinz, H. J., Company	8,061
H. & H. Cleaner Company	771
Horlick's Malted Milk Company	3,548
Inglehart Bros.	280
Jelke, John F., Company	2,114
Joint Coffee Trade Publishing Committee	1,260
Jones Dairy Farm	95
Kasper, A. J., Company	3,965
Kellogg Toasted Corn Flake Company	17,979
Kirk, Jas. S., & Company	7,305
Kleer Chemical Corporation	720
Klein, J. W., Company	1,063
Kraft Cheese Company	3,520
Laboratory Products Company, The	4,460
Lever Brothers Company	27,343
Lipton, Thos. J., Incorporated	3,478
Livingston Baking Company	30,741
Loose-Wiles Biscuit Company	26,662
Maltop, Incorporated	4,793
Mapl-Flake Mills, Incorporated	3,104
Meilinger, Jos. T., & Sons	572
Mickelberry's Food Products Company	6,443
Milani Company, The	4,646
Mix, Ira J., Dairy Company	750
National Egg Producers	2,186
National Tea Company	46,041
Oppenheimer Casing Company	394
Orange Crush Company	4,680
Pacific Packers' Association	1,533
Penick & Ford Sales Company, Inc.	1,798
Pet Milk Sales Corporation	8,207
Phenix Cheese Corporation	6,758
Piggly Wiggly Stores, Incorporated	50,404
Postum Cereal Company	28,561
Procter & Gamble	29,244
Puhl, John, Products Company	5,117
Puritan Malt Extract Company	3,246
Quaker Oats Company	2,604
Ralston Purina Company	4,387
Remington Bread Shop	461
Royal Blue Stores	1,634
Salada Tea Company	9,086
Sawyer Biscuit Company	10,622
Schoenhofen Company, The	1,282
Snider, T. A., Preserve Company	8,903
Steele-Wedeles Company	4,512
Sulzer, Carl, & Company	2,750
Sun Maid Raisin Growers' Association	9,642
Swift & Company	1,097
Tao Tea Company	12,899
Underwood, Wm., Company	638
Wallace Bread	7,612
Ward Baking Company	2,440
Washburn-Crosby Company	1,825
Weiland Dairy Company	5,748
White Rock Mineral Spring Company	601
Wright, A. E., Company	552
Za-Rex Food Products, Incorporated	905
Total	699,146

Through its "home" circulation of 400,000 (average daily)—approximately 1,200,000 readers—concentrated 94% in Chicago and its suburbs, The Daily News offers to advertisers of food products and grocery store sundries economical and effective access to the Chicago market.

THE CHICAGO DAILY NEWS

First in Chicago

Note—This is the largest volume of food and grocery store sundries advertising carried by any Chicago daily newspaper in this period.

To Be Released November 23

As the Next Great Feature in American Newspaper Fiction

"SPINSTERHOOD"

By Virginia Swain

(Copyright, 1925, by NEA Service, Inc. All Rights Reserved.)



VIRGINIA SWAIN

A story of a girl who chooses between LOVE and GLORY.

A love story, of course.

And it's the love story of a newspaper woman, written BY a newspaper woman, who loves the craft, and the people in it.

"Spinsterhood" is the next release in the tremendous fiction program being developed by NEA Service, Inc.

Every story written for FIRST publication in daily newspapers, superbly illustrated by photographs of living models.

NEA SERVICE, Inc.,

1200 West Third Street Cleveland, Ohio

The World's Greatest Newspaper Feature Service

How to call up Baltimore—

¶ Let's say you've made that mouse-trap of which Elbert Hubbard wrote — the finest mouse-trap in the world. Would you wait for the world to make a path to your door?

¶ Not today, you wouldn't. You'd put a nice big ad in the papers and say that though this mouse-trap was being made back home in the woods, it was being handled by all the leading mouse-trap dealers in the country.

¶ Then you'd ask the dealer to get in touch with your prospects—if possible, to call them up on the phone.

¶ In Baltimore that would mean calling 111,249 telephones—which would be pretty expensive—and take time.

¶ That's why you will use the Sunpapers. Not only are they more economical. They are infinitely more effective. They cover more territory. They reach more homes—delivered by almost twice as many exclusive Sun carriers as there are regular letter carriers in Baltimore.

¶ Just figure it out for yourself—for every 100 telephones in Baltimore, 215 copies of the Sunpapers are sold every day.

Average Net Paid Circulation for 6 Months Ending Sept. 30, 1925

Daily (M. & E.) . .	**239,198**
Sunday	**183,814**

JOHN B. WOODWARD
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

LIBRARY U. OF I. URBANA



The Evening Bulletin.

NIGHT EXTRA

79TH YEAR, NO. 107 (JULY CIRCULATION, 614,180 COPIES DAILY.) PHILADELPHIA, SATURDAY, AUGUST 15, 1925 (COPYRIGHT, 1925, BY BULLETIN COMPANY) TWO CENTS

CHAPMAN'S PALS KILL MAN AND WIFE WHO BETRAYED HIM

Dying Farmer, Who Harbored Notorious Bandit, Then Exposed Him, Accuses 'Dutch' Anderson and Companion of Murder at Muncie, Indiana

ANDERSON ESCAPES POLICE
BUT CONFEDERATE IS CAUGHT

Chapman and Anderson Long Linked In Crime

New York, Aug. 15.—Gerald Chapman and George Anderson, who now is alleged to have wreaked vengeance in his name, have been inseparably linked in crime for years.

Their biggest job was their holdup of a mail truck on lower Broadway, this city, in October, 1921 in which they took about $2,000,000 in cash, securities and jewels. Captured, they were convicted and sentenced to Atlanta penitentiary for terms of twenty-four years each.

Chapman escaped April 6, 1923, fifty one unsuccessful breaks in which he was shot three times. With a trail at liberty he promised did not long hold Anderson, and he kept it by borrowing under the prison wall.

Police officials believe the two will get together again and that both were concerned in planning the holdup of the Lincoln Highway mail truck near Bound Brook, N. J., in which Gerald Chapman, notorious bandit, was captured, and Lloyd Anderson, a policeman, James Nevin, Chapman was arrested at Muncie, Indiana by Anderson, a former police officer, at whose home Chapman was living. Charles (Dutch) Anderson, Hance went to Herald Chapman, notorious bandit, accused to die for the murder of New Britain, Conn., policeman, struck down Ben Hance and his wife near here yesterday.

The Hances were shot to death on the Anderson-Muncie highway. In a dying statement Hance laid the crime to the door of George (Dutch) Anderson, pal of Chapman, and Chapman (One Arm) Wolfe, of Muncie.

It was at the Hance home that Anderson and Chapman lived after their escape from Atlanta Penitentiary, after Chapman attempted the murder of a New Britain, Conn., merchant in establishment which he was employed as a policeman. Chapman was one of the principal figures in the $2,000,000 Liberty bond robbery of the Lincoln Highway mail truck near Bound Brook, N. J., in which Gerald Chapman, notorious bandit, was captured, and Lloyd Anderson, a policeman, James Nevin, Chapman was arrested at Muncie, Indiana by Anderson, a former police officer, at whose home Chapman was living. Charles (Dutch) Anderson, Hance went to Herald Chapman, notorious bandit, accused to die for the murder of New Britain, Conn., policeman, struck down Ben Hance and his wife near here yesterday.

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EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, OCTOBER 31, 1925 | No. 23

How Editorial Laxity Nibbles Profits

Newspapers Can Save Many Thousands a Year by Proper Preparation of Copy for Printers—Present Bad Practices and the Remedy

By EDWARD H. EDWARDS

(*Copyright* 1925, *by* Editor & Publisher Co.)

I—STEPPING STONES

FROM time immemorial omissions, misstatements, exaggerations and transgressions against grammatical sense and typographical decency have been common in the daily press.

The limited time in which the news of the day must be gathered and the stories thereof written, the rapidity with which the articles pass through the hands of the copyreaders to the composing room and the cutting of the articles into "takes" for the compositors account for many annoying discrepancies.

When an error of a serious nature occurs, calling for an apology or retraction, the most convenient excuse, of course, is "owing to a typographical error." It would not be tactful to state that the writer's unreadable chirography was responsible for the incorrect statement or regrettable error.

Bad handwriting is the bane of the newspaper compositor, always has been and will continue to be unless a remedial solution of the problem is applied.

One of the most difficult hands with which a printer ever had to contend was that of George D. Prentice of the *Louisville* (Ky.) *Journal*. It is said of him that he could not read his own manuscript unless he began at a sentence where he knew what he had intended to say.

Many of the best editorial and special writers of the present day give very poor imitations of penmanship, but most of them have come to the conclusion that it pays to have their articles typed rather than to take chances with the intelligent compositor.

This, of course, makes for greater legibility, but does not necessarily mean that the copy is perfect.

An instance is recalled of a linotype operator on a great newspaper which specialized in financial news, who, in correcting a typographical error in a revise proof of a Reserve Bank statement, discovered a difference in the figures amounting to thousands of dollars. The operator took the proof to his foreman. He had some difficulty in making him understand the discrepancy, but after grasping the ridiculousness of the figures, the foreman grabbed the proof, compared it with the copy and rushed off with loud acclaim to the editor to have corrected the serious discrepancy he had found. Just an instance of a compositor doing his duty.

Another instance of a similar nature was the case of a compositor who noticed a statement in an editorial that was not borne out by facts and would have placed the paper in the position of commenting on a subject upon which the writer was not posted. The compositor called the matter to the attention of one of the editors, who, apparently not considering it within his jurisdiction, did nothing about it. The compositor, not satisfied, carried the matter to a higher authority. The incorrect statement was changed to conform with the facts and the paper was saved from possible ridicule.

To obtain the best results, every employe of a newspaper should be encouraged to be on the alert for errors of every description. No error, however trivial, should be allowed to pass without an effort to correct it.

INTRODUCTION

The reader of these pages should not jump to the conclusion that the writer is trying to prove a vague theory. On the contrary, the theme is a simple one and the suggested solution the result of many years' experience in the composing room. The aim is to deal with defects wherever found and suggest a means of placing the whole organization on a high plane of efficiency and keeping it there.

A superficial reading might give the impression of a brief for the composing room; but, while the author acknowledges his apparent leaning toward that department, a study of the problem as a whole will show the possibility of betterment of the entire personnel and product, which ultimately will reflect itself in the improved typographical standard of the newspaper and in augmented dividends to the stockholders.

Anticipating that some of the statements made in the following pages might be considered exaggerations, if not downright fiction, the writer presents actual specimens of work from various newspapers to illustrate points under consideration.

It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and claim for it the respect it deserves.—Charles Dickens.

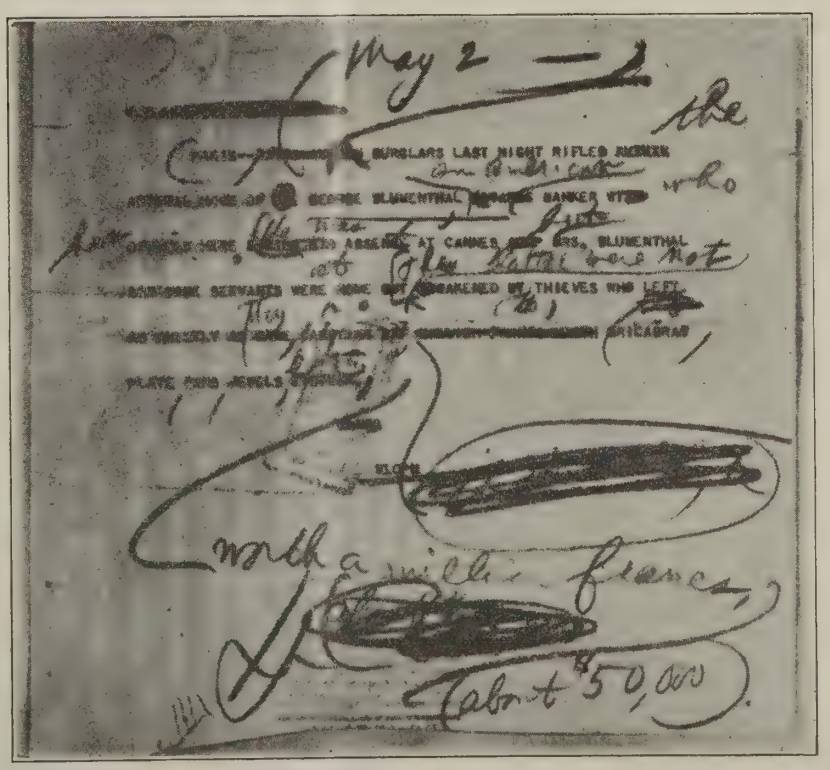


Exhibit D—After the desk had produced this translation of a Paris cable, the composing room had its innings. Only two errors were scored against the printers.

II—DANGER SIGNALS

SINCE the advent of the linotype machine in the newspaper composing room, constant complaint has been made of lack of sufficient production, of the slipshod product of the linotype operator and of the uncorrected matter in early editions.

Much of this criticism is reasonable. The problem is to place the blame and apply the remedy.

The employer who gives an equitable compensation is entitled to a fair return, that is, the best an operator can deliver, in amount and quality. His product should be as nearly perfect as possible within the time and at the speed required of him. In short, he should do his full duty to his employer and himself.

In order that he may do this, the general working conditions must be sanitary, lights good and properly shaded, chairs comfortable and copy good.

It will no doubt be conceded by the average employer that these conditions are reasonable and necessary.

While the general conditions in an office are very important to the employer as well as to the employe (and a wise manager will see to it that they are as near perfect as possible), the purpose of this treatise is not to deal with the physical working conditions, but to direct attention mainly to what many employers and managing editors may consider an abstruse question, but what, if patiently considered, will be found to be a serious condition that exists in almost every newspaper plant, and is at once the chief factor in the lack of production and the main cause of "dirty" early editions.

The output of the linotype operator can be materially increased and the matter set in a vastly more presentable shape if this one bad condition is remedied.

The management almost invariably places the blame for errors on the composing room. Granted that the charge is only too often correct, the trouble is seldom traced to its source. In almost any other business the defect would be sought, found and the remedy applied.

The assertion is here made that the composing room is not responsible for a great proportion of the aggravating errors that creep into print.

In considering the duties of the linotype operator there are several things that should be borne in mind, to wit:

He is always under more or less tension;

He gets a "take" from the copy desk and is expected to follow the copy;

He more than likely has only a part

of the article, and cannot know what precedes or follows his "take";

He must set what he has before him. When the proof returns he may find that, while he followed copy, a name has been misspelled, that John "Smith" should have been John "Smythe"; that his capitalization was not what the sense of the whole article plainly indicated; or that by following the writer's punctuation or changing it to what, to the operator, seemed correct, he has given a sense not intended;

He has no means of interpreting the writer's meaning other than the meagre part of the manuscript before him, in which names are misspelled or so indistinctly written that they must be guessed at. (See Exhibits A and B).

Here we have a proof sheet in which the operator followed copy in the spelling of the name of Dr. Bridgman, in which an "e" appeared. The same error occurred in the headline, making six lines which first had to be reset and then handled by the correction bank man. When this proof reached the proofroom to be read, the proofreader's knowledge or instinct told him the name was not correct. He no doubt took time to investigate, and then corrected the spelling. It may have consumed five minutes to be sure of the proper spelling of the name. When the proof reached the linotype operator for correction it required at least one minute of his time to do his part of the work. Then, the man who places the lines in the galley must have consumed four minutes in carefully reading and placing the six lines in position. Result: About ten minutes' time of one man was taken up in rectifying an error that should not have occurred in the copy. The writer or the copyreader should have seen to it that the name was properly spelled in the copy. It should be borne in mind, too, that as proofreaders usually work in teams, when one is verifying a suspicious statement or spelling in copy his desk partner is idle, thus doubling the time lost.

This proof sheet furnishes further examples worthy of consideration. The linotype operator, unfamiliar with the style of the office in which the matter was set, followed copy in capitalization in four instances. If it may be charged that the operator should have known better, it can be said that the writer or copyreader also should have been familiar with the style of the office. Each of these persons is a cog in the wheel, and, as a matter of fact, the latter two occupy the more important positions in the wheel.

A reference to the revised proof of this same article (Exhibit B) will disclose that in Paragraphs 1, 2 and 3, the operator in making the corrections eliminated wide spacing which occurred in the original setting. Thus, the article was shortened three lines. This is good printing and should be encouraged.

The same conditions that confront the linotype operator are met by the proofreader, who, as a rule, has an advantage over the operator in having the whole article before him, together with convenient reference books. But as he has the last say, an error that escapes his notice is not likely to be detected at all.

The composing room is supposed to follow copy and at the same time is expected to make changes to conform to office style in grammar, punctuation and spelling.

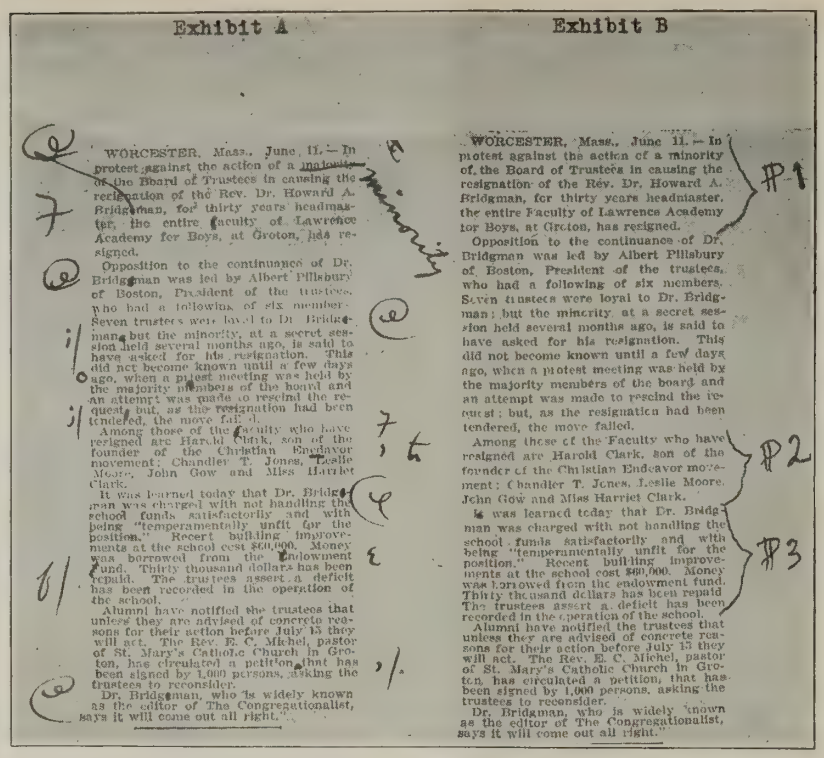
This is manifestly impossible. The compositor cannot follow copy and at the same time edit it.

As long as the copy is not properly prepared, the only reasonable rule that should apply to the compositor is that he set his take correctly, regardless of copy. The solution of this problem is to have the copy properly prepared and then say to the operator "Follow copy." This will allow the typesetter to devote his full time and thought to his own duties instead of wasting precious moments editing copy.

A compositor who continually sets a "dirty" proof is considered incompetent.

Why, then, should not the same rule apply to a writer who does not properly prepare his copy?

As the source of supply, the writer should have facts and know how to state



Exhibits A and B—Ten minutes extra time in the composing room were needed to correct errors which should not have passed the copy-readers.

them, just as much as the compositor should know how to do his part of the work, or give way to some one who does know his business.

With the possible exception of punctuation, there is a right and a wrong way to use every word or phrase, and the writer of an article is in the best position to know the sense he intends to convey and is, therefore, in the position of responsibility. He should prepare his copy just as he wants it to appear in print.

There is no disposition here to reflect upon or discredit the writer who attempts to prepare his copy according to the rules of an office; but, on the contrary, the purpose is to show the necessity of bringing all up to the standard of the best if the growing laxness of writers is to be halted and a serious drawback to the efficiency of the composing room is to be eliminated.

The fact that a writer is careless in his work is reflected in the operator and instills in him a carelessness that is akin to neglect of duty. On the other hand, if the compositor is given properly prepared manuscript he takes pride in doing his work in a manner that will reflect credit upon himself and the matter will be sent to the forms in proper shape. In theory, the writer's part is mental, the linotype operator's physical.

The publisher, manager or editor who takes pride in his publication, typographically and otherwise, should require that every employe do his part to the end that when the paper appears it is as nearly perfect as possible.

To obtain the best results it goes without saying that it is necessary to have competent and suitable heads of the various departments. To these, of course, falls the duty of selecting suitable persons to perform the multifarious duties of their departments, and in this they should have untrammeled authority.

If a reporter is wanted, the city editor no doubt would select a wide-awake, observing and genteel man who impressed him with confidence in his ability to carry out an assignment in a proper manner, reasoning, perhaps, that if the copy is not up to the standard at first the copyreader will remedy the defects, and that an observing reporter would soon grasp the literary style and learn to avoid the pitfalls that lead to libel suits.

On the copyreader, then, rests the final responsibility for the proper preparation of the copy.

Not infrequently an operator encounters one or more words so illegibly written that he must pause for a minute or two trying to decipher his copy, then ask his neighbor to assist him (two idle men); perhaps they give it up and he takes it to the copycutter or proofroom in an effort to perfect the work. Obviously he is not to blame for the loss of time. The fault does not belong in the composing room.

The use of the typewriter, of course, assists the operator greatly, but even in apparently good typewritten copy errors of grammar, spelling of names, etc., occur and tend to delay the operator if he corrects them. If he does not, the proofreader takes a hand; then, again the editor, glancing over the proof sheets, discovers the same faults found by the proofreader and proceeds to make corrections according to his ideas. It is not infrequent to have three or four proofs marked somewhat differently, consuming time of the operators, bank correctors and make-ups, all of which could have been avoided at the copyreader's desk.

As a part of the general scheme to advance composing room production and efficiency, making possible "clean" early editions, the following suggestions should be observed by the writer and copyreader:

Carefully spell correctly all proper and geographical names. In manuscript, PRINT all names not in common use, especially the first time they occur in an article, and every time if the article is so long as to necessitate cutting into "takes."

Careful formation of "a" and "o," also "n" and "u" will prevent much guesswork and many consequent errors in the composing room.

Carefully punctuate matter as it is expected to appear in print.

Comply with the rules set forth in the office style book.

The observance of these suggestions, with the text generally in a clear, readable hand, will be a long step toward stimulating production and efficiency.

A writer who makes a good article out of an assignment, however trivial, is encouraged by receiving the commendation of his superior, and, on the other hand, should accept in good part constructive criticism.

This same principle should apply in the composing room, proofroom or any department of the organization. Thus deserved criticism may be turned to good account by the recipient.

The following note received in the composing room of a newspaper shows the appreciation by a "higher up" of the efforts of a make-up to carry out the wishes of his superior:

"The paper looked fine this morning. Thank you, it was absolutely O. K. in every particular. Thank you again."

This meed of commendation served not only as a word of thanks but acted as a stimulant to further endeavor, and placed the sender and the recipient on a good working footing.

III—COMMON STUMBLING BLOCKS

TO emphasize the importance of good and bad copy in the newspaper composing room, it seems necessary, in order to give a true conception of a widespread evil, to give a few specimens, collected from various sources, together with such criticisms as may be of constructive value. The exhibits should not be considered rare exceptions, for such is not the case.

It has been said that the haste with which late stories must be written will not permit the writer to prepare his copy carefully. That view seems absurd, and never was the old saying "make haste slowly" more applicable than to the preparation of an article which may be inserted without reading and correcting—"railroading," as it is called.

If it is important that an article get into a certain edition, it is equally important that it be made intelligible. If sent to the composing room in good shape it will most likely reach the forms promptly and in printable style. On the other hand, bad copy causes delays all along the line, with the result that it may be "railroaded," with errors so ridiculous that it would be better if the article had not been printed.

As masterpieces of headwriting and copy-editing exhibits C and D are hung in our art gallery with the thought that they may serve as valuable examples for aspiring young newspaper men.

To speak mildly of these exhibits, they cannot be said to be conducive to speed and accuracy in the composing room. As a matter of fact, the head was set without an error, while the compositor read the text correctly but had the misfortune to make two mistakes of a minor nature.

These examples are given, of course,

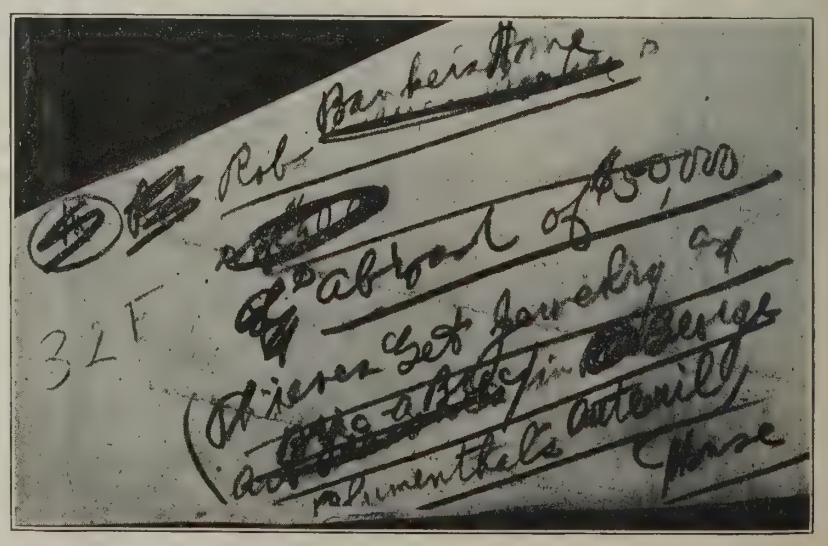


Exhibit C—This is the head for the copy illustrated on page 3. The operator followed its windings without a mistake.

to accentuate the difficulties and hurdles that lie in the path of a speeding operator and to show why so many exasperating "bulls" appear in early editions.

Exhibit E is a fair sample of copy received with instruction to "rush" for edition. The first question in the operator's mind was which date to use. That settled, all he had to do was set the four or five lines. That may seem a simple thing, but it was necessary to read them first. The operator guessed the right date line to use and was also able to decipher the rest of the matter. His part of the work was done properly. Can the same be said of the copyreader?

Exhibit F would seem to indicate that the writer of the head is a firm believer in evolution, and, taken in connection with Exhibit G, the theory would seem proven so far as head-writing is concerned—at least a perfect head was evolved. To read the manuscript without reference to the head as set, it will be found that it is not in such shape as to insure accuracy and speed. Such erasures, indistinct characters and misspelling are calculated to retard the head-setter. He likely knew nothing of what the writer was driving at, but managed to produce Exhibit G. For the head-writer, it must be said he gives evidence of intellectual grasp of his work that would be greatly improved by a course in penmanship.

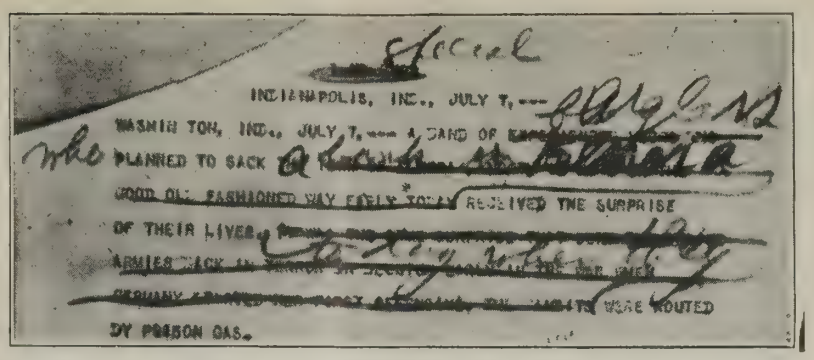
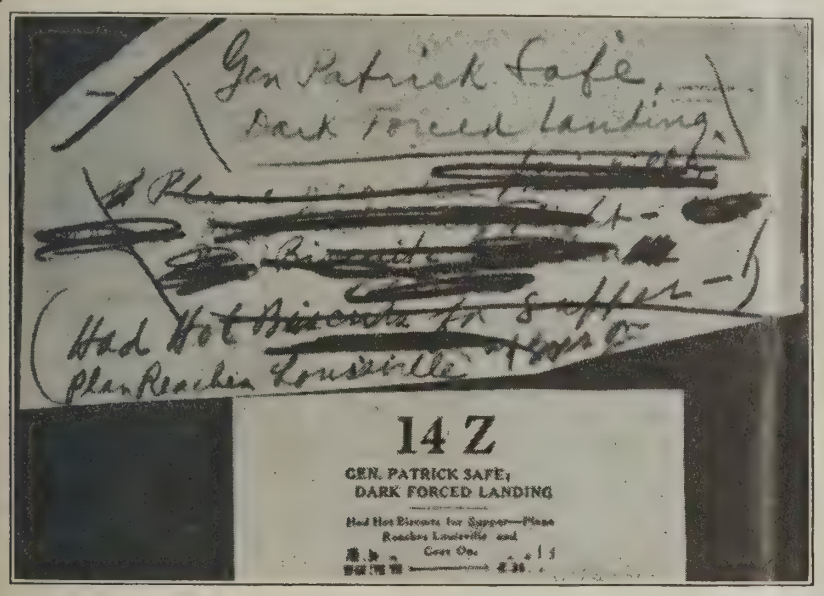


Exhibit E—The correspondent's verbiage was reduced by the copy-desk, but two date-lines and a handwriting puzzle remained for the operator to solve. This was "rush" copy for the first edition.



Exhibits F and G—The evolution of a headline.

It is distinctly refreshing to come upon what appears at first sight to be a well-written and clean-cut piece of typewritten copy. One such specimen examined in reality was above the average typographically and in literary style. And yet if the linotype man had followed it literally he would have found when the proofsheet returned that it looked like a "map of Ireland," as the comp. is wont to refer to a dirty proof. As a matter of fact, the compositor made nine corrections in capitalization, punctuation, etc. But, alas, he overlooked the most serious error. How was he to know that the writer's reference to the "Theatre Sarah Bernard" meant the theatre named for the immortal Sarah? This was left for the alert proofreader, who, of course, made it Theatre Sarah Bernhardt.

To commend the compositor for correcting the minor defects of the copy would seem gratuitous, for he did nothing more than his duty. Should he be condemned for following copy in the spelling of the name, even though it was that of a foreign theatre? *Emphatically yes, for the memory of Bernhardt belongs not to France but to the world.*

Had the proofreader overlooked the spelling of the name the friends of the writer of the article would have been justified in asking him where the "Theatre Sarah Bernard" is located.

When an operator receives instructions to rush a piece of copy, as a page is waiting for it, his only thought is to comply with the request. He bends his energy, mind and body, to meet the requirements of the occasion, and feels a just pride when his work is well performed. Exhibit I was given to a head-setter with instructions to rush, as the form was waiting.

His first thought was a natural one—what is it all about? It took some minutes to decipher it, but it was set without an error (see Exhibit J), reaching the page slightly late, but it would not go into the space. The top was supposed to make only one line, while the "bank" should have made only three lines. The editor had to rewrite the head to meet the exigencies of the occasion. Then the operator, of course, had to reset it, consuming more time. Result, the page was held ten minutes after it should have gone to press. Had the writer of the head taken pains to do his work properly the linotype man would have performed his part of the work and the head would have reached the form on time.

Exhibit K is an example of the unnecessary difficulties that are continually placed in the way of the composing room. These corrections, if properly written, could each have been made in perhaps one minute. Exhibit K, as originally sent for correction, was half a page of the paper. The operator was required to turn and fold the exhibit into seven positions to read it. When the corrections reached the page the make-up also had to shift the sheet into seven positions in order to verify the linotype operator's work.

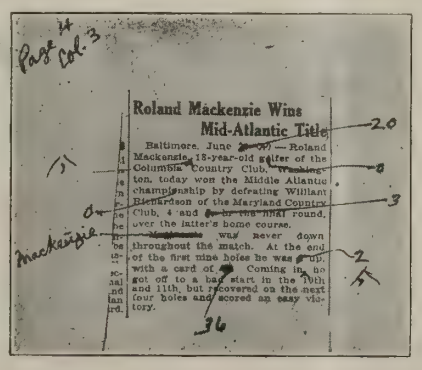


Exhibit L—How proof should be marked

The editor should have cut the item out of the page and pasted it on a piece of paper and marked it "Page 12, Col. 2," and proceeded to make the corrections in horizontal lines with the clipping, as in Exhibit L, and not perpendicularly.

Often it would seem that the editor deliberately wrote each of the corrections at a contrary angle to the proof-sheet and at variance with the other corrections so that it was more difficult for the corrector than it should have been. There is plenty of room to make corrections in horizontal lines on the proof-sheet, so that the operator can place the proof-sheet on his copyboard and make the corrections without the necessity of turning it into several positions in order to do his work.

The case cited is not an isolated example, but is such as are of common occurrence in daily newspaper offices.

Another common habit with editors in scanning first editions is to make a correction some twelve or eighteen inches from where it is intended to be inserted, draw an indistinct line and, more often than otherwise, write it perpendicularly to the lines of the matter, tear off a whole page and send it to the composing room for correction.

The linotype operator has a copyboard about 8 by 12 inches on which to place his copy. A page proof requires folding and turning to suit each angle, and thus more time is consumed than the correction would require if properly marked.

Exhibit M is a facsimile of a part of an article set by a linotype operator on one of the metropolitan newspapers. At first glance it would be taken for a good piece of copy, but close inspection will reveal that it is little more than the skeleton of an article. By close comparison of the manuscript with the accompanying clipping it will be seen that there are fifteen more words in the printed matter than in the original, to say nothing of the differences in the punctuation. It is fair to assume that the compositor consumed some of his time editing the copy, thus reducing his own production.

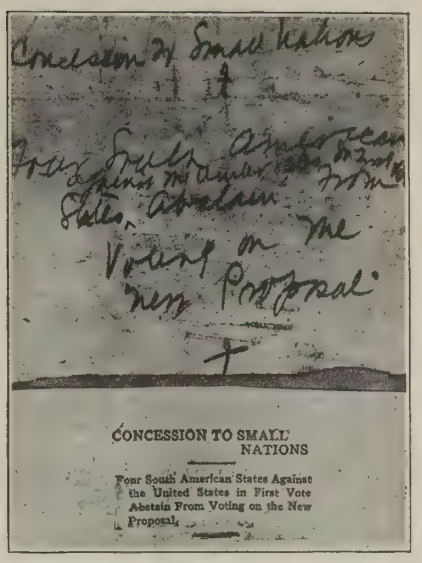
There was a time when it was part of the compositor's duty to fill in skeletonized copy, but since the employment of copyreaders it would appear that the latter fail in their duty unless the copy is properly edited. The exigencies of machine typesetting have at least modified the linotype operator's responsibility, and, by converse reasoning, placed the major responsibility on the writer and copyreader.

There are many minor causes of confusion and delay of production that might be removed without detracting from the sense of the manuscript.

It goes without saying that commercial matter, which usually is set in smaller type than the reading matter of a paper, should have a style of its own; that abbreviations should be permissible to any degree necessary to minimize space, because those interested in that class of matter soon learn the abbreviations and obtain just as much information as if the general style of the paper was used.

Allowing the writer of such routine matter whatever latitude necessary, so long as the uniformity is preserved, all other departments should conform to the general style shown in the style book.

Many papers allow one department to abbreviate the word "St." and another



Exhibits I and J—The form was held 10 minutes to make this head conform to the paper's typographical requirements.

to spell it out "street." Some departments may even use figures, "10th St.", another "Tenth Street."

One department may insist on using the abbreviation of the State in a date line, while another does not use it except in towns of minor importance, to wit:

"Indianapolis, Ind., March 11" may be insisted upon in one class of matter while "Indianapolis, March 11" is used in other matter with equal force.

The habit of having one style for one department and another for another is confusing to the linotype operator and the proofreader, and not infrequently causes the resetting of lines to conform to the idiosyncrasies of various writers and departments.

The same may be said with regard to capitalization, punctuation and other matters of style.

The style once fixed should be conformed to regardless of the whim of some particular writer.

The only exceptions should be in the routine commercial matter and, perhaps,

(*Continued on page* 39)

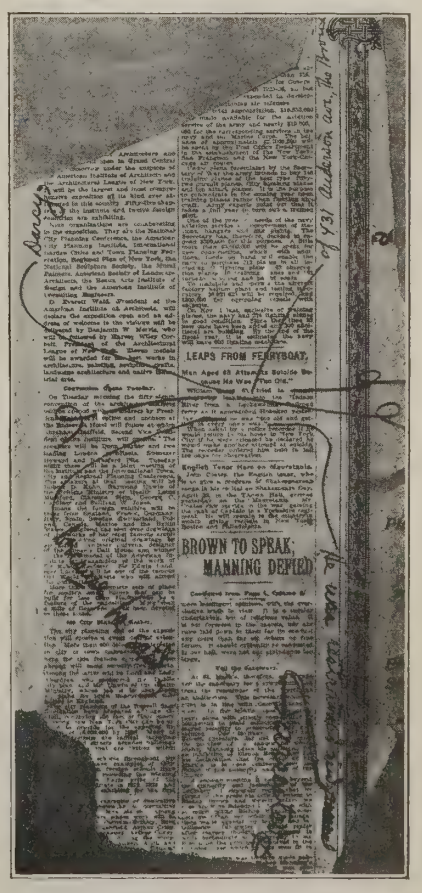


Exhibit K—The operator had to turn this page to seven positions to set the corrections as marked.

BASEBALL-MAD TOKIO GETS ITS FIRST AMERICAN-STYLE SPORTS EXTRA

Newsboys, Used to Handbill "Gogais" of Native Press, Protest 4-Page Weight of Japan Advertiser, But Hot Noodles Strengthen Their Arms

By JOHN R. MORRIS

TOKIO, October 8.—While the University of Chicago's baseball team was in Tokio and the enthusiastic reception given them was demonstrating that baseball is now the foremost sport in Japan, an American newspaper here published the first "American-style" extra ever sold in Japan.

Japanese extras never take the form of newspapers but are merely hand-bills, usually about 6 by 10 inches, and carry in the most condensed form possible only the "extra" story. They are distributed throughout Tokio, Yokohama and suburbs by newsboys who have no connection with the delivery or sale of regular editions but who sell only extras. The Japanese word for "extra" is "gogai."

The plan of the *Japan Advertiser* to issue a four-page gogai for sale after each of Chicago's games with Japanese university teams aroused all the opposition and elicited all the objections which any departure from custom is certain to bring in Japan. The gogai boys, through the "master newsy" who acted as their spokesman, protested against the great weight of four-page papers. They considered it very doubtful whether they would be able, carrying such tremendous burdens, to cover the usual territories assigned to them. This objection was over-ruled successfully, when it was agreed to bolster them up with a bowl of noodles each, a half-hour before the first papers were to come from the press.

Other obstacles facing the "American-style" extra were numerous, but the most serious was the custom long observed here of waiting until the entire extra edition had been run off before dispatching the first newsboy with his lot. As it was intended that the Japan Advertiser's gogai should meet the baseball crowds returning from the Waseda park, such a system would have been ruinous to carefully laid plans. Against the vehement admonitions of the master gogai-man and all his friends and relatives, it was finally arranged that the boys should draw lots to decide the order in which they were to receive papers, and that they should leave the plant as soon as they had been supplied them.

The plans were destined to work, it seemed, despite those little gods who so jealously guard against the introduction of anything new here. While the "records" established during the publication of these extras seem pitifully slow by comparison with the most ordinary extra schedules at home, they are still the talk of publishing circles in the Japanese capital. The master gogai-man was on the verge of committing hara-kiri when, 35 minutes after the game ended, the first 1,000 extras containing a play-by-play account and two action pictures snapped during early innings were on their way to meet the home-coming crowds. The taxi-cab carrying these papers and four boys met the main body of the crowd when they were a little more than half-way to town.

Chicago played games in Tokio with teams from Waseda, Keio and Meiji universities and attracted attention comparable to that created by the world series in America. As Japan's 20 years of baseball history have developed no professional teams, the university nines always arouse much more interest than in the United States. The games with Chicago were a university world series in the real sense of the word and the fact that the local and foreign teams were so evenly matched that three of the first four games were tied lent so much more to public enthusiasm. The fact that students and University graduates are among the most ardent baseball fans in this country (added to fact that English is studied compulsorily in all schools) made it practical for the Japan Advertiser to issue an extra in English.

To show the pronunciation of the American players' names, however, and for the benefit of readers who would not undestand American box-scores, the line-up and box-scores were printed in the extras in Japanese. The front-page of the regular morning edition was made over for the gogai. The three other pages were 2, 3 and 10 of that morning's 10-page edition. For the first time in its history, the paper carried eight-column lines oftener than once in six months or so. The play-by-play stories of the game usually ran, with the lead, between two and three columns. As there were no telephone wires running into the press box at the ball park, the stories were written out in long hand and phoned into the office from a silk store about 300 yards away.

On the second day an extra was to be published, and after the forms were already on the press in good time for a new record, it was discovered that the pressman had forgotten how many pages were published the day before and had put on a six-page roll instead of a four! To say the least, the next few minutes ensuing were among the most interesting periods of the week.

H. Francis Misselwitz, formerly of the *St. Louis Post-Dispatch,* and Oland D. Russell, until a few months ago assistant sports editor of the *New York Evening Post,* alternated covering the games and on the telephone in the office.

The experiment was so successful that it is being followed, beginning today, with gogais on the world series games in America. The cabled report of Washington's first victory over Pittsburgh was received here this morning and published in an extra which was being cried on the Ginza at 11:30. The United Press and Associated Press both carried the lineups and stories giving the high lights of the games—at the present cable rate of around 31 cents a word.


ジャパン・アドヴァータイザー號外

EXTRA The Japan Advertiser EXTRA

RAIN STOPS GAME WITH CHICAGO AND WASEDA TIED

CONTEST IS ANOTHER PITCHERS' DUEL WITH NEITHER SIDE ABLE TO TURN THEIR HITS INTO RUNS

Yamazaki Safe At Third After Stealing

Wren Hits the Ball

CHAMBERLAIN SHOWS LACK OF CONFIDENCE

DELEGATES GATHER AT LOCARNO TO ATTEMPT TO FORMULATE PACT GUARANTEEING PEACE IN EUROPE

FRANCE FOR CONCILIATION

Snappy American Page Produced at Tokio

HIT AT "PLAYER-WRITING"

Baseball Writers Oppose Major League Stars "Loaning Their Names"

Members of the Baseball Writers Association meeting in Chicago this week went on record as opposed to major league stars lending their names to articles on the World Series.

They urged John A. Heydler, president of the National League; Ban Johnson, president of the American League, and Kenesaw M. Landis, Commissioner of Baseball, to prohibit the practice.

Planning A. A. C. W. '26 Program

Sub-chairmen of committees planning for the 1926 convention of the Associated Advertising Clubs of the World in Philadelphia, have been appointed by Rowe Stewart, manager of the *Philadelphia Record,* and general chairman of the Poor Richard convention committee. They are: N. A. Considine, committee on reception of foreign visitors; Harry L. Appleton, committee on accomodations for sessions; A. C. Delaplaine, committee on hotels; W. B. Tracy, committee on Schuylkill river pageant; Joseph W. Simpson, committee on Poor Richard Club's convention headquarters; Jack Lutz, committee on convention publicity.

Ochs Aids New Hebrew College

Adolph S. Ochs, publisher of the New York Times, and Mrs. Ochs this week presented $200,000 as a gift to the endowment fund which is being raised for the extension of the work of the Hebrew Union College of Cincinnati.

Cartoon Republished 18th Time

John T. McCutcheon's famous cartoon, "Injun Summer" was republished for the eighteenth time this week by the *Chicago Tribune* in response to numerous requests. It was originally published in 1907 and was one of those which helped to make McCutcheon's name known throughout the country.

JAPAN'S PRESS TO SEEK LOWER CABLE RATES

Visit of Roy W. Howard Renews Interest in U. S. News—Cheap Nauen Radio Dispatches Now Favored

By John R. Morris

TOKIO, October 1.—The hope of increased cable news service from the United States to the Far East has been given Japanese editors and readers, and the American exiles in these oriental countries, by Roy W. Howard, who is now making a trip through Japan, China and the Philippine Islands.

The chairman of the board of directors of the Scripps-Howard newspapers came to the Far East with Mrs. Howard primarily on a pleasure assignment, but Mr. Howard has been unable to restrict his activities here to the personal investigation of conditions in the Far East which he had expected to combine with his pleasure jaunt. The distressing lack of an adequate foreign news service for distribution in Japan, with particular regard to news from the United States, has led him into a series of conferences with publishers here which may be expected to bear fruit in the near future.

For several years past the United Press has been distributing through Nippon Dempo an abbreviated news service which provided Japan with practically the only sport news received here from America through an American agency. The *Japan Advertiser's* correspondents, who supply the only other cable news service received from the United States through American channels, confine themselves largely to interpretations of the outstanding news of the day.

The volume of news received through the United Press has been restricted in the past partly by apathy and limited interest in American news on the part of a good many journals here, but principally by reason of the high cost of transmitting news by either cable or radio across the Pacific. Under these circumstances, the United Press report is held at present to 300 cable words daily.

The Associated Press news is available in America to the correspondents of the Kokusai Tsushin Sha, the oldest Japanese news agency, which has a similar arrangement with Reuter. The bulk of this agency's American news, however, is selected and filed in New York by a Japanese correspondent and the dispatches usually are fragmentary.

The most unrestricted flow of news into Japan is through the Trans-Ocean Radio Service, subsidized German report broadcast from the Nauen radio station and distributed here at a low rate. A great deal of this service is used by papers here but the French report broadcast from Bordeaux is so obvious in its propaganda aspect that it commands little attention anywhere.

By the time Mr. Howard returns to Tokio from China and the Philippines, early in November, it is expected that Japanese publishers may have reached a definite decision regarding their attitude which will affect the amount of American news distributed here in the future.

During his vist in Tokio Mr. Howard had long interviews with Baron Shidehara, Minister of Foreign Affairs; K. Debuchi, Vice-Minister of Foreign Affairs; E. Hioki, former Ambassador to Germany and Japan's chief delegate at the Customs conference at Peking, and other prominent officials and leading business men. He was the guest of honor at several large dinners and luncheons, given by newspaper men including H. Mitsunaga, president of Nippon Dempo, and by the America-Japan Society. Since leaving Tokio, Mr. Howard cabled from Mukden a long interview with Chang Tso-lin, Manchurian war-lord.

New Connecticut Weekly

C. C. Bennett is editor and publisher of the new *Mystic* (Conn.) *Light,* weekly.

INTO THE RING OF CIRCUS JOURNALISM

Philip Payne, New York Mirror Editor, Tells How to Crack Whip and Make Circulation Figures Jump —Took Tip from Joseph Pulitzer—Wants His Tab Discussed

By PHILIP SCHUYLER

ALONG Broadway after dark a short time ago a fat man drove, seated conspicuously cramped in the small space of an open Ford. A jacket and jeans fashioned of silk dyed to the semblance of greenbacks, covered an expanse of anatomy, which weighed easily 400 pounds.

This Falstaff, when halted by traffic, talked nonsense and clowned to the crowd. As a sign showed, he was the "circus parade" of the *New York Daily Mirror*. He was a moving advertisement for one of the Mirror's latest circulation building stunts, the brain child of Phil Payne, managing editor. He was the "Big Dough Man," distributor of $100 in prizes daily for gags like this: "My friend is a big necker from Spooner, Wis."

Almost every other day, it seems, some new stunt like this springs full grown from one of New York's tabloid tents, the *Graphic, the News* or the *Mirror*. It is a continuous battle of wits, this tabloid circulation warfare.

I went down to Payne's "tent" this week to find out his view of what it is all about. He told me a whip cracking story of how, in his opinion, mass circulation is made.

Mr. Payne summed up his ideas of what the great masses of newspaper readers are interested, detailed the secret of circulation building stunts, told how he judged feature values, how he played pictures, why he conducted crusades, and finally his ideals of the tabloid newspaper. He defended picture journalism hotly against its critics.

In the spotlight of his shaded desk lamp, he sat, a young man seemingly tingling to the fingertips with interest in his work. As he talked he pushed his hands nervously now and again through his mop of black hair, waving above his green eye-shade. He is 33 years old.

"The tabloid stunt feature," he began, referring to the "Big Dough Man," "dates way back in newspaper history. But I connect it particularly with Joseph Pulitzer.

"It was said of Mr. Pulitzer that nothing pleased him more than to hear his newspaper discussed. When he overheard someone say, 'Did you see that damned story in the World?' Mr. Pulitzer was delighted. He wanted plenty of word-of-mouth advertising, the most valuable in the world.

"We want people talking about our tabloid in the same way. Thus we send out a fat man for thousands to see, laugh at, and talk about on Broadway. Thus we try often to lead off the paper with something we know no other newspaper will play.

"It may be a triviality, yes. But it will be interesting and it will not be so overplayed that the news suffers.

"The success of a tabloid, as well as the standard size newspaper, depends upon its complete, if compact, coverage of the news. Leave out the news, and circulation will drop.

"In building mass circulation, however, trivialities are exceedingly important, because so frequently they are more interesting than the current great events.

"Trivial things make or break the big news stories of each day. Take for instance the baseball stories. With one exception New York sports writers talked of the 'old veteran Walter Johnson,' without mentioning his exact age. My own man fell down on this. The one exception (this was in accounts of the first series game Johnson pitched) was the *New York Times*. To me, and also I think to the great masses, the Times story was therefore the most interesting, the one most likely to be remembered and discussed, all on account of this one triviality, it gave Johnson's age in addition to all the usual stuff about 'Old Barney,' and 'the veteran of baseball.'



Philip Payne—"Tabloid Ringmaster"

"How pictures are played counts a great deal in attracting the masses. An apparently simple order I try to enforce, for example, is that whenever possible, pictures of well-known women be reproduced full-length. Then the women readers will be able to see and talk about how many inches from the ground she wears her skirt, just how her buckles are placed on her shoes, whether she prefers light or dark silk stockings.

"Imagine this conversation between two stenographers:

"'I'm going to have my new dress 16 inches from the ground, Mamie.'

"'Oh, I'm not so sure, I saw in the Mirror yesterday a picture of Mrs. Astor returning from Paris. Her skirt was just about 12 inches up.'

"Comparison pictures are also ones that are talked about. Whenever possible, I believe, it is a good stunt to print two pictures, showing how the subject, especially a woman, has changed in a year or so."

After this introduction, Payne turned to specific comment on those frisking animals of the tabloid circus, the "circulation building stunts."

"Many editors," he first cautioned, "Make the mistake of putting on these stunts before their paper is solid enough to hold the circulation gained. It doesn't pay to add readers, if the majority can't be kept.

"The big secret, I think, of successful circulation building stunts is that they be based on some colloquialism, particularly popular at the time with the public.

"When I was managing editor of the News, as an example, the phrase 'Did you ever' was on thousands of lips and we started our 'Didjever' contest. It went over big. In one day we got as many as 77,000 letters on it.

"At present, 'You Big Butter and Egg Man' is a popular expression, and in consequence we have put it in contest form as the 'Big Dough Man.'

"Before we run a contest in the paper, we test it out to see if it will be as interesting to readers as to those contesting for the prizes. Also of utmost importance, we test a contest to find out if it has what we call 'repeater value.' In other words we consider that contest best for which the average person can easily submit at least 20 or 30 answers.

"It is also advisable to have some seeming educational purpose behind a contest. Thus we tell readers of the Big Dough Man contest rules to 'study your automobile map. Study your atlas. 'Hunt up your old geography. Get a guide book of places and streets in New York and Brooklyn.'

"But above all, we look for the cumulative interest in the contest which permits many different answers."

Mr. Payne called for his secretary to bring him a handful of replies to the Big Dough Man stunt. Virtually every one of a large bundle examined had sent in more than a dozen answers for prize consideration.

A large staff of girls is employed to weed out ones that are alike and help pick the day's winning gags. Hundreds are alike. These are thrown away. Originality is stressed.

"I suppose we have had at least 14,000 send in the gag 'My friend is a big delicatessen man from Hamburg' and just about as many have written 'My friend is a big hat man from Derby, Conn.'" Mr. Payne said.

One day this year when Mr. Payne left a taxi, he offered a $2 bill in payment.

"Aw, ain't you got two ones?" the driver grumbled.

That morning Mr. Payne had been reading in the New York Times a story on efforts to popularize the $2 banknote.

"If you got fifty of them, you'd take them, wouldn't you?" he joked.

"You bet your life," the taxi man replied.

Thus was originated the "Lucky Two Spot" contest, which, while under Post office ban at present, was in its heyday copied by more than 150 newspapers throughout the country. It is said to have increased the circulation of the *Boston Advertiser* by 30,000.

In this contest serial numbers of banknotes put into circulation are published, and the person getting them receives $100 for their luck.

As we talked about how widely this feature was copied, Mr. Payne ventured the opinion that too few editors attempt to obtain an index on the real local value of a feature. They buy on the say-so of a syndicate salesman, who tells them it has built circulation for other newspapers.

Mr. Payne, however, said he sends men out to watch people as they buy the Mirror from newstands, follow them, and ask them casually what features they like best. He also sends men out to school playgrounds to interview the children on their favorite comics.

"I make my men bring me names and addresses of people they talk to, too," he declared. "It makes it a little harder for them to fake. I consider 100 names gives me a good index.

"I also think editors, seeking mass circulations, might well profit from successful theatrical ventures—Abie's Irish Rose, for example.

"Then, a year ago, I never would have printed the picture of the 'Dog-faced Man,' which we published in the Mirror a short while ago. But I learned that the biggest box office returns of the year in the Loew's vaudeville circuit came from the act put on by the Siamese twins. It was obvious that if freaks so interested theatre crowds, pictures of freaks would interest tabloid readers. And, true enough, our picture of the 'Dog-Faced Man' stirred up all sorts of comment.

"There are also editorial lessons from the department store advertisements in newspapers. Ways to sell to women are not very different from way to write for women.

"Not so very long ago I read an article in the *Saturday Evening Post* on real estate values. The author pointed out that the rental value of a store opening right on the pavement was much higher than that to which it was necessary to climb two steps.

"There's a splendid tip to editors. Simplify all your stories. Make it easy for readers to get into them."

Mr. Payne is a believer in crusades for tabloids. He considers that crusades do not make for immediate circulation gains, but he said they are very necessary to "build prestige" for a newspaper.

When he was editing the News, Mr. Payne campaigned for the conviction of Walter S. Ward, around the slogan "Can a Rich Man Kill a Poor Man and Get away with it?" Now the Mirror is crusading against the freedom of Harry K. Thaw on the idea of how is it rich lunatics are allowed at large.

Handling this crusade has its thrills. Whenever Mr. Thaw comes to New York from his Pittsburgh home the Mirror, of course, and other newspapers too, assign men to trail him. One night not long ago this trailing process was in progress until Thaw got to a New York night club in which the newspaper men were not allowed. The Mirror reporter called up Mr. Payne. He is a member of the club, and immediately went there.

The headwaiter, asked by Mr. Payne to seat him near the slayer of Stanford White, didn't comprehend the situation fully, and he placed the editor, well known as a crusader against Thaw, at a table with his back turned to that gentleman. Immediately many guests in the restaurant became tense. Each move made by Thaw brought out gasps. Would he turn and shoot the editor?

Payne was far from comfortable, until Texas Guinan, famous hostess of the club, came over and whispered to Payne that she had "frisked" Thaw when he entered the restaurant, and that he was unarmed.

Later in the evening, Mr. Payne had an opportunity to meet and talk to Thaw. This talk, he said, further convinced him that the man is insane and should be locked up.

HERALD-POST OPERATING IN NEW BUILDING

Louisville Morning Paper Goes Tabloid as New Plant and Equipment Is Shown to Public in Two-Day Housewarming—Agency Men Also Inspect New Home

OPENING of a magnificent new plant by the *Herald* and *Post* of Louisville, Ky., a few days ago was accompanied by and has been followed by several unusual newspaper events. The plant itself, to be described and illustrated on this page, has a number of noteworthy features and its opening led directly to the first of the events referred to:

The "New Kentucky Edition," a special number which told the reader and the space-buyer in story and picture what Kentucky is and why.

Hardly had the mails finished distributing this edition across the country when the management invited a large group of advertising space-buyers for an inspection visit, which ended last Saturday.

That same day came the announcement that the Herald, the morning paper, would become a tabloid with its issue of Oct. 31, under the name of the *Herald-Post* and that the afternoon paper under the same title would continue to be issued in standard size. The Sunday issue will combine elements of both forms, also under the Herald-Post title.

Occupancy of the new home was marked by a house-warming for the public Oct. 6-8. The site was taken over about 18 months ago, shortly after the purchase of the Herald and Post by James B. Brown, then a leader in banking and business, now editor, publisher, and president of the publishing company. The papers began operations in the unfinished building on Sept. 1.



Facade of the new Herald-Post Building

The exterior is finished with white stone, and the greater part of the first floor front is given over to huge display windows, permitting a fleeting glance or the lobby just inside the main entrance.

The lobby presents one of the most beautiful pieces of decorative work in the city. The style of the decorations is strictly Italian Renaissance. The walls and pillars in the lobby are an imitation of Roman travertine marble. A warm yellowish brown background prevails in the ceiling while the beams are treated in darker tones than the panels. Both are decorated with an after-coat of glaze to deepen and antique the colors.

The lobby is entered through large double doors in the centre of the building and through a door on each side. Six large chandeliers, each of which holds twelve electric lights, are suspended from the ceiling, and single lights are placed in a number of the ceiling panels.

The business part of the lobby is separated from the front by a black Italian marble counter, more than 200 feet long, which extends across the room. Back of this counter are the display advertising department, and the auditing and bookkeeping departments, while along each wall, set back under the balcony, are private offices for heads of departments. Each of these offices is decorated after the general scheme of the main office. In front of the counter is a tile floor, carrying out the color scheme of the walls and ceilings.

The balcony, which extends across the front and along two sides of the lobby, appears to be suspended from the ceiling by twenty-one spiral columns, which are also of imitation Roman travertine marble. On the balcony are the foreign advertising department, the telephone exchange and the classified advertising departments. Private offices are located along two sides of the balcony.

Three large decorative windows in the rear wall of the lobby permit the visitor to look back into the composing room where 27 of the latest model type-setting machines are in operation.

A complete job printing shop, in which all of the Herald-Post letter-heads, envelopes and other office printing can be turned out, is located on the balcony over one side of the composing room.

Bound volumes of the Herald and the Post, dating back 50 years to the time each of the papers was founded, are on the balcony over the other side of the composing room.

A locker-room with individual lockers, also equipped with a rest room and shower baths, is along one side of the composing room.

The composing room is equipped with 23 Intertypes and four multi-magazine Linotypes; four Monotype casting machines and one Thompson type-caster.

The room is lighted with special Cooper-Hewitt mercury-quartz lamps.

The ventilation system in the composing room, as well as in the stereotyping and press rooms, changes the air completely every two minutes.

The stereotype room includes job machinery for making almost anything that is made of type metal. In the centre is the melting pot which is kept heated to 750 degrees Centigrade at all times with Paws system of heating, a mixture of air and gas under a 65-pound pressure. Connected with the pot is the double pony autoplate machine with two casting boxes and two finishing machines and coolers.

The presses are equipped with all of the latest improvements and safety devices. They are the Scott multi-unit double octuple combination presses, divided into eight units, each of which can be operated separately, or all together. The presses are operated by the Cutler-Hammer control system.

From the press room, the printed papers are carried to the mailing room on the second floor by a conveyor, which deposits them on large steel wrapping tables. These wrapping tables have a continuous belt running down the centre and after the papers have been wrapped and addressed to the carriers or customers they are carried by a chute directly into trucks at the loading platform in the rear.



Comfort is the dominant note in the publisher's office

Rolls of white paper are stored in the basement and are fed to the presses up through the floor. The rolls are handled on a miniature railroad system.

The greater part of the second floor of the building is given over to the offices of the higher executives of the paper and to the news-gathering and handling departments.

The second floor is reached by a stairway and hall which opens both on the street and into the main office or lobby on the first floor, and onto the balcony before reaching the top of the building. The stairway is decorated with stained marble and a walnut banister, while the steps are of composition tile.

Six offices, including those of the general manager, the business manager and Mr. Brown, are located along the front of the second floor. Each of these offices opens into the editorial room which serves for both papers. Offices of the managing editors of both papers and the sport department and art department are located on each side of the editorial room.

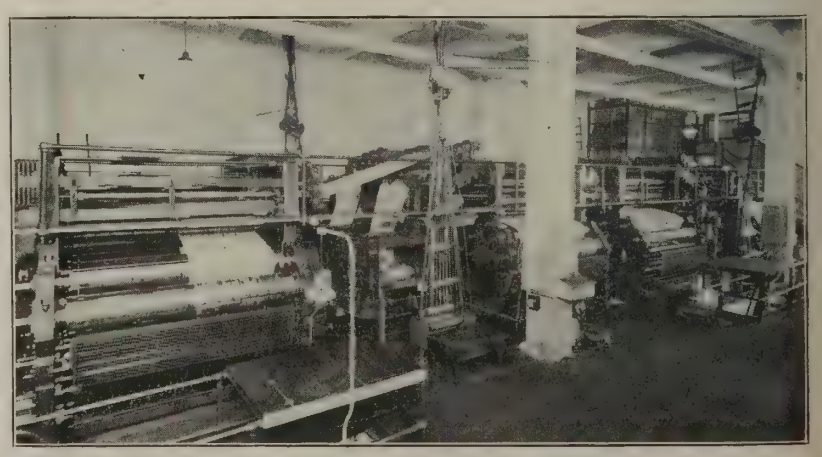
The walls of this room, as well as those of the offices and banquet room are tinted in delicate tan, while the woodwork is of walnut. All offices in the building are furnished with new desks and chairs, while the editorial room and advertising department are furnished with new type, all steel desks with linoleum tops. The floors, excepting those that are finished in tile, are covered with battleship linoleum.

Mr. Brown's office which is located in the northwest corner of the second floor, is decorated along the same lines as the main lobby, with beamed ceiling, highly decorated and laid out in coffered panels. The walls are also in imitation Roman travertine marble. All decorations in the office, including the ceiling and beams, are hand-painted, and are carried out in a color scheme of brown. A large fireplace is located along one side of the room.

Pneumatic tubes, through which copy is carried to and from the composing room and advertising departments, are located in the centre of the editorial room.

The banquet and assembly hall is located on the second floor of the building in the rear of the editorial department. This hall is to be used for all get-together meetings of the newspaper workers, for banquets, dances and other forms of entertainment, and is to be offered to outside clubs and organizations as a meeting place and convention hall. The banquet room is finished in a delicate brownish yellow with blue ornamental borders and blended walls.

A complete photographic department with a studio and a dark room for developing pictures also is located on the second floor of the building, in the rear, and en-



Height and light and plenty of space for the latest machines in the pressroom

graving room has been installed adjoining the photographic department.

In the extreme rear of the building, on the second floor, in a room that is always under lock and key, is located the galley room, where the name and address of every subscriber who receives the paper by mail, is to be found in type, from which the mailing lists of the paper are printed.

The issue which commemorated the new building consisted of 140 pages in 11 sections besides the space devoted to regular news. Two sections were devoted to minutely detailed descriptions of the plant and building, histories of both papers and reminiscences of former staff people.

Other sections told in word, picture and statistics the stories indicated by these titles:

"Louisville, a Financial Centre," "Kentucky's Pride, the Thoroughbred," "Public Utilities," "Building the Greater Louisville," "The Printing Industry in Louisville," "Tobacco, the Kentucky Farmer's Money Crop," "The Coal Industry in Kentucky," "Real Estate and Home Financing," "Health and Welfare," "Kentucky Stands High as a Pure Food Market."

Two parties of advertising men, from New York and Chicago, were entertained by the Herald-Post in the new building last week, the publishers and the Kelly-Smith Company, their advertising representatives, making the arrangements. Inspection of the plant, a tour of the city, an afternoon at Churchill Downs racetrack, a dinner as the guests of Mr. and Mrs. Brown, an a night at West Baden Springs, made up the program. The groups included:

E. T. Wells, Morse Agency.
L. T. Bush, Blackman Company.
F. M. Lawrence, D. R. Hathaway, George Batten Company.
Jake Stahl, Richard A. Foley Agency.
Ben Duffy, Barton, Durstine & Osborn.
Frank Kaus, Federal Agency.
Jim Beatty, Harry Porter & Co.



Thirteen issues a week keep the composing room hustling

H. M. Bullerbeck, Barrows & Richardson.
Andy O'Flaherty, Wallerstein Agency.
Roy Burrell, Hoyt Agency.
Harry Reardon, Albert Frank & Co.
C. F. Kelly, M. B. Holmes, M. E. Rogers, Kelly-Smith Company.
C. C. Kahlert, New York.
Frank D. Webb, Baltimore.
George Pearson, J. Walter Thompson Company.
E. E. Bullis, Lord & Thomas.
B. G. Wasser, Potts-Turnbull Co.
R. N. Cushing, Vanderhoof & Co.
C. J. Eastman, Brennan Phelps Advertising Company.
E. C. Vining, Shuman-Haws Advertising Company.
E. Ross Gamble, John Sturdivant, Erwin, Wasey & Co.
Kenneth Gordon, Charles Daniel Frey.
F. B. Avery, McJunkin Advertising Company.
A. J. Grobe, Green-Fulton-Cunningham Agency.
G. F. Ganser, Henri, Hurst & McDonald.
C. B. Patterson, H. L. Hulsebus, Stack Agency.
H. P. Leffingwell, Mitchell-Faust Advertising Company.
D. P. Paus, Brandt Advertising Company.
H. C. Glidden, Coy Glidden, Fred M. Randall Company.
F. H. Marling, Benson, Gamble & Crowell.
Albert R. Callies, Charles H. Touzalin Agency.
Walter W. Hall, H. W. Kaster & Sons Company.
C. J. Cooly, Varier Oats Company.
H. S. Peterson, Guenther-Bradford.
Sam McWilliams, Sheffield Pharmacy Company.
F. H. Kenkel, Gardner Advertising Agency.
Joe Brown, Charles F. W. Nichols.
Edwin Polkoski, Sehl Agency.

ALTER NAME AND FORM OF LOUISVILLE PAPERS

Herald and Post Titles United, With Tabloid Morning Edition and Enlarged Evening Paper

Announcement that the *Louisville Herald* and *Louisville Post* would be known as the *Louisville Herald-Post* after Oct. 31 and that the morning paper would be tabloid was made this week.

"The two newspapers will be consolidated under the title of the Herald-Post and will be one great newspaper, ordinary size greatly enlarged, in the afternoon, tabloid size in the morning, and the Sunday Herald-Post, a combination of both" the announcement stated.

"The tabloid Herald-Post will be a complete newspaper in every way," it continued. "It will carry all the news. It will have the complete report of the Associated Press. It will have the magnificent full wire report of the Universal Service. It will have a full staff of editors and reporters. It will give the markets in compact detail. It will publish the news of sports in the most attractive form, all the best features and the comics. But the news will be told in a style crisp and sparkling.

"The Herald-Post in the afternoon will retain its present form, which is that possibly best adapted to the afternoon newspaper.

"The Sunday Herald-Post will be published as hitherto."

Advertising in the Herald-Post will not be sold in combination. The morning tabloid rate will be 12 cents per line flat, which will also apply on the Sunday paper. The Evening Herald-Post rate is 10 cents per line.

Either the morning or evening paper will be delivered at 15 cents per week by carrier. The carrier rate on the Sunday issue will be 8 cents.



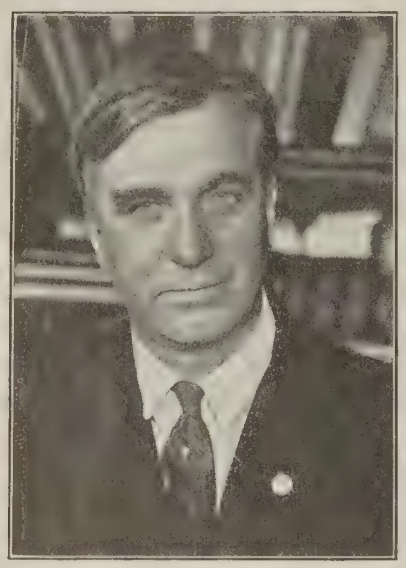
Italian Renaissance design in the lobby is carried out with Italian Travertine marble effects

ITALIAN "IMMORAL PRESS CENSORSHIP" DENOUNCED BY U. S. NEWS MAN

Augustin McNally Says New Italy Would Emerge Given a Fighting Editor—Blames Foreign Writers as Well as Mussolini for Gag

AUGUSTIN McNALLY, American newspaper man of nearly 30 years experience, fresh from seven months' visit in Italy, this week disclosed the inside story of Mussolini's relations with the Italian and the world press.

He denounced what he termed "the immorality of news suppression in this enlightened 20th century," and at the same time found fault with the work of foreign correspondents in Rome and with the editors of anti-Fascist newspapers, editions of which are being methodically confiscated under the iron rule of the picturesque dictator, whom the American news man was inclined to defend as "a necessary evil" under present conditions in Italy.



Augustin McNally

Banishment from Italy of George Seldes of the *Chicago Tribune* for cabling news reports unfavorable to Mussolini occurred during Mr. McNally's Italian visit, and the dramatic incident served as a focal point for his contention there are two sides to the Italian censorship story.

Mr. Seldes cabled purely political stories which would not have done the government any harm, according to Mr. McNally.

"But it is also my opinion," Mr. McNally declared, "that the Fascist government was justifiably irritated by Mr. Seldes' unfavorable comments. It was the case of a newspaper man new to the country, news of which he was trying to cover, attempting to tell the majority leaders how their country should be run. He simply was not attending to his business.

"I believe he came to the country biased in opinion, and declined to see anything but unfavorable news.

"A free press cannot ever be one sided," he continued in explanation. "Both sides, the press and Mussolini, are at fault, in the present situation.

"Mussolini wants only news favorable to him published. The opposition press will publish only that which is unfavorable.

"Certain of the correspondents, the Americans included, are only seeking means of attacking the dictator. Publishers are expecting these correspondents to make the news suit editorial views.

"The anti-facist press refuses to publish both sides of the current political story.

"What the Italian press needs," he said, "is a Pulitzer, an Ochs, or a Hearst—some publisher who understands the necessity of printing both sides of every question. What Mussolini must learn is the utter stupidity of news suppression. And what certain of the correspondents, notably representatives of a section of the British press, and representative of at least three American newspapers, must learn is the folly of unnecessarily irritating the present government and of writing with chips on their shoulders."

Mr. McNally said he had investigated the Italian news situation carefully while he was a visitor in that country as a writer for the *Baltimore Sun* and as a free lance. In addition to his emphatic assertions that all three parties to the dispute were at fault, it was his opinion that "no extraordinary Italian news" was being withheld from the world.

At the same time he said:

"No editorial writer in America can understand the Italy of today or its politics through the news that comes into his office from correspondents abroad.

"If he would learn the reasons why of the present regime, he must visit all Italy in person and investigate for himself.

"Personally, there is no doubt in my mind now that Mussolini is necessary to his country today. The stern rule he is handing out is absolutely vital to the welfare of his people. He saved Italy from chaos. He came in the nick of time. The majority of Italians favor his policies.

"But one great fault damns him. It is the crime of all dictatorships. It is the same old story that goes back to the days when the Old Testament was being written—the story of news suppression."

And that story of news suppression, as particularized in Italy and told by Mr. McNally, resolved itself into a discussion of the Latin mind.

"The Italian is not educated to the point where he can either give or take two sides of a question," he explained. "To the Italian his party is entirely right, the other party is entirely wrong. It is this age-old psychology.

"It is Mussolini's great mistake. By it he is gaining no political advantage, and it is resulting in grave injury to the rest of the country. It is the case of a dictator anxious to show the power of government rather than its usefulness.

"To combat it Italy needs a fearless fighting editor, a man who will discover a new leader and back him by publishing both sides of the story."

As described by Mr. McNally, haphazardness is the outstanding characteristic of Italian censorship. No set rules have been made. The correspondents have not been informed what they can or cannot put on the wires.

Government news is obtained from a press bureau in the state department. Apparently it is obtainable with the greatest ease. Anti-Fascist news is equally easy to uncover.

It is often more than three weeks after correspondents have cabled dispatches that they learn whether or not the stories written were censored.

Editors of anti-Fascist newspapers accept placidly the treatment they are receiving at the hands of the dictator. During the entire time Mr. McNally was in Rome, police under orders of the censorship department guarded the composing room of *El Mundo's* plant.

First copies of each day's paper as it came from the press were seized by policemen who rushed them down to the censor, who took his time about deciding whether or not the edition should be suppressed. Meanwhile, police remained on guard to see that no copies left the plant without government permission.

"Italy needs Mussolini," Mr. McNally concluded, "but it is certainly difficult to understand the utter stupidity of Latin dictatorship.

"If the 20th century spirit of the unbiased press could be taught Italians, there would be a new political Italy in 25 years.

"Now priest, politician and editor considers the mob of the populace as little children. They must be told this and not that. And as long as the people swallow that principle Italy will never develop the way it should."

For the last three years Mr. McNally has been free-lancing. Always keenly interested in religious news, he went to Italy primarily to report the Holy Year, and his impressions are to be published in book form shortly by Nicholas Brown.

Born in Scotland, Mr. McNally studied for the priesthood, spending one year as a student in Rome, before he came to this country, changed his mind and entered newspaper work as a cub reporter on the *St. Louis Republic*. Later he spent three years on the *Pittsburgh Dispatch*. Coming to New York after this experience, he first worked for the *New York American*, and then the *New York Times*, before joining the staff of the *New York World* where he remained for 19 years.

COVERED WAGON DAYS OF ADVERTISING



New Mexico general store in the good old days, interesting now because the gentleman to the left of the perilous store pipe is none other than Author Pancoast, then known to Southwest as "Scoops."

THE first installment of "Trail Blazers of Advertising," Chalmers L. Pancoast's new book on the humorous and wildly adventurous publicity schemes of a generation ago in our country, will appear in next week's EDITOR & PUBLISHER.

It will thrill thousands of newspaper and advertising folk who, although perhaps in middle life, were actual participants or witnesses of these events which are related to the golden romance of the covered wagon, gold rush, Indian, stage coach, pony express era in American history.

Young people in newspaper and advertising work will follow this serial presentation of a story which was enacted in the lives of their daddies, but in the light of the present development of the science of advertising seems strangely quaint and distant.

Mr. Pancoast, now vice-president of the Charles C. Green Advertising Agency, is perhaps the best equipped man in the country to write this historical statement of early day advertising. He went west as a runaway boy, and known as "Scoops Pancoast" slaked his thirst for adventure in pioneer newspaper offices and played a thousand games with the old-time schemers. Many of the incidents he relates are written from firsthand knowledge.

Here is a partial list of chapters in his book: Indian Medicine Ten Show; Publicity in the Wild and Woolly West; Rolling Stones; Special Edition Blowhards; Mexico's Thieves Market; Advertising A Bull Fight; An Arizona Saloon Opening; Goats and Ghost Towns; Street Fakers—Masters of Gag and Free Schemes.

"I have written a book about P. T. Barnum, Buffalo Bill, Myself and a lot of Other Old Schemers and the schemes they worked," said Mr. Pancoast.

"It goes back quite a way. It is not exaggerated. Many an old timer will meet himself face to face in some one of the chapters. I made my first appearance as an advertising man by having my picture taken with a cow I wanted to sell. The picture sold the cow.

"Looking backward is not going backwards—but it gives us a better perspective on the importance of present day methods. It is always an enjoyable mental relaxation to glance over our shoulders and have pleasant reminiscences about the days that are past—and of another period—a period of colorful romances and daring adventure."

Canadians Tour Daily's Plant

The *Detroit Free Press*, Oct. 23, entertained members of the Young Men's Section of the Board of Trade of Winnipeg and 100 members of the Senior Board and the City Councils of Winnipeg and St. Boniface.

ITALIAN PRESS ASSOCIATION DISSOLVED BY GOVERNMENT

THE Italian government this week dissolved the Italian Press Association, another drastic step in connection with censorship of the press.

According to news dispatches from Rome the following notice was issued:

"Whereas the tendencies and acts of the Managing Board of the Italian Press Association provoked very serious dissensions to the detriment of that object which is essential for the realization of the lofty aims of the association and the Journalists Provident Fund, the Prefect of Rome by decree today has dissolved the Managing Board, the bodies controlling the association's other social institutions and the Board of the Journalists Providend Fund and has appointed three journalists to administer the association and a treasury official to administer the fund."

MAKING PRESSES PRODUCE TO CAPACITY

Rigid Inspection and Close Attention to Important Details Needed for Perfect Press Work—Fourth of a Series of Articles on Newspaper Plant Efficiency

By HARRY L. CLARK

Mechanical Superintendent, *Los Angeles Express*

MODERN newspaper presses are constructed for high speed and in order that they may be made to produce up to their capacity they must be kept in perfect running condition. The blanket or impression cylinders must be exactly the right circumference and the impressions kept even and the cylinders parallel. The composition rollers must be set exactly right in the amount of impression on both the inking cylinder and the surface of the stereotype plate on the plate cylinder. All working parts must be kept thoroughly oiled and greased. The ink fountains must be kept clean, otherwise the flow of ink will be uneven and the dirt from the fountains will be carried to the composition rollers, resulting in poor production.

Suppose we take a press which has been properly installed, dress it with rollers and blankets and get it ready for every day use. If the press is new, each blanket, plate and inking cylinder will be the same size as all others in the press of the same kind and we will have to figure the blanket packing for only one cylinder. We will also have the information from the manufacturer as to the thickness of the stereotype plates which are to be used on the press. Modern presses carry plates which are 7/16 of an inch thick. Some older models use half-inch plates. I always get the diameter of the plate cylinders without plates and add to this twice the thickness of the stereotype plates to be used. I then caliper the blanket cylinders without blankets and subtract the diameter of the blanket cylinders without blankets from the diameter of the plate cylinders with plates on and this will give the amount of blanket packing which must be put on to bring the blanket cylinder up to the proper size to work perfectly with the plate cylinder. The difference between the daimeter of the plate cylinder with plates on and the blanket cylinder without blankets will be twice the thickness of the amount of blanket necessary.

I always allow 62/1000 of an inch more diameter with the blankets on than on the plate cylinder with the plates on. This makes a perfect running condition as the extra size on the blanket cylinder will give the proper amount for impression, will make a perfect surface feed for the sheets of paper passing through, and the cylinder gears will be running true on their pitch line.

The following is an example of how we arrived at the proper amount of blanket to be placed on the blanket cylinders of our Scott press.

	Inches
Diameter of plate cylinder bare	12.875
Twice the thickness of 7/16" plate	.875
Diameter of plate cylinder with plates	13.750
Diameter of blanket cylinder bare.	13.500
Difference in Diameter	.250
Add 62/1000 for impression	.062
Total to be added (divide this by 2)	.312

The packing on any press should never be under-size or over-size enough to cause the cylinders to be moved so that the gearing runs off the pitch diameter.

If the press has been used in some other plant it is advisable to caliper all cylinders before they are placed in the press as this will give exact information as to the diameter of all cylinders and in this way you can discover if any of the cylinders have been turned down to correct damage from some accident to the press. For instance I installed a press in one of our plants and by measuring the cylinders found one blanket cylinder 1/16 of an inch smaller in diameter than the others. In checking back through the firm from whom we purchased it I found that this cylinder had been sprung by a plate coming off and in order to make it perfectly round a cut had been taken off it. This was easily overcome by adding more packing.

After the press has been properly dressed with blankets the impression must be set and the cylinders paralleled. If the cylinders are not kept parallel, uneven wear will take place in the cylinder bearings and they will be constantly run hot. Cylinders not parallel will also make an uneven pull on the sheet passing between them and many web breaks will result. After the impression has been correctly set the next operation is the placing and setting of all composition rollers. In order that a roller can be properly set the roller sockets should be right—not worn so that there is play which will allow the roller shaft to wobble. I set all rollers with 3/8ths of an inch impression on the ink drum and the same amount on the plate on the plate cylinder. The inking cylinder is the driving force for the form rollers and if the impression is the same on the plate as on the ink cylinder you have a roller that is rolling perfectly between two surfaces. The ink picked up off the ink-cylinder will be deposited on the plate evenly and with no drag to mar sharpness.

We now have the press with the blankets on and the impressions set and the rollers all placed and properly set. We are now ready to thread the paper through the press. First set all trolleys which pull the sheets into the folder and then bring the sheets through and line them up perfectly running straight into the folder or folders if the press is double width. After the sheets are in perfect alignment running straight into the folders and the compensation is right—that is, the head and tail margins are the same—we will transfer the section from the left hand folder to the right hand one (if a double-width press) and get the compensator which is between the two folders set so that the two sections come out together and the head and tail margins are right. We will then transfer the other way and take the section from the right hand folder over into the left hand one and do the same, marking the compensator in the first position and resetting it for this transfer.

If the press is double width, it will be equipped with angle-bars and we will now slit the sheets after the second impression and carry one half of each sheet over the angle bars and bring all sheets out in one folder. The angle bars must be set so that the sheets passing over them will run in perfect alignment with the sheets coming straight through the press and the compensating rollers over which the angle bar sheets pass must be set so that the head and tail margin on these sheets will be the same as on the straight leads. The formers over which the sheets pass and which make the first fold in the papers must be set to the right angle and the nipping rollers, which are right under the former, set so that the sheet will be combed in smoothly without any cracking or breaking on the edges. The pins in the folding and collecting cylinders must be set out of the cylinders the right length, which is 1/4 of an inch for the folding cylinder and 5/16 of an inch for the collecting cylinder. We now have a press which is ready to print any size of paper up to the capacity of the machine and in any kind of combination which the press will handle.

The two principal items in newspaper printing are paper and ink. Newsprint paper should be of at least 32 lbs. basis and should be of good body and with sufficient finish to make good printing of cuts and all illustrations possible. It should be of sufficiently long fibre to make it strong enough to stand the strain of high speed on modern presses. News ink dries from absorption and has no dryer. If it had dryer it would set fast on the rollers and ink cylinders between shifts. News ink should be of a fine even flowing substance and have sufficient density of color to cover the black portions of the printing surface without flooding. The ideal printing combination is a paper that has enough strength to stand the strain of high speed with sufficient finish to allow the printing of solids with an ink that will cover perfectly without in any way having the paper look mussy or the printing show through.

There are many different kinds of cylinder packing. Some use rubber next to the cylinder and felt on top, others use "Tindeck" next the cylinder and felt on top, others use two pieces of "Tindeck" and others two pieces of "Monocork." The last is the type of packing I use. This gives a very fine printing surface, has plenty of resiliency and is long wearing. It does not bolster until long service has been had from it and by using the two pieces the bottom blanket will last the life of two top blankets.

There are many things in newspaper printing which will cause the paper to have a poor appearance and which are charged against the pressroom which can be corrected in other departments, but not in the pressroom. Cuts which are not properly etched and are either shallow or undercut will not print properly. If the copy furnished the engraver is not properly retouched in the art room and the engraver makes a perfect etching he will reproduce the picture exactly as the copy was. If the linotype machines in the composing room are not turning out slugs that are type high in every case, the high and low slug will cause an uneven printing surface which will be reproduced on the stereotype plate and on the presses.

All ink should be washed off type and cuts after proofs are made, as any ink left on the form will cause the matrix to be shallow and this will also show in the printed product. Newspaper presswork is all done in a rush and there is no time for make ready or corrections after the plates reach the presses. For that reason attention given to the things above mentioned will give a greatly improved appearance in the printing of any paper.

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER*)*

By Henry Edward Warner

THE BURDEN LIFTER

(To a borrowed baby who lives in my house.)

Helen, with your eyes of blue,
Here's a little song to you;
Just a little song, to sing
How you sweeten everything! . . .
How you cheer a weary Dad,
How you make him feel so glad
When he leaves the job at night,
Five-year-old, with smile so bright!

Back of me the presses roar;
Upward from the press room pour
Papers by the thousands, coming
From the whirling cylinders humming!
Back of me the vats of ink,
Back of me the metal's clink,
Back of me the fret and worry,
Back of me the rush and hurry.

Back of me the toiling, too,
As I hurry home to You!
Oh, the day is long, my dearie!
Oh, the day is long and weary,
Battling in the world of men
Till I play with you again! . . .
Long the day, but sweet the ending
With our nursery pretending!

I pretending I'm a horse,
You a rider bold, of course;
You pretending you're a Queen,
I your knight, in armor sheen!
You a famous dancer; I
In a box, adoring, sigh!
Till upon my knees you creep
And Daddy rocks you off to sleep!

With the dawn, again I wend me
Where compelling forces send me
Back again, to feel the stress
Of the shop and printing press!
Tell me, Babe who smiles so brightly,
Why does toiling sit me lightly? . . .
Love mist lift my burden through,
Knowing, Girlie, it's for You!

Business Enters Europe

With the incorporation of Business Research Services, Ltd., in England, A. L. McCredie, director, the Business Bourse, International, New York, research headquarters, headed by J. George Frederick, will carry the American research idea to Europe. Representatives will travel from London and Paris to various parts of the Continent. Research work will be done both for Continental manufacturers interested in the American market and American manufacturers interested in the Continental market, Mr. Frederick stated.

BANKERS TO VOTE ON $268,000 AD PROGRAM

President of Investment Group Expects Definite Action at Florida Meet —To Choose Media

Program of the Investment Bankers Association of America to spend $268,000 in an advertising campaign to educate the public in investment matters in all likelihood will go into effect with the beginning of 1926, according to Thomas N. Dysart of St. Louis, president of the I. B. A.

President Dysart was in Cleveland last week and addressed the Northern Ohio Group of the I. B. A. at a dinner in the Mid-day Club. He was asked by a representative of EDITOR & PUBLISHER what the outlook was for the advertising drive decided on at the national convention in Cleveland last year, and made the statement outlined above.

Although it was decided at the 1925 convention to spend $250,000, Mr. Dysart said $268,000 had been pledged immediately and that these pledges still stand. He added that the forthcoming national convention of the I. B. A., to be held in St. Petersburg, Fla., Dec. 7 to 12, undoubtedly would ratify the plan and order it into effect.

The last year, according to Mr. Dysart, has seen many conferences with advertising men in regard to the media to be used when the advertising drive starts. Nothing has been definitely decided except the sort of copy that will be used.

This will take the form of institutional I. B. A. copy, not mentioning any individual house or security, but aiming to create confidence in the I. B. A. as a whole all over the country. Sentiment among bankers who attended the Cleveland meeting was in favor of newspapers as the media for the drive.

Accompanying Mr. Dysart to Cleveland was Harry Rascovar of Albert Frank & Co., New York. Mr. Rascovar is national publicity director for the I. B. A. and already is preparing to entertain and care for scores of financial editors and advertising solicitors who will attend the St. Petersburg meeting in December.

The Athletics Have "Gone" Nash



And now the Athletics have gone Nash. Nine members of Mr. MacGillicuddy's Philadelphia Athletics have joined the ranks of Nash owners. The batting order is as follows:

Max Bishop, Advanced Six Victoria; Sammy Hale, Advanced Six 4-Door Coupe; "Lefty" Groves, Advanced Six Sedan; "Mickey" Cochrane, Advanced Six Sedan; "Cy" Perkins, Advanced Six Roadster; Jimmy Pool, Advanced Six Sedan; "Chick" Galloway, Special Six Sedan; Baumgartner, Special Six Sedan; "Slim" Harriss, Advanced Six Sedan—a whole team of Nash-ites.

It is rumored that this all-Nash contingent, with Harriss, Baumgartner and Perkins in the outfield, Groves in the box and "Mickey" behind the plate, are going to challenge the rest of the Mack brigade to a game.

And if this battle does come off, you don't have to guess on which side J. G. Roberts, Philadelphia Nash distributor, is going to place his money.

"It is on fitting that the Nash should be the favorite car of the Athletics," claims Mr. Roberts. "The long sweeping Nash lines and the smooth, powerful performance suggest immediately the qualities of youth, spirit and co-ordination that have been responsible for the good showing of the Mackmen this past season.

Incidentally, those who have seen the Mackmen in action and have marveled at the towering Gothic construction of Pitcher "Slim" Harriss will never have any doubts as to the genera spaciousness that characterizes the interior o the Advanced Six Sedan.

Typical of the audacious use of editorial space by automobile press agents. The above copy, mailed to the press in ma form for free insertion, is advertising in the garb of news. Read the stuff! Think of ramming it down the throats o honest readers who depend upon a newspaper to label advertising!

Daily Wins 9-Year Libel Fight

The supreme court of Illinois this week affirmed opinion of the appellate court in sustaining a Winnebago county court decision favoring the *Rockford* (Ill.) *Morning Star,* defendant in a libel suit instituted by Oscar H. Ogren, on basis of advertisements appearing in the Star in the course of a municipal campaign nine years ago. Ogren was attacked as a socialist and when he sought $10,000 damages on representation that the accusation was an attack on his character, the paper made the defense that it had no part in preparing the advertisement, which it printed "without malice, with good motives and for justifiable ends." The supreme court upheld that attitude. The case was tried twice in circuit court, went to the appellate court once and the supreme court reviewed it twice.

To Study Forest Taxation

A nation-wide study of the forest tax problem in relation to reforestation is being launched by the Forest Service, United States Department of Agriculture which has just announced the appointment of Prof. Fred R. Fairchild of Yale University as director of the investigation. A detailed study of forest tax problems will be made in principal forest regions of the United States to determine the effect of present tax laws on reforestation and timber holding, and the conditions that must be met in any effort to readjust present tax laws so as to be fair both to the land owner and the county.

P. M. Dailies Merged in Macomb

The *Macomb* (Ill.) *Journal* has purchased the *Macomb* (Ill.) *Bystander.* Publication of the Bystander has been discontinued.

THE U. S. FISHERIES ADVERTISING PLANS

October 26, 1925.

To EDITOR & PUBLISHER: With reference to editorial and items in your Oct. 17 issue re Fisheries Association advertising. The facts are as follows:

Desiring to begin a national publicity campaign to expand the market for fish, the Publicity Committee of the U. S. Fisheries Association commissioned the Chas. W. Hoyt Company to make a survey of market conditions and to suggest a plan of national publicity.

The Hoyt concern made this survey and embodied their suggestions in a report which the Publicity Committee of this Association had printed and mailed to members.

At the recent convention of the Association, the Publicity Committee secured the endorsement of the members of an advertising campaign, and the Committee was empowered to solicit funds by voluntary assessment.

The advertising plan of the Chas. W. Hoyt Company has not been accepted by the Association. Numerous plans have been laid before the Association—all of which will be considered when sufficient funds are in hand to warrant the launching of a Publicity Campaign.

In the meantime, the Association is endeavoring to raise money. The best method of expending it will be discussed and decided upon later, and newspapers as well as magazines and other forms of publicity will be given a careful consideration.

Since your published reports tend to place the U. S. Fisheries Association in an unfavorable light, you will surely be fair enough to correct that impression.

U. S. Fisheries Association, Inc.,
F. W. WALLACE,
Chairman, Publicity Committee

Rothenburg Joins N. Y. "Special"

Grover V. Rothenburg on Nov. 1, will become vice-president and a partner in Cone, Hunton & Woodman, Inc., with headquarters in the New York office. For more than 20 years Mr. Rothenburg has been in the newspaper and advertising business. At one time he was a reporter in the Chicago office of the Associated Press; for years one of the executives in the sales and advertising departments of the Postum Cereal Company, Battle Creek, Mich., and for the last ten years in the advertising agency business in New York and Chicago.

Berlin Daily Sues Ex-Crown Prince

The *Berlin Montag Morgen* has brought suit for libel against the former Crown Prince Wilhelm, alleging defamatory statements were contained in an open letter writen by the Prince in answer to articles published by the newspaper. The newspaper stories were to the effect that the former Crown Prince was providing one of his secretaries with luxuries not usually enjoyed by working girls. In his open letter, the Crown Prince declared he would not stoop to answer the attack. He dwelt at length on matters not brought up in the newspaper story.

DEALERS TOLD TO ASK FOR FREE SPACE

Arrange for Publicity As Part of Con tract, Advises Advertising Agency, Representing National Steel Fabrics Company, Subsidiary of U. S. Steel

Dealers are told to ask their loca newspapers for free space by the Bisse and Land Advertising Agency, Pittsburgh in connection with the account of th National Steel Fabrics Company, sub sidiary of the United States Steel Cor poration.

The agency furnishes the dealers wit nine illustrated "news stories" in ma form. In explanation, it is stated:

"When properly written, newspapers ar more than anxious to get articles of thi nature, which they will set up and ru as articles by their staff men or by thei editors.

"As a part of the contract with you local newspaper, there should be arrange the insertion of the nine reading notice reproduced above. These will appea every fourth day for a period of 36 days.

Paid advertising, the dealers are in formed, is to appear in a large weekl magazine and in 12 or 15 technica publications.

Ministers to Write Editorials

The *Parsons* (Kan.) *Daily Sun* wil use editorials written by the ministers o Parsons for ten days beginning Nov. 2 Arthur D. Marlin, editor and publisher announced.

Tabloid Fiction Section Dropped

The *Milwaukee Journal* on Sunday Oct. 18, discontinued its tabloid fictio section, the features being placed in th General Feature Section.

KALAMAZOO GAZETTE NEW BUILDING HAS STRIKING DECORATIONS

Symbolic Statues and Plaques Adorn Exterior Walls—Walnut Panels and Scroll Carving Embellish Interior of Model Plant

OPEN house was held in the new home of the *Kalamazoo Gazette* Oct. 20. Readers of the oldest newspaper in Michigan—it was established in 1833—were invited through the columns of a "progress edition" to inspect the plant and meet the executives of the newspaper and of the Booth Publishing Company, among whom were George G. Booth, Ralph H. Booth, Charles M. Greenway and Clarence H. Booth of Detroit, and Hon. Thomas J. O'Brien and Edmund W. Booth of Grand Rapids.



E. R. Chapman



J. K. Walsh

The new building is constructed of white stone and is 159 feet long, 55 feet wide and 41 feet high, with a one-story wing in the rear for paper storage. The effect of the building's length is modulated by a counter-impression of perpendicular lines produced by the close alignment of upright stone work. Flat engaged columns of modified Doric style rise to the roof without any suggestion of cornice. At the front of the building are two slender engaged pillars flanking the main entrance and topped by the figures of two women in classic robes, symbolic of journalism. Other decorations in the form of plaques of symbolic intent mark the exterior walls, in a manner somewhat similar to that executed in the new *Milwaukee Journal* building.

The first public view of the interior is the chastely ornate lobby and business office, two views of which are reproduced. A wide passageway is formed by two long marble-covered counters and is floored by inlaid marble squares laid diagonally. Above the door appears hand-carved scroll work and the walls are panelled in walnut. Four square pillars rise from the tops of the counters to a ceiling of ivory and old ivory divided by beams of polychrome plaster into nine rectangular units.

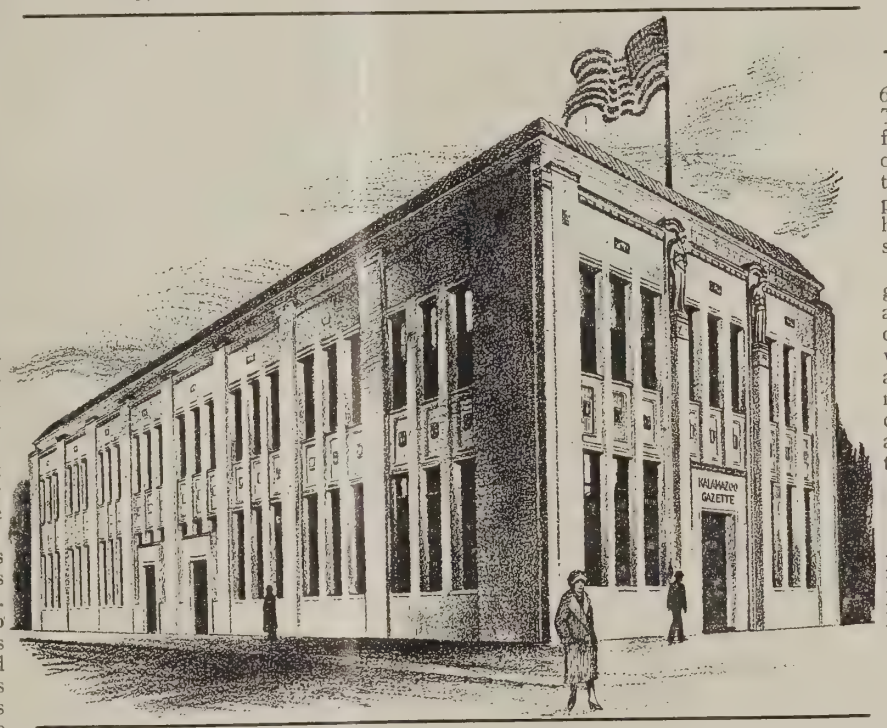
To the right of the entrance are the circulation and classified advertising departments and the business office, whilewhich is across the hall from the editorial department, is the arrangement of the Linotypes, which run in column near the large wide windows instead of the usual line formation. The maximum of light is thus available for each machine. Stereotyping operations occur at the rear of the composing room and plates go to the press room by the usual chute.

Noteworthy in the composing room, the other counter marks the advertising department. In the rear behind high walnut partitions, is the office of the general manager, E. R. Chapman. Facing this office is the cashier's cage. Wrought iron chandeliers and a clock set against a scroll work of walnut complete the decorative effect. A mezzanine floor houses the telephone board.

Editorial activities occupy half of the second floor. The deep main news room is paneled like the business office in 5-ply walnut, which reaches three-fourths of the way to a lofty ceiling done in cream-white ornamental plaster. Two of the walls are given almost entirely to windows, of which the room has 15. The horseshoe copy desk at one end of the room is unusual in that it is fitted with disappearing typewriter carriages. The office of J. K. Walsh, editor-in-chief, opens off the news room. Adjoining the editor's office and also opening on the newsroom is the library, which in turn opens upon the assembly or conference room. This room is available not only for staff meetings, but for public assembly. The cut library adjoins the news room on the opposite side from the rooms mentioned.



Marble floor and marble top counters decorate the lobby and publication office (above). The architect's drawing of the exterior (left) shows the symbolic statues and plaques.



The pressroom is equipped with a Scott 6-unit press with Cutler-Hammer control. The press is mounted not on the building foundations, but upon a steel framework of its own. Marked freedom from vibration is thus attained. Conveyors take the papers to the L-shaped mailroom which has entrances on two streets and a special section devoted to news-boys.

The new building section of the "progress edition" gave the public complete and detailed information about all present operations of the Gazette and the channels which connect it with news events and advertising currents. Historical data furnished are interesting, being chiefly concerned with early Michigan journalism and the pioneer editors and publishers of the Gazette.

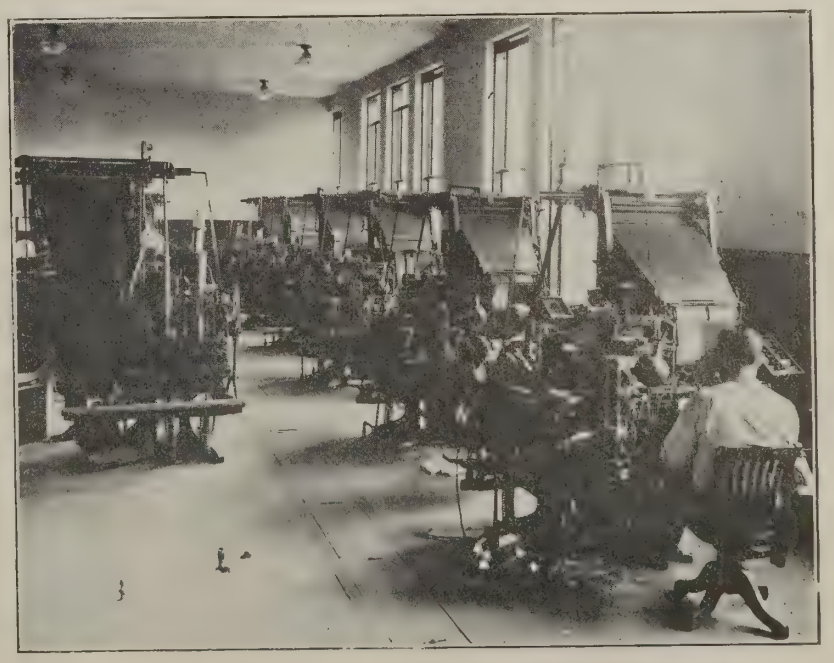
Plan Memorial Supper in New York

Members of the Newspaper Club of New York will hold a memorial supper Nov. 8, the 200th anniversary of the founding of New York's first newspaper, the *Gazette*, by William Bradford.

Danville (Va.) News Suspends

The *Danville* (Va.) *News*, afternoon paper served by the United Press suspended publication Oct. 28. It announced it has been operated at a continual loss since the date of its initial appearance, June 11, 1923.





Model editorial room equipment of the Gazette is illustrated above. At the right is depicted the unusual arrangement of type-setting machines.

LIBRARY U. OF I. URBANA-

SIMMONS COMPANY SHOWS THE WAY TO MANUFACTURE ADVERTISERS

Newspaper Campaign in 94 Cities Filled Order Books Above 1920 High Peak—Firm Owes Trade 1,000 Cars of Merchandise—Record Business Through Advertising

By HAMMOND EDWARD FRANKLIN

"LAUNCHING a new line upon the public and trade is ticklish business," a veteran sales manager remarked the other day. "If the manufacturer does it half-heartedly, it succeeds only in a haphazard, unsatisfacttory fashion. Put it across with a punch, or don't try to do it at all."

Not every manufacturer can take this advice literally, for some have not the means or business genius to introduce a new line in a big, smashing way, and have to make a start in a smaller fashion.

The Simmons Company, with headquarters at Chicago and branches through the country, through advertising has become well known for its line of beds, mattresses and, more recently, furniture. The company has come to appreciate the almost infinite possibilities of profit through exceptional value at low, popular prices, à la Ford. It has introduced refinements, but kept the price down—depending on volume sales for its net.

This year the company had a new line which it believed of more than ordinary value to put across. The business outlook was studied and it was decided the time was ripe to do so, in advance of the customary fall flow of business.

The new line was featured to the trade in every way possible, and the salesmen went out after the business with definite value and advertising talking points. With a background of a certain amount of color magazine advertising, 94 cities strategically located were selected to carry intensive newspaper campaigns.

Newspaper executives helped by carrying news of the new line to the trade, publishing stories in sales aid newspapers, getting window displays and selling a substantial volume of tie-up space. The trade bought liberally as a result of coordinated effort.

A feature of the campaign has been the emphasis placed on retail resale prices. A pioneer advertising man has said the public wants to know what the advertiser has to offer, what it does, where it can be bought and what it costs. The Simmons advertising, through its concreteness, satisfies all these tests of good advertising.

On most furniture, markups vary so noticeably that the public seldom knows what it will be charged. This is because most of the manufacturers in the industry sell on an unbranded, unstandardized basis without advertising to the public. The Simmons Company is paving the way for many another new newspaper advertiser from this field by showing how to do the job.

The company maintains warehouse service in practically all parts of the country with large stocks from which the retailer can draw as needed on 24 hours' notice. He thus is able to carry a small, but representative showing of Simmons goods on the floor, and buy for his trade as necessary, which is in line with the present demand of retailers, many of whom continue to buy hand-to-mouth, although improvement is noted.

A few weeks ago, Z. G. Simmons, president of the Simmons Company, wrote to Charles Daniel Frey, of Chicago, whose agency directed the advertising:

"I am sure you will be greatly interested in knowing the actual results of the campaign of advertising you are handling for this company.

"Our unfilled order book is now at the high point since 1920, and not one dollar of orders is speculative.

"The week ending Aug. 31, our increasing business exceeded our shipments by $250,000, notwithstanding the fact that we delivered to the trade our largest week's delivery this year. The corresponding week last year on smaller delivery to the trade, our unfilled order book decreased $75,000.

"At this writing, we owe our trade 1,000 cars of merchandise and our incoming business equals our daily production. We are adding help everywhere and many of our departments are being put on double time. I never knew the business outlook to be so good as at this writing. Everything points to a record year in 1926. Will be glad to keep you posted as we go along.



Simmons' large size copy aiding local dealers and stressing "sleep luxury."

"The last quarter this year is insured by our unfilled order book to be the largest quarter by long odds in our history. I attribute no small amount of the success of this to the advertising campaign."

Mr. Simmons might well have added that a good share of the successful working out of the campaign can be traced to the intensive form of newspaper publicity used and its intensive merchandising to a goodly portion of the trading population of the country.

The Heywood-Wakefield Company is another large furniture manufacturer who has recognized the value of intensive newspaper advertising. For several years now, the company has used contracts in a large list of newspapers to show its baby carriages with the slogan: "A quality seal on every wheel." For every dollar spent by the company, the dealers have spent a liberal amount in tie-up space. A window display contest each year has produced many hundred displays.

Tie-up advertising has become a valuable by-source of revenue to the newspaper. One paper which circulates in five states makes a steady practice of going after and getting a large amount of space not only from local dealers, but from those some miles away. It puts one or more solicitors at a telephone and has them call dealers several hundred miles away in some cases, tells them about the campaign and tries to get their authority for a small tie-up advertisement. This boosts the paper's lineage very materially and pleases the national advertiser immensely.

Leading national advertisers and agencies subscribe to clipping services which enable them to check up on just how far dealers are tieing up with the campaign. One baby carriage manufacturer makes it a practice to write every dealer who features baby carriages alone without mentioning a brand, offering mats and showing the value of associating his store with a well known make.

A plan which has been used with some degree of success by one agency is to offer the newspaper a generous size contract, with the national advertiser buying a good part of the page, providing the paper will sell the rest of it to local dealers. The American Radiator Company applied it several years ago in their drive. Atwater-Kent Radio is using it now, with a mat of a large receiving station nearly a full page deep, the company copy at the top and spaces below to sell locally.

The furniture field continues catering to jobbers and dealers without identifying the merchandise, controlling its price by legitimate methods or creating a larger market for furniture. It is in sad contrast with the automobile field of aggressive advertisers.

But there is hope. Simmons points the way.

JOHNSON APPOINTS COMMITTEES

S. N. P. A. President Names Press Foundation and Office Affairs Groups

President Walter Johnson of the Southern Newspaper Publishers' Associtaion has appointed a committee representing the S. N. P. A., to investigate the establishment of a National Home and Press Foundation in Florida. It is composed of George Stephens, *Asheville* (N. C.) *Citizen,* chairman; George E. Hosmer, *Ft. Myers,* (Fla.) *Press;* Harry Brown, *Lakeland* (Fla.) *State-Telegram.* The committee will report at the next convention of the association.

President Johnson has announced the following members of the Business Office Affairs Committee, of which John A. Park of the *Raleigh* (N. C.) *Times* is chairman:

Alabama, Harry M. Ayers, *Anniston Star;* Arkansas, K. A. Engel, *Little Rock Democrat;* Florida, David B. Lindsay, *St. Petersburg Times;* Georgia, J. A. Davis, *Albany Herald;* Kentucky, E. J. Paxton, *Paducah Sun;* Louisiana, C. P. Manship, *Baton Rouge State Times;* Mississippi, W. G. Johnson, *Jackson News;* North Carolina, Rufus Shore, *Winston-Salem Sentinel;* Oklahoma, C. A. Looney, *Muskogee Times-Democrat;* South Carolina, W. B. Swindell, *Greenville Piedmont;* Tennessee, Fred T. Bonham, *Knoxville Journal;* Texas, Lowry Martin, *Corsicana Sun;* Virginia, C. P. Hasbrook, *Richmond Times-Dispatch;* and West Virginia, R. L. Smith, *Charleston Gazette.*

Curtis Helping Young School Boys

Cyrus H. Curtis, through the Curtis Publishing Company of Philadelphia, has offered $250,000 to be loaned to boys who desire to attend college. To any boy who qualifies under the College Loan Plan, the Curtis Publishing Company will lend amounts up to $1,500. Security will be the boy's character as developed in his home, in his school and in his work delivering the Curtis publications.

Consistently Building Permanent Classified

Volume Begets Volume

Each week's new volume of seasonable lines helps to broaden the thoughts of a continuously new public, and to prove the unlimited possibilities for classified advertising.

Clarence M. Rusk Service
For Newspapers
Harrisburg Pennsylvania

A 308-PAGE EDITION

Terre Haute Tribune Celebrates 50th Year with Mammoth Issue

The *Terre Haute Tribune* last Sunday presented the city with an edition weighing five pounds, composed of 308 pages and carrying 378,728 lines of advertising. It was the Tribune's 50th anniversary edition, also a "pictorial booster" number for Terre Haute, and was the first issue off the Tribune's new Hoe octuple press. The edition was produced in four 64-page sections, one 48-page section, and a 4-page comic.

Delivery was made on time Sunday morning, with practically no complaints, by a novel distribution scheme. Each section as it was printed was sent to the homes of carriers, who stuffed the papers themselves. When the last section was printed Sunday morning, each carrier was furnished with an automobile by which the regular routes were covered. Twelve thousand extra copies were printed, the office was kept open Sunday until all were sold. Copies have been sent to advertising space-buyers and to fraternal homes in the larger cities.

All advertising was sold and practically all written by the regular staff and the only extras employed on the edition were a few relief pressmen. Complete new mechanical equipment has been installed in the pressroom, including Cutler-Hammer control, Hoe plate finisher and new stereotyping machinery. The composing room has also been remodelled during the past year.

Reporter's Assailant Acquitted

Terry Druggan, on trial in Judge Marcus A. Kavanaugh's court charged with mayhem for slugging John F. Lovering, reporter for the *Chicago Journal,* was found not guilty Oct. 27. The jury held that the mayhem charge, which carried a penalty of from one to 20 years, was not justified in the light of Lovering's injuries.

You

should sign up your paper for Joe Mitchell Chapple's biographical sketches of world-known celebrities.

BRAND NEW SERIES NOW ON THE WAY

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

Editorial Research Reports
is an independent research organization. It is not subsidized. Its support is entirely from newspapers and magazines, through the sale of its service.

Its wholly impartial reports are prepared expressly for the use of editors, publishers and special writers.

Its clients include more than sixty of the leading newspapers and magazines of this country, and American correspondents of important foreign newspapers.

Editorial Research Reports
828 18th St., Washington, D. C.

The Key To Ohio

National advertisers may reach the cream of the buying power of the entire state of Ohio through the six Ohio Scripps-Howard Newspapers.

Through one organization, arrangements may be made for local trade aid — introductions for salesmen — educational work with dealers and other valuable co-operation.

The Ohio Scripps - Howard Newspapers gained, in the aggregate, 50,808 circulation on the October 1, 1925 statements over the preceding period.

Combined rate only $1.15. Milline rate only $1.79. Total circulation, 641,192.

Every county of Ohio is reached by Scripps-Howard circulation. Detailed figures on request.

The Cleveland Press -	**211,210**	**Cincinnati Post** - -	**185,142**
Toledo News-Bee - -	**87,604**	**Columbus Citizen** - -	**81,439**
Akron Times-Press - -	**43,275**	**Youngstown Telegram** -	**32,522**

Ohio Scripps-Howard Newspapers

Members of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

LIBRARY U. OF I., URBANA, CHAMPAIGN

NEW YORK CITY AND STATE GROUPS URGED TO CO-OPERATE BY FRIENDLY

Business Manager of New York Sun Suggests New Association to Merge Interests of Present Bodies Addressing Syracuse Meeting

SYRACUSE was the scene Oct. 30 and 31, of the annual meeting of the New York State Publishers' Association.

The annual dinner was held Oct. 30, with Edwin S. Friendly, business manager of the *New York Sun*, and James W. Brown, publisher of EDITOR & PUBLISHER, the chief speakers.

Mr. Friendly urged co-operation between New York City and state publishers, suggesting a third association be formed to merge the interests of the New York City publishers and the New York State publishers. "By effective co-operation between the New York City publishers and the New York State publishers, most effective legislation will result, which, if conducted by either association separately, would be unsuccessful," he said.

"The mutual interests of all New York publishers in the Associated Press and other news gathering organizations should be a matter of conference and agreement. All legislation affecting newspapers or other interests should be considered and as far as possible agreed upon in order that mutual interests of upstate publishers and New York City publishers should be best served. Special attention to an agreement of attitude should be established on all labor matters affecting either or both upstate publishers and New York City publishers. Transcripts of all proposed contracts should be submitted by upstate publishers to New York City publishers, and vice versa, before negotiations are begun with the unions, and information regarding any unusual developments during negotiations should be communicated.

"In order to achieve the greatest efficiency in the accomplishment of the above results, while there should be a New York City Publishers' Association and a New York State Publishers' Association, there should be a third association merging the interests of the two which should meet not less often than once in six months for the consideration of questions mutually important and for the preparation for any prospective emergencies.

"A question which such a combined organization ought at the present time to be considering is a formulation of some plan which will make more effective and valuable the school at Ithaca, particularly the photo-engraving school which has just been established. Unless some well thought out plan makes it certain that the graduates of the photo-engraving school are retained in or about New York, the union may send the graduates to widely scattered places so that we will get little benefit from the operation of the school."

Mr. Friendly continued:

"It seems to me there is no more important thing to a newspaper than the publisher's responsibility to his readers. Nothing has a more direct bearing on the business office than the publisher who is honest, sincere, straightforward and whose staff follows his ideals in making his newspaper. The paper, of course, must have accuracy, truthfulness and avoidance of exaggerated presentation of news. A newspaper so constructed gathers unto itself reliable, substantial, prosperous readers who in turn make for a productive circulation. This kind of circulation is invaluable to the advertising department, as it constitutes the kind of people most advertisers are trying to reach.

"Newspaper circulations cannot be measured with a yardstick. Fifty thousand readers of the kind of newspaper I have just described are worth far more in advertising rate per line per thousand than 50,000 readers of a newspaper that is careless in its presentation of news and advertising.

"No newspaper can be successfully run without money. Most of a paper's income comes from advertising. Advertising must be profitable, or it will cease. The most profitable advertising is truthful. Unless truthful it cannot live. And by profitable I mean profitable to the advertiser.

"The free publicity evil is constantly growing, and should be very carefully guarded against by publishers. However, I don't believe that a newspaper should refuse to print a story if it has news value just because it contains the name of an advertiser; neither should it eliminate the advertiser's name, as, if the article has news value, it destroys the value of the story to eliminate the name.

"Many newspapers do not pay enough attention to their own publicity, to the advertising of themselves in their own newspaper and in other newspapers and trade papers. Newspaper publishers cannot give too much attention to their own announcements.

"Frank Munsey, owner of the Sun, gives an unusual amount of time to the text and typography of every important message of his newspaper. Men like Franklin Simon of Franklin Simon & Co. and Jesse I. Straus of R. H. Macy & Co. are equally particular.

"To sum it all up, if a newspaper can make its staff have an ownership interest in the newspaper the property will have a good chance of being successful. Too few men in the average newspaper staff get the angle of the owner of the property to realize what his ambitions are. If newspaper men will conduct themselves in their daily work as though they were part owner of the property and represent the newspaper in that spirit the accomplishment will be very great."

JAMES KERNEY HONORED

Trenton Times Editor Awarded Honorary M. A. by Lafayette College

James Kerney, editor of the *Trenton* (N. J.) *Times*, was awarded the honorary degree of Master of Arts by Lafayette College, Easton, Pa., at the annual Founders' Day exercises, Oct. 21.

In presenting him for his degree, Judge E. J. Fox, of the Lafayette Board of Trustees, said: "In recognition of his public service abroad during the war, and of his services as a leader in Trenton, I wish to present Mr. James Kerney for the honorary degree of master of arts."

MISSOURI A. P. GROUP MEETS

Pass Resolution Commending Kent Cooper—Jeffries Re-elected President

ST. LOUIS, Oct. 26.—Missouri members of the Associated Press discussed plans for expansion and improvement of its service in the state and adopted a resolution commending the work of Kent Cooper, recently appointed general manager, at a meeting at Hotel Jefferson, Friday, Oct. 23.

It was announced by Edgar T. Cutter, of Chicago, central division superintendent, that a new bureau would be established soon at Columbia, Mo., and effective Nov. 2, the Missouri day and night wire relays would be transferred from Kansas City to St. Louis.

The following officers were elected: president, J. B. Jeffries, publisher, *Hannibal Courier-Post*, re-elected; vice-president, George H. Longan, news editor, *Kansas City Star;* secretary, Kenneth Clark, St. Louis correspondent; member central division Advisory Board, W. C. Van Cleve, publisher, Moberly *Monitor-Index*.

Gen. Agnus Seriously Ill

Gen. Felix Agnus, formerly publisher of the *Baltimore American*, and the *Baltimore Star*, and veteran of the war of Napoleon III. against Austria and the American civil war, is seriously ill at his residence in Baltimore. Gen. Agnus is 86 years old.

Largest morning & Sunday circulation west of St Louis
Los Angeles
EXAMINER

THREE LINOTYPES
2 MODEL 9s
1 MODEL 4
Perfect Running Condition
WHAT'S YOUR BEST OFFER
THE ARGUS COMPANY
ALBANY, N. Y.
Machines used on The Argus newspaper before publication was suspended.

Clothing is second only to food as a Barometer of Business

The first material need of all people all the time is food—the second, apparel. Food is bought primarily to sustain life—secondarily, to please the sense of taste. Clothing, primarily to protect the body from exposure—secondarily, to please the aesthetic sense.

In Cincinnati it is impossible to draw a line between the primary and the secondary buying motive. The standard of living averages so high that palatability, attractiveness and convenience are demanded of a grocery product as insistently as nourishment. Every man, every woman and every school child in Cincinnati insists upon wearing clothing that looks well and fits well and wears well.

Hence there is no better gauge by which to measure the buying power of this city than that furnished by the retailers of groceries and by the merchants who deal in suits and cloaks, underwear, hosiery, boots and shoes, hats, caps and millinery, furnishing goods and apparel for men, women and children.

In an earlier advertisement we have told you that the Cincinnati Times-Star is the second six-day newspaper in the United States in the amount of food advertising carried.

For almost eighteen consecutive years the Times-Star has been, as it now is, the leading medium of the Cincinnati trading area for the advertising of apparel.

This indicates that the merchants who deal in wearing apparel find their most responsive audience among the readers of this newspaper. The fact that a merchant does advertise these things in the Times-Star is presumptive evidence that his merchandise is good, honest value at its price, whether the price be high or low. If it were otherwise he could not afford to advertise in the Times-Star. If his merchandise is good, honest value, he cannot afford not to do so.

The same reasons that make it safe for you to buy the groceries and articles of apparel that you see advertised in the Times-Star also make it safe for you to buy a home, an automobile, a piano, a suite of furniture, a set of tires or a radio from a Times-Star advertiser.

CINCINNATI TIMES-STAR
CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*
Member of Audit Bureau of Circulations

Briggs' Weekly Business Review

or other feature advertising pages will add 100,000 lines of local display advertising annually for you...

Your overhead expense is not increased one penny. We secure this advertising from non-advertisers. Our men are competent and reliable, trained to secure this class of business.

Write for details of our plan. Let us explain how we become a part of your organization and work in harmony with you.

80 well known dailies now using Briggs' Service

Thomas W. Briggs Co.

HOME OFFICE COLUMBIAN MUTUAL TOWER
MEMPHIS, TENNESSEE

Ask Dun or Bradstreet about our Responsibility
Ask any newspaper about our Service...

LIBRARY U. OF I., URBANA-CHAMPAIGN

JOURNALISM TEACHING GAINS IN IMPORTANCE

Nearly 70 Colleges Now Providing Instruction in Newspaper Work—Student Dailies Contribute Laboratory Experience—How the Daily Iowan Is Conducted

TEACHING of journalism is assuming more importance than ever before in the educational system of the nation.

As the fall term gets under way, thousands of would-be newspaper men and women are enrolled in nearly 70 colleges and universities in courses and special departments devoted to instruction in newspaper making.



W. S. Maulsby

Scarcely a state in the Union is now without an available center to which native students may turn for apprentice instruction in such departments or courses.

Universities in two states, hitherto unrepresented, have this year created chairs of journalism—Rutgers University, New Brunswick, N. J., and the University of Florida, Gainesville, Fla.

A new journalism department was founded this fall at Kansas State Teachers' College, Hays, Kan. Previously journalism work was offered as part of the English curriculum.

This same step will be taken by Stanford University in California, which opened a journalism department, Oct. 1, under the direction of Dean E. W. Smith, replacing a course formerly a division of the department of English.

Prof. Henry E. Birdson of Butler College, Indianapolis, has also enlarged his course to the status of a department. Students there for the first time in 40 years are editing a daily newspaper, the *Butler Collegian.*

Boston University starts its first year offering journalism as a four-year degree course. This is the first and only journalism course in New England, granting successful students a degree of Bachelor of Journalism. Prof. Harry B. Center, formerly with the *Boston Post,* is responsible for this innovation.

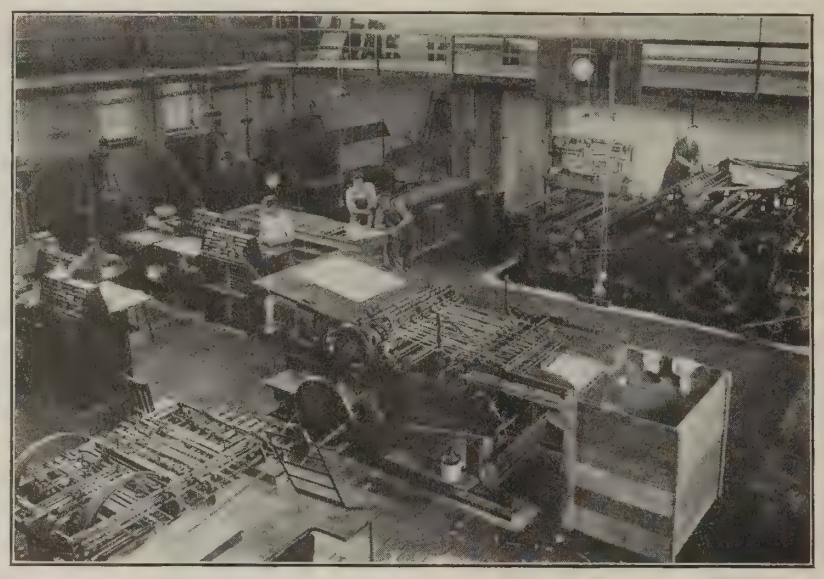
Outstanding as developments in journalistic education are the tendencies towards a more rounded course of instruction than afforded several years ago, and an increase in facilities for practical experimentation in the business students have chosen for their careers.

The theory at present almost universally stressed is that journalism graduates should know economics, politics, sociology, ology, history, literature, and science, in addition to the technical subjects required.

A distinct advance, journalistic educators point out, has also been made in the laboratory training in newspaper work now available in conjunction with most courses of theoretical instruction. While the majority of schools maintain a close alliance with local and nearby newspapers to accomplish this, many of the larger universities support student daily newspapers, which form an important part of the curriculum.

The University of Southern California is said to be among the first institutions in the country with a journalism department to establish the policy of practical training trips for students. During the past five years, more than 20 southern California daily newspapers have been completely edited and put to press by students under the direction of Prof. Marc N. Goodnow, director of the course. This program was made possible through the co-operation of the Southern California Editorial Association, of which Ben H. Read is manager.

Typical of the college daily as laboratory is the *Daily Iowan,* student newspaper of the University of Iowa school of journalism, which serves the dual purpose of a city and college daily. From the click of its Associated Press leased wire in the news department to the clatter of its linotypes in the composing room, the Daily Iowan is a representative newspaper plant, and also it is distinctly a student enterprise, directed financially, editorially, and for the greater part of its operation, mechanically by students.



The composing room of the *Daily Iowan,* University of Iowa daily, which carries the Associated Press report. The paper owns its mechanical equipment valued at $43,000 and did an $82,000 gross business last year.

Managing editor of the Iowan is Philip Adler, son of E. P. Adler, president of the Lee Syndicate of Newspapers.

The first and second floors of the Journalism building, a block from the gates of the University, are devoted to a publishing plant. The central news room into which the reports of city, University, and world hapenings are brought day by day occupies the second floor. Four division editors are grouped about the general copy desk in the outer office, each desk editor being in charge of a page of campus local, women's, and sports news. The preparation of each day's copy and the arrangement of the first page is done by the night editor, who sits in the slot of the semi-circular desk and is in charge of the paper for one issue.



Philip Adler

Beyond is the editorial department with the office of the editor.

The composing room which occupies half of the first floor represents $43,000 of equipment and prints not alone the Daily Iowan, but five other campus periodicals as well. The day mechanical force, printers, operators, stereotyper, and pressmen are full-time workmen. A student force supplements the day personnel of the shop at night. The shop includes three linotypes, a model E Duplex press, Miehle and Gordon job presses, cutter, stitcher, rotary saw and router, steel furniture and makeup banks.

Connecting the shop and editorial rooms is the business department, in charge of a company manager and business manager.

The Daily Iowan is controlled by Student Publications Incorporated, administered by a board of trustees composed of five student and four faculty members. Each spring the board elects the heads of the six publications which it directs. An aggregate of $82,000 gross business was transacted last year.

live news-features to dress your newspaper

CURRENT NEWS FEATURES, INC.
STAR BLDG.
WASHINGTON, D.C.

Our Customers Write Our Ads

The Geelong, Australia, Advertiser
Says—
"Every day we find more cause for satisfaction in our DUPLEX TUBULAR press."

DUPLEX PRESSES
FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

An Untapped Supply of Type on Slugs

THERE is a flexibility about the Ludlow system of composition that appeals to the newspaper plant regardless of size. Under the ordinary pressure of display composition it hums along at its task, but it is the exceptional job—the big special issue, loaded with big and little display lines—that really proves the capacity of the Ludlow.

Every Ludlow, literally, represents an untapped supply of type on slugs—it stands, always ready, at a touch to produce as much display composition as is desired in an unvarying excellency of quality. Just keep the metal pot full and the composition will be up in record time.

But the real value of the Ludlow is in its day-to-day capacity to produce beautiful display lines that liven up the paper and make the advertisements more attractive and readable.

Examine any paper—if the type is new and clear without broken or worn letters—if the italic is full-flowing, close-fitting and free from broken kerns—if the whole paper is livened by attractive display in the most popular faces—that paper is almost invariably Ludlow equipped.



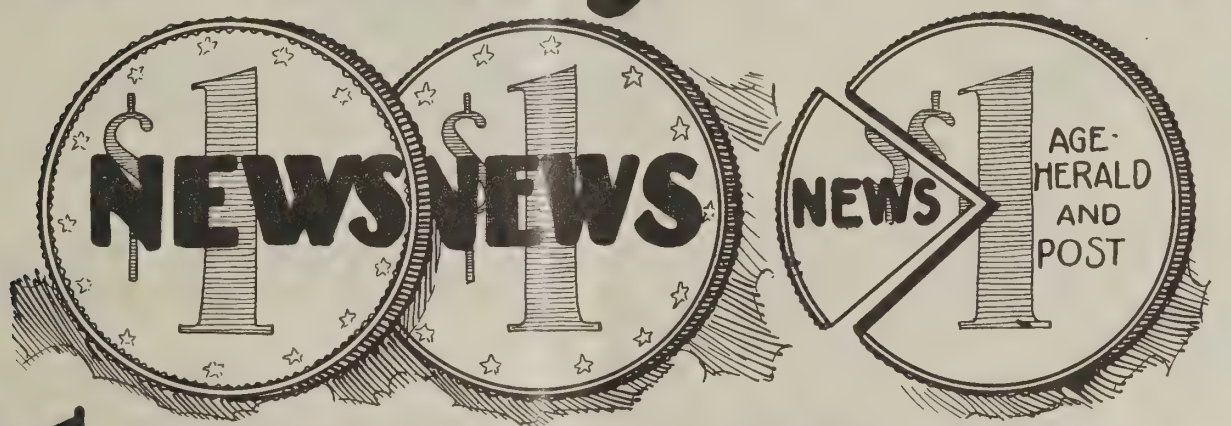
Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

How Advertising Dollars Were Divided The First Nine Months

There is no proof of an advertiser's preference as strong as his CHECK BOOK. Figuring the linage of the three Birmingham papers for the first nine months, at the national rate, the advertiser's check book speaks in no uncertain terms, an overwhelmingly strong endorsement for The News. This preference is based, not on newspaper claims or theories, but on actual results, covering a long period of years. With apologies to Chesterfield—"SUCH POPULARITY MUST BE DESERVED."

Out of Every $3.00 Spent



$2.15 Goes Into The News

NOW FOR LINAGE FOR THE FIRST NINE MONTHS

Combine the totals of the second and third papers, then add 27% to get the enormous linage carried by The News. Three words fully explain this tremendous leadership. "RESULTS ALONE, COUNT."

	News	Age Herald	Post
Local	8,550,626	4,005,428	2,737,350
Classified	1,492,400	1,123,396	236,040
National	2,100,532	1,045,478	395,192
Totals	12,143,558	6,174,302	3,368,582

NET PAID CIRCULATION GREATER THAN

75,000 DAILY **87,000 SUNDAY**

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

National Representatives

Kelly-Smith Co., New York — Joel C. Harris, Jr., Atlanta — Kelly-Smith Co., Chicago

LIBRARY U. OF I., URBANA

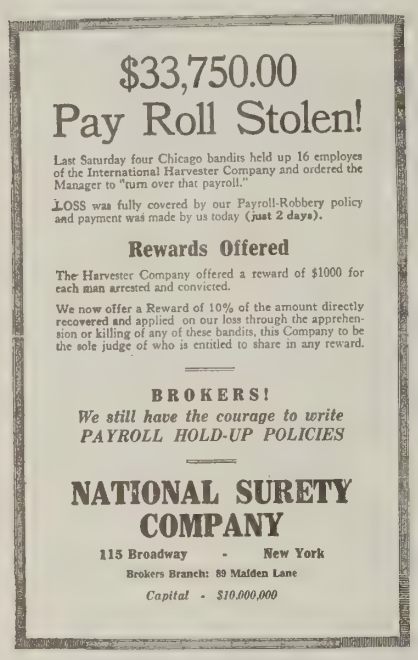
LATEST INSURANCE ADVERTISING TREND

E. A. Collins, Conference President, Sums Up Situation, Pointing to Scepticism Among Magazine Advertisers as to Results and Leaning Toward Use of Newspaper Space

"SCEPTICISM prevails among insurance firms now using magazine advertising pages. Many are doubtful they are obtaining the proper measure of results."

And Edward A. Collins, secretary of the National Surety Company, who, as president of the Insurance Advertising Conference, made this disclosure this week to EDITOR & PUBLISHER, declared the trend was definitely toward the use of newspaper space.

Without mentioning firm names for publication, or quoting individuals, Mr. Collins left no misunderstanding in this interviewer's mind as to the impression



Copy showing how newspapers are being used by insurance firms

he wished to give. It was that he was in close touch with insurance advertising executives, and that among those steering appropriations towards the so-called national media there was decided doubt as to the power of magazine pages either to spur insurance dealers to action or create actual sales.

"The trend among insurance companies in the United States and Canada is definitely toward newspaper advertising," Mr. Collins said.

"I do not look immediately for insurance home offices to create special appropriations for general newspaper advertising. That is still considered too expensive.

"But more and more will be done by progressive companies towards assisting agents in placing copy in their local newspapers. Advertising copy, as in some cases now, will be furnished them, and arrangements made to help them finance local advertising investments.

"Already some companies are assisting their agents by offering larger commissions, with the view that a percentage of each commission should go to building up future business by advertising. Others are agreeing to pay 50 per cent of the newspaper advertising cost.

"After all, insurance advertising is yet in the experimental stage. The great awakening is still around the corner.

"There are about 500,000 people selling insurance of one sort or another in this country today. Each one of the half million is a potential newspaper advertiser in varying degree.

"These agents, however, are apathetic. Today of the half-million there are not 25,000 who conduct their businesses like modern business men. The majority of insurance agents are not progressive, and, in consequence, they do not improve as other lines do.

"In this, of course, there are notable exceptions. One, particularly, is, I believe, worthy of mention.

"During the past few years, Roswell Phillips, an insurance agent of Scranton, Pa., has built up a $100,000 insurance business. Phillips left the advertising department of a newspaper to sell insurance. The first thing he did was to sign a contract for regular advertising in the local newspaper.

"He didn't submit tombstone copy either. His advertising was personalized. It consisted of a picture of himself and his address, with space in which each day he placed some interesting fact, theory, or item, regarding insurance.

"As an example, when Mr. or Mrs. Jones had a baby, Mr. Phillips would clip the item from among the briefs, caption it 'Congratulations,' and underneath it tell how many parents are preparing for the future of their children by endowment insurance policies. Each day it was different. Most frequently his text was based on some local event."

In more general terms, the present advertising situation, as summed up by Mr. Collins follows:

Of about 600 insurance, assurance, surety, fire and casualty companies in the United States and Canada, only about 200 are in any sense of the word alive to the possibilities of advertising. While virtually all of them have advertising appropriations, the bulk of money goes into booklets, calendars, blotters, copy in the trade press, etc.

Those who have become general advertisers may be numbered on the fingers. Chiefly they include: the Metropolitan Life Insurance Company; the Hartford Fire Insurance Company; the Aetna Life Insurance Company; Phoenix Mutual Life Insurance Company; Home Insurance Company; and the Insurance Company of North America.

An index of the kind of advertising these firms are doing may be found in winners of what is called the Holcombe trophy, offered each year to the member of the Insurance Advertising Conference, who over a period of 18 months, has accomplished the most outstanding advertising achievement in the advertising business. This trophy, a silver cup, was first offered two years ago by John M. Holcombe, who was then president, and is now chairman of the board of directors of the Phoenix Mutual Life Insurance Company. Last year it was won by the Metropolitan Life Insurance Company.

This week the Holcombe trophy went to the Hartford Fire Insurance Company, of which John W. Longnecker is advertising manager. C. King Woodbridge, president of the Associated Advertising Clubs of the World, was chairman of the jury of award.

The writer was given an opportunity to look over the "advertisement achievement" judged the most outstanding by the Insurance Advertising Conference. In book form under the title "The Helping Hand of Insurance," specimens of copy placed, and statements on results obtained are gathered for inspection of the judges.

The company paid for advertising copy placed in two general magazines, the *Saturday Evening Post* and the *Literary Digest*. The account was and is still being handled by Calkins and Holden, Inc., New York agency.

Keynote of the copy in every case was a witchlike figure picturizing fire. In a statement outlining the purpose behind the magazine drive, it was stated that the advertiser sought to "convict" the general public, for the "appalling waste" caused by fire.

This magazine copy, the cost of which

(*Continued on page* 42)

Add human interest to your Washington news with
THE GENTLEMAN FROM—
our new
SENATE FEATURE
First Release November 23rd
Watch your mail for details
EDITORS' FEATURE SYNDICATE
4 White St. EFS New York

Wilke's METALS
THE HIGHEST STANDARD

These Things We Know:

How "Wilke's" Type Metals *Are Made*—

We know they are alloyed from the purest ingredients, under the supervision of expert chemists and metallurgists, in a thoroughly modern plant. We make it our business to manufacture "Wilke's" Type Metals up to the very highest standards of purity and uniformity—standards which we created.

What "Wilke's" Type Metals *Will Do*—

We know that users of "Wilke's" Type Metals continue to give us their business because they get the results they seek—clear, sharp and solid type, slugs and plates. Often where other metals have failed to give satisfaction.

That You Will Be Pleased *With Results*—

We know that the list of newspapers finding it to their advantage to use "Wilke's" Type Metals in Composing Rooms and Stereotyping Departments is constantly growing—and that you too will be pleased with results in your own plant.

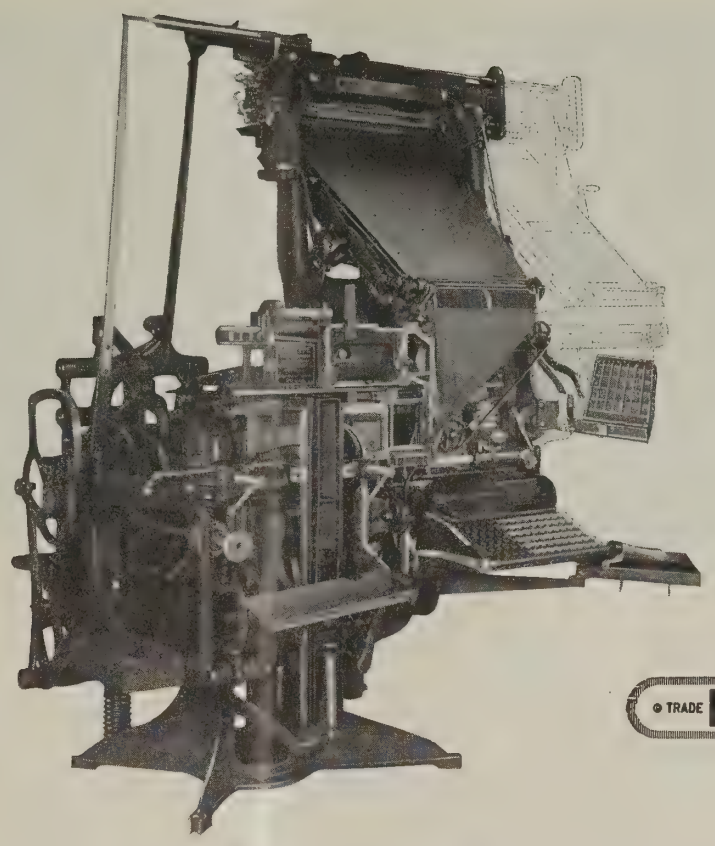
"Wilke's" Type Metal Insurance Plan is your assurance that your metal supply will always be in perfect condition. Complete details on request.

METALS REFINING COMPANY
HAMMOND, INDIANA
Warehouses in All Principal Cities

LINOTYPE . INTERTYPE . LUDLOW . MONOTYPE . STEREOTYPE

MODEL 25

Two standard main magazines interchangeable with other Linotypes. Faces from both magazines mixed in the same line.
All magazines quickly changed from the front.



MODEL 26

Just like the Model 25 with the addition of two standard auxiliary magazines.
All magazines operated from a single power-driven keyboard.

[*Can be supplied to cast either 30 or 42 pica maximum measure*]

TRADE LINOTYPE MARK

NEW ECONOMIES

Through MIXED Composition

The ability to set different faces continuously from all magazines, mixing them when desired in the same line, has established new standards of composing-room economy, not only on intricate advertising composition, but also on body matter, classified ads, market and display headings where an instant change from one size to another means a saving in time and a corresponding increase in production.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

533.25.9-F

Composed entirely on the LINOTYPE *in the Benedictine Series except for enlarged title line*

LIBRARY U. OF I., URBANA-CHAMPAIGN

NEW WEEK-DAY RECORD

St. Louis Post-Dispatch Prints 76-Page Regular Edition

With 76 pages containing 488 columns of paid advertising, the *St. Louis Post-Dispatch* of Friday, Oct. 23, established a record for a regular week-day issue of any metropolitan newspaper. The *Washington Herald* published 70 pages, with 439 columns of advertising on Dec. 14, 1923.

The *Miami Herald* was the only one other newspaper to equal the Post-Dispatch achievement, for which Florida real estate advertising was responsible.

Of the Post-Dispatch advertising, 422 columns were local, the remaining 66 columns being national and classified. Famous & Barr Company, a department store, used 15 solid pages and most of another page to advertise St. Louis Day, Saturday. This is believed to be the largest volume of advertising ever used by one store in one paper and for one day's selling. This store used a total of nearly 24 pages in St. Louis newspapers for this one-day event.

Stix, Baer & Fuller Company used seven pages in the same issue to advertise Opportunity Day. A total of more than 12 pages was devoted to this store's one-day selling.

Famous & Barr Company's tremendous volume broke the record established a week previously by Nugent's, which used 11 pages in the Post-Dispatch. A total of 18 pages was used in the St. Louis newspapers for this event.

Still another St. Louis advertising record was broken in this week. Scruggs, Vandervoort & Barney Dry Goods Company used eight pages each in the *Globe-Democrat* and *Post-Dispatch* on Sunday, Oct. 18.

Milwaukee Journal's Record Edition

The *Milwaukee Journal* on Oct. 16, printed its record week-day newspaper, 64 pages exclusive of a two page green section. The former high record was 58 pages established Dec. 12, 1924. The recent issue carried 123,492 lines of advertising.

OAKLAND EXAMINER DROPPED

Morning Times Succeeds It As Circulation Ally of S. F. Examiner

The *Oakland* (Cal.) *Morning Times,* which has been kept alive for a number of years by the daily publication of a limited edition from the plant of the *Oakland Post-Enquirer,* has been enlarged in form and will hereafter be circulated with the *San Francisco Examiner,* taking the place of the *Oakland Examiner,* which has been issued as an Eastbay edition of the San Francisco newspaper.

The discontinuance of the Oakland Examiner was caused by a ruling of the Associated Press which holds that the use in the title or head of a member newspaper of the name of any city other than that in which the paper is actually published is in violation of the by-laws of the association.

LAUNCHING SUNDAY EDITION

Lakeland (Fla.) Ledger to Start With 200-Page Issue Nov. 1

The *Lakeland* (Fla.) *Ledger* will print its first Sunday edition on Nov. 1. It will contain more than 200 pages, including an eight page magazine section, four pages of colored comics and other features, according to Earl Mullen, manager.

The Ledger has just completed the installation of a new high speed Goss 24-page press, has added several new linotype machines to its equipment and beginning Nov. 2 will be one of the first papers in a city the size of Lakeland with two full leased wire services, Mr. Mullen stated. At this time full leased wires service of the Associated Press and International News Service will start.

NEWSPAPER MAKERS AT WORK



"Sell your paper"—John Cowles

THERE is no royal road to circulation dominance or any mysterious way in which big circulation gains can be made over night in the opinion of John Cowles, associate publisher of the *Des Moines Register and Tribune-News.*

A good product aggressively merchandised over a long period of time is the only way a sound circulation structure can be developed, he declared in an interview for EDITOR & PUBLISHER this week.

"Next to the managing editor's job that of the directing head of the circulation department is about the most important position on a newspaper," Mr. Cowles stated.

"On many papers too large a part of the effort is put into making the paper and too little into selling it."

When asked what he regarded as the most aggressive newspaper in the country in a circulation way, Mr. Cowles replied "the *Chicago Tribune.*"

"If the Chicago Tribune were published in New York instead of in Chicago and pushed as hard in a circulation way as it now is, I shouldn't be surprised if it would have twice as much circulation as any of the standard size New York papers now have," he added.

The Des Moines Register and Tribune-News, of which Mr. Cowles is associate publisher, has 160,000 daily and 135,000 Sunday circulation, which is said to be the largest in the world in a city of 150,000. Its net circulation income is more than $1,000,000 a year.

Twenty-one years ago, Gardner Cowles, publisher of the paper, bought controlling interest in the Register when it had a circulation of 10,000. Sixteen years ago, the evening paper, the Tribune, was established. In 1924 the News, a Scripps-Howard paper, was purchased and consolidated with the Tribune as the Tribune-News.

John Cowles, son of the publisher joined the reportorial staff of the Register while a student at Harvard University. After being graduated from Harvard in 1921 where he served as editor of the *Harvard Crimson,* student daily, he joined the business staff of his father's dailies as associate publisher.

In 1924 young Cowles toured Europe, penetrating Russia to view at first hand conditions under the Soviet regime. He wrote a series of articles on Russia for the North American Newspaper Alliance, of which he is a director.

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's *Picture Paper,* has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

Daily News ST. PETERSBURG'S PICTURE PAPER

Morning Sunday News ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

SAMPLING ON BIG SCALE

Cleveland Times Covering Suburbs With 97,000 Extra Copies

An experiment in circulation promotion has been undertaken by the *Cleveland Times,* with the result that an edition of 130,000 copies is being published every Friday, the 97,000 excess over the current net paid circulation, based on the Oct. 1 statement, being placed directly into 97,000 homes in greater Cleveland, which includes Lakewood, East Cleveland, Cleveland Heights, Shaker Heights, Euclid Village and other suburbs separated from Cleveland proper only by streets.

In starting the edition, the publishers announced that the object was to acquaint all Cleveland with the Times and place it where it had not yet been seen.

Classified wants on page 46.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

NEWSPAPER PRESSES AND EQUIPMENT

Hoe 8-column Sextuple 3-roll Right Angle Web Press, 48 pages—21½" cut-off.

Hoe 8-column 64-page Octuple Straight Line Web Press—21½" cut-off.

Scott one-roll Two-page wide, four and eight-page Stereotype Newspaper Printing and Folding Machine—Class UN.

Matrix Rollers, Steam Tables & Casting Boxes.

Model 1, 3, 5, 8 and 15 Linotypes.

Monotype Casters & Keyboards.

Form Tables.

Write for current issue of the "Hall Broadcaster"

THOMAS W. HALL CO., Inc.
512 West 41st St. New York
Phone—Chickering 2307

there are reasons

for everything

Make

TRENTON

NEW JERSEY

Your Reason for Increased Business

—A city of 132,000 population.

—A trading centre for 225,000 people

—Where a slump in a few industries makes little difference, for it's the

—City of diversified industries.

—Where a *single* advertising appropriation does all that advertising can do.

—It reaches them all.

The City of
Iron
Steel
Pottery
Rubber

Trenton Times

Daily 38,000 A.B.C.

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
NEW YORK

Lytton Building
CHICAGO

LIBRARY U. OF I., URBANA-CHAMPAIGN

THE MAN W

To The Publisher:

I have been asked by our President, as the one who is responsible for its manufacture and subsequent behavior, to put into letter form my opinion of the PONY AUTOPLATE MACHINE.

As a manufacturing proposition it is a simple, clean-cut, straightforward job. The parts are few, strong, and easily made; they go together without trouble and seldom have to be readjusted, even under the severe requirements of the testing stand.

As the machine is a unit and is powerfully built to withstand the punishment of hard daily work, we are enabled to box and ship it already set up, prepared for work, and nowhere has there been any difficulty on the part of a stereotyper in beginning promptly to make plates with it for his daily run. There is nothing for him to learn.

The fact that it clears a foundry of a lot of apparatus and makes space where there

PONY AUTOPLATE MACHINES ARE BEINC

SCRANTON (PA.) TIMES
JACKSONVILLE (FLA.) JOURNAL
OKLAHOMA NEWS
NEWARK (N. J.) LEDGER

MOLINE (ILL.) DISPAT
SALT LAKE CITY (UT
CHARLOTTE (N. C.) O
REALTY PUBLISHING
SAN FRANCISCO (CAI

O MAKES IT

wasn't any, and that it cuts actual tons of lifting out of the stereotyper's daily work, makes friends for it from the start. Outside of the foundry, the management likes its saving of time and the pressroom likes the better printing qualities of its plates.

So far as operating troubles are concerned, I can truthfully say that we haven't any; our Service Department keeps us clear of them. Besides, the periodic visit of our service man to every office that has an AUTOPLATE machine is an educational factor of great value. It brings to a foundry news of the latest wrinkles in stereotyping, it prevents the deterioration of a machine through lack of knowledge or neglect, and it makes every publisher feel that we stand forever behind our machine to insure its giving him to the fullest extent the service to which he is entitled.

WOOD NEWSPAPER MACHINERY CORPORATION

JOHN A. ISBELL, *Works Manager.*

OR THE FOLLOWING NEWSPAPERS:

RAM

TON, FLA.
2)

WILLIAMSPORT (PA.) SUN
LAKE COUNTY (HAMMOND, IND.) TIMES
KENOSHA (WIS.) NEWS
ELKHART (IND.) TRUTH

LIBRARY U. OF I.

EDITORIAL

HALF-RATE ADVERTISING

"ADVERTISING without publicity means that you are getting only half-value for your money."

This classic is from the hand of the press agent of the Moon Motor Car Co., of St. Louis, Mo.

It is contained in a note sent by that gentleman to Moon distributors and dealers, advising them that he is forwarding publicity direct to the dealers who should make a "personal" effort to get it printed in the newspapers in which they advertise.

If the press agent is right, and apparently many newspaper managements accept his view as they publish automobile publicity by the page, automobile advertising is sold on a half-rate basis, under-rating advertising purchased by large local dealers who exact no free linage.

Considering publishing costs, many newspapers are doubtless printing automobile advertising, plus free publicity, at actual loss. The sort of publicity that most of the automotive press agents dole out is usually utterly uninteresting and in our opinion merely clutters the space. Some of it is doubtful propaganda. For instance, the copy that went out to Moon dealers, with the half-rate suggestion quoted herein, was pure propaganda for repeal of the excise tax on automobiles.

All honor to skillful "New York World" correspondents who have repeatedly penetrated Mussolini's cowardly censorship, latterly revealing apparently genuine secret documents which connect the Dictator Premier with the Matteotti murder and as chief of an Italian Cheka.

MR. WALLACE'S LETTER

READERS of Editor & Publisher will learn with pleasure that the United States Fisheries Association has not been quick to accept the advertising plan which, as announced in these columns, called for paid space in magazines and free publicity in newspapers. Mr. Wallace's letter, appearing in another column of this issue, is appreciated and we are glad to set the matter right.

However the question may eventually be decided, it must be obvious to these business men that an advertising plan which proposes to pay its way in one section of the press and graft its way in another is unsound in principle and will not deliver satisfactory results from the neglected side.

Speaking of qualitative analysis of circulation: How much is it worth per thousand, to the ordinary channels of respectable trade, when gained through the publication of horse race dope?

A PRESS CURIOSITY

ONE of the curiosities of modern journalism is *The News,* published by the students of the three-year high school at Fountain Green, Ill.

The town is eight miles from a railroad. It has less than 100 families. There are only 36 students in the high school. The paper has contracts with more than 100 advertisers and Alleyne Barbe, its secretary, advises Editor & Publisher that "our paper has many hundreds of subscribers."

We have just read the Hallowe'en Number, in tabloid form with 16 handsomely printed pages and a bright yellow cover. It might have creditably been produced as a weekly in any fair sized city. The news is well written and displayed with taste and the advertisements are representative of business in the rich section in and surrounding Fountain Green. There are many one-inch cards for doctors, dentists, barbers, lawyers and merchants, and some fine display spaces for banks and experienced advertising retailers. We know of no newspaper published by a high school to compare with the News, and there are scores of pretentious publications that display no such spirited business enterprise or editorial skill. Watch for a crop of smart newspaper men and women from Fountain Green, Illinois.



The heart is deceitful above all things, and desperately wicked: who can know it?

I the Lord search the heart, I try the reins, even to give every man according to his ways, and according to the fruit of his doings.—Jeremiah, XVII; 9, 10.

ADVERTISING DEMOCRACY

HERE is some remarkable news from Harry H. Field, late of *London Daily Mail,* now travelling in the Far East: In the Japanese crusade for democracy the newspaper is playing an important role. On October 9 the Japanese press was given further recognition at a meeting in the Peers Club when thirty members of the Federation Demanding Reform in the House of Peers met to adopt a program for their campaign this winter.

The outstanding resolution passed at this important conclave and the one that is to be the corner-stone of their program calls for an advertising campaign in the newspapers throughout Japan to bring to the attention of the people the aims of this movement to reform the House of Peers.

It was determined to hold public meetings in all the large cities and to charge an entrance fee at each one. The money raised at these meetings will pay, in part, for the advertising, and it was also decided to raise a public subscription to further defray the costs of the newspaper campaign.

Baron Nakagawa, the leader of this movement, is reported to have said that the reform is not to be made an issue of party politics as it is simply a movement seeking to perfect the constitutionalism of the country.

"It is imperative," the Baron is reported to have continued, "that persons of nobility should realize the fact that the people have begun to attach less importance to titles of nobility. The public has become more and more rational and the intelligentsia have begun to voice their discontent against the special prerogative of nobles, which is not based on the welfare of the public."

Thus the Federation Demanding Reform in the House of Peers is raising money by public subscription and by public meetings to effect a constitutional amendment through the constitutional means of advertising in the columns of the Japanese press!

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EDITOR & PUBLISHER
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Marlen E. Pew, Editor
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Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
Mrs. H. Craig Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Olive 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.
Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.
London: The Advertising World represents Editor & Publisher for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

B—SARCASM, FISHBEIN

FOR centuries the medical profession has made a mystery of the business. The ancient medicine man was regarded by the tribe as a sort of divine magician. The typical modern medical man still surrounds himself with elements which lend themselves to mystery. The scheme of the profession has been to keep the public in ignorance of medical matters. Prescriptions are written in Latin. A physician's ethical code protects him in various ways from public intrusions. Physicians are notoriously backward press subjects. The medical assumption is and long has been that medical affairs are much too sacred for public discussion. There are, of course, some excellent reasons for the censorship.

Dr. Morris Fishbein, of the American Medical Society, continues to make sarcastic references to newspaper men who misuse medical terms. His latest criticism appears in *"American Speech,"* a magazine. He charges newspaper system with being faulty and lending to inaccuracy. He is constantly referring to the "queer triple play, leg-man to telephone to rewrite man."

Dr. Fishbein is ungenerous and does not take into account the fact that his profession is merely reaping the harvest of its own planting.

Brooklyn man, reported dead, for social and business reasons advertises: "I'm alive." We'll say he is.

NOW, WE FEEL BETTER

TWENTY years ago, one beautiful Spring morning, an excursion boat, which was crowded with boys and girls from a New York German-American Sunday school, out for a day's excursion and picnic, took fire while going through Hell Gate in the East River.

Alarms were sounded and the present writer, who chanced to be calling at the north end of Manhattan Island, was the third reporter to arrive at the scene of the disaster. From the pier we saw in the distance the General Slocum wrapped in flames, a ghostly spectacle. A fire tug was just entering the slip where we stood, her rear deck piled high with the bodies of children and women, rescued from the water, and we recognized Fire Chief Croker and called to him "How many are dead out there, chief?" Instantly he replied, "There are a thousand dead".

We rushed to a telephone in a dirty little confectionary store nearby and got the office. "Flash a thousand dead—Steamer General Slocum is afire in Hell Gate—Quote Croker as saying a thousand dead" and then went on with the details of the story.

A solemn rule had just been adopted by the press association we represented at that time, in the interest of news conservatism. This editorial is intended to atttack the principle of such rules. To avoid overestimation of casualties in railroad wrecks and similar disasters all desk editors had been ordered to arbitrarily cut in half or more the first estimates of dead.

For twenty years we have been harboring a sense of injury and outrage that our reportorial enterprise, or luck, or what you will, in first reporting that 1,000 was the official estimate of the General Slocum dead, was through an arbitrary rule cut by a desk editor to "200 dead." The final count of the General Slocum dead was 1,021, and that figure is written in marine history. Fire Chief Croker was the sort of man who knew what he was talking about when the subject concerned his business. No desk editor in New York or elsewhere had power to divine truth which in any degree compared to Croker's quick ability to estimate losses on the scene of a fire.

Newspaper men are prone to talk of the "good, old times", when men were men in journalism, and scoff at present day ultra-conservatism, but there is not a desk editor of the present generation that would cut by eighty per cent a staff reporter's estimate of dead in a disaster, particularly when it was supported by the quotable word of the highest authority on the subject. That sort of nonsense was the exclusive privilege of the good, old editorship of 20 years ago.

The best general rule that obtains for journalists is: Use common sense and break all office laws that conflict with it.

PERSONAL

CORNELIUS VANDERBILT, JR., publisher of tabloid newspapers was taken ill this week at his hotel in Atlanta, Ga. On Oct. 28, he was reported resting easily and physicians predicted his speedy recovery. Mr. Vanderbilt was gassed during the World War, the fumes affecting his jawbone. His present illness is a recurrence of this infection.

Asa W. Butler, editor of the *Albany* (Mo.) *Capital*, and former president of the Missouri Press Association, has resigned as state oil manager for Missouri.

Robert Lincoln O'Brien, editor, *Boston* (Mass.) *Herald*, recently spoke on "Our Presidential Puzzle," before members of the Littleton Lyceum at Littleton, Mass.

Willis Sharpe Kilmer, Binghamton sportsman and founder of the *Binghamton Press*, has returned from a trip abroad where he purchased another horse to add to his racing stables.

Major Frank Knox, publisher of the *Manchester* (N. H.) *Union and Leader*, has been re-elected president of the New Hampshire Marketing Association.

Abraham M. Liebling, publisher of the *Chicago Daily Press*, recently purchased the Seelbach hotel, Louisville, Ky. The purchase price was $2,500,000.

W. F. Muse, editor of the *Mason City* (Ia.) *Globe-Gazette*, formerly city editor of the *Cedar Rapids* (Ia.) *Evening Gazette*, is visiting in the latter city en route home from the Inland Press Association meeting in Chicago and an Alaskan trip. He has frequently been mistaken for Irvin S. Cobb, and on his recent visit displayed a letter of sympathy from the author-humorist.

W. C. Simons, editor of the *Lawrence* (Kan.) *Journal-World*, was recently elected president of the Kansas Baptist Association.

IN THE BUSINESS OFFICE

WILLIAM F. ROGERS, advertising manager of the *Boston Transcript*, and president of the Advertising Club of Boston, extended greetings to delegates at the International Direct Mail Advertising Convention in Mechanics Hall, Boston, on October 28.

Robert M. Harper, business manager of the *East Moline* (Ill.) *Herald*, has been elected first vice-president of the Moline-East Moline Chamber of Commerce.

Everett B Harvey, for the past four and a half years business manager of the *Quincy* (Mass.) *Patriot Ledger*, has resigned to become business manager of the *New Haven* (Conn.) *Journal-Courier*. He began his duties there this week.

Fred Mott has resigned as business and advertising manager of the *Grand Rapids* (Minn.) *Herald-Review* and joined the *Washington* (Ia.) *Evening Journal*.

Carl F. Morrison, formerly proof reader, *Bangor* (Me.) *News* and later reporter and assistant advertising manager of the *Bangor Commercial*, has assumed new duties as advertising manager of the Besse System Stores in that city.

C. M. Dunham, advertising manager of the *Coffeyville* (Kan.) *Daily Journal*, has several fractured ribs and other injuries, the result of an automobile crash.

K. T. Boardman has joined the *Palo Alto* (Cal.) *Times* as circulation manager, and will direct the circulation of both the Times and the *Redwood City Tribune*. He started newspaper work 2 years ago on the *Minneapolis Journal*, later becoming circulation manager of the *San Francisco Chronicle* and the *Call*. Recently he was with the *Santa Barbara* (Cal.) *Morning Press*.

L. W. Neuheisel, formerly of the *Milwaukee Journal* and the Mills Engraving Company, San Antonio, has succeeded Jack McGuire as service artist for the *San Antonio Express and Evening News*. McGuire resigned to go with the Service Engraving Company. S. H. Needham has joined the service department, succeeding Thornton B. Hall, who became secretary to Publisher F. G. Huntress. William S. Chaney has joined the Express-News soliciting staff.

Hazel Freeman, of the advertising department, *New York Herald Tribune*, sailed last week for a two week's business trip to Bermuda to promote resort advertising there.

George R. Taylor of the real estate advertising department, *New York Herald Tribune*, and formerly of the *Philadelphia Evening Bulletin*, is to be married on Nov. 7 to Miss Emma W. Fetterolf of Philadelphia.

Harry G. Swanson has joined the radio department of the *New York Herald Tribune* as a solicitor. He was formerly with the *New York World*.

IN THE EDITORIAL ROOMS

HERBERT R. GALT, managing editor, *St. Paul Dispatch-Pioneer Press*, has returned from a hunting trip in the Northern Minnesota woods.

Stuart Strobridge, managing editor, *Fairmont* (Minn.) *Daily Independent*, who was injured in an automobile accident four months ago, is now back at his desk.

Clarence L. Moody has resigned as city editor of the *Lynn* (Mass.) *Telegram-News* to take a similar position on the *Quincy* (Mass.) *Patriot Ledger*. He has been succeeded on the Telegram-News by Paul E. Barron, formerly of the copy desk.

James Marshall, city editor of the *Seattle Daily Star*, and Mrs. Marshall have returned from a trip to Alaska.

Jacob Rachman, known to readers of the *Davenport* (Ia.) *Times* as "J. R." conductor of the "Idle Thoughts" column, has left the Times after 12 years as a member of the staff, to become advertising and publicity manager for the World Realty Company, Omaha, operating eight motion picture houses.

George Stevenson has resigned from the *Long Beach* (Cal.) *Press-Telegram* staff to join a real estate firm. Stevenson has the second longest record in active work on Long Beach papers having served the local press for 20 continuous years.

Franklin Merrit, formerly with the *Superior* (Wis.) *Telegram* and *Milwaukee Journal*, is now managing editor of the *International Falls* (Minn.) *Daily Journal and Weekly Echo*.

Joseph Reddington of Lakewood, R. I., has joined the reportorial staff of the *Providence* (R. I.) *Journal and Bulletin*.

George Daniels, veteran West Scranton correspondent for the *Scranton* (Pa.) *Times*, has been ill for several weeks.

L. E. Glab, of Vancouver, British Columbia, has joined the staff of the *Newark* (N. J.) *Morning Ledger*.

A. Waller Lewis, Jr., Ashaway, R. I., has joined the reportorial staff of the *Providence* (R. I.) *Journal and Bulletin*.

Michael F. O'Connor, city editor of the *Holyoke* (Mass.) *Transcript*, has returned to his duties after an illness.

Rae J. Barrett has returned to the sporting staff of the *Newark* (N. J.) *Morning Ledger*.

Miss Fern Haggen has resigned as society editor, *Devils Lake* (N. D.) *Daily Journal* and gone to Goshen, Ind., to reside.

Thurlow Weed Barnes, telegraph operator of the *Albany Evening News* and son of William Barnes, former publisher of the *Albany Journal*, has resigned to enter publicity work.

James Gray, dramatic critic, *St. Paul Dispatch-Pioneer Press*, is furnishing the Dispatch with a daily column headed "The World of Art, Books and Drama."

G. A. Falzer, sports editor of the *Newark* (N. J.) *Sunday Call*, is improving after having been struck by an automobile, Oct. 24.

Miss Modanna M. Todd, of San Berdino, Cal., formerly of the *San Francisco Examiner*, who joined the staff of the *Newark* (N. J.) *Ledger* last July as feature writer, has been named Sunday editor.

FOLKS WORTH KNOWING

CONGRESSMAN Joseph W. Martin, Jr., who represents the Fifteenth Massachusetts Congressional District is one of the very few newspaper men that the Old Bay State has sent to Washington in recent years. He is the manager and editor of the *North Attleboro* (Mass.) *Evening Chronicle*.



J. W. MARTIN, JR.

Born in North Attleboro in 1885 he started his newspaper career when only seven years old as a newsboy. Graduating from the North Attleboro high school he became associated with the *Attleboro Sun* and several years later achieved one of his ambitions by obtaining control of the *North Attleboro Evening Chronicle*.

Although only 41 years of age, he is among the leading Republicans in Massachusetts. For nine years he served in the State Legislature and for the past four years was the executive secretary of the Republican State Committee.

While a member of the legislature he became a close friend of President Calvin Coolidge who was then president of the Massachusetts Senate.

Gilbert Jarvis is now city editor of the *Little Falls* (Minn.) *Daily Transcript*, having resigned the city editorship of the *Austin Daily Herald*. He succeeds Verne E. Joslin, now city editor of the *Bismark* (N. D.) *Tribune*.

Jerry Mullin, formerly of the *Newark* (N. J.) *Evening News*, is back at his sports post in the place of Myron Townsend, resigned.

H. Goodrich Gates, formerly Cortland, N. Y. correspondent of the *Syracuse* (N. Y.) *Telegram*, has joined the *Rahway* (N. J.) *Record* as managing editor.

Robert B. Peck and Forrest Davis of the editorial staff of the *New York Herald Tribune* spent several days last week shooting partridges at Mr. Peck's country home at Shokan, New York.

Miss Deborah Corle, assistant to the society editor of the *New York Herald Tribune*, has returned from a week's trip to Washington and Virginia.

HOLDING NEW POSTS

W. T. VAN CLEVE, from city editor, *Moberly* (Mo.) *Monitor-Index*, to assistant business manager, *Maryville* (Mo.) *Democrat-Forum*. Gordon Hudelson succeeds him as city editor.

James Joyce, from telegraph editor, *Wichita Beacon*, to *Cleveland* (O.) *Press* staff.

L. F. Brewer, from managing editor, *Salina* (Ka.) *Daily Union*, to telegraph editor, *Coffeyville Daily Journal*.

Albert E. Harris, from city desk, *Fairmont* (Minn.) *Daily Independent*, to night city editor, *Fargo* (N. D.) *Forum*.

Walter S. Adams, from city editor, *Knoxville* (Tenn.) *Sentinel*, to managing editor, *Sarasota* (Fla.) *Times*.

Ralph A. Hoyle, from reportorial staff, *Worcester* (Mass.) *Telegram and Gazette*, to *Bridgeport* (Conn.) *Times*.

Lewis M. Nachman from assistant classified manager, *Ft. Worth Record*, to classified manager, *Muncie* (Ind.) *Evening Press*.

R. J. Stribley, Jr., from *Dubuque* (Ia.) *Telegraph-Herald*, to telegraph editor, *Moberly* (Mo.) *Monitor-Index*.

MARRIED

HENRY P. LEWIS, radio editor, *Springfield* (Mass.) *Union*, to Miss Lucille Wetsel, Oct. 17.

Laurence E. Andrews, Fitchburg, Mass., correspondent for the *Worcester* (Mass.) *Telegram*, to Miss Olive Morano at Fitchburg, Oct. 18.

W. T. Van Cleve, assistant business manager, *Maryville* (Mo.) *Democrat-Forum*, to Miss Catherine Baldwin Moore, in Moberly, Mo., recently.

Charles Freed, city circulator, *Amarillo* (Tex.) *Daily News*, to Miss Lilly Catheren, of McLean, Tex.

Miss Kathryn Esther Elfes, daughter of Orlo Elfes, publisher of the *Pine Knot* (Minn.) *Colquet*, to Eugene Nelson, of New York, recently at the home of the bride.

Clinton H. Sippy, of the mechanical department, *Chippewa Falls* (Wis.) *Telegram*, to Miss Eunice Card in Chippewa Falls, Oct. 22.

George Hazen Whitson, formerly of the mechanical department *Montpelier* (Vt.) *Daily Argus*, to Miss Gertrude Fruth, Quincy, Mass., Oct. 19, at Lenox.

George B. Neibert of the mechanical department, *Norwich* (Conn.) *Bulletin*, to Miss Agnes Enright, also of Norwich, on Oct. 22.

Frank J. Connelli, telegraph operator of the Associated Press at the office of the *Norwich* (Conn.) *Bulletin*, to Miss Ruth Pollard, Taftville, Conn., recently.

Helen Lilly of the advertising art department of *Chicago Tribune*, to Maurice Reilly on Thursday, Oct. 22. The groom is a former Ohio University football star. Following the ceremony Mr. and Mrs. Reilly left for Columbus, their future home.

Woodbridge E. Morris of the *Cleveland Plain Dealer* staff, to Miss Jean C. Muir of the city staff, *Springfield* (Mass.) *Republican*, Oct. 27, in Springfield.

Stories for Children That Are Worth the Space!

THE bedtime tales for juveniles written by Mrs. Florence Smith Vincent are FEATURES, not just fillers.

Countless thousands of children have heard her on the radio, and more than 20,000 members of this radio audience have written to her. Her books have gone into many editions. Librarians and teachers attest her gift for fascinating the little ones.

Mrs. Vincent's stories will be a regular feature of the Central Press Association's complete and exclusive illustrated daily feature news service, beginning Monday, November 16.

Write today for proofs of this feature, one of many in the distinctive Central Press service.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

P.S.—We produce the world's best daily picture page.

NEW PLANTS AND EQUIPMENT

AMONG the press shipments from the New York works of R. Hoe & Co., Inc. last week was a new double-quad octuple for the *Boston Post* and another new 16-page unit for the *Jacksonville* (Fla.) *Times Union.*

Aitkin (Minn.) *Independent-Age* is building a new plant.

Bayport (Minn.) *Herald* has purchased a Universal press.

Morris (Minn.) *Tribune* has installed two variable speed motors for its Gordon jobbers, also a Boston stitcher.

Bottineau (N. D.) *Farmers' Advocate* has moved into a new home.

Clark (S. D.) *Courier* is having its home remodeled and has put in a new linotype.

Doland (S. D.) *Times-Record* has purchased an intertype.

Newspapers which have recently installed the Ludlow system are: *Miami* (Fla.) *Herald, Hawthorne* (N. J.) *News, Mt. Carmel* (Pa.) *Item, Springfield Illinois State Journal, Evening News,* Sydney, Australia, and *Marion* (O.) *Star.*

SPECIAL EDITIONS

COLUMBIA (S. C.) RECORD, 88-page Progress and Prosperity edition, Oct. 18.

Fayetteville (N. C.) *Observer,* 30-page National Publicity edition, Oct. 19.

Christian Science Monitor, Ohio edition, Oct. 22.

Columbus (O.) *Dispatch,* 158-page annual Home Beautiful edition, Oct. 11.

Omaha (Neb.) *World Herald,* 24-page Florida section, Oct. 4.

Geneva (O.) *Free Press,* annual Fall Festival edition, Oct. 5.

Albany (Ga.) *Herald,* 160-page Kiwanis convention edition, with 8-page rotogravure section.

Galesburg (Ill.) *Evening Mail,* 8-page section devoted to new Illinois Power & Light Corporation office building and headquarters for the western Illinois division.

Burlington (Mass.) *Daily News,* special University of Vermont supplement of 12 pages, Oct. 24.

PRESS ASSOCIATION NOTES

JOSEPH L. JONES, of the United Press foreign department, will leave New York shortly to join the staff of the U. P. London bureau. He will replace Lloyd Allen, who after five years abroad returned this week to the press association's home office.

John O'Brien who has been reporting warfare on the Riff front for the past three months, has returned to the Paris office of the United Press.

Edward McKernon, superintendent of the Eastern Division of the Associated Press, was a guest of *Attleboro* (Mass.) *Daily Sun* last week and was the speaker at a Chamber of Commerce dinner. During his Attleboro stay, Mr. McKernon was the guest of J. H. Vallette, Sun publisher.

Charles J. M. Kelsey, of London, England, has joined the staff of the Kent Press Service as Springfield, Ill., correspondent and general political editor. Mr. Kelsey was formerly foreign correspondent at Cronstadt, Russia, for the *London Daily Chronicle,* and later, assistant to Sir Phillip Gibbs in the London office of that paper. Since his arrival in the United States, Mr. Kelsey has held the post of assistant city editor on the *Minneapolis* (Minn.) *Journal.* He is a graduate of Brighton College, Sussex, England. Charles E. Calkins, who has been chief correspondent at Springfield, will go to the Chicago office as superintendent of bureaus. Lawrence H. Selz, managing editor, goes to Detroit temporarily, to open the new office there in the near future.

Associated Press has extended its leased wire system in Minnesota to the Iron Range, where the *Hibbing Daily Tribune* has been added to the circuit.

Otis Swift, manager of the Chicago United News bureau has joined the business staff of the United Press.

ASSOCIATION CHIEFS

WILLIAM J. SMITH, president of the Illinois Press Association, owns the *Waukegan* (Ill.) *Daily Sun* and the *Lake County Independent,* with his brother Frank G. Smith.



W. J. Smith

Following his graduation from the Waukegan high school he took a position as timekeeper at the Thomas Brass & Iron Works at $9 a week but within three months his interest in newspaper work, obtained when writing high school notes for the local paper, attracted him to the *Waukegan Daily Sun.* He left the $9 job to become a cub reporter at $5 a week. Later he became the city editor of the Daily Sun and in 1906 with his brother purchased the *Waukegan Daily Gazette.*

They conducted that paper for five years sold out at a profit and for about six months engaged in other lines of business but the call of the newspaper was too strong for them and in the fall of 1911 they purchased the Waukegan Daily Sun and the *Lake County Independent* which they have conducted since.

W. J. Smith until the present year has been vice-president from Illinois for the National Editorial Association, was treasurer of the Illinois Press Association for three years and during the past year has held the position of first vice-president of the Illinois Association.

During the Lowden administration he was public administrator of Lake County.

ON THE MECHANICAL SIDE

GEORGE FICKE, for many years assistant foreman in the pressroom of the *Richmond News-Leader,* left this week for Miami, Fla., to join the mechanical staff of the *Miami Daily News.*

George Edward Fitz, for several years with the mechanical department of the *Webster* (Mass.) *Evening Times,* has bought a printing plant at Brockton, Mass.

WITH THE SPECIALS

HAMILTON-DELISSER, INC., New York, have been appointed national advertising representatives of the *Manchester* (Conn.) *Evening Herald.*

Charles H. Eddy Company, New York, has been appointed to represent the *Buffalo Express* nationally.

CHANGES OF OWNERSHIP

E. P. EASON, for 17 years the owner and editor of the *Winters* (Tex.) *Weekly Enterprise,* has purchased the Curran and Fulfer printing shop in Anaheim, Cal.

Richard E. Schultz has purchased the *Akron* (N. Y.) *News Weekly,* from Harry J. Childs, son of the former owner and editor of the publication. The present owner was for 17 years with the *Batavia Daily News.*

W. F. Toby, of Woodstock, Ont., has purchased from James A. Livingston & Sons, the *Grimsby* (Ont.) *Independent,* and the *Canadian Sportsman.* Mr. Toby was formerly connected with the *Woodstock* (Ont.) *Sentinel-Review* and is a nephew of William J. Taylor, publisher of the Sentinel-Review and other Ontario daily papers.

Clinton (Ill.) *Register,* edited and published 39 years by the late George W. Hughes, has been purchased from the Hughes estate by Ellis and Willis Reddick of Clinton. Willis Reddick, who will graduate from the University of Illinois School of Journalism next June, is expected to become editor and active manager. George A. Slusser has been managing the paper since Mr. Hughes' demise.

George Ericson, until recently publisher of the *Spooner* (Minn.) *Northern News,* has bought the *Brainerd Tribune* of Miss Anna Himrod and Arthur Haase. Mrs. Ericson will assist in the publication.

Waukon (Ia.) *Republican-Standard,* weekly, was sold last week by Sheriff Ben Davis to meet creditors' claims, to A. P. Bock, former owner of the *Republican.*

Parma (Mich.) *News,* weekly, published for the past 11 years by William E. Beebe, has been sold to Rae Corliss, of Albion. Corliss has been on the staff of the *Jackson* (Mich.) *Citizen-Patriot* for the past two years.

Ray W. Gifford has sold his interest in the *Westerville* (O.) *Public Opinion* to his partner, A. D. Curfman.

Julian G. Kent is now directing the *Abilene* (Tex.) *Times,* having purchased the interest of G. Fisk in the paper.

F. B. Whipkey has purchased from his brother, A. L. Whipkey, the latter's interest in the Whipkey Printing Company, publishers of the *Colorado* (Tex.) *Record.*

F. S. Pavit has repurchased the *Canadian* (Tex.) *Record* from C. E. McKimson.

J. W. Munsell, who recently sold the *Menard* (Tex.) *Messenger,* has acquired the *Richland Springs* (Tex.) *Eye Witness* from C. H. Bentley.

Narrow Escape in Plane Crash

Roy Atkinson of *Boston Post* sustained bad cuts and bruises and three other Boston newspaper men, Wilfred T. Price *American,* Edmund B. Sargent, *Herald* and Munson T. Adams *Traveler* escaped injury when the Remington Burnelli airplane, Miss Essex, one of the largest commercial aircraft in the world was wrecked in a forced landing in a plowed field at Seekonk, Mass., Tuesday afternoon. Both motors suddenly went dead when the plane was at an altitude of 3,000 feet. It was only through the skill of the pilot Lt. George R. Pond that the drop did not result fatally for the passengers.

The "E. & P." of Argentine

Carlos Viale started publication this month of *Periodismo,* a semi-monthly magazine devoted to the interests of the newspapers and magazines of Argentina.

NATIONAL LEADERSHIP
IN
CLEVELAND, OHIO

During the first six months of 1925, The Cleveland News (Evening) published a greater volume of National Advertising than was published during the same period by the other evening newspaper in Cleveland.

When compiling your next schedule, consider this continued leadership in National Lineage on the part of

The Cleveland News

DAILY AND SUNDAY
OHIO'S GREATEST NEWSPAPER

Represented by
GEO. A. McDEVITT COMPANY
250 Park Ave., New York
914 People's Gas Bldg., Chicago

Church Advertising An Asset

Newspapers all over the country are taking up the lance against "the great American scandal," crime. All sorts of panaceas are being suggested, among them, religious education.

President Coolidge says, "We do not need more laws; we need more religion."

Chief Magistrate McAdoo says, "The scores of criminal youth appearing before me have had no religious training, and therefore have no basis for character."

The newspapers through allowing more space to church news and church advertising can be the strongest moral force in the country toward diminishing crime.

This is not a statement of mere altruism.

Church advertising will prove itself an asset, bringing you

New revenue
New friends
New advertising copy

May we help you plan a church page in your paper?

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

THE BUFFALO EXPRESS

ANNOUNCES THE APPOINTMENT OF THE

Charles H. Eddy Company

Chicago — NEW YORK — Boston

as its

NATIONAL ADVERTISING REPRESENTATIVE

Effective November First

1925

Robert S. Farley, 25 Beaver Street, New York City, will continue as special financial and steamship advertising representative

LIBRARY U. OF I. URBANA

WHAT'S WHAT IN THE FEATURE FIELD

Introducing C. B. Driscoll, New Syndicate Editor—American Writers to Discuss Religion for McClure—"Who's Who in the U. S. Senate"

CHARLES B. DRISCOLL who resigned from regular newspaper work to enter the syndicate field, as managing editor of the McNaught Syndicate, Inc., New York, was for the past several years chief editorial writer and conductor of a column on the *Cleveland Press*, and has also been a frequent contributor to the *American Mercury, The Nation, Country Gentleman* and *McNaught's Monthly*.



C. B. Driscoll

Mr. Driscoll claims that it was he who wrote and produced the original "scandal number" of a college newspaper. He began newspaper work as a business as call boy for the *Wichita Eagle*. He was paid $4 a week for hauling sleepy carriers out of bed, beween the hours of 1 A. M. and 8 A. M.

Later he became a muckraking reporter for the *Omaha Daily News*, and, he recalls, was mobbed by gangsters for his pains.

He left that city for better work on the *St. Paul Daily News*, where he created and edited one of the first pages of school news and features in the United States.

His next position was in New York as mail editor for the United Press. From New York he went back to Wichita as editor of the Eagle, the newspaper where he began as call boy years before. After five years on the Eagle he went to the Cleveland Press.

The McClure Newspaper Syndicate, New York, is preparing a new symposium of American writers on "My Religion." Arrangements have already been made with Charles Norris, Inez Haynes Irwin, Fannie Hurst, Alexander Black, Dr. Frank Crane, and Herbert Adams Gibbons. Negotiations are pending with other authors. The same syndicate is offering a symposium on the same subject by English writers, which is scheduled to begin in newspapers Nov. 1.

Preparing for the opening of Congress in Washington in December, the Editors' Feature Syndicate, New York, is offering a series of short personality sketches of each United States Senator, to run under the heading "The Gentleman from . . . " The name of the author is held secret. The sketches are illustrated by A. P. Adams, newspaper artist.

Alexander Woollcott, dramatic critic of the *New York World*, who writes a weekly theatrical letter distributed by the New York World Syndicate, is to deliver a series of lectures on the theater at the Guild Theater New York, during November, December, and January.

Harry C. (Bud) Fisher, creator of Mutt and Jeff, returned to Europe this week on the Leviathan, the same ship on which he had arrived last week. The Countess Aedita de Beaumont of Paris, whose engagement to the cartoonist has been announced, also sailed back on the Leviathan.

A new love-problem serial, called "Confessions," and written by Hazel Deyo Batchelor, has been added to the list of the Ledger Syndicate, Philadelphia.

The National Magazine Syndicate, 700 Huron Road, Cleveland, will begin the publishing of magazine sections in tabloid size for small dailies and country weeklies beginning Nov. 1. E. W. Hayden, general manager, was formerly with the Linotype Company as a salesman.

Current News Features is releasing this week a series entitled "Lost Dollars" by M. B. Levick. This series exposes the methods of promotors of bogus securities.

A success story in strip form called "Bound to Win" by Edwin Alger was announced this week by the Bell Syndicate, Inc., New York. The same syndicate has arranged to distribute nationally George Jean Nathan's dramatic letter, which is being written for the *New York Telegraph* by the celebrated critic. Bell also this week took over syndication of "The Lights of New York," a daily New York letter by Pierre Van Paasen.

ORGANIZING KEYSTONE PRESS

Greensburg Scene of First District Meeting of New Association

Newspaper publishers representing dailies and weeklies in Southwestern Pennsylvania gathered at the *Greensburg Tribune-Review* plant Oct. 24, for the first district meeting of the new Pennsylvania Newspaper Publishers' Association. An executive business session was held in the Penn Albert hotel following luncheon. The morning was spent in examining the plant of the Tribune and Review.

John L. Stewart, president of the state organization and publisher of the *Washington Observer* and *Reporter* described the new association. Greensburg is the headquarters of this district which comprises nine counties in Southwestern Pennsylvania.

Present at the session also was Albert W. Fell, as manager of the association, who dwelt upon how his new Harrisburg office would operate. It will be utilized as a clearing house for newspaper information of value to the publishers of the state, whether daily or weekly and will offer service of any nature desired. Following Mr. Fell's talk an informal discussion took place.

Those present were:

John L. Stewart, Washington Observer and Reporter; Walter A. Krebs, *Johnstown Tribune;* W. A. Helman, *Irwin Republican-Standard;* W. T. Wertz, *Scottdale Independent;* Ivan Hernley, *Scottdale News-Observer;* Clark Queer, *Mt. Pleasant Journal;* S. J. Humphreys, *Bolivar News;* Claude E. Towner, *Monongahela Daily Republican;* Howard L. Christman, Washington Observer and Reporter; Clark M. Kelly, *Braddock Daily News-Herald;* C. M. Bomberger, *Jeannette News-Dispatch;* J. J. Driscoll, *Connellsville Daily Courier;* Albert W. Fell, Harrisburg, manager P. N. P. A., S. S. Baldrige, *Appollo News-Record;* H. L. Reed, *Blairsville Dispatch;* John B. Knepper and Ronald C. Knepper, *Carnegie Signal-Item;* W. E. Ranck and Feye L. Ranck, *Barnsboro Star;* W. S. Livengood, J. E. Imler, *Meyersdale Republican.*

Transfer of Coast Ownership

John A. Rollins for the past three years manager and publisher of the *San Luis Obispo* (Cal.) *Morning Herald-Daily Telegram* has sold his entire interest to his former associates, R. C. Hoyt and his brother E. S. Hoyt. Mr. Rollins has resigned as manager and publisher and secretary of the Herald Publishing Company. J. A. Easton former New York State newspaper man was appointed manager effective Oct. 20, and will be in full charge of the papers. Hil F. Best remains as advertising manager, and J. F. Shoemaker as editor.

What Is Believed To Be

The World's Second Largest Newspaper

Was Published Sunday, Oct. 25th, by The

TERRE HAUTE TRIBUNE

The Edition Contained 304 Pages Which, According to the Records of "The Editor & Publisher" and "The Fourth Estate," is Second Only to a Recent Feature Edition of The Miami News.

In celebrating its Fiftieth Anniversary and the installing of completely new mechanical equipment including a new Hoe Octuple 64 page press, the Tribune issued a Pictorial Booster Edition showing the progress of Terre Haute.

The manufacturers and merchants were behind the edition practically 100% and the edition contained 378,728 lines of advertising, which was all sold and practically all prepared by the regular advertising force of the Tribune. No outside assistance with the exception of a few out of town relief pressmen was required by any department.

The papers were all delivered at the regular time Sunday morning with scarcely a "complaint." This was handled by delivering the sections to the carriers' homes as each section was printed and furnishing each carrier with an automobile Sunday morning when the last run was off.

With the starting of our new press Sunday, Oct. 25th, our mechanical requirements have changed to a page size of eight columns by twenty-two inches and the columns are now twelve and one-half ems.

The Tribune Has Led The Second Paper in Terre Haute Over 2,000,000 Lines per year for the past Two Years.

REPRESENTATIVES:

G. LOGAN PAYNE CO., Chicago, Detroit, St. Louis, Atlanta, Los Angeles PAYNE, BURNS & SMITH, INC., New York, Boston



Food—*and Ten Million People*

FOOD is a necessity. Everyone must eat. The buying power potential of the ten million people in the six markets served by this newspaper group is of tremendous proportions.

Food advertisers, through the use of these six newspapers, can influence nearly one-tenth of the *total population* of the United States. Their advertising will be supported by a standardized merchandising service, time-tried and proven through intimate contact with food manufacturers, jobbers and retailers.

A representative will welcome an opportunity to show you how this newspaper sextette will lower advertising costs and increase sales volume in six highly responsive markets.

EASTERN OFFICE:
9 E. 40th St., New York City
R. E. Boone, Manager

WESTERN OFFICE:
Hearst-Square Building, Chicago
H. A. Koehler, Manager

NEW ENGLAND OFFICE:
5 Winthrop Square, Boston
S. B. Chittenden, Manager

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES

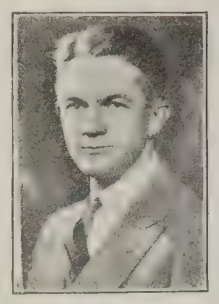
ROCHESTER JOURNAL
WISCONSIN NEWS (Milwaukee)
SYRACUSE TELEGRAM

LIBRARY U. OF L. URBANA

ADVERTISING AGENCY AFFAIRS

Roy S. Durstine Is Youngest President of Four A's—Shenfield Joins Pedlar & Ryan, Inc.—Cole-MacDonald-Wood, Inc., Names Bruske Copy Chief

ROY S. DURSTINE, elected president of the American Association of Advertising Agencies at the age of 38, the youngest man who has held this office.



ROY S. DURSTINE

Mr. Durstine was born in Jamestown, N. D., on Dec. 13, 1886. He lived in Iowa, Ohio, Texas and Massachusetts before the family came to New York. He went to Lawrenceville and then to Princeton, where he was graduated in 1908. In each of his four years at Princeton he was in the cast of the Triangle Club show. With Tertius van Dyke, son of Dr. Henry van Dyke and now himself a Presbyterion minister, Mr. Durstine wrote the "book" of two of those shows.

Princeton men with newspaper leanings invariably gravitated to the old *New York Sun* at $15 a week. To the Sun went Roy Durstine. Boss Clarke was the night city editor, George Mallon the day city editor, Chester S. Lord the managing editor, and Edward Page Mitchell, under William M. Laffan's direction, the editor-in-chief. Durstine covered police stations, he covered police courts, he covered the Criminal Courts Building, he wrote obits and shirt-tails—and less than a year after joining the Sun he was sent to Beverly to spend the summer of 1909 reporting the activities of President Taft.

After four years of it, he left to manage Col. Roosevelt's press bureau in the campaign of 1912. At the end of the campaign he entered advertising and for two years he wrote copy for Calkins & Holden. In 1914 he and James G. Berrien, who died last June, formed the advertising agency of Berrien-Durstine, Inc. In 1919, Roy Durstine, Bruce Barton and Alex F. Osborn founded the present agency, Barton, Durstine & Osborn, Inc., of which Mr. Durstine is secretary-treasurer.

Mr. Durstine has been a member of the executive board of the American Association of Advertising Agencies since 1921 and was vice-president and chairman of the grievance committee last year. He was chairman of the New York council of the Four A's in 1923.

Fred M. Winn, of Tulsa, Okla., has become account executive of the Brown-Connery Advertising Agency, of Oklahoma City, succeeding Erville C. Sutton, who leaves Oklahoma to engage in business at Asheville, N. C.

Winn, who has been foreign advertising manager of the *Tulsa World* the last two years, was for ten years associated with the Southwestern Advertising Agency at Oklahoma City.

Lawrence L. Shenfield, President of W. I. Tracy, Inc., advertising agency, New York, has resigned from that firm to join Pedlar & Ryan, Inc., also of New York, as an executive officer.

Paul H. Bruske has been appointed copy chief of Cole-MacDonald-Wood, Inc., Detroit advertising agency, Col. Walter C. Cole, president, has announced —prior to 1916 he was advertising manager of the Studebaker Corporation, and since that time has been connected with Power, Alexander & Jenkins, Detroit agency.

C. W. Moore, recently of the editorial staff, *Des Moines* (Ia.) *Register,* has joined the staff of Fairall & Co., advertising agents in Des Moines, directing house organs and special work. Ralph W. Harley, Des Moines advertising man, has also joined the sales department staff.

The firm of Chambers, Brecht & Pollard, Lancaster, Pa., advertising agency, has been incorporated under the name Brecht-Pollard, Inc. Edward B. Pollard is space buyer.

Carl L. Bixby, of Cecil, Barretto & Cecil, advertising agents, of Richmond and New York, has opened the Carl L. Bixby School of Advertising. A practical course in advertising for advanced students is being given. G. Kenneth Goode is business manager.

The Schwartz Advertising Agency, Hartford, Conn., has filed a voluntary petition in bankruptcy in the United States District Court. The schedules disclose liabilities of $27,086.86 and assets of $8,550.

The Unique Advertising Agency has been established in the Colonial Building, 100 Boylston street, Boston, Mass. Its proprietors are Thomas A. Manning and Edward E. Leader.

Albert Orlen & Co., headed by Mr. Orlen, formerly of the advertising staff of the *Springfield* (Mass.) *Union,* has entered the advertising field in Holyoke, Mass. Mr. Orlen is a graduate of the New York University, and was also connected with the M. Spivak Advertising Agency at New York City. He will be assisted by Miss Minnie Pinchuck, formerly associated with the Howard Marcus Strong Advertising Agency, Springfield, Mass.

John Ball, former managing editor of the *Des Moines* (Ia.) *Capital* has purchased an interest in the Battenfield & Ball Advertising Agency. Offices have been moved to the Register and Tribune building.

fashions

For the

Colonel's Lady and Judy O'Grady

FAIRCHILD
Newspaper Services
8 East 13th St. New York

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men —it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

COAST CIRCULATORS MEET

Harold Searles, Hollywood Citizen, Elected President—100 Attend

The seventh annual convention of the California Circulation Managers' Association opened Sunday, Oct. 18, in Los Angeles, for a three-day session, with nearly 100 members in attendance, representing the leading newspapers from practically every section of the state.

Entertainment was furnished the delegates by a committee from each of the Los Angeles dailies. Sunday was given over to visits to the nearby beaches and in renewing acquaintanceships.

The official sessions began Monday morning in the Indian room at the Ambassador Hotel.

At the business sessions the newsboy problem came up for discussion as well as the matter of handling mail orders. On Tuesday evening the convention was brought to a close with a banquet at the Ambassador Hotel. Local publishers were guests of the circulation men on the closing night.

At the election of officers Harold Searles, *Hollywood Citizen,* vice-president for the past year was named president of the association to succeed John Grey of the *San Francisco Call.* Fred Anderson, *San Francisco News* was elected vice-president to succeed Searles; H. H. Cahill, *Fresno Republican,* second vice-president; William McKay, *Santa Ana Register* was re-elected secretary-treasurer.

The following directors were re-elected: E. A. Crawford, *San Francisco Examiner;* L. V. Peterson, *Stockton Record;* W. V. O'Farrell, *San Diego Union and Tribune;* W. H. Harrison, *Los Angeles Evening Herald.* New directors elected were : W. F. D. Brown, *Oakland Tribune;* Edwin L. Simpkins, *San Jose Mercury-Herald;* George A. Fisher, *San Francisco Chronicle;* Fred G. Rotermund, *Sacramento Union;* Victor Lattaner, *Oakland Post-Enquirer.*

The 1926 convention will be held in San Francisco.

Field Managers Reelect Bemis

Ed Bemis, field secretary of the Colorado Press Association, was re-elected president of the National Association of Press Field Managers at the annual convention in St. Louis recently. A board of directors, composed of O. W. Little, secretary of the Kansas Association G. L. Caswell and Ben H. Read of the Iowa and Southern California associations was named. St. Paul was awarded the 1926 convention.

Newspaper Firm Organized

The Atlas News Company, Worcester, Mass., has been incorporated with a capital stock of $20,000, for the purpose of buying, selling and dealing generally in newspapers. There are 200 shares of common, with par value of $100 each. The incorporators and directors are: President and treasurer, Paul Sirlin, Worcester; clerk, Paul E. Fenske, Springfield, and Samuel Black, Worcester.

30% Lead in Circulation **MIAMI**

Publisher's Government sworn circulation statements for six months' period ending September 30th shows The Miami Herald leading the second paper by 30%.

THE MIAMI HERALD
"Florida's Most Important Newspaper"
Frank B. Shutts, Pub.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page.....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page .... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones :
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address :
ECOPUBLISH, RAND, LONDON

ON OCTOBER 20th, 1925

Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

OAKLAND, CALIFORNIA

CARRIED

116,830 AGATE LINES

OF

PAID ADVERTISING

IN A 64-PAGE PAPER

Local Advertising . . . 97,370 Agate Lines
National Advertising . . 7,322 Agate Lines
Classified Advertising . 12,138 Agate Lines

This is a greater volume of paid advertising than that printed by the OAKLAND TRIBUNE on May 12th, 1925—which, at that time, was 114,156 agate lines in a 64-page paper—and again we claim the biggest volume of paid advertising ever printed by any newspaper in Northern California in any regular week day issue.

BUSINESS IS GOOD AND GROWING IN OAKLAND, CALIFORNIA
Located on the Continental Side of San Francisco Bay—Where Rail and Water Meet

Oakland Tribune

Exclusive Associated Press Service
United Press
Consolidated Press Association

WELL OVER 70,000 AVERAGE NET PAID DAILY AND SUNDAY CIRCULATION

One of the West's Great Newspapers

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National Representatives

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LIBRARY U. OF I., URBANA-CHAMPAIGN

WITH THE GENERAL ADVERTISERS

Increased Advertising Follows $18,000,000 Phonograph Merger—Gold Dust Buys F. F. Dalley Corporation—Toy Maker Uses Newspaper for Christmas Advertising

INCREASED advertising to promote sale of records will follow the $18,000,000 phonograph merger announced this week by the Columbia Phonograph Company, according to George Metzger, of Hanff-Metzger, Inc., New York advertising agency handling the account.

Four phonograph companies are in the announced alliance. Other companies in addition to Columbia, are the Columbia Graphaphone Company, Ltd., of London, the Carl Lindstrom Company of Berlin; and the Transoceanic Trading Company of Amsterdam. Their combination, through a common holding company, the Columbia International, Ltd., of London, constitutes a world-wide manufacturing and trade arrangement, whereby their laboratory and factory experts will cooperate in producing advanced types of phonographs, records, and even radio equipment.

Regarding advertising, Mr. Metzger informed EDITOR & PUBLISHER, he placed this week full page space in a chain of 22 metropolitan newspapers to appear Oct. 29, 30, and 31, and was now preparing another and larger list. He declined to discuss details of future advertising plans, beyond indicating plainly increased advertising might be expected.

Henry O. Cox, president of the Columbia Phonograph Company, is a director of the holding company. The only other American director is Lewis Sterling, who is chairman of the board of directors of the Columbia Phonograph Company. Sir George Croydon Marks is chairman of the board of the Columbia International, Ltd.

W. C. Fuhrie, is general manager of the Columbia Phonograph Company, and J. Duffy is advertising manager.

Merger of the Gold Dust Corporation, soap manufacturers, and the F. F. Dalley Corporation, makers of shoe polishes, was announced this week. Gold Dust is said to have paid $8,000,000 cash for the Shinola concern.

A. C. Lang, director of sales and advertising for Gold Dust, who is out of the city, could not be reached for a statement on advertising plans. At the Robert M. McMullen Company, New York advertising agency handling the account, it was said it was too early for any announcement of change in the advertising program. Mr. Lang will return to New York next week.

Gold Dust at present uses considerable space in the magazines, with occasional big newspaper drives. Mr. Lang is a believer in and a user of radio broadcast advertising. The F. F. Dalley Corporation, as shown in recent EDITOR & PUBLISHER articles, shows a tendency towards reliance on free publicity.

The Gold Dust Corporation, will combine production, distribution and sales department of the two companies. The merger, it is said, will effect important economies in distribution, because more than 90 per cent of the products of both companies are distributed through the same trade channels.

Some of the Dalley plants will be abandoned to effect operating economies. The number of plants to be abandoned and their location will be determined within the next week or so at a special meeting of the directorate of the Gold Dust Corporation.

The F. F. Dalley Corporation, established in 1846, last year produced 90,000,000 packages of shoe polish. The corporation's subsidiaries, whose properties will also be taken over by Gold Dust include S. M. Bixby & Co., of Brooklyn, organized in 1860 and the Shinola Company of Rochester organized in 1879.

The Gold Dust Corporation succeeded in 1923 to the soap and washing powder business of the N. K. Fairbanks Company, a subsidiary of the American Cotton Oil Company. It operates plants at St. Louis, Guttenburg and Montreal, and is building a new plant at Baltimore from treasury funds, without financing, to replace the Guttenburg plant. Last year the output of its plants totaled 100,000,000 pounds.

George K. Morrow, president of the Gold Dust Corporation, estimates that probable net earnings of the combined corporations will approximate $1,700,000 a year.

Lionel Corporation, New York, makers of toy electric trains, has adopted a new policy in regard to its advertising for the Christmas trade. Small local newspapers are being used this year. Previously the investment has only been in the magazines and in metropolitan dailies.

"We are using more newspapers this year, but are not neglecting the other media," M. Harris, vice-president of the Lionel Corporation, informed EDITOR & PUBLISHER.

The account is in the hands of the George L. Dyer Company, New York advertising agency.

The Federal Telegraph Company of California, manufacturers of Kolster Radio sets, makes the following statement in a letter to their jobbers:

"To localize this tremendous *Saturday Evening Post* advertising and to capitalize it for the direct benefit of Kolster dealers we have appropriated a large amount of money for local newspaper advertising. This newspaper advertising will be released just as soon as the Kolster distributor has appointed the Kolster dealer and the dealers have Kolster radio in stock and on display in their stores. It is our intention to feature the name and address of the Kolster dealer in this local newspaper advertising to complete tie-in between our national advertising and the dealer."

This is a Lord & Thomas account.

Beginning next week and continuing until Christmas, the American Tobacco Company will use newspapers to promote Lucky Strike Cigarettes, employing the "tax-free-coupon" stunt so successful last year. John F. Quick, of the Lord & Thomas New York Office, informed EDITOR & PUBLISHER that the campaign will run in virtually every daily newspaper in the country.

Camels, R. J. Reynolds Tobacco Company cigarettes, are coming back strong in the newspapers, along with Prince Albert tobacco. The Reynolds concern has been giving billboards a trial during the past few years. N. W. Ayer & Son is placing the advertising.

Tide Water Oil Company is extending its newspaper appropriation considerably, it is indicated in the 1,000-line contracts now going to papers in 232 cities promoting Veedol. The Joseph Richards Company, New York, is placing the business. Tide Water's investment in newspapers last year was $50,000. The Bureau of Advertising of the American Newspaper Publishers Association reports that free publicity is going out with the Veedol contracts. F. H. Dickinson is director of sales and advertising.

The Coca-Cola Company established a new high record for any quarterly period in the history of the company with the quarter which ended Sept. 30, showing a figure of $3,345,980 compared with a net income of $2,494,232 reported in the June quarter.

Moon Motors reports net earnings of $452,026 for the quarter ended Sept. 30.

For the quarter ended Sept. 30, the Pierce Arrow Motor Car Company reports net income of $405,777 after all expenses, repairs, taxes, and other deductions. This compares with a net income of $364,714 for the preceding quarter.

Something new in the use of newspaper space by a manufacturer is being tried by Julius Kayser & Co., New York makers of gloves, underwear and hosiery.

In addition to regular illustrated copy this advertiser uses one column of the space purchased to carry text in news style.

"This column makes it possible to give a full amount of information, without jamming up the advertisement itself with copy," Grace Walton, advertising manager, explained to EDITOR & PUBLISHER.

The Kayser campaign is running in more than 50 daily newspapers. The columns of detailed information run under the headings "The Truth About Hosiery"; "The High Cost of Hosiery" and "How to Judge Hosiery Wisely."

The advertising campaign, although that of a manufacturer, is based on the retail layout.

"It is our opinion that the retailer has solved the selling problem far more thoroughly than any one in the field, and therefore, as we are primarily out to sell merchandise, we have taken a leaf from his book."

CLINE SYSTEM

CLINE ELECTRIC MFG. CO. CHICAGO

CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

What Have You to Sell?

If you have Equipment, Supplies, Features, or Services, you can reach Buyers through the classified page. The idea of looking to this department to supply their needs is being promoted among the publishers of the country.

What Do You Want?

If it is not listed in the Classified page, you can insert a small advertisement and the replies will speedily tell you where to get it.

You can either Buy or Sell through the classified page of

EDITOR & PUBLISHER

Simple and Economical Cold Stereotyping

with

CERTIFIED DRY MATS

(Made in the U.S.A.)

Certified Dry Mats are readily conditioned in a heatless, inexpensive humidor WITHOUT steaming.

The mats are simply placed in the racks, and allowed to remain in the airtight, heatless humidor for 24 to 48 hours. There is no steaming, and no thermometer watching.

For taking the impression the mat is imposed on the form face down, and a molding blanket (either cork or felt; some stereotypers prefer two blankets, both cork or one cork and a felt) placed on top.

The mat is rolled one way (but once) the stroke of the roller bed being from 20 to 30 seconds, the slower the better.

The molded mat is then removed from the form, and the form does not enter in the process any further. The form is not heated in any way, and is therefore instantly available for re-make or other disposition.

The molded mat is now "backed" up with felt packing in the particularly open spaces, in just the same way and to the same extent as the old "wet mat."

After it is packed the mat is THOROUGHLY dried in the scorcher, generally for one-half to one minute. A thorough drying is essential, and prevents a good deal of the trouble which stereotypers encounter in their work.

During this scorching period the mat shrinks, so that without altering present make-up, it is possible to print on narrower paper.

With Certified Dry Mats this margin of shrinkage is *constant* and *uniform,* and is always under the control of the stereotyper.

Certified Dry Mats are now being used in several hundred stereotype plants **in all kinds of casting equipment, including Autoplate, Duplex, Goss, Hoe and Scott.**

Please don't get the impression that Certifieds cannot be used with Autoplate equipment; names of users so equipped will be gladly furnished any publisher upon request.

What Could Be Simpler?

With American-made Certified Dry Mats there is no pasting fuss, no steamtable bother, no heated forms, no ruined type. Certified Cold Stereotyping *does* save invaluable time, newsprint paper, and improves working conditions in the foundry.

And remember that with Certifieds you not only benefit from the advantages of dry mat cold process stereotyping but you maintain your old established "wet mat" printing of type matter and secure improved printing of half-tones.

If you will fill in the questionnaire below, and return it, we shall gladly place our proposition before you and be able to give you a good idea of what *Certified Dry Mats* can save you in dollars and cents. You do not incur any obligation whatsoever, so write NOW.

CLIP; FILL IN AND MAIL NOW!

E & P 10-25.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

Gentlemen: The information below is given with the understanding that it is confidential and so as to enable you to show us how your dry mat proposition can effect economies in the production of our newspaper.

We now use newsprint in rolls..... inches
(Width)

Our paper is.....col.;.....ems;.....pt. rules;.....inch centre margin and.....inch side margin

Our annual consumption of newsprint is..... tons

We are now using.....wet mats a month

We have a.....press

We have a.....mat roller
Make and model

Our roller can (cannot) handle dry mats

We have a.....casting box

We have a.....scorcher

We have a.....humidor

We must have.....casts from each mat

Our annual cost for maintenance of steamtables (including fuel, repairs, etc.)..... $.....

Our annual cost for drying blankets (including washing)..... $.....

Name ..... By .....

Address ..... Title .....

ASSOCIATIONS

MASSACHUSETTS PRESS ASSOCIATION held its monthly meeting last week at Braintree where the members were the guests of the Cities Service Company at a luncheon. Besides inspecting the company's oil refining plant, they also visited the chocolate factory of the Walter F. Baker Company at Milton Lower Mills. Two new members, A. F. Ralston of the *Franklin Sentinel,* and George H. B. Turner of the *Ayer Public Spirit,* were accepted into the association.

North Dakota Associated Press Editorial Association held its annual meeting at Bismarck, recently. H. D. Paulson, *Fargo Forum,* was re-elected president and John B. Cooley, *Grand Forks Herald,* was re-elected vice-president. The editors were guests of George D. Mann, manager of the *Tribune,* at luncheon.

Good Fellowship Club of Associated Press Telegraphers of New England held its annual guest banquet last week at the Boston Yacht Club. Among the speakers were: Franklin Spiker of the *Salem* (Mass.) *News;* Alfred Baker, *Concord* (N. H.) *Monitor-Patriot;* F. E. Williamson, Boston A. P. Bureau; A. E. Farrell, *Salem* (Mass.) *News* and G. M. Frazer of the American Telephone and Telegraph Company.

R. B. Williams, operator at the *Bloomington* (Ill.) *Daily Pantagraph,* was elected president of the **Illinois Good Fellowship Club** of the Associated Press at the annual meeting in Bloomington last week. Other officers are: Robert Day, *Joliet News-Herald,* vice-president; Leon Dille, *Peoria Transcript,* secretary-treasurer.

Schenectady Press Club, organized a short time ago by 25 local newspapermen, has increased its charter membership to 56. The club held a dinner in the Van Curier Hotel, Saturday, Oct. 24. A joint dinner with the Schenectady Advertising Club is being arranged for early November.

Annual convention of the **Seventh District A. A. C. W.** will be held in Oklahoma City, Nov. 23 to 25. Fred Galle, advertising manager, *Wichita Eagle,* is chairman of the district.

Executive board of the **Texas Woman's Press Association** will hold its annual convention in Austin, Nov. 10. Mrs. J. M. F. Gill of Burkburnett, state president will preside.

"Bulldogs" Again in Cleveland

Expiration of agreements between morning and evening papers in Cleveland this week saw the *Plain Dealer* and *Times* resume publication of the "bulldog" edition for street sales, these editions hitting the street around 10 p. m. This is the first time bulldogs have been published in Cleveland in more than a year.

Increase for Scranton Printers

Printers employed on the newspapers of Scranton, Pa., were recently granted a wage advance of $3 a week. The scale went into effect on the first of October.

Arizona Daily Reverts to Semi-Weekly

The *Jerome* (Ariz.) *Verde Daily News* has reverted to a semi-weekly, thereby automatically relinquishing its membership in the Associated Press.

CIRCULATION PROGRESS

Gained 420 Readers a Year for 51 Years—F. M. Hatch



F. M. Hatch

STARTING at zero, the average growth of the *South Bend* (Ind.) *Tribune* has been 420 copies for each one of the 51 years of its history, according to F. M. Hatch, circulating manager.

"I gathered in the first hundred subscribers for my paper," Mr. Hatch is able to say.

The Tribune began in 1873. Mr. Hatch was then 14 years old.

"When the work of starting circulation in the little towns near South Bend began, the Chicago papers were entrenched in this territory, and were being delivered at 6c per week," he recalled.

"The 1c papers were struggling against what they called 'blanket sheet' competitors and on the start and for a number of years had the best of it, both in circulation and advertising.

"At present, the syndicate papers have been gaining more rapidly throughout the United States by mere force of brains, capital and enormous executive power. The day of the weekly is fast waning and the day of the hourly million a day edition has arrived. Premiums, contests, features, news, literary and comics, are pushed by vast combinations of brains and capital, so that the single publisher is surrounded and apparently swamped by the flood of competition rolling over him

"The fight for leadership in circulation was never so strenuous as at present, and the gains are made by features, editions, and expensive promotion, which may take the place of advertising, premiums, bargain days, periods, or any way of obtaining and tying up the home delivered, home read, circulation.

"It is not premiums, but it is the quality as well as the quantity of circulation—its permanency among the readers who have the largest paying ability, as well as the inclination toward the thing advertised. Also, given the quality and quantity of circulation—nearness to the market and the ease and quickness with which it can be reached comes much closer to answering the questions than any side issue of any kind.

"My circulation slogan is:
"Do it better and do it first.
Do it with a better product
At a more reasonable price
At an earlier time of arrival
At more points of delivery.
Do it with all your might."

FLASHES

Lots of dull people wear smart clothes. —*Columbia Record.*

Our American culture is spreading. Not long ago the audience at a Spanish bull fight pelted a toreador with pop bottles.—*James J. Montague in New York Herald Tribune.*

Our idea of a versatile girl is one who can make herself up to harmonize wtih any automobile color.—*South Bend Tribune.*

Turned up noses are never caused by holding them to the grindstone.—*Cleveland Times.*

Meanest man in the world proposed to a Brooklyn spinster over the telephone and, after she accepted him, told her he had the wrong number.—*New York American.*

Confusion ahead if either half of the world believes what the motion picture tells of how the other half lives.—*Boston Globe.*

John D. Rockefeller is said to be writing poetry, but we want to warn the other poets that he made his money first. —*Cleveland Times.*

A girl with long hair talks more than one with bobbed hair, because she is always asking should she bob it.—*South Bend News-Times.*

As near as we can make out, Germany and France have agreed not to fight again unless there is another war.—*James J. Montague in New York Herald Tribune.*

Perrin Opens Schenectady Press Club

Dwight S. Perrin, city editor of the *New York Herald Tribune* and president of the New York Newspaper Club, was the principal speaker at a dinner at the Van Curler Hotel, Schenectady last Saturday night, Oct. 24 to inaugurate the new Schenectady Press Club. The president of the club, Ray L. Mowers, a former Tribune reporter, was the toastmaster, and Mayor Campbell of Schenectady, a former newspaper man also spoke.

Vanderbilt
means
Newspapers Clean Enough For Every Home!
Where do you want your advertising to go?

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

America's most complete newspaper
The New York Herald Tribune

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor, Occidental Bld.
INDIANAPOLIS, IND.

SHINOLA
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

It's unanimous! The New Shop-o-scope is the best of all Holiday Campaigns!
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Bldg. Philadelphia

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best advertising buy in the mid-west.
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

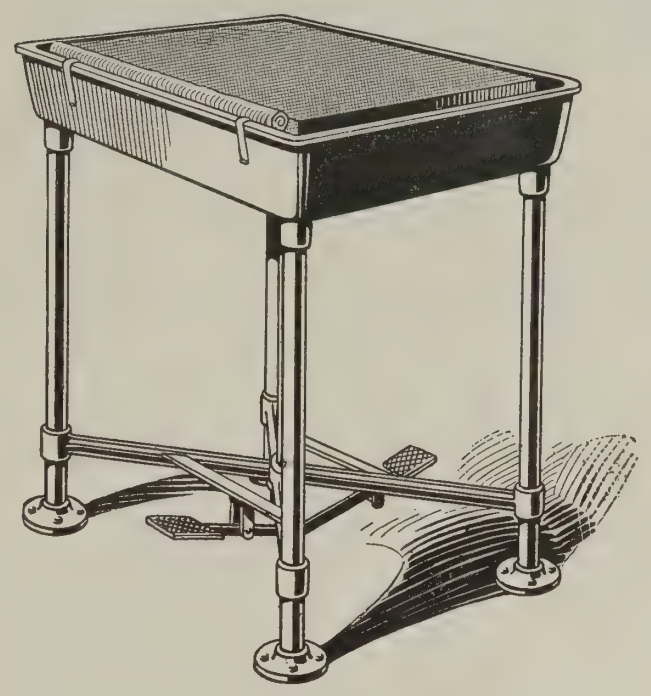
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is $350



The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

GENERAL MOTORS ASKS SLASH IN RATES

Seeks to Get Lower Price Because of Large Amount of Advertising Business Planned—Dailies and Weeklies Refuse

General Motors Company of Detroit is endeavoring to get "department store" rates for newspaper advertising space, claiming the large amount of business they are planning to place this year justifies the attempt.

Verne Burnett, secretary of the advertising committee, has admitted his company has made a study of the entire newspaper field seeking to determine the best rates obtainable.

Daily newspapers are declining to cut rates, however, according to special representatives in New York, while the American Press Association states that the majority of country weeklies are also refusing to make bargain arrangements with the automobile concern.

The following questionnaire was sent publishers by the General Motors Company:

Gentlemen:

Will you kindly advise us in the space provided below, the very best rates for display advertising in your publication placed through a recognized advertising agency.

In furnishing this rate, please remember that there is but 15 per cent agency commission and 2 per cent cash discount to be paid by you.

Please furnish this information by return mail, addressed to Mr. Verne Burnett, General Motors Corporation, Detroit, Mich.

Yours very truly,
General Purchasing Committee,
JAMES LYNCH, Executive Sec'y.
By VERNE BURNETT.

Name of Paper.....
Day of Issue.....
Mat or Stereo.....
Rate per Inch.....
Agency Commission* .....
Cash Discount .....

*To agency only.

WEEK'S AD TIPS

Ajax Advertising Agency, 20 Vesey street, New York. Making 1,000-line contracts with newspapers in various sections for the Universal Crepe & Tissue Mills, paper towels, Ballston Spa, N. Y.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Reported will place orders with a limited list of newspapers about Nov. 1 for the Victor Talking Machine Company, "Orthophonic" records, Camden, N. J.

Barnard Advertising Co., 720 North Michigan Avenue, Chicago. Mailing contracts to a few newspapers for McGowan Laboratories.

George Batten Company, 383 4th avenue, New York. Has secured account of the Dutchess Mfg. Company, trousers and knickerbockers, Poughkeepsie, N. Y.

George Batten Company, 332 South Michigan Avenue, Chicago. Now handling account of French Battery & Carbon Company, Racine, Wis.

Thomas M. Bowers Agency, 25 East Jackson Boulevard, Chicago. Making contracts with some Western and Pacific Coast newspapers for the All American Radio Corporation, Chicago.

Brandt Advertising Company, 431 North Michigan ave., Chicago. Sending out orders and contracts generally for John Puhl Products Company.

Cecil, Barreto & Cecil, Inc., 12th & Bank streets, Richmond, Va. Reported to have secured the accounts of the Multiple Electric Products Company, "Atlas" and "S. R. S." radio loud speakers, Newark, N. J. and McCauley & Company, "Slipova" children's play clothes, Baltimore.

Cole, MacDonald, Wood, Inc., Metropolitan Building, Detroit. Now placing the accounts of the Jewett Radio & Phonograph Company, Pontiac, Michigan, Railroads Association, Lansing, Michigan and Covert Gear Company, Lockport, N. Y.

J. H. Cross Company, 1500 Locust street, Philadelphia. Placing orders with newspapers in various sections for the Music Master Corporation, radio horn, Philadelphia.

Cross & LeBeaume Agency, 250 5th avenue, New York. Placing account of the Spencerian Pen Company, New York.

Dauchy Company, 9 Murray street, New York. Again placing orders with newspapers generally for Allen S. Olmstead, Mother Gray Syrup, Le Roy, N. Y.

George L. Dyer Company, 42 Broadway, New York. Placing copy in small and metropolitan newspapers for the Lionel Corporation, manufacturers of toy electric trains.

Federal Advertising Agency, 6 East 39th street, New York. Again placing orders with newspapers in selected sections for the American Safety Razor Company, "Eveready" safety razor, Brooklyn, N. Y.

Harry M. Frost Company, 101 Tremont street, Boston. Reported to have secured accont of the New England Vinegar Company, Somerville, Mass.

Charles W. Hoyt Company, 116 West 32nd street, New York. Placing orders with some New Jersey newspapers for the Keystone Roofing Mfg. Company, "Preston" roofing and shingles, New York.

Kenyon Company, 131 Clarendon street, Boston. Has secured account of the Cox Confectionery Company, "Romance Chocolate," Boston, Mass.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Has secured account of the Hoberg Paper and Fibre Company, Green Bay, Wisconsin.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Again placing orders with newspapers in various sections for the France Mfg. Company, radio, Cleveland.

Littlehale Agency, 175 5th avenue, New York. Placing orders with some Connecticut newspapers for the Durwyllan Company, auto accessories, Newark, N. J.

C. P. McDonald Company, Fisk Building, New York. Placing orders with newspapers in selected sections for the Murdoch Machine Corporation, dish washer, New York.

Moser & Cotins, 206 Paul Building, Utica, N. Y. Again placing orders with newspapers in various sections for the Duofold Health Underwear Company, Mohawk, N. Y.

Potts-Turnbull Company, 6 North Michigan Ave., Chicago. Contracts being sent out generally for Jones Dairy Farm, Inc., Ft. Atkinson, Wis.

Frank Presbrey Company, 247 Park avenue, New York. Again placing orders with newspapers generally for the Pathe Exchange, Inc., New York.

Joseph Richards Company, 247 Park avenue, New York. Placing 1,000-line contracts in newspapers in 232 cities on Veedol, a product of the Tide Water Oil Company.

J. L. Rogers, 152 West 42nd street, New York. Placing orders with newspapers generally for Theo. Audeland Company, building guide book, New York.

Smith & Ferris, Inc., 739 South Hope street, Los Angeles. Reported will place orders with Pacific Coast and Middle West newspapers for the Samson Tire & Rubber Corporation, Los Angeles.

Stack Advertising Agency, 29 East Madison, Chicago. Placing additional schedules in few special towns for Swift & Co.

Tuthill Advertising Agency, 1133 Broadway, New York. Again placing orders with newspapers generally for the Scientific Research Laboratory, "San-gri-na", New York.

Vanderhoof & Co., 167 E. Ontario street, Chicago. Placing orders with some Western papers for Savoly Company, nail polish, Chicago.

M. C. Weil Advertising Agency, 222 West 23rd street, New York. Placing orders with newspapers in selected sections for the Root Mfg. Company, Root Tivoli Underwear, Cohoes, N. Y.

RADIO MAKERS FINDING NEWSPAPERS BEST

Manufacturers, Lacking National Sales Organizations, Are Realizing Dailies Permit Local Campaigns, Says C. N. Halsted, Lansing Publisher

LANSING, Mich., Oct. 26.—Radio manufacturers generally, no matter what the scope of their business, are coming to a realization that concentration of advertising through daily newspapers, or tabloids and magazine sections published by dailies, gets best results, according to Charles N. Halsted, president of the *Lansing State Journal*, publishers of the first radio trade magazine run in conjunction with a daily.

Mr. Halsted has just completed a tour in which he touched representative cities in New England, along the eastern coast, and throughout the middle west. On this trip, he conferred with executives of practically every important radio manufacturing concern and sounded out the sentiment in relation to radio advertising. He found, without exception, he says, that radio makers, while dependent on "broadcasting" for their business, find broadcasting of advertising in national magazines a most wasteful method of reaching the buying public.

Most radio manufacturers, Mr. Halsted found, have not as yet completed sales organizations. Many of them have sales representatives in but a relatively few metropolitan centers. To make extensive use, then, of national magazine space with its widely dispersed appeal is proving almost futile while concentration of advertising in territory where jobbing and retail sales facilities have been provided has been most effective.

It is Mr. Halsted's idea that the manufacturers, working through the jobbers primarily rather than the retailers, plan to concentrate their advertising in the future to the benefit of all daily newspapers. During his trip, several such manufacturers assured him that they would urge their jobbers to purchase their space in the local medium.

The State Journal, which has pioneered in the field, now publishes a complete radio trade journal, designated as the official organ of the Radio Trade Association of Michigan. The magazine, in tabloid form, is entirely the product of the newspaper office. This month's issue carries no "local" advertising, no retail dealers using its columns but manufacturers making direct appeals to dealers and the public through the jobbers. Interesting radio features, profusely illustrated, and a complete radio log feature its editorial content.

Woman Publishing Ohio Paper

Miss Freda Simpkins is the new publisher of the *Lynchburg* (O.) *News*. W. Tullis, former publisher, has gone to Florida.

ROBERT QUILLEN

"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WILLIS, is well over seven million daily.

Associated Editors, Inc.
440 S. Dearborn St., Chicago

RADIO DOINGS

NEWS FROM THE AIR

Notes of the days' programs, entertainers, stations and listeners—told daily in an interesting style, devoid of propaganda, advertising and technical matter.

TERRITORY GOING FAST--WIRE FOR RIGHTS

AUDIO SERVICE
30 N. Dearborn St. Chicago

165 newspapers use our radio programs.
Send for samples and prices

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

ASH-TA-BULA County

Is a Prosperous Community

The folks respond to advertising in their home paper—

The Star-Beacon
Ashtabula, Ohio

Circulation over 9,800
Members A. B. C.—Ohio Select List

National Representatives
ROBT. E. WARD, Inc.
New York — Chicago

INVESTIGATE ERIE

If you are in any doubt as to which newspaper you should select as an advertising medium. Almost anybody in Erie will tell you that the Dispatch-Herald, daily and Sunday, is now well in the lead in both circulation and advertising.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

first! in OHIO

15,279,513 Lines

Dispatch advertising record first nine months of 1925 exceeding other Columbus newspapers combined by 2,699,290. For the first 8 mos. 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638.

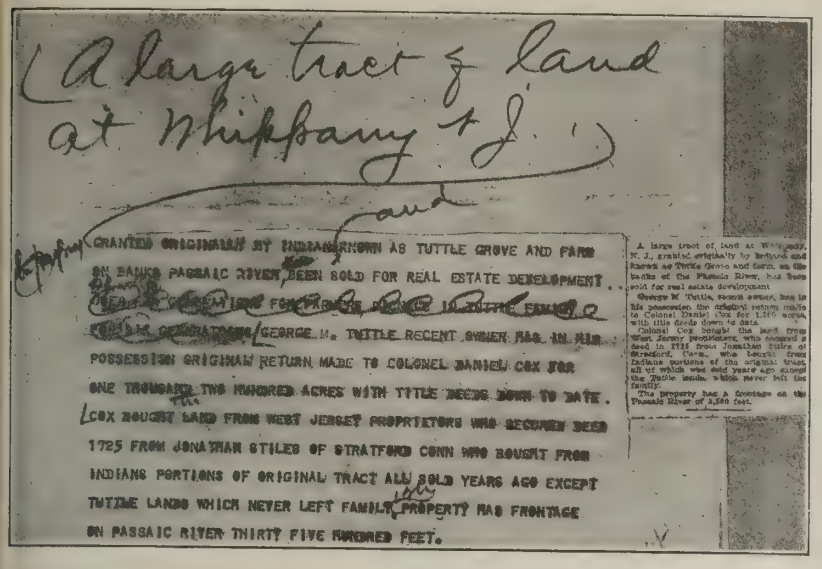
NET PAID CIRCULATION

CITY	54,851
SUBURBAN	28,024
COUNTRY	22,944
Total Circulation	105,819

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

HOW EDITORIAL LAXITY NIBBLES PROFITS

(Continued from page 5)


(A large tract of land at Whippany N. J.)

GRANTED ORIGINALLY BY INDIANS KNOWN AS TUTTLE GROVE AND FARM ON BANKS PASSAIC RIVER, BEEN SOLD FOR REAL ESTATE DEXELOPMENT . . . GEORGE W. TUTTLE RECENT OWNER HAS IN HIS POSSESSION ORIGINAL RETURN MADE TO COLONEL DANIEL COX FOR ONE THOUSAND TWO HUNDRED ACRES WITH TITTLE DEEDS DOWN TO DATE. COX BOUGHT LAND FROM WEST JERSEY PROPRIETORS WHO SECURED DEED 1725 FROM JONATHAN STILES OF STRATFORD CONN WHO BOUGHT FROM INDIANS PORTIONS OF ORIGINAL TRACT ALL SOLD YEARS AGO EXCEPT TUTTLE LANDS WHICH NEVER LEFT FAMILY. PROPERTY HAS FRONTAGE ON PASSAIC RIVER THIRTY FIVE HUNDRED FEET.

A large tract of land at Whippany, N. J., granted originally by Indians and known as Tuttle Grove and Farm, on the banks of the Passaic River, has been sold for real estate development.

George W. Tuttle, recent owner, has in his possession the original return made to Colonel Daniel Cox for 1,200 acres, with title deeds down to date.

Colonel Cox bought the land from West Jersey proprietors, who secured a deed in 1725 from Jonathan Stiles of Stratford, Conn., who bought from Indians portions of the original tract, all of which was sold years ago except the Tuttle lands, which never left the family.

The property has a frontage on the Passaic River of 3,500 feet.

Exhibit M—Only the skeleton of a story, as it went to the composing room! The operator filled in the missing words and corrected grammatical slips.

litorial matter. Without advocating ny particular style, it may be suggested at in date lines the abbreviations of e State might well be eliminated in l cases of well-known cities, while in ses where there are more than one of e same name or an obscure town the tate abbreviation should be inserted by te writer.

In any case the writer should prepare s copy as it is expected to appear in nt. Nothing should be left to guesswrk of the linotype operator or proofrider.

The elimination of varying styles for fferent departments would remove confsion and uncertainty, avoid many errs by the linotype operator, proofrking by the reader and save the time the operator and bank corrector, which nans, that the matter is ready for the rms in an appreciably shorter space o time.

It has been estimated that the cost of nking corrections in linotype matter of errors which should not have occurred (resetting line) is one cent each. The same estimator placed the cost in an office of twenty-five linotype machines at $25,000 annually for commas alone.

On this basis, as errors of punctuation do not constitute half of those made unnecessarily in the process of preparing matter for the forms, it may be safely claimed that in a newspaper composing room with twenty-five machines the cost of correcting errors of the writer, linotype operator and the reader will reach more than $50,000 annually.

Having copy properly prepared, as suggested elsewhere, so that the linotype operator may safely follow it, would eliminate guesswork, assist in placing an organization on a markedly more efficient plane and effect an amazing saving.

This is the first of two articles by Mr. Edwards. The concluding article will appear next week.

SIX NEW PRESS UNITS FOR HERALD TRIBUNE

New Scott Presses Will Give Daily 34 Black and White Units—Flat Stereotyping Equipment Doubled

Six more Scott press units and two folders have been ordered for installation in the plant of the *New York Herald Tribune*, Howard Davis, business manager, announced this week. They will be arranged to run as two sextuples or one double and one quad, or as a five roll or a six roll press.

The arrival of the new units, which are expected to be in operation by February, will give the Herald Tribune a total of 83 black and white units, or the equivalent of 11 sextuple presses.

The new units will have two sets of Cutler-Hammer drives and two motors. From R. Hoe & Co., the Herald Tribune has ordered a complete duplicate of its present flat stereotyping equipment, to be installed in 90 days. This will double present capacity.

Four new linotypes were installed last week.

"KEEP HOME FIRES BURNING"

New York Evening World to Aid Poor in Coal Famine

"Keep the Home Fires Burning Through the Christmas Season."

Under this slogan the *New York Evening World* this week announced a plan for relief of the poor during the present coal famine resulting from the strike of anthracite miners. The plan would take care of the needs of at least 5,000 families a week for 12 weeks, it was declared.

The Evening World has made an arrangement with Burns Brothers whereunder that company will supply hard coal for $15 a ton during the stringency and deliver it in small lots to the homes of the needy. Plans whereby tickets for this coal will be distributed only to those most deserving of them are being evolved in a manner to assure free coal however rigorous weather conditions may become. Further details will be announced later.

The free coal distribution will be made at the rate of 250 tons a week. The Evening World itself underwrote, with $3,750, the first week's supply.

MARKET NEWS
Plus TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

No "Hindsight" Necessary in

Indiana

A long season of industrial progress is ahead. There can be no developments in the months to come that will retard the steady industrial movement. The prosperity in the manufacturing areas is creeping into the farm section. Electric interurban traffic is the heaviest in the country.

The Indiana Market has everything for business success.

Indiana daily newspapers effectively cover this great territory because they go into the homes and are a part of the daily life of the Indiana family —and 91.8 per cent of the population is native white.

If you leave Indiana out of your National Advertising Campaign you are overlooking a vitally important market.

Use this list of papers

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
††Decatur Democrat	(E)	3,194	.025
**Fort Wayne Journal-Gazette	(M)	32,662	.08
**Fort Wayne Journal-Gazette	(S)	34,487	.08
**Fort Wayne News-Sentinel	(E)	42,860	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
**Lafayette Journal & Courier	(M) 7,915 (E) 13,302	21,217	.06
††La Porte Herald-Argus	(E)	6,432	.025
†Shelbyville Democrat	(E)	4,012	.025
**South Bend News-Times	(M) 9,864 (E) 14,151	24,015	.07
**South Bend News-Times	(S)	22,229	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
**Terre Haute Tribune	(E & S)	23,710	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.

DR. HENRY J. WATERS

Weekly Kansas City Star Editor, Former College President, Dies

Dr. Henry Jackson Waters, editor of the *Weekly Kansas City Star* and former president of the Kansas State Agriculture College, died at 8:25 o'clock Monday night in his home, the Carlton Hotel.

Dr. Waters became ill with pneumonia Oct. 15. His condition gradually became worse and reached the critical stage several days ago.

Long regarded as one of the leading authorities on agriculture in America, Dr. Waters spent the greater portion of his life in the service of his calling in the middle west.

He accepted the editorship of the Weekly Star in 1917, resigning from the presidency of the State Agriculture College to do so. At that time he stated that he believed he could be of more service to his fellow countrymen as editor of a great weekly newspaper than as a college president.

Dr. Waters served as president of the Kansas college for nine years. Before that he was dean of the college of agriculture, University of Missouri. He was a native Missourian.

JOSEPH W. MILLER

Civil War Veteran, 87, for 25 Years on St. Louis Globe-Democrat Staff

Joseph W. Miller, 87, who died in St. Louis recently, was a captain on Gen. Philip Sheridan's staff during the Civil War, later a newspaper correspondent with the Union troops, and for 25 years an editorial writer for the *St. Louis Globe-Democrat*. Interment was in Cincinnati.

Mr. Miller's newspaper career began at 14, as a printer's devil on the *Cincinnati Commercial Gazette*. After 9 years' service there, he joined the Union army, but was released following a severe attack of scarlet fever. He later became a newspaper correspondent at the front. At the close of the war, he became a member of the staff of the *Cincinnati Times Star*, but after a few months went to St. Louis.

In 1895, Mr. Miller became an editorial writer for the Globe-Democrat, continuing as such until 1920.

Pioneer Special Is Dead

A. Frank Richardson, pioneer newspaper special representative, who retired from business in 1902, died recently at his home in Bay Shore, New York. Paul Block and Herman G. Halstead, were associated with Mr. Richardson early in their careers.

Noted Music Publisher Dies

Theodore Presser, 77, widely known music publisher, died in Philadelphia, Oct. 28, Mr. Presser was head of the Theodore Presser & Co., music publishing house and the founder of *Etude*, a musical publication.

Obituary

GEORGE M. BASFORD, president of the G. M. Basford Company, technical advertising agency, New York, died suddenly in New York, Oct. 26. Mr. Basford had been head of the agency since its founding 10 years ago, also acting as consulting engineer for the Lima Locomotive Company.

MRS. CLYDE HAMBRIGHT, 45, society editor of the *Philadelphia Public Ledger*, died Oct. 25 at her home in Philadelphia. Her husband is a member of the *Philadelphia Evening Bulletin* staff.

JOSEPH H. BURNETT, 78, for more than 50 years editor of several Missouri weekly papers died recently at his home in New London, Mo. He owned the *New London Ralls County Record*, from 1890 to 1915.

JAMES F. MITCHELL, managing editor of the *Scranton Republican*, died recently at his home in Scranton after a lingering illness. Mr. Mitchell had been engaged in the newspaper business of Scranton for almost 35 years.

RICHARD EVELYN BYRD, father of Harry Flood Byrd, Democratic Governor-designate of Virginia state, and owner of the *Winchester Star* and *Harrisonburg News-Record*, died Oct. 23, in a Richmond hospital.

JOHN H. SCOTT, 76, brother of H. S. Scott, general manager of the *Detroit News*, died recently at his home near Fort William, Ont. For 30 years he was connected with the Canadian postal service.

ALEXANDER H. PETROSKY, for 40 years an employe of the printing and proofreading departments of the *Detroit Free Press*, died last week at his home in Detroit.

STEPHEN H. WOODHOUSE, 65, for more than 30 years on the composing room staff of the *Boston* (Mass.) *Globe*, died at his home in Dorchester on Oct. 25.

GEORGE L. KEHEW, 77, for more than 50 years on the mailing staff of the *Boston* (Mass.) *Herald*, died at the Somerville Hospital from injuries received when struck by a motor car on Oct. 13.

C. R. GIBSON, founder of the *Waxahachie* (Tex.) *Enterprise* in 1876, and at 83 years old still a "paragrapher" on the *Waxahachie Light*, died in that city last week. He formerly was speaker of the Texas house of representatives.

L. A. LACROSSE, 79, editor of the *Del Rio* (Tex.) *News*, died suddenly last week in Del Rio. He formerly conducted newspapers in Yoakum, Hallettsville and Luling, Tex.

DR. WILLIAM S. CADY, Sr., 59, father of William S. Cady, Jr., of the *Cleveland Press* and King Cady of the *Wichita Beacon* advertising staff, died at his home recently following a stroke of apoplexy.

GEORGE W. MASCORD, 66, general works superintendent of the *London Daily Chronicle* and the *Sunday News*, and a director of United Newspapers, Ltd., died recently.

MAJ. T. J. KIRKPATRICK, 75, one of the founders of *Farm and Fireside*, and who later owned the *Akron* (O.) *Beacon-Journal*, died at the Masonic Home at Springfield, O., Oct. 5.

CHARLES L. ESTEY, 55, advertising counsel for the Vanderbilt Newspapers, Inc., and widely known publicity and advertising expert died suddenly on Monday, Oct. 20, of heart disease at 1401 Alvardo Terrace, Los Angeles.

LONDON EDITOR FINED FOR "RED" CARTOON

Court Decides Comment and Drawing Published in London Evening News Prejudiced Communists Sedition Trial—£100 the Penalty

It cost the editor of the *London Evening News* a $5,000 fine to publish an article and cartoon on the arrest of communist leaders, now being tried for sedition and incitement to mutiny. The penalty was imposed Oct. 26, Kings Bench Court declaring the newspaper was in contempt of court. The cartoon and article upheld the arrest.

The complaint was made on the ground that the comment tended to pervert the course of justice by creating prejudice against the communists.

Justice Sir Horace E. Avory, in delivering judgment, said he had come to the conclusion that the comment amounted to contempt of court, but he held that there was no ground for supposing that there was any intention on the part of the newspaper to prejudice the trial. Referring to articles in other newspapers on the same subject, the judge remarked that the case was likely to command considerable public attention, and he declared that in the future the court would not hesitate to use its powers to prevent anything calculated to prejudice in either way the trial of "this important issue."

That its comment did not touch upon the question of guilt in any particular case, but was merely a question of executive policy, was the plea advanced on behalf of the Evening News by W. A. Jowett, K. C. Pointing out that there were two sharply opposed schools of thought in the country—one condemning, the other approving, active measures against the communists—Mr. Jowett contended that the newspaper's approval of the arrests was nothing more than the logical sequel of its consistent advocacy of an active policy.

Sir Henry Slesser, who appeared for the communists, arguing that the comment prejudiced a fair trial, said he did not dispute that considerable feeling had been aroused on the subject of communism, but the fact that there was such tense feeling, he declared, should make the editor all the more careful about what he published.

N. Y. Sun Prints Florida Section

The *New York Sun* on Oct. 24 published a 14-page Florida section. The business department reports it was received with marked interest, thousands of extra copies having already been ordered.

Shelbina (Mo.) Democrat Sold

The *Shelbina* (Mo.) *Democrat*, oldest newspaper in the city, has been sold by E. W. and W. O. Jewett to S. R. Hoover.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Talk to the people of Montgomery County, Pennsylvania, through the paper of their choice
Norristown Times Herald
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

Sales and Profits
Backed by the largest evening circulation in America, the New York Evening Journal's Merchandising Service Department has had a record of more profitable campaigns for advertisers than any other Service Department in the country.
500 Successes
NEW YORK JOURNAL
America's Greatest Evening Newspaper

THE WELFARE COMMITTEE *of the* INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.



Your Good Old Grand-pop Will Tell You
It All Happened in the Long Ago

First Installment in
EDITOR & PUBLISHER
Next Week

Trail Blazers of Advertising

Announcing serial publication of a new book brimming with fun and adventure

By CHALMERS L. PANCOAST

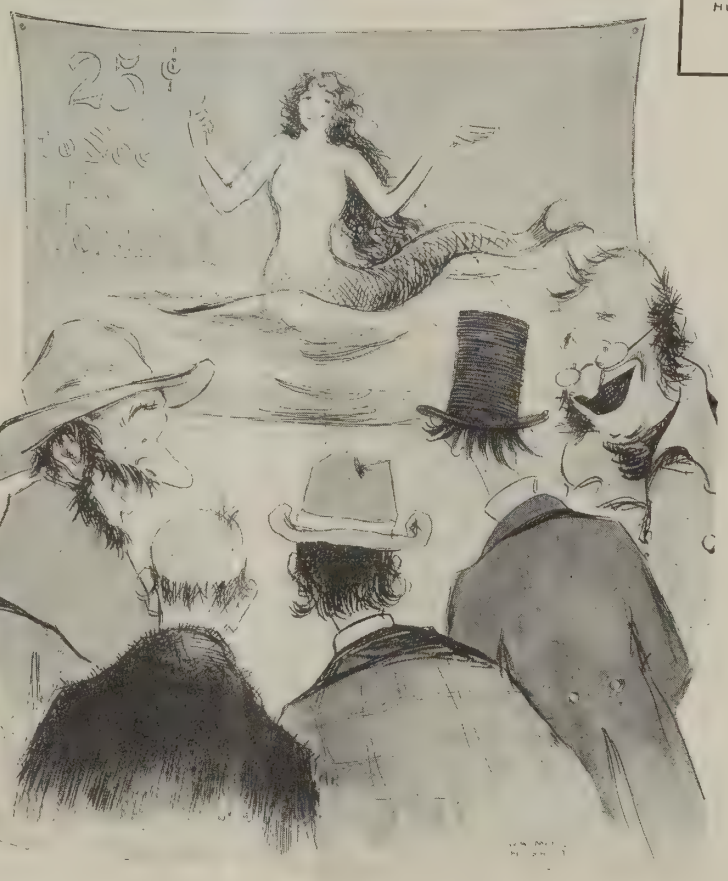
Brilliantly Cartooned By
RAYMOND HIGHET



OLDTIMER, "Trail Blazers of Advertising" is for you! Looking backward is *not* going backward—we are all through with the loose-as-ashes methods of the Dizzy Daddies of Yesteryear, but there is no offense in having a laugh with them—and Pancoast's book is a yarn to make every reader of Editor & Publisher merry.

Better than fiction for young folk who are unfamiliar with the stunts of those "good old days."

If not a regular reader of Editor & Publisher, send $4.00 for a year's subscription, and insure delivery of the complete book in weekly installments.



BARNUM MADE 'EM WONDER

EXCITING and intimate histories of P. T. Barnum, Buffalo Bill, and many other famous blades whose advertising of a quarter to half a century ago contributed to the romance of the Golden Age of Romance in America. Startlingly contrasting with the scientific and controlled advertising of our own day. Pancoast (known everywhere in advertising as "Pan") spins some classic yarns of Indian Medicine Tent Shows, Barnum's Wild Adventures with the Mermaid and other weird curiosities, Publicity in the Woolly West, Rolling Stone Ad-Solicitors, Special Edition Blowhards, Mexico's Thieves' Market, Advertising a Bull Fight, An Arizona Saloon Opening, Goat and Ghost Towns, Snake Dance Advertising, Street Fakers, Masters of Gab, and dozens of stories of pioneer schemes and schemers.

It rattles the dry bones of ghosts that were once the giddy romancers of every American city and town.

EDITOR & PUBLISHER

1700 TIMES BUILDING NEW YORK

Get in on the fun with Pancoast next week!

INSURANCE ADVERTISING

(*Continued from page* 20)

is not divulged, is of course merchandised to agents. Prior to its appearance in the magazine, a proof is sent to agents, with the list of the magazine's subscriber's in his city.

The agents are not expected to rely solely on the magazine advertising. In an agent-instruction booklet the Hartford Fire Insurance Company devotes a full chapter to the value of newspaper advertising in building up local business. This chapter is included with the advertising specimens submitted in the prize contest.

Agents are also furnished with an advertising cut service for their use in local newspapers. The home office does not however assist in the cost of placing the newspaper copy.

Just hinted at in the prize-book is the free publicity obtained through the annual fire prevention week, of which the Hartford company is one of the originators.

Quite generally among insurance companies at the present time efforts are being made to obtain free publicity in newspapers while, as described by Mr. Collins, the "experimental stage" of insurance advertising, using magazines is underway. "Education of the public in insurance" through the news columns of newspapers is considered legitimate, and is being practiced by individual concerns, while a group is known to have formation of a press bureau under consideration.

While the bigger companies prepare mat and electro services supplied agents on request, the great difficulty is to get the agents to use the material.

One company, particularly progressive in educating its salesmen in the value of newspaper advertising, is the Connecticut General Life Insurance Company of which Miss F. E. Barrett is advertising manager.

The order blank this firm sends agents wishing to order mats or electros states in part:

"The company supplies newspaper advertising service to agents who plan to advertise regularly in their local newspapers. Agents are not encouraged to begin advertising until they are ready to continue regardless of visible returns. Intermittent advertising is wasteful. It is better to take small space once a week than large space irregularly.

"Advertisements are supplied in two sizes, five inches single column and five inches double column. They are furnished either in electrotypes or matrix form, according to the requirements of the newspaper in which they are run.

"The advertisements have striking and interesting illustrations. Every agent has a complete file of them. It is not always possible to supply the set of advertisements an agent asks for, so, unless an agent has some reason for wanting to use a certain set at a certain time, it will be appreciated if he will leave it to the advertising department to decide the order in which the advertisements will be run."

This company for seven years has been supplying agents with the newspaper mat and electro service. The problem had been, however, to get the agents to use the electros after they were ordered. The agent now signs the order blank only after he has contracted for space, and the mats or electros are not sent to him, but direct to the newspaper. The result, according to the insurance company, has been a wider use of newspaper space.

On the order blank, the agent is told:

"First see the publisher of your newspaper and contract for space. Arrange to have the same position on the same page always if possible. It is usually practicable to have an understanding to this effect without paying extra for position. Choose a page carrying news. Find out whether the paper can use matrices. We prefer to supply them, but will supply electrotypes when the paper can't use matrices or doesn't get good results from them. We expect the newspaper to return electrotypes to use when through using them."

In conclusion, Mr. Collins summed up what he termed the two outstanding groups of insurance advertisers. One group made up of casualty, surety, and marine companies he described as users of psycological advertising, while life and fire insurance were, in his opinion, of the normal, steady type.

"Psychological advertising is especially fitted for newspapers," he explained. "Its chief characteristic is its timeliness. To be most effective it must be built on some news event, such as a big robbery, an accident, or a shipwreck. Obviously, since it hinges on the news, it is spasmodic advertising, in comparison with the advertising of life and fire companies, which is adapted to steady treatment."

The National Surety Company used New York newspapers Oct. 20, in an example of this "psychological advertising," Mr. Collins pointed out. Text of this advertisement was:

"$33,750.00 payroll stolen!

"Last Saturday four Chicago bandits held up 16 employes of the International Harvester Company and ordered the manager to 'turn over the payroll.'

"Loss was fully covered by our Payroll-Robbery policy and payment was made by us today (just 2 days).

"The Harvester Company offered a reward of $1000 for each man arrested and convicted.

"We now offer a reward of 10 per cent of the amount directly recovered and applied on our loss through the apprehenion or killing of any of these bandits, this Company to be the sole judge of who is entitled to share in any reward."

The advertisement closes with the terse notice to brokers:

"We still have the courage to write payroll hold-up policies."

GIFT FROM BRITISH JOURNALISTS

Stone from St. Paul's Cathedral Presented Missouri Journalism School

The British Empire Press Union, through its president, Lord Burnham of the *London Daily Telegraph,* and by permision of Dean Inge, has presented to the University of Missouri School of Journalism, Columbia, Mo., a stone from St. Paul's Cathedral.

"The Cathedral looks down upon the birthplace of English literature, the English newspaper press, and the English publishing business," Dean Walter Williams of the Missouri journalism school states. "Its presentation is an act of international good will and friendship on behalf of English journalism to the journalists of America."

The stone will be unveiled Tuesday Nov. 10 with appropriate ceremonies. Sir Esme Howard, British Ambassador to the United States will make an address. A large group of prominent American newspaper men have been invited to attend.

Another Florida Daily Planned

The *Stuart* (Fla.) *Daily News* will be launched shortly, using the United Press report.

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer

ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago



Flossie the "Vamp" in "Love Bound"

"Love Bound"

Beatrice Burton's

latest and most fascinating serial is the story of sisters, two girls who belong to the group of women about whom all other women are wildly curious—business girls.

They are interesting for the reason that Mary Rose and Flossie Middleton are figures of romance and drama to their mother—not because they earn their own living, but because they live their daily lives with men. **Because they see more of the men they work with than the wives and sweethearts of these men see of them. Because they know more about the mysterious male after they've worked for him a few weeks than the sheltered woman learns about him in a lifetime.**

And the sheltered woman knows it.

She asks herself the very questions that Mrs. Middleton asked herself about Flossie:

Was her employer in love with her?

Did she try to "vamp" him?

"Love Bound"

is better than "The Flapper Wife," which was a record breaking circulation builder. Every woman in and out of business will read it. Every man will be questioned about it.

Beautifully illustrated by Lejaren Hiller of Underwood and Underwood studios.

For release November 9.

Contracts already closed for following cities:

Pittsburgh, Chicago, Washington, Seattle, Baltimore, Syracuse, Cleveland, Toledo, New Orleans, Youngstown, Springfield, Ill., Memphis, Omaha, Tacoma, Louisville, Wichita Falls, Buffalo, Reading.

Better Wire Order Now!
First Come—First Served!

JOHNSON FEATURES, Inc.

1819 Broadway, New York

IN A COMPACT TRADING AREA
NEW ENGLAND
IS RICH IN INDUSTRIES

New England factories produce more than 11 per cent of the total manufactures of the United States, in a territory comprising a trifle over 2 per cent of the area of the entire country.

This compact section is the oldest manufacturing center in the United States and produces a great variety of industrial products, many of which bear names that are familiar in all trading centers of the world.

Leading all other sections in the manufacturing of such varied lines as textiles, shoes, paper and the machinery for these great products; brass, bronze and copper products, needles, pens and rubber goods.

This great territory is a compact, industrial region, with more than half the population living in cities. They know what they want in New England and have the money to spend. They are thrifty, intelligent home owners, and read their daily newspapers.

These Leading New England Newspapers Are Ideal For National Advertising

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&E)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
**Boston Transcript .....(E)	34,563	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
**Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
**New Bedford Standard Mercury (M&E)	33,115	.10	.10
**New Bedford Sunday Standard (S)	27,552	.10	.10
**North Adams Transcript..(E)	9,691	.04	.035
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	92,069	.26	.23
*Worcester Sunday Telegram (S)	50,475	.19	.16

MAINE—Population, 768,014

**Augusta Kennebec Journal (M)	11,382	.05	.05
†Bangor Daily Commercial.(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot...(E)	5,258	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.15	.15
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	14,052	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
**St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,006	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
**Hartford Courant .....(M)	32,459	.08	.08
**Hartford Courant .....(S)	52,769	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Meriden Record .....(M)	7,640	.045	.03
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
**Norwalk Hour .....(E)	6,073	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican ...(S)	15,284	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

LIBRARY U. OF I., URBANA-C



Our Own World of Letters

By JAMES MELVIN LEE

A BOOK that grew from a real economic need is "Art in Advertising" (The Press Art School, Tudor Hall, Forest Hill, London, England) by Percy V. Bradshaw. As the author points out manufacturing methods in England have long been superior to British methods of salesmanship. To improve this salesmanship is one of the aims of the author.

The manufacturer is warned that in his distress over high overhead expenses he should watch carefully his economy lest he "spend a shilling to save sixpence." He sometimes, for example, buys expensive advertising space and then by short sighted economy in the illustrations he will ruin his chances of using such space successfully. "The art which is essential to successful salesmanship is not to be obtained in this way."

The author while admitting that many British advertisers are wise enough to use the best talent available in the presentation of their publicity still insists that there is a vast amount of advertising which is old-fashioned and unimaginative and that much money is spent on advertising which has no economic value. A perusal of this volume by the right sort of readers in England and in America ought to help advertising to become both more sensible and more efficient.

Attention is called to the fact that women are supposed to control about 80 per cent of the family purse. Women are influenced by style in dress and so it is logical to assume that they are influenced by style in advertising. A good point is raised when the question is asked, "Is feminine taste less refined than masculine taste?"

The fine tribute paid American advertisers by this distinguished critic of English art somewhat surprises me. He gives them first place in illustration, display, and printing, admits that American advertising is more profitable than British, and proves it by showing that the American advertiser has already invaded British markets successfully.

The point that the barrier which formerly separated art and commerce is being removed is emphasized again and again throughout the volume. The reader is asked to listen to this, as a group of art students listened a little while ago:

> In the old days, when the Church was the great art patron, all that there was of idealism, of devotion, of piety, was called for from the artist, and these qualities found their way into his work. Now, Commerce has taken, or is rapidly taking, the place of the Church. It is beginning to pay the piper. But is it to call the tune? So-called "Commercial Art" is already largely the art of the present; it will be increasingly the art of the future. Is this to be looked upon as "pot boiling"?

The matter of ethics is touched upon here and there throughout the volume as when the author insists that commercial art is not, like the famous razors, only meant to sell, and not to cut. Another illustration of direct quotation shows the ethical advance in advertising:

> The examples of art in advertising which I am privileged to reproduce should remind even the cynic that the old term of reproach, "It's only an advertisement"—a reproach justly earned by much dull and dishonest advertising in the past—is rapidly growing meaningless. Some of our advertisers are using the talents of the finest painters, illustrators, designers, and decorative artists of to-day, but we have still a long way to go before we reach the level of the best American advertisements.

The quotation just given is from the chapter "The Artist and the Business Man"—one of the best chapters in the volume. How practical are the suggestions for the young artist the following quotations will indicate:

> Bring to the business man's problem that breadth of vision and enthusiasm which you bring to your own work. You are using, in art, a medium which demands control, quick observation, decision, inventiveness. Use these invaluable qualities when you are given a business problem to solve.
>
> Try to see the point of view of the other fellow. Don't be too hasty; *think* before you start that drawing, or you may waste your own—and your client's—time.
>
> Don't rail at the business man, from whom you accept a clear and definite commission, if he refuses to accept an "idea of your own" which has suddenly occurred to you. Don't produce a piece of work which is a better advertisement for you than it is for the commodity which you were engaged to advertise. Don't smother your message in technique.
>
> Be decorative, by all means, but don't let your pattern become so involved or your symbolism so obscure that you play into the hands of the Philistine who is convinced that all artists are mad. Some of the latest achievements in decorative art tend towards the unintelligible. But there's plenty of hope. We are still only at the very beginning of the partnership between art and commerce.
>
> And I am prepared to protest, with the utmost vigor, against the sneer that art is "above the heads of the public." The great artists of the past would not have secured undying fame if their talents had been appreciated only by their brother artists, and if their messages had been too involved and technical to be grasped by the layman. Great art invariably delivers a direct message, and demonstrates its own big qualities with absolute clearness and simplicity. It possesses a character far above mere technique, whereas the experiments made by many groups of "moderns" are so concerned with technique that they only succeed in talking an unintelligible language.

I am not much of an artist, but I can see that there is a lot of common sense as well as art in the chapter "Pictorial Composition—Design and Layout." This chapter, incidentally, pays a fine tribute to Henry Lewis Bullen, curator of the American Typographical Library and Museum in New Jersey.

The chapter "The Art of the Printer" is the result of many visits on the part of the author to printing establishments in England. It shows that the introduction of art and good taste while adding very little to the cost of the job may tremendously increase its possibilities as a selling instrument. Descriptions of distinguished printing establishments in England and discussions of the type of work turned out are given in this chapter.

A companion chapter "The Advertising Agent and his Work" takes up the leading advertising agencies in England. I mention the fact that the firms whose work is discussed are arranged in alphabetical order lest the reader jump to the conclusion that they are arranged in the order of merit.

Special campaigns are taken up in the chapters "Art and the Railways," "Art and the Shipping Companies," and another chapter which groups together what is left, "Notable Advertising Campaigns." The railways in England, including London's underground, are well sold to the public—a fact impressed upon the reader as he turns the pages of the volume.

The chapter which undoubtedly has the most value for those connected with the advertising department of the newspaper is the one headed "Retail Store Advertising." This chapter raises many questions for which space can be found for only one by way of illustration:

> One does not doubt that the organization and purchasing-power of the big retail store enable it to offer the customer unusual service and value for money; one realizes that the success of a store is built mainly on these factors; but it is difficult to believe that the present orgy of blatant "bargain" advertising will continue indefinitely, or that there is a unique condition in regard to such publicity which isolates it from the advertising of other commodities. If Lever Bros. can sell, with artistry, bars of soap to the working man's wife; if Lyons' can sell cups of tea by means of beautiful window-displays and refined publicity; if the workman's beer and tobacco can be sold without offending the average sense of fitness; if public utilities and staple foods can be advertised with real distinction, it is hardly convincing to suggest that appeals to feminine taste in our national newspapers must, so often, completely disregard all consideration for attractive display.

It seems to me that I have noticed in some of the advertising of metropolitan department stores an influence of the copy printed in London newspapers by the leading retail establishments of that city. The Bok award at Harvard to the store of R. H. Macy & Co. of New York illustrates exactly what I mean in the preceding sentence.

The concluding chapter is what might be called an American supplement though it bears the official title "Art in American Advertising." When we hear so much criticism about American advertising it certainly is refreshing to read these words from such a competent authority as Mr. Bradshaw:

> I have heard many people attribute th artistic enterprise of American advertisers t the factor that "they've got the money to d it," and excuse our own artistic shortcoming by the general statement that we "can't a ford it." This attitude is unfair as well a unwise. It assumes that art is an expensiv luxury instead of a practical necessity, an infers that art in America is of very recen growth. As a matter of fact, America ha led the world for over forty years in regar to the production and illustration of popula magazines; and the encouragement which the give to artists, and the idealism which the show in regard to pictorial work, are onl natural developments of the enthusiasm fo art, which they have always displayed.

It should be borne in mind that th concluding chapter ought technically t include that work, previously printed i the volume, which comes from the Londo branches of American firms. The wor of Lord & Thomas of Chicago will d by way of illustration.

This comparison between the press o New York and London may be of inter est to American readers:

> The principal difference between the Ne York and London daily newspapers is in th greater variety of news which the America

A Rotogravure Magazine With Newspaper Timeliness

The New York Times Magazine Section of the Sunday edition combines the features of the best magazines with the timeliness of a newspaper. Its articles are written close to the news. Advertisements may be changed weekly, an advantage over the publication issued once a month. Each issue of The New York Times Magazine Section reaches more than 600,000 purchasers of the Sunday Times, approximately the same circulation as the combined total of five standard monthly magazines comparing in quality with The Times Magazine Section. Printed in rotogravure. Advertising rate, $1.00 an agate line.

Pittsburgh Press

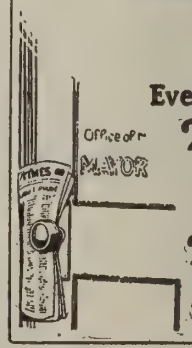
"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

Detroit Times



Evening 220,000

Sunday 250,000

In New Orleans It's

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.



MICHIGAN

and the

BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN
50 East 42nd St.
New York City

J. E. LUTZ
Tower Building
Chicago, Ill.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

emand—which naturally affects the size of t papers. The *New York Times* often is es a 48-page daily edition and one of 160 es on Sunday. The American newspaper strikingly different in appearance from the litish—different in typography, illustration, le of display, quality and surface of newsper used. In America the newsprint gen-lly used is better both in color and surface. More attention is paid to advertisent typography and in the assembling or cing of the advertisement on the page.

By way of comment Mr. Bradshaw ds that Louis Wiley, business manager the New York Times, recently indicted in an amusing way the fundamental ferences by quoting these words of Stephen Leacock, "With us in America, e great thing is to get the news and out it to the reader; in England they t the news and then break it to him gently as possible." Mr. Bradshaw ds that "in Mr. Wiley's view, the Britnewspaper is designed to be read ietly at a slow breakfast, whereas in nerica it has to be read whilst a man hanging on to the strap of a clatterg subway express, or getting a shave, about to have his teeth drawn."

This last chapter mentions the fact that Associated Advertising Clubs of the orld was originally an American instition but now has international influence. refers to the Association of Newspaper dvertising Executives and prints the deils of one type of service offered to adrtisers by that association. It points th pride to another organization in merica—the Audit Bureau of Circulatins. It shows rather than tells that merica may be proud of its posters. It rvels at the co-operative advertising in merica. Warm words of praise are gen to the Advertising Typographers America for its "Code of Ethics" deed to "promote idealism and generous vice in business, and to develop the st artistic standards in the Craft of e Type."

The concluding note of the chapter as ll as that of the volume itself is nded by Ernest Elmo Calkins whose ent writings in the *Atlantic Monthly* ve frequently been mentioned in this deatment for their remarkable charm and chnique. Those who have a delicately usted receiving set that removes static r who have ear phones closely adjusted wl pick up the full meaning of the words Mr. Calkins when he broadcasts this phecy about the future of adverng in America:

dvertising "copy" shows a tendency to en into what the French so expressively *clichés*—stereotyped expressions of the al-worked copy-writer without sufficient maal, and barren of inspiration—the meanss superlative, the bests, unequalleds, unlasseds which are in themselves a confesc that there is nothing to write about. h results in the prevalence of what might called the "advertising tone of voice." re is a difference between the natural unoned expression of a good writer and the , uninspired grouping of words in the age advertisement. The next generation dvertising men has an interesting proame. What we have done is nothing to h they will do. The machinery of adverg is presented to them as a going con-. It has not outlived its usefulness, it has reached its zenith. On the contrary, it is beginning to realize its power, to vision possibilities.

ere the volume parks. I am going lo the same though in justice to the volume I ought to say something about its fine art work, its excellent typography, and especially the personal pleasure I have had in turning the pages. The last I am going to do in a letter to the author where there are no editorial instructions as to space available and where there is no danger of a blue pencil if I let copy run.

* * *

THE October issue of *The Iowa Journalist*—a monthly periodical published by The School of Journalism at The University of Iowa—has a number of interesting items. The issue opens with an account of some old Iowa printing presses. It concludes with "A Page for the Copy-reader" in which common errors of the desk are pointed out. In some respects the most important story is by W. R. Orchard, editor of *The Council Bluffs Nonpareil*, who contributes "Shaping the Newspaper Policy."

* * *

E. W. HOWE, who puts out a personal organ from Potatoe Hill Farm, Atchison, Kan., prints in his current issue an essay on common sense about press agents. He warns the reader not to imagine that the term refers only to the person who gets free "reading notices in the newspapers about a moving picture queen's art and lovers."

Some of the pivotal points in his chat are:

> The owner of one of New York's best newspapers once told me his greatest difficulty was to prevent his writers becoming Press Agents for their special friends and fancies;
>
> It is common knowledge that newspaper writers often pay their board with frequent references to hotels and restaurants;
>
> Every young woman who sings, or plays the piano, has a Press Agent; usually it is her mother.
>
> Well, it's that bad all over the world; there are big frauds to "work" the big papers, as well as little frauds to "work" the little papers.
>
> It's a cheap world; the newspapers cannot make it over.

Editor Howe reminds his readers that they like editors must "take the world as they find it, and blush and be careful."

* * *

AN editorial in *The New Republic* for Oct. 7 discusses syndicated material in general and syndicated venality in particular.

It backs up the campaign of EDITOR & PUBLISHER to keep the news columns free from commercial taint. In a special mention of the editorial page appears this paragraph:

> In the midst of this smothering avalanche of canned journalism, one newspaper department long stood firm—anchored as the unyielding rock: the editorial page. The articles appearing thereon have frequently been terrible, but they have been the editor's own—or at least, his wife's or his maiden aunt's, or the aspiring reporter's. Every editor, however modestly incompetent he may feel in all other departments of the paper, is yet eaten up with the inward conviction that as an editorial writer he is a combination of Frank Cobb and Henry Watterson, retaining the best features of each and adding several merits of his own. The sheer bulk of dull and needless comment on the world's affairs, couched in platitudinous, bad English, which any one of these gentry has been in the habit of turning out in the course of a single day's efforts is almost beyond belief. Even in the exceptional case when he has not burned with the sacred fire himself, he has accepted the tradition that editorials should be numerous, voluminous and home-grown.

The comment in *The New Republic* then goes after a commercial organization which promises to deliver editorial mention for its client in at least 35 daily newspapers throughout the country at a total cost of $350. That this promise is not idle talk is proved from a testimonial from a satisfied customer. Pitiless publicity is the remedy.

* * *

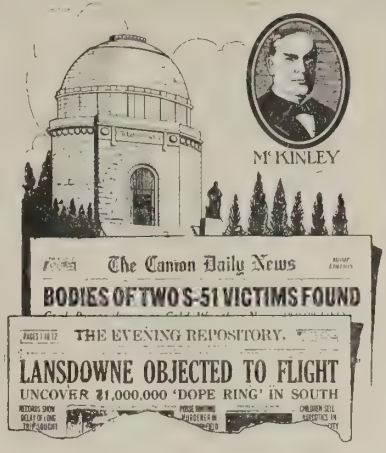
THERE are almost 100 business and special libraries which contain books and data on advertising, according to the second nation-wide survey completed by the national Special Libraries Association. This is a decided advance over the 1921 survey which revealed less than 20 libraries claiming to have material in this field. New York City is particularly strong in its collections of advertising data but Chicago, Philadelphia, Boston, Detroit and other cities are evincing increasing interest.

Among the special libraries devoted to advertising are those maintained by Albee Corporation, Detroit Associated Advertising Clubs of the World, Association of National Advertisers, Barton Durstine and Osborn, George Batten Company, Erickson Company, Curtis Publishing Company, Philadelphia; D'Arcy Advertising Company, St. Louis; McCutcheon-Gerson, Chicago; MacMartin Advertising Agency, Minneapolis; Procter and Collier Company, Cincinnati; and Tel-U-Where Company, Boston.

The results of the survey have been published in the form of a national directory of special libraries, compiled by May Wilson, librarian of the New York Merchants' Association, and edited by Rebecca B. Rankin, librarian of the New York Municipal Reference Library.

THE Dallas Journal's rate, already attractive, has been made still more so by a combination rate with The Dallas Morning News.

The Dallas Journal



Imperial in McKinley's Home City

IMPERIAL is pleased to serve the two newspapers of William McKinley's home city of Canton, Ohio. The Canton Repository and the Canton News, two splendid newspapers, give the citizens of Canton up-to-the-minute news on world-wide happenings. Both depend on the Imperial Plus Plan.

There are three reasons why both of these Canton newspapers depend on the Plus Plan:

First. The Plus Metal Plan keeps their type metal in a perfectly balanced condition at all times.

Second. By keeping it constantly in balance the working life of their metal is extended by years.

Third. By adding years of life they are saved the cost of frequent new metal supplies and the expense of trouble with metals.

These three reasons should convince every wide-awake publisher of the advisability of using the Imperial Plus Plan for his metal.

Think This Over And Then Act

The Plus Plan is saving for hundreds of publishers by cutting down the overhead on metal. It can save for you. Send for a copy of the Plan now, read it carefully and convince yourself.

Imperial METAL

Linotype—Monotype—Intertype Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



What an Advantage

it would be to you to communicate with people living in the best Agricultural district in the country!

The Evening Star

Franklin, Ind.

covers this field thoroughly.

Improved business conditions in West Virginia have resulted in a remarkable increase in the circulation of

The Fairmont Times

The average net paid for six months ending September 30 was

8,336 daily and Sunday

The rate continues at only

3c a line flat

Represented nationally by
THE DEVINE-MacQUOID COMPANY, INC.
New York Pittsburgh Chicago

Dominant and headed upward in the rich Louisville field

The Courier-Journal and THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special Agency

Classified Opportunities for Buyer and Seller

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.

Special rates quoted for 13, 26 and 52 insertions.

The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Newspaper Promotion
Special Editions Special Pages

BUSINESS OFFICE
Accounting Supplies
Devices

BUSINESS OPPORTUNITIES
Brokers Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion Distribution
Premiums

EDITORIAL
Business News Correspondents

Syndicate Features
Art Pages Radio
Comics Sports
Fashion Pages Statistical
Fiction Wire News
News Pictorial Women's Pages

EMPLOYMENT
Help Wanted Situations Wanted

MECHANICAL
Equipment For Sale Equipment Wanted

BUSINESS OPPORTUNITIES

Brokers

Consolidations, Sales—Omar D. Gray, Sturgeon, Mo., specializes in consolidating newspapers—has for sale half million dollars dailies and 189 weeklies.

Newspapers For Sale

Evening Daily—Middle West opportunity; field exclusive; publication, evening; plant adequate and in fine condition; circulation good; price asked warranted by gross and net earnings; Initial payment $15,000; balance very liberal terms. J. B. Shale, Times Building, New York City.

Newspapers Wanted

Daily or Strong Weekly Wanted—Young publisher with successful record in weekly, semi-weekly and small town daily field wants to lease with option to buy daily or strong weekly in good town of 15,000 upward. Now owner and publisher of small town semi-weekly. Best references and collateral. A-945, Editor & Publisher.

Weekly Wanted—Young man has several thousand dollars and services to invest in live weekly. Twelve years' experience, including managing and city editor of dailies. A-950, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Radio—A good radio page means circulation. "Current Radio" means a good radio page. It solves hard problems and gives valuable radio advice. Daily articles by the best informed non-commercial radio organization in the world. You need it. Apply for your territory. American Radio Relay League, Hartford, Conn.

EMPLOYMENT

Help Wanted

Advertising Salesman Wanted. Experience, initiative, industry required. Splendid position, evening paper. Address A-934, Editor & Publisher.

City Circulation Manager wanted on New York daily. State full details of experience, which must be varied. Knowledge of New York circulation problems, etc. Extraordinary opportunity for live man of unquestionable integrity. Record must bear closest possible scrutiny. A-917, Editor & Publisher.

Circulation Manager—During the last six years we have placed a large number of former newspaper circulation managers in lucrative managerial positions in our large national circulation organization. The progress in the expansion of this organization enables us to place additional capable men from time to time. We prefer men over the age of 30 and those who have had not less than five years' experience in the hiring and training of house to house canvassers. To such men, who have the ability and good character required, we offer the opportunity for a permanent location with an assured good income. Answer with full particulars regarding yourself. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

Circulation Man—Wanted: A resourceful, aggressive, trustworthy, experienced circulation man for either city or country position on a Metropolitan Daily and Sunday paper. State experience, age, salary expected and reference. Address A-932, Editor & Publisher.

Combination Managing and Telegraph Editor for morning paper in small Mid-West City. Good job for the right man. Must have had small city experience and be well recommended. Address A-944, Editor & Publisher.

Combination Pressman and Stereotyper wanted, for Goss Comet Flat Bed. Will pay $35 per week to start. Best working conditions. Address C. L. Atwood care The Morning Call, Key West, Florida.

Financial Editor, Financial Advertising Solicitor, Real Estate Editor, Photographer, Artist, are openings created by rapid growth of leading newspaper within 100 miles of New York. A-936, Editor & Publisher.

Newspaper Executive, Competent, wanted as assistant to publisher; answers will be held strictly confidential. Give age, experience, where now employed, salary expected and when can report; also send photographs. This is an exceptional opportunity for a go-getter. Address F. P. Fildes, Miami Tribune, Miami, Florida.

Operators and Printers, experienced, wanted for daily morning paper. Union shop with best working conditions. Address The Morning Call, Key West, Florida.

Reporter—Competent for city hall beat and important general assignments, also to relieve on telegraph desk. Give age, experience, education, when available, salary expected, references. A-948, Editor & Publisher.

Situations Wanted

Advertising Salesman thoroughly competent in sales and service to advertisers. Capable of managing department. If you want a man who has a proven record, address Box A-930, Editor & Publisher.

Advertising or Circulation Man—Young, married, college man desires connection in Advertising, Circulation or Business dept. of small daily. Capable of taking complete charge. Five years' experience. Best references. Ready Nov. 15th. Write A-943, Editor & Publisher.

Advertising Manager—My record over eighteen years of increasing advertising linage and revenue in cities up to a million population will prove to any publisher my ability as a newspaper executive. Prefer second or third paper with a live organization convinced that they are not getting their share. Will go any place, but prefer north or east. Get my record and plan for an interview. Available on short notice. Address Box A-925, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager-Solicitor—Open for contract January 1. Age 27, married, seven years' experience. Best references. Box A-939, Editor & Publisher.

Advertising Manager one of leading papers, city of over 500,000, open for position January first. Former department store executive in New York, Detroit and other cities. Trained on one of the best newspapers in the United States. Nationally recognized authority on retail merchandising. Exceptional record of results. Box A-942, Editor & Publisher.

Artist, experienced letterer, desires permanent position; best references and samples submitted. Box A-915, Editor & Publisher.

Artist, employed, desires change, 3 years' newspaper and syndicate experience. Layouts, cartoons, illustrations, sport sketches, caricatures. A-940, Editor & Publisher.

Business or Advertising Manager—Splendid record of achievement in more than one field. Know how to save money as well increase earnings and circulation. A-935, Editor & Publisher.

Business Manager thoroughly conversant with all departments of newspaper work is open for position with daily desiring the services of well qualified man of 43. Splendid approach and ability to handle with tact both customers and employees. Satisfactory reason for desiring a change. Prefer city of 40,000 or more. No objection to second or third paper. Address A-938, Editor & Publisher.

Cartoonist, 19, when not drawing, will help in other departments. Box A-928, Editor & Publisher.

Circulation Manager seeks greater opportunities. Competent, fully experienced morning, evening daily and Sunday papers; all phases of department and work. Paper fifteen to twenty-five thousand. South preferred. A-937, Editor & Publisher.

Circulation Manager—Have never "burnt up" a town or forced a competitor out of business, but have always had excellent results. My present and previous employers are my references. Have been on circulation firing line, in all its phases, for last seven years. Was for 4 years office manager and chief accountant. Have written promotion copy. College man, family, temperate. If you are not quite satisfied with present results you will not waste your time by checking up my record and references. A-946, Editor & Publisher.

Circulation Manager, 36 years old, fifteen years' experience on Metropolitan newspapers in cities up to two million population; at present employed, but desire to make a change where there is an opportunity to show results from hard work with a real live organization. Will consider a city of one hundred thousand. Past record will bear closest possible scrutiny. If you are looking for a man of unquestionable integrity, address A-952, Editor & Publisher.

City Editor—Now with Greater New York daily. Seek small town connection. Married. A-953, Editor & Publisher.

Copyreader—Fast, steady. Twelve years experience. A-955, Editor & Publisher.

Editorial Executive, now managing editor live Eastern daily, seeks like position in New England or New York State city between 20,000 and 60,000, or city editor's desk on larger paper Wide experience and exceptional record. Personal interview requested. Box A-929, Editor & Publisher.

Editorial—Man of ability and wide experience, mainly metropolitan, seeks connection with first class paper, editorial or feature writing preferred, but will accept job in another capacity. Desires permanent connection where there is a future. Address Box A-831, Editor & Publisher.

Editorial—Several years' experience as managing and city editor; as reporter covered legislature, politics and court house. Age 30. Desire permanent connection. References available. Interview requested. A-949, Editor & Publisher.

Editor—Expert on make-up; also clever, critical writer. Aged 31. A-954, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Free Lance Writer, 31, wishes to join newspape or periodical staff as reporter or feature write Ten years varied newspaper and free lanc experience. Can send specimens of work. Bo A-881, care Editor & Publisher.

Mechanical Superintendent—Experienced prin ing press and plate making equipment machi ist desires position as Mechanical Superi tendent in newspaper plant or publishin house. A-947, Editor & Publisher.

News Department—Newspaper man, combini experience as city newspaper man and edit of small daily; thoroughly at home in all d partments, seeks position in charge of ne department of afternoon newspaper in ci of 25,000 or smaller. Now employed on me ropolitan daily; university graduate, age republican; references will show ability, pe sonality and high standing. Will want to pu chase interest when I prove myself indispen able. A-941, Editor & Publisher.

Proofreader—Twenty-eight years old. Colle education. Five years of experience. A-93 Editor & Publisher.

Reporter, City Editor, all round editorial ma Ten years metropolitan dailies, five years week newspapers. Dependable, accurate. A-924, E tor & Publisher.

Reporter, a real hustler, the kind you ha been looking for. Open for job Nov. 10. A-9 Editor & Publisher.

MECHANICAL

Equipment For Sale

Hoe 24-Page Web Press—This press is t plates wide, three decks high, with extra co on the top deck. Prints papers of 4, 6, 8, 12, 16, 20 or 24 pages 7 or 8 columns wi paper page 21½ inches long. Will print tabl papers up to 48 pages, 10¾ inches wide by a length page desired. It could easily be arran to print comics and magazine sections in colo Has motor equipment for 220 volt direct curre Also supplied with stereotype equipment. T outfit produced entirely satisfactory work u newspaper ceased publication. Can be seen New York City. Baker Sales Company, Fifth Ave., New York.

Job Presses, Paper Cutters, Wire Stitche etc.—A complete line. Overhauled and gu anteed machines at bargain prices. E terms. Hoffmann Type & Eng. Co., 114 13th St., N. Y. City.

Linotype Bargains—We have many Model 1 4, 5, 8, K and L, some with electric p These machines will be sold very cheap spot cash. We also have a number of used L graphs of various models, which will be cheap for cash. If you want a real barg write or wire, stating model preferred. Dep ment A, The Linograph Company, Davenp Iowa.

Proof Press, Chases, Paper—Bargain: On column Wesel proof press; 54 seven colu Chases, for 23¾ inch matter; 22 reams 18 x sixty pound stereotype paper, white back; t reams tissue; one ream 20 pound pink. S account change in size. Address Sun Call, Newark, N. J.

Printers' Outfitters—Printing Plants and b ness bought and sold. American Typefound products, printers' and bookbinders' machin of every description. Conner, Fendler & 96 Beekman St., New York City.

1 Roto Press, German Type, with folder, c trols, motors, copper shells, mandrills, grind burnisher and copper replating outfit, for cheap. The Cleveland News, Cleveland, Ohi

Ten Brass Bottom Galley Chases For S for flat bed Duplex press, 7 col. 13 em. Jour World, Lawrence, Kans.

Used Goss Mat Roller for wet mats only, sale cheap. The Goss Printing Press Co., 1 So. Paulina St., Chicago, Ill.

Equipment Wanted

Newspaper Vending Machines—Want to several. Ottawa Herald, Ottawa, Kansas.

EDITOR & PUBLISHER Classif advertising produces results.

Supplies and Equipment

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER
DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

REPORTER, FEATURE WRITER and COLUMNIST, with experience on staffs of British and American dailies, now available. One year, London Mail. Correspondent in Egypt, Europe and South America. Over two years, Middle Western daily. Free lance publicity for past year, but desires newspaper connection. Age 29. Single. College preparatory training. Asking $50. Our No. 12728.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

OSS 24 and 28-page presses good for black color work.

OE Quadruple, Sextuple, Sextuple color Press, ctuple and Double Sextuple Presses.

UPLEX Flat Bed Press—Prints 4, 6 or 8 ges. Also Duplex-Quadruple Stereotype Press, etropolitan Pattern.

OTTER—16 page stereotype press with stereo- pe machinery. Very good and very cheap ess.

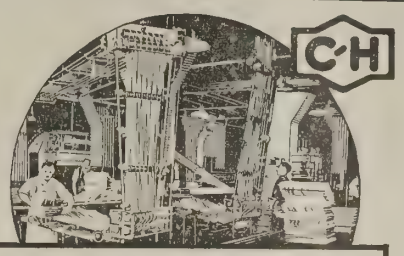
Available For Early Delivery.

ALTER SCOTT & COMPANY
ain Office & Factory - - - - Plainfield, N. J.
w York Office - - Brokaw Bldg., 1457 Broadway
icago Office - - - - - - - - Monadnock Block

Between The Calls of Your Salesmen

You can insure representation in the office of every publisher through the advertising pages of

Editor & Publisher

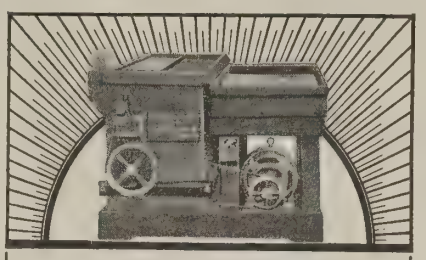


Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle. H. B. Squires Co.

CUTLER-HAMMER



THE APPROPRIATE ETCHING DEVICE FOR THE NEWSPAPER

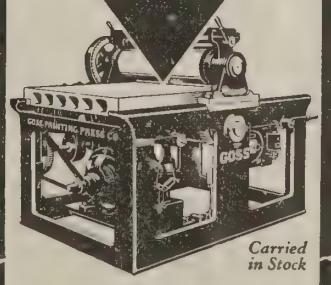
NEW PRICES:—
"MIGNON" .....$ 625
"SIRIUS" .....$ 890
"DIAMOND" $1025

AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut St., PHILADELPHIA, PA.

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

GOSS STEREOTYPING MACHINERY



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

THE DIRECT IMPRINT

Of the subscriber's name and complete address in the margin of the paper means delivery of the paper.

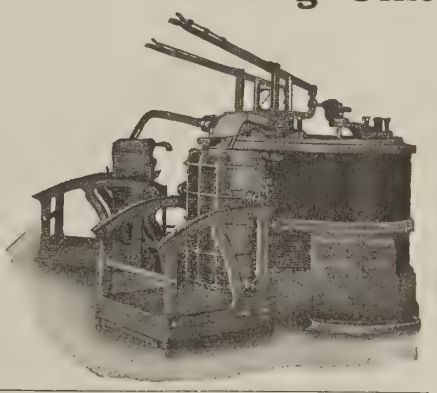
With Speedaumatic equipment you can use the *direct imprint* and in addition have an accurate mail list corrected daily in the Circulation Department.

May we tell you more about it?

THE SPEEDAUMATIC CO.
Speedaumat TRADE MARK
Addressing Machinery
2023-2033 WILLOW ST.
(WEST OF ROBEY, SOUTH OF BLOOMINGDALE TRACKS)
CHICAGO

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.



If it's a Hoe, It's the Best

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street, CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS

WHEN you advertise in EDITOR & PUBLISHER, your message reaches prospective customers in an atmosphere that will create a favorable impression, and as you know, that is the initial step in making a sale.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

COMPOSITE photograph advertisements are a new idea. Have a room furnished complete by as many retailers as will join in, a furnisher supplying the furniture, a jeweler the clock, an art retailer the pictures, a draper the clothes for a model representing the lady of the house, the gas company the stove, etc., etc. Reproduce a large scale photograph of this scene and give each retailer 250 words to talk about his goods as shown in the picture. It will create interest.—G. F. Wilkinson, London.

Much additional space has been sold by the *Long Beach Press-Telegram* through the inauguration of "Economy Tuesday." Starting out with a one-page spread it has now grown to two pages appearing each Monday evening. Each advertiser has an equal amount of space and advertising one special for the day. —Harold J. Ashe, Long Beach, Calif.

A page headed "From A to Z on the Map" with a cut of the city lettered showing the location of the advertisers is a regular weekly feature of the *Courier-Citizen* and *Evening Leader* of Lowell, Mass.—J. D. S.

Rotogravure advertising solicitors will find that they will be able to increase their business for fall if they begin at once to solicit Christmas business. A number of Des Moines firms have been sold on the Christmas business idea. It will work in your city.—E. R. Appel.

Did you ever try a "one letter a day" business directory? Run the A's one day, the B's the next, etc., so on down the line and sell your contracts accordingly. It's a new stunt that went big in an Illinois city.—B. A. T., Springfield, O.

Now is the best season of the year to play up photography. Emphasize the value of taking pictures of beautiful autumn scenes, great games in the sporting world, personal snapshots to keep for memory. Get the photography stores to insert special ads. They are sure to welcome the opportunity of a special drive.—C. E. Pellissier, Boston, Mass.

With the increasing popularity of the bus and the large number of lines that are being established newspaper offices are flooded with calls concerning bus schedules. The fact that the lines are operated by different concerns and seldom have a central terminal makes it difficult for the individual to get information. Daily and Sunday papers are finding it profitable to establish a bus advertising column. Here the terminals and schedules for each line are given. The *Worcester Sunday Telegram* is listing the terminals for each line at the top of the column and the bus lines it has been found are not only eager to advertise schedules of their different lines but appreciate the opportunity to get the information before the public. The advertising is carried in the same position in each edition of the Sunday or daily papers. The scheme has proved a substantial business getter.—James H. Guilfoyle, Worcester, Mass.

"Are you preserving you beauty?"

Under this caption the *Duluth News Tribune* runs twice weekly a half page of advertisements of beauty parlors. Twenty-two establishments advertise in the section.—S. K. D.

CANADIAN PRESS TO MEET

Semi-Annual Gathering to Be Held in Montreal Nov. 23

The semi-annual meeting of the Board of Directors of the Canadian Press will be held in Montreal, Que., on Monday, Nov. 23. Customarily this meeting is held somewhat earlier in the fall, but owing to the absence of President J. H. Woods, managing editor of the *Calgary* (Alta.) *Herald,* in Australia, where he attended the Imperial Press Conference, it was postponed. Mr. Woods will report on his trip.

A report by the special committee which has in hand the question of the establishment in Canada of property right in news, as has been accomplished by a number of the British oversea dominions, as well as by the Associated Press in the United States, will be an important feature of the meeting.

The only application for new membership is that of the *Oshawa* (Ont.) *Daily Reformer,* which asks for an evening paper membership. The Reformer recently absorbed the *Oshawa Telegram,* each being then tri-weeklies. The Reformer lately entered the daily field.

ready reference.—G. Harris Danzberger, Hartsdale, N. Y.

The *Brooklyn Eagle* is combining reader interest and circulation building in a Treasure Hunt contest to find the most valuable human treasures in its suburban territory. Any person may nominate as a "treasure" anyone who has served the community, done a courageous or kindly act of social value. Persons nominating those finally judged as the ten "human treasures" are given $25 each as prizes by the paper.—W. M. W.

The city library might be called the "port of missing articles." Librarians find everything from burnt matches to $1 or even $10 bills left in the books returned to the library. Every day an assortment of needles, thread, letters, money, business papers, cooking receipts and sometimes home-brew receipts are unknowingly left in returned library books. Unusually these have been placed in as bookmarks, or in a moment of absent-mindedness.—R. W. A.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

IF you have an Associated Charities or similar organization in your town real human interest stories and a public service can be entwined in a series of stories seeking homes for orphan children. One Pennsylvania paper at the present time is getting a page one lead out of this every day.—E. H. Derby, Greensburg, Pa.

A feature which has attracted attention through Colorado has been a series of articles written by newspaper editors of the state, on their home communities, for the *Sunday Gazette and Telegraph,* Colorado Springs. The series has run nearly a year without lapses and state bureau officials have declared it is the best compilation of scenic, farming, mining, and other resources that has been made. Already more than 40 editors have contributed.—F. McEniry.

The *Hartsdale Herald* has started an idea applicable to other small community publications. Under the reading "Capsule Information," the Herald is running weekly, important information. For example, the time that mails arrive and leave in both directions; emergency calls, such as telephone, police, hospital, etc; fire signals (siren); town officials and addresses; train service, denoting the time of arrival and departure of express or local trains; taxes, when due and where payable during the year, and other similar items. The Herald further advises clipping the articles, and pasting them or keeping them in a convenient place for

Short, Snappy and Sapient—

JANE DIXON'S

New Daily Feature Has Been Proved To Be

WHAT WOMEN WANT TO READ

For Many Years She Has Been Boosting Circulation for the New York Evening Telegram

THE BELL SYNDICATE, INC
154 Nassau Street
New York City, N. Y.

"Wits and the Woman"
By Violet Irwin

A Great Serial Story Illustrated Daily With A Two Column Spread

Wire Us For Samples And Prices Of The New
WHEELER-NICHOLSON FICTION SERVICE

Wheeler-Nicholson, Inc.
15 West 44th Street New York

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

IN THE FEATURE WORLD—
PRE-EMINENT!
for
Distinction of Names
Popularity of Ideas
Readability of Treatment
Pre-Eminent Article Service
A Commanding Feature
Which Has Set New Records and Attained a New Level in Appeal to Newspaper Readers
"A Lustrous Name, An Arresting Idea—Every Week"
EXCEPTIONAL ILLUSTRATIONS
Metropolitan Newspaper Service
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

The 1925 *Wonder-Serial*
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits
Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

Some Territory Still Open
on
"My Religion"
by
Arnold Bennett
Sir Arthur Conan Doyle
E. Phillips Oppenheim
Israel Zangwill
Compton MacKenzie
H. DeVere Stacpoole
Henry Arthur Jones
J. D. Beresford
Rebecca West
To Be Followed By A Symposium of American Writers
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Advertise In Pennsylvania For Results

Many national advertisers and merchandisers appreciate the value of the Keystone State for sales promotion.

Every morning and evening and Sunday the sales appeal is brought directly to the prospective buyer through his newspaper—the one positive medium of intense reader interest.

The demand for any product of real merit must be created by intimate knowledge of the requirements or demands of the ultimate consumer.

Survey of your sales territory and also of the quality and quantity of newspaper circulation and advertising rates will convince you that at the lowest possible cost you can make your sales appeal to your reading audience with a closer intimacy than with any other form of printed salesmanship.

Pennsylvania newspapers will cooperate with you in your survey of this important market. They are supported by readers who will receive your announcements in good faith. Confidence in their own papers will be reflected in ready response to your advertising.

This list of newspapers offers quality and quantity of circulation.

		Circulation	2,500 lines	10,000 lines
*Allentown Call	(M)	30,274	.10	.10
*Allentown Call	(S)	21,285	.10	.10
†Beaver Falls Tribune	(E)	6,183	.03	.03
†Bloomburg Press	(M)	7,535	.04	.04
†Chester Times	(E)	17,827	.06	.06
†Coatesville Record	(E)	6,716	.04	.05
*Connellsville Courier	(E)	5,801	.02	.02
*Easton Express	(E)	23,668	.08	.08
*Erie Times	(E)	28,026	.08	.08
Harrisburg Telegraph	(E)	40,022	.095	.095
†Hazleton Plain Speaker / †Hazleton Standard-Sentinel.	(E) / (M)	19,721	.07	.06
*Mount Carmel Item	(E)	4,343	.025	.021
**Oil City Derrick	(M)	6,377	.035	.035
†Scranton Times	(E)	43,495	.12	.11
**Sharon Herald	(E)	7,514	.0285	.0285
†Stroudsburg Record (E) Press...	(M)	7,401	.045	.045
*Sunbury Daily Item	(E)	4,958	.0285	.0215
**Warren Times-Mirror	(E&M)	8,780	.04	.04
*Washington Observer and Reporter	(M&E)	16,861	.06	.06
†West Chester Local News	(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader	(E)	24,841	.08	.06
†Williamsport Sun	(E)	20,203	.07	.07
†York Dispatch	(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
†Government Statement, Sept. 30, 1925.



Mr. Food Advertiser—

Meet ELIZABETH HALLAM BOHN

Director The New York Telegram Food Bureau

Elizabeth Hallam Bohn

It's An Introduction TO A FOOD AUTHORITY—

and "The Market Place for 200,000 Homes!"

ELIZABETH HALLAM BOHN, Director of The New York Telegram Food Bureau, is a food specialist and authoritative writer of acknowledged repute.

Through her intimately helpful columns in The Telegram's two-page household section, and the influence of the Winifred Stuart Gibbs syndicated food features, advertisers get far more than a "bowing acquaintance" with the Telegram's 200,000 families in the Greater New York Market—they get sales *from* them!

The Telegram's woman's pages offer housekeepers what they most *want*—a close, daily touch with practical suggestions for the home and home comforts, food, hygiene, furnishings, decorations, etc., etc., building a powerful reader-influence, and a *receptive*, ready-made market—a CONSUMING market of 100 per cent interest.

Here is a recognized reader-influence that's building advertising prestige and clinching one unmistakable fact—it pays to SELL through Telegram columns, a *sales-making* force to be reckoned with in covering the Greater New York market. Is the Telegram on your next New York list?

200,000 Circulation!

The New York Telegram

PUBLICATION OFFICE: Telegram Square, New York City
Eastern Representative:—DAN A. CARROLL, 110 E. 42nd St., New York
Western Representative:—J. E. LUTZ, Tower Building, Chicago, Ills.

THIS ISSUE:—OCTOBER ADVERTISING BREAKS MANY RECORDS.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in the World* 1925

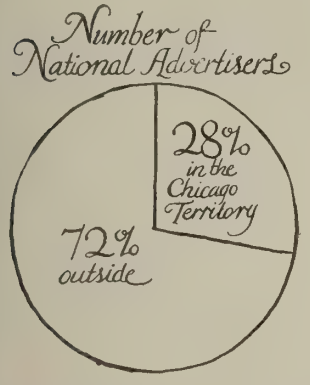
SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY

JOURNALISM LIBRARY
Not to be taken from this room

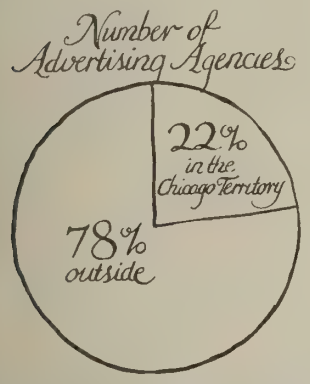
Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 24 **NEW YORK, NOVEMBER 7, 1925** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

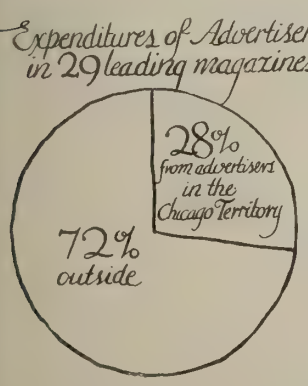
The charts below represent three graphic reasons why publishers seeking to increase their National Advertising revenues should use The Chicago Tribune.



In the territory covered by The Tribune (Zone 7) are to be found 28% of advertisers doing a national business.



22% of the total number of advertising agencies are to be found in The Chicago Territory.



During 1924 28% of the money spent by National Advertisers in 29 leading magazines came from advertisers located in The Chicago Territory.

Not only in Chicago but in more than 1,000 other communities throughout Illinois, Indiana, Iowa, Michigan and Wisconsin, The Chicago Tribune is read every morning by an overwhelming majority of the manufacturers, bankers, lawyers, executives and business men generally.

Buying Space *to* Sell Space

FORTUNE has been exceedingly good to business this fall. Publishers have felt the exhilarating touch of prosperity as the valume of circulation and advertising gains can testify. But 1926 should see even greater gains. Even the most conservative of our business forecasters admit an unusually bright outlook for the coming year.

The Chicago Tribune has had a banner year. Circulation has increased and advertising revenues are the greatest in the history of The Tribune. In fact The Tribune has the largest revenues of any newspaper on earth; and this distinction is inseparably connected with the fact that The Tribune is itself a consistent and adequate advertiser of itself. So far this year The Tribune has spent $81,000 in other newspapers.

The Chicago Tribune not only *sells* advertising but *believes* in advertising and *buys* advertising.

This advertising schedule is as much a part of The Tribune's policy as its editorial policy.

The use of this space has been mainly to increase National Advertising by hard intelligent selling of National Advertising in individual papers.

The Chicago Tribune will be glad to give any other newspaper the benefit of its successful experience in the development of National Advertising. A request will bring a Tribune man who will discuss the use of Chicago Tribune space.

The Chicago Tribune
The World's Greatest Newspaper

Circulation Over 670,000 Daily and Over 1,000,000 Sunday

THE BIRTH RATE IS HIGH IN THE SOUTH AND THE DEATH RATE IS LOW

The population is rapidly increasing also because of the steady stream of new arrivals from all parts of the world.

There are certain economic forces at work, greater than the power of man to stay them.

These forces are attracting various industries to the South that have been considered a natural and permanent part of other sections of the industrial world. There is unlimited territory for the development and expansion of these industries and there will be available an abundant supply of suitable labor.

The South offers ample banking facilities. Public service is highly developed and supplied at low rates.

The South has been laying a foundation for present and future prosperity reflected in its cheap power, good roads and growing diversification of agriculture and industry.

They're busy down South—already rich, they're growing richer—the only visible idleness is voluntary—earning power is great—buying power is great.

Opportunity for distribution and sales promotion of commodities was never greater.

The newspaper was a factor in the wonderful development of the South.

The newspapers of the South will present your product to the territory they have helped develop. They will supply you with proper territorial information and merchandising cooperation.

[THIS LIST OF NEWSPAPERS ARE LEADERS IN THE SOUTH]

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
††Anniston Star .....(E)	5,546	.035	.035
**Mobile News-Item .....(E)	11,663	.05	.05
**Mobile Register .....(M)	20,544	.08	.07
**Mobile Register .....(S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News.....(ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376.....(S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger .....(E)	4,283	.03	.03
*Miami Herald .....(M)	31,499	.09	.09
*Miami Herald .....(S)	36,498	.10	.10
**Orlando Reporter-Star .....(E)	5,124	.035	.035
**Orlando Sentinel .....(M&S)	6,172	.05	.05
**Pensacola News and Journal.....(EM)	8,689	.06	.06
†St. Petersburg Independent.....(E)	10,087	.055	.055
**Tampa Times .....(E)	19,228	.06	.06
**Tampa Tribune (M) 28,219.....(S)	43,968	.09(.11S)	.09(.11S)
**West Palm Beach Post.....(M)	8,638	.06	.06
GEORGIA			
**Augusta Herald .....(E)	14,561	.05	.05
**Augusta Herald .....(S)	14,420	.05	.05
**Macon Telegraph .....(M)	26,753	.08	.08
**Macon Telegraph .....(S)	27,165	.08	.08
†*Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader .....(E)	18,171	.06	.06
**Lexington Leader .....(S)	18,506	.06	.06
**Paducah Sun .....(E)	9,353	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
††Greensboro Daily News.....(M)	25,968	.08	.07
††Greensboro Daily News.....(S)	31,422	.08	.08
††Raleigh News and Observer.....(M)	31,460	.07	.07
††Raleigh News and Observer.....(S)	35,258	.07	.07
††Winston-Salem Journal .....(M)	12,357	.05	.05
††Winston-Salem Journal .....(S)	12,607	.05	.05
**Winston-Salem Sentinel .....(E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State .....(M)	23,663	.07	.07
**Columbia State .....(S)	24,838	.07	.07
**Greenville News .....(M)	21,704	.075	.07
**Spartanburg Journal .....(E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252.....(S)	9,939		
TENNESSEE			
**Chattanooga Times .....(M)	30,203	.10	.10
**Chattanooga Times .....(S)	30,230	.10	.10
**Memphis Commercial Appeal.....(M)	99,989	.18	.18
**Memphis Commercial Appeal.....(S)	126,063	.21	.21
**Nashville Banner .....(E)	51,750	.11	.11
**Nashville Banner .....(S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee.....(M&E)	12,644	.05	.05
**Danville Register (Sunday).....(S)	8,300		
**Newport News Times-Herald.....(E)	7,791	.05	.05
**Newport News Daily Press.....(S&M)	5,708		
**Roanoke Times & World News...(M&E)	25,658	.07	.07
**Roanoke Times .....(S)	16,672	.06	.06
**Staunton News-Leader (M), Leader..(E)	6,541	.035	.035

* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.
** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.

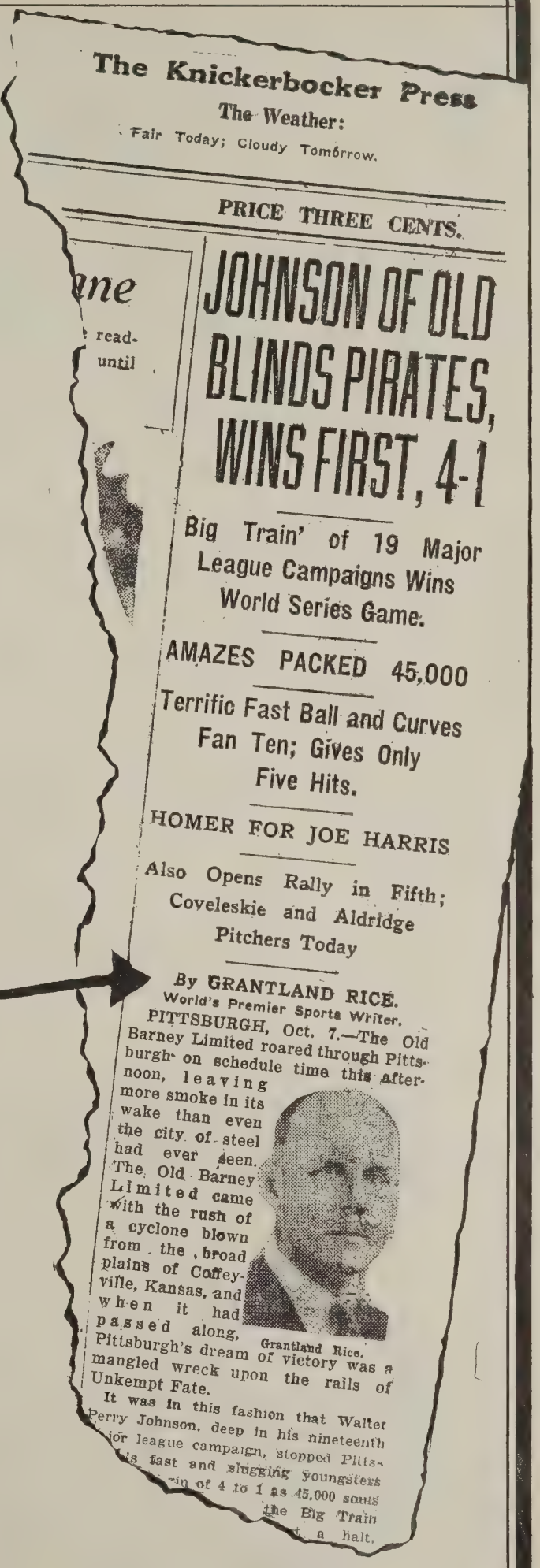
GRANTLAND RICE

World's Premier Sports Writer

Every major sporting event of the year is covered by Grantland Rice for the newspapers that use his great daily feature "The SPORTLIGHT"

BASEBALL FOOTBALL
FIGHTS TENNIS
GOLF

ALL CHAMPIONSHIPS
in SPORTS



The Knickerbocker Press
The Weather:
Fair Today; Cloudy Tomorrow.

PRICE THREE CENTS.

...ne
...read-
...until

JOHNSON OF OLD BLINDS PIRATES, WINS FIRST, 4-1

Big Train' of 19 Major League Campaigns Wins World Series Game.

AMAZES PACKED 45,000

Terrific Fast Ball and Curves Fan Ten; Gives Only Five Hits.

HOMER FOR JOE HARRIS

Also Opens Rally in Fifth; Coveleskie and Aldridge Pitchers Today

By GRANTLAND RICE.
World's Premier Sports Writer.

PITTSBURGH, Oct. 7.—The Old Barney Limited roared through Pittsburgh on schedule time this afternoon, leaving more smoke in its wake than even the city of steel had ever seen. The Old Barney Limited came with the rush of a cyclone blown from the broad plains of Coffeyville, Kansas, and when it had passed along, Pittsburgh's dream of victory was a mangled wreck upon the rails of Unkempt Fate.

Grantland Rice.

It was in this fashion that Walter Perry Johnson, deep in his nineteenth ...jor league campaign, stopped Pitts... ...is fast and slugging youngsters ...rin of 4 to 1 as 45,000 souls ...the Big Train ...t a halt.

New York Herald Tribune Syndicate

LIBRARY U. OF ILL. URBANA-CHAMPAIGN

Selling Footwear IN PHILADELPHIA

Philadelphia, having the third largest population in the United States, is naturally a very important market for the maker of shoes and stockings, shoe polishes and other things sold in Retail Shoe Shops.

With more than three million consumers in Philadelphia, Camden and their vicinity, it offers particularly attractive possibilities to those who seek a concentrated outlet for the products of their factory.

What local advertisers do is probably the best guide to national advertisers in sizing up the situation in any city. Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him, he knows!

Send for a free copy of THE BULLETIN ROUTE LIST OF SHOE DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

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EDITOR & PUBLISHER

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Landslide of Fall Trading Drives Press To New High October Linage Records

Some Papers Show 14 Per Cent Gains—Widespread Prosperity Reported—Brilliant Holiday Season Indicated—Year Totals May Smash Many Records—1925 Ranking With 1920

WITH frost on the pumpkin, savory mincemeat perfume in the air and the jingle of Christmas shopping bells faintly echoing across the continent advertising men are speculating on 1925 newspaper linage totals.

If the currents of business are not disturbed during the last quarter of the year 1925 will bulk its linage totals vastly in excess of those of 1924, which was also a first-class year. The present year of grace will put good old 1923 totals completely in the shade. Many newspapers are scoring new high records.

Reports received by EDITOR & PUBLISHER this week, detailing October advertising volume in the newspapers of some 25 key cities, show that the average run of paid space at the present time is from 10 to 15 per cent greater than during the Fall season of 1924.

Prosperity is in the air from Atlantic to Pacific, from border to border. Merchandise is everywhere in active demand, prices are favorable, the season is normal, crops are excellent, the people are employed, money is flowing and never before have advertisers used newspaper space to better advantage. Indeed, it is a commonplace among advertisers that judicious publicity is at present paying out the highest dividends ever known in the trade of this country in a normal year.

In the East October 1925 newspaper linage ran greatly in excess of last year's figures have completely out-distanced 1923. Take New York as the shining example. The aggregate linage gain of the newspapers was more than two millions, whereas October of 1924 fell short more than a million of the total for the same month of 1923. New York department stores, specialty shops and general retailers of branded merchandise are hotly contesting the field with some of the most brilliant advertising that the metropolis has ever seen. The press is bulging with this commerce. Rarely before have the streets been more colorful in a Fall season. EDITOR & PUBLISHER is informed that the New York stores are looking forward to the biggest holiday trade in history. Even now the stores are thronged with buyers.

October was the largest month in the history of advertising in Boston. A. H. Marchant, of the *Boston Post*, in a telegram received on Wednesday, said: "October broke all records for Post linage, as well as for some of the other Boston papers. The total increase in display advertising of the Boston papers over October of last year was more than a half million lines. The whole year, to date, has been the best ever known and the outlook for Fall, Winter and Spring is exceptionally good."

Philadelphia newspapers are having their share of prosperity, all reporting exceptional October gains, in instances breaking records. The same is true of Washington. In Wilmington October showed a heavy increase and the publisher of *Every Evening* wired: "Prospects for local business were never better and this applies to all classes of trade."

The Baltimore papers gained nearly a half million lines in October over the same month a year ago. "I look for continued record-breaking linage," said W. F. Schmick, business manager of the *Baltimore Sun*. "The majority of the stores are telling us that they are having their best season. Many new advertising accounts are breaking."

At Richmond, *The News-Leader*, according to a report to EDITOR & PUBLISHER, made an October gain of more than 72,000 lines. "Business conditions are fine. National advertising has been increasing constantly and the holiday outlook here is splendid," said the management of that newspaper.

Birmingham leaped ahead of October 1924 totals by more than a quarter of a million lines. "Conditions here indicate that we will break all records in 1925, including our banner year of 1920," the *Birmingham News* reported.

In Atlanta three newspapers during October published a total advertising linage of 3,739,952. Charles D. Atkinson, business manager of *The Journal*, said: "Atlanta bank clearances for several months have exceeded the percentage of increase for any other city of Atlanta's size. The post office receipts for months have surpassed the receipts for the corresponding month last year. The stores generally report the largest October business in their history. Prevailing opinion among Atlanta business men is that sales are based on the soundest foundation ever known here and that a steady increase can be expected, much more desirable than rapid inflation."

New Orleans newspapers stacked up a total October linage of nearly a million more than in 1924, and in that year they had a gain of more than 850,000 over 1923. One new morning paper has been add to the field, but business in New Orleans is breaking records in all directions this year and advertisers are using the daily press as never before. Said the management of the *Times-Picayune*: "We expect a total advertising linage of eighteen million for the year, which would be a million more than our peak year, 1920."

"Business conditions are excellent and the outlook on every side is good," reports the *Memphis* (Tenn) *Commercial Appeal*. "Our territory is picking a record cotton crop. The price has declined, but much of the crop was already sold at high price. We look for a wonderful holiday season." Menphis newspapers in October ran ahead of the corresponding month of last year, despite a huge gain then over 1923.

Florida press prosperity, of course, is simply amazing. For instance take the October figures for three newspapers reporting to EDITOR & PUBLISHER from Miami. These three papers carried in the month 10,500,212 lines, gaining nearly seven million over October 1924. Three Miami newspapers in October carried five eights as much advertising as all the New York newspapers. This business, naturally, represents in the main the astounding land boom. "The Miami Herald's total linage record for the first ten months of the year was 24,106,030, which exceeds the world's record, according to a wire received this week from Charles S. Bates, the advertising manager.

The *Tampa Tribune* carried 2,544,038 lines of advertising in October, against 1,083,736 in October last year. J. H. Hampton, the advertising manager, said: "Every indication points to continued improvement and big increases in the coming two months. We could carry more business if we had adequate facilities." These are but indications of the whirlwind of business that has overtaken the press of the "newly" discovered land of tropical enchantment.

Turning Westward the Fall prosperity reports to EDITOR & PUBLISHER were on a par with those of key cities in the east and south. In Chicago the aggregate October total of all of the newspapers ran more than a million lines ahead of the corresponding month in 1924. Chicago papers are breaking records. For instance, the linage for October for *Chicago Tribune* was the largest in the history of that newspaper. The business management of the Tribune this week reported: "Advertising men here expect record business to continue. Trading is remarkably active in every department."

The aggregate total paid linage of three newspapers of Cleveland ran ahead of the figures established last year by a third of a million. The October linage in three Indianapolis newspapers was 3,641,151, compared with last year's total of 3,149,991. The *Indianapolis News* management wired EDITOR & PUBLISHER: "This October was the biggest month in the history of the News and we expect excellent business in November and December." Total October linage in all Cincinnatti newspapers was 3,690,162, a gain over October of last year, of 153,720 and business there was said to be remarkably active. (See p. 4.)

BIG OCTOBER LINAGE GAINS IN TYPICAL KEY CITIES

Following are newspaper October linage records, selected at random, indicating the huge volume of paid space now running in the press of the country. The figures represent the aggregate linage of all of the newspapers published in each city, except where noted. On the basis of this comparison the average linage increase for October, 1925, over October, 1924, was about 14 per cent.

	October, 1925	October, 1924	1925 Gain	October, 1923	1924 Gain or loss
New York (all)	17,387,908	15,315,626	2,072,282	16,466,140	1,150,514*
Chicago (all)	8,824,605	7,710,093	1,114,512	7,406,350	313,743
Indianapolis (all)	3,641,151	3,149,991	641,151	3,057,516	92,475
Kansas City (all)	3,638,630	3,491,432	147,198	3,330,975	160,457
St. Louis (all)	4,904,920	4,624,620	280,300	4,311,240	313,380
Houston (all)	2,712,864	2,711,982	882	.....	.....
Cleveland (three papers)	4,461,856	4,094,482	366,374	3,963,764	130,718
Minneapolis (all)	3,437,012	3,217,794	219,218	3,349,523	131,729*
St. Paul (all)	2,920,078	2,389,170	530,908	2,416,756	27,586*
Fresno (all)	1,322,062	1,294,580	27,482	1,289,709	4,871
Cincinnati (all)	3,690,162	3,536,442	153,720	3,325,152	211,290
Baltimore (all)	4,913,607	4,497,219	416,388	4,867,060	369,841*
Memphis (all)	2,815,848	2,799,476	16,374	2,551,304	248,172
New Orleans (all)	4,238,479	3,317,839	920,640	2,458,329	859,510
Miami (three papers)	10,500,212	3,527,604	6,972,608	.....	.....
Birmingham (all)	2,928,618	2,663,906	264,712	2,470,454	193,452
Salt Lake City (all)	2,083,368	2,043,986	39,382	1,952,552	91,434
Total	81,390,308	71,893,392		(incomplete)	*Loss.

The following are the October advertising records for Minneapolis: *Journal,* 1,438,754, compared with the October 1924 record of 1,268,892; *Tribune,* October 1925, 1,452,365, against 1,411,505 for October last year; *Star,* 545,892, for 1925, compared with 537,397 for October last year. E. I. Harlow, advertising manager *Minneapolis Journal,* said: "There is every indication here that record business will continue."

St. Paul newspapers gained in excess of a half million lines in the October comparison. R. T. Snodgrass, of *St. Paul Dispatch Pioneer-Press,* wiring EDITOR & PUBLISHER said: "November will show still larger increases. It looks like a sure record year until the year's end. Excellent business in this district."

The total paid advertising of all the St. Louis papers in October this year exceeded last year's total by more than a quarter of a million and George M. Burbach, of *St. Louis Post-Dispatch* said: "Present indications are that the newspapers will enjoy an unprecedented volume of local and national advertising this year and at least during the early part of 1926. Conditions never looked better in St. Louis."

Substantial gains were made by all the newspapers at Kansas City: "All conditions are favorable for a big business during the rest of the year," the *Kansas City Star* reported. "Building permits, postal receipts, grain and live stock prices and local trading all go to indicate a healthy condition throughout the southwest. October 1925 was the Star's biggest month in advertising linage."

Houston, Texas, newspapers made a slight gain in October over last year and both Houston and Dallas reported to EDITOR & PUBLISHER that conditions in that state were first-class and that the outlook for holiday trade was excellent.

Salt Lake newspapers in October bettered the total of last year and the management of the *Salt Lake Tribune,* had the following to say: "The inter-mountain country and particularly Salt Lake's trading territory, has had a notable improvement in business conditions. There are bumper crops in both Utah and Idaho and prices are high for agricultural commodities. Conditions surrounding the Utah metal mining industry are basically sound and there is a marked improvement in live stock industrial conditions. These circumstances have united to create a most satisfactory condition. There is every reason to believe that Salt Lake's holiday season will show an increase of from 15 to 20 per cent over last year. During the past eight weeks the volume of retail trade has advanced from 15 to 20 per cent over the corresponding period of a year ago. Merchants are anticipating an equal or larger increase in December. Utah's crops on a price basis are valued at $55,000,000, or ten millions more than the farmers received in 1924. Utah business will run ahead of the peak year of 1919."

Tremendous advertising gains are reported for every month during 1925 over the corresponding months of the previous year by the *Denver Post* and the management of that newspaper said: "Business here is in splendid condition, with wonderful prospects for the balance of the year."

Los Angeles had a slight decline in October linage, under that of last year's October. The figures are as follows: For 1925, 7,469,140; for 1924, 7,507,052. In 1923 the aggregate October linage of the Los Angeles newspapers was: 8,589,840. Business conditions in Los Angeles are reported improved by I. R. Smith, advertising manager of *Los Angeles Times,* who predicts good trading conditions for the balance of the year.

J. A. Callahan, of *San Francisco Examiner,* wired: "The local situation is excellent and the outlook is good for record business until the end of the year. Examiner total October linage this year was 1,757,294 against last year's 1,650,717."

Total Fresno linage for October showed a substantial gain and business there is reported to be vastly improved.

Unprecedented favorable conditions prevail at Portland, the newspapers reporting significant October gains. For instance, the *Oregonian* said that its 1925 linage was the largest since October 1920 and that the indications were that the year would break all records except 1920.

At Seattle business activity is reported on a high scale with all of the newspapers participating in prosperity. The majority of people in Seattle are reported at work, and indication for the holidays unusually favorable.

These are snapshots taken on a hop-skip telegraph survey of the country by EDITOR & PUBLISHER, with many omissions of important centers and important newspapers, but highly significant of a bumper newspaper advertising crop in 1925.

PRESS CLUB BUILDING PLANS PROGRESSING

John Hays Hammond Named President, Temporary Board Directors, of $9,000,000 Club Home Project

WASHINGTON, D. C., Nov. 4.—John Hays Hammond has been elected president of a temporary board of directors of the National Press Club Realty Holding Corporation at a special meeting at which plans for the completion of the National Press Building, for which the corporation will act, were reported to have made considerable progress.

The building, to be erected at a cost of $9,000,000, is expected to be ready for occupancy by Nov. 1, 1926.

Besides Mr. Hammond, Henry L. Sweinhart, president of the National Press Club, John Joy Edson, James William Bryan and Harvey D. Jacob were chosen members of the temporary board. Mr. Sweinhart was elected vice-president; Mr. Edson, treasurer; and Mr. Bryan secretary.

"Our project is making rapid and favorable progress," Mr. Sweinhart said. "Applications for office space are pouring in upon us. A number of leading newspapers have already taken space. There is every indication that the new building will house a majority of Washington correspondents, many of whom have already 'signed up' for space. Special arrangements have been made for the most adequate telegraph and telephone service. We are certain the new building will prove a real headquarters for the active working newspaper correspondents of Washington, and one in which the newspapers represented may take a genuine pride as reflecting the growing importance of national journalism."

BUY MARYSVILLE DEMOCRAT

McKechnie Group Take Coast Daily at Reported $85,000 Price

The *Marysville* (Cal.) *Democrat,* afternoon paper, has been sold by Arthur W. Gluckman to a group of newspaper men headed by Fred W. McKechnie, Jr. Formal announcement of the sale was made Monday, Nov. 2.

The sale includes all of the newspaper property and a job-printing establishment in connection. No official announcement of the selling price was made, though reports placed it at $85,000.

Mr. Gluckman, who purchased the Democrat ten years ago, is president of the Marysville Chamber of Commerce and has been active in fraternal circles. He will retire from newspaper publishing.

Mr. McKechnie will be president of the new company and editor of the paper. Before coming to the Pacific coast, Mr. McKechnie was an editor of the Newspaper Enterprise Association at Cleveland and later managing editor of the *Cleveland Press.* Upon coming to the coast he was placed in charge of the United Press bureau at Portland and subsequently became managing editor of the *San Francisco Daily News* and the *San Francisco Bulletin.*

His last newspaper connection was as publisher of the *Sacramento Star,* which was purchased within the last year by the *Sacramento Bee.*

Associated with Mr. McKechnie as manager of the mechanical departments of both the newspaper and the commercial printing establishment will be Clarence A. Davy of San Francisco.

The *Marysville Democrat* is a client of the United Press.

LEARNING HOW TO ADVERTISE



NEARLY 400 advertising men and women are enrolled in what the Advertising Club of New York claims is the largest class in advertising ever held by anybody anywheres." The exact enrollment is 386. Ernest Eberhard, is chairman of the club educational committee, consisting of Robert K. Leavitt, Daniel S. Tuthill, and Mathew Beecher. The class in session is pictured above.

Other lectures are scheduled.

It had been planned to hold sessions of the course in the Advertising Club building, but so many students applied that it was necessary to take the class to larger quarters in the 23rd street branch of the Y. M. C. A. On Oct. 29, A. T. Powers, of the Powers Reproduction Corporation, lectured on Photo-Engraving, the members of the class being conducted through his modern plant.

Newspaper-Stage Romance

William Dowdell, city editor of the *Cleveland Press,* was married Oct. 19 to Mae Jenson, vaudeville dancer. The romance started when Dowdell was connected with the New York office of the United Press. He was sent to Boston to cover a murder trial in which Miss Jenson was a witness.

Cornelius Vanderbilt Jr., Under Knife

Cornelius Vanderbilt, Jr., publisher of tabloid newspapers, was operated on Nov., 3, in Atlanta, Ga., for the second time within two weeks for an infection of the jaw. The ailment is due to his being gassed in the World War.

PAN PRESS MEET T PROBE NEWS PROBLEM

Distinguished Editors of South a Central American Papers to Attend Washington Gathering, April 7-13

WASHINGTON, D. C., Nov. 4.—Pla for the first Pan American Congress Journalists, which is expected to draw Washington the most distinguis editors and reporters of the South Ame can and Central American newspape went forward this week to insure t success of the Congress, to be held fr April 7 to 13 next inclusive.

Among the subjects to be discussed a the influence of the press on internatio relations; the transmission of news cable, by wireless and by mail and t cost of gathering and distributing new the study of questions relating to new paper advertising; the organization newspapers in the American republi and the education and preparation Journalists, it was announced at the P American Union headquarters on We nesday.

The Congress of Journalists was pr vided for by resolution of the fifth Inte national Conference of American Stat held at Santiago, Chile, in 1923, and w be held under the auspices of the P American Union. The Congress will unofficial in character but it is expect that representative journalists from eve portion of the American continent w attend.

At the meeting of the Governing Boa of the Pan American Union held We nesday, Secretary of State Frank B. Ke log was reelected Chairman of the Boa for the coming year. The Minister Guatemala, Francisco Sanchez Latou was elected vice-chairman of the Boar succeeding the Minister of Uruguay this office.

Under the regulations of the P American Union the chairman and vic chairman of the Governing Board a elected annually at the regular meeting the Board held in November.

The Board also adopted a resolutio approving the proposal of the Gover ment of Cuba that the Sixth Pan Amer can Conference meet at Havana in Ja uary, 1928. Under the resolution adopte by the Governing Board the conferen will convene at Havana on Monday, Ja 16, 1928. A resolution was also adopte authorizing the chairman of the Gover ing Board to designate the members the committee on program of the Sixt Pan American Conference. The Secr tary of State was elected chairman this special committee.

FRENCH WRITER IMPRESSED BY U. S. NEWSPAPERS

By G. Langlaan

PARIS, Oct. 20—Gerville-Reache, one of the French correspondents, who came to the United States with the Caillaux debt commission was impressed by the thorough organization of American newspapers.

"In a general way, I was struck by the marvellous organization, the rapidity and the highly developed technical nature of the American press," he told EDITOR & PUBLISHER. "It is needless to say that in France we have no comparable methods even in our biggest newspapers, circulations of which, nevertheless, are superior to those of American dailies, although the importance of our French papers from the point of view of the number of pages and advertising carried is much less. French newspapers are more condensed, more concise, but not so free as American papers nor so firmly based on revenue producing advertising."



TRAIL BLAZERS OF ADVERTISING

Fascinating Story of Barnum's Publicity Hokum



by Chalmers L. Pancoast

COPYRIGHT 1925 BY EDITOR & PUBLISHER CO.

Barnumopsis

"When to the common rest that crowns his days,
Dusty and worn the tired pedestrian goes,
What light is that whose wide o'erlooking blaze
A sudden glory on his pathway throws.
"It is the Drummond Light that from the top
f Barnum's Massive Pile, sky-mingling there,
Darts its quick gleam o'er every shadowed shop,
And gilds Broadway with unaccustomed glare."

"Barnum's Parnassus" 1855.

Chapter I

THE spirit of P. T. Barnum is found today on Broadway. His publicity eas and schemes still gild Broaday's glare. If he were on earth at this oment, this publicity giant would have sky-voiced newsboys yelling "Wuxtra! Wuxtra! All about P. T. Barnum the Vorld's Greatest Humbug! With wonrs new and strange, with monsters aly and scarey!"

Most humbugs have been advertising en, but not all advertising men are mbugs.

Old Barnum—Prince of the Humbugs and Buffalo Bill, the famous Indian cout and showman were my boyhood roes. That is the reason I associate em with myself and other schemers.

The titles of "Humbug," and the Prince of Humbugs," were first applied Barnum by himself. They were his dvertising slogans to hit the public hard ad carry along the notoriety of his sentional schemes and hoaxes.

Barnum was America's first GREAT dvertising man. The question has often len asked "Was Barnum the humbug claimed to be?" No! That was just e of his many clever ways of advertisig himself. It was the most sensational blicity of those times, or any period nce then.

He won fame as a fake and a humbug, torious fame, but he started it all himlf. It was just a clever piece of pernal publicity.

It takes a wise man to proclaim himself humbug nationally, keep it going and ake the people like it. Barnum made s humbug advertising so attractive it oled people and they ate it up and ied for more. It made such a hit that ey still talk about Barnum and quote s famous remarks. His schemes and nts worked so well that they were pular for 50 years following. His cus methods are still as powerful toy as they were in 1850.

There is something very fascinating out the advertising of yesterday. Oldnes and old-timers come in for a lot discussion these days because times ve changed so abruptly.

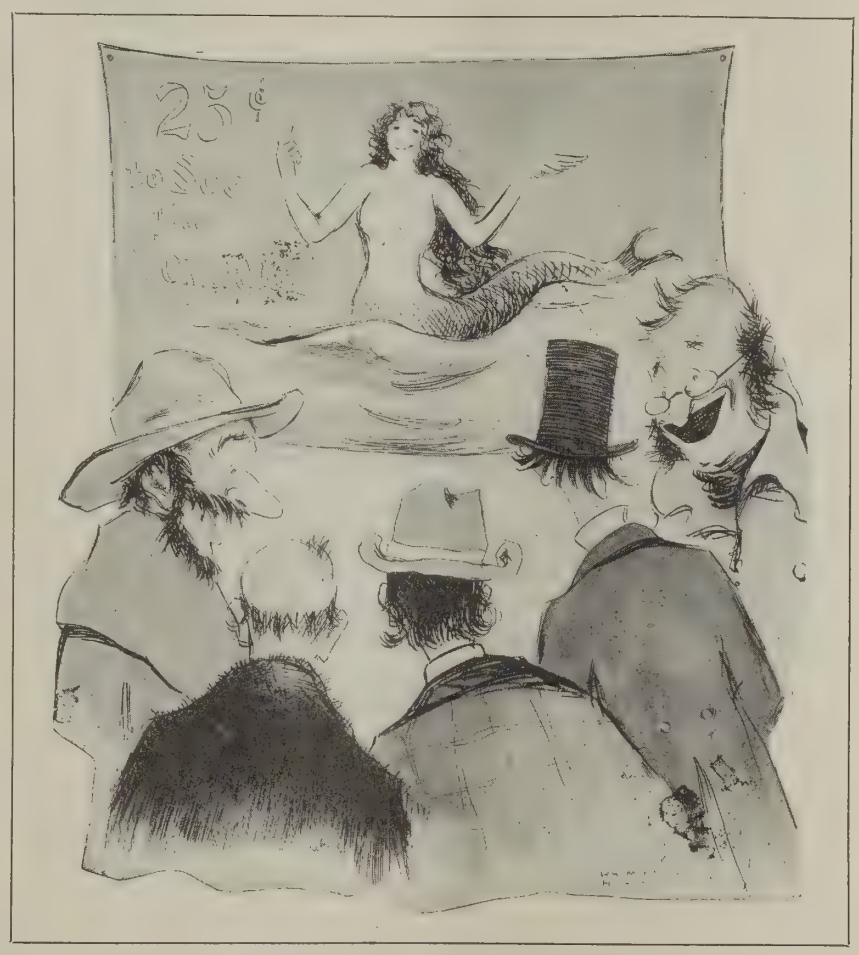
The great change in American life in t past 25 years has been brought about advertising—but not Barnum's kind advertising.

Looking backward to the old days and old-time methods, one is struck by the narkable change that has taken place inthis dignified, scientific business which w refuses to be classed as a "game."

We hear a great deal about the romnce and adventure of the "old newsper game" the "old writing game," the "d selling game," and "the old adverting game." In comparison the "games yesterday" present a striking contrast wh the science of the newspaper and advertising business of today.

Barnum was America's first great scheme, stunt and lottery advertising man. He made a "game" out of advertising, because he used the power of publicity to attract the people in mobs.

FROM a lifetime spent in all phases of advertising, Chalmers L. Pancoast has written "Trail Blazers of Advertising" which is to run serially in EDITOR & PUBLISHER. *Now vice-president of the Charles C. Green Advertising Agency, New York, Mr. Pancoast looks to the days when, as a boy, he made his professional debut as a handbill passer for the Kickapoo Indian Medicine Tent Show in Newark, O. As a cub reporter on the Newark (O.) Tribune and later as a frontier newspaperman on the Albuquerque, New Mexico, Citizen and other southwestern papers, he saw at first hand the flamboyant beginnings of advertising in those early days. Later he became an advertising solicitor and copy writer working for many mid-western newspapers, magazines and agencies. Before joining the Charles C. Green Agency he was successively manager of the Eastern office of the Chicago Tribune, and manager of the Eastern office of Liberty Magazine.*



The yokels came to gawk and remained to pay when Barnum flung out his screaming canvases advertising the "Feejee Mermaid." His freak was only a repulsive little sea animal having little resemblance to human form.

Barnum played the "advertising game" as it has never been played before, or since his time. He was always shouting about himself or something he had to sell the public, and making it sensational by stirring up controversy. He critised his own stunts, but no one knew he started the fight.

In one of his early autobiographies, written in 1854, he used this dedication:

"To the Universal Yankee Nation of which I am proud to be one, I dedicate these pages, dating them from the American Museum, where the public first smiled upon me, and where henceforth my personal exertions will be devoted to its entertainment.

P. T. Barnum."

Barnum knew the value of tempting advertisements; especially those which shocked people, then produced harmless laughter. Barnum knew mob psychology before the name was coined. He tickled the nation's funny bone by advertising himself as a humbug. He knew people would believe him if he gave himself a black eye, and yet would not take him too seriously.

Barnum started advertising himself in minute detail when in 1855 he wrote "The Life of P. T. Barnum Written By Himself." In this first volume he says:

"My career has been a checkered one—my life has been a merry one—I have looked chiefly on the bright side of things—I have not covered up my so-called humbugs, but have given a full account of such schemes as 'Joice Heth,' the 'Fejee Mermaid,' and the 'Woolly Horse.' The fame of 'General Tom Thumb,' the musical campaign of Jenny Lind—though a portion of my 'confessions' may, by some, be considered injudicious I prefer frankly to 'acknowledge the corn' wherever I have had a hand in plucking it."

The advertising schemes back of promoting General Tom Thumb and Jenny Lind, the Swedish Nightingale were the marvel of the early forties and fifties.

Barnum first started his publicity game in money-making lotteries. In those days lotteries were patronized by both church and state. People would gamble in lotteries for the benefit of a church in which to preach against gambling.

Barnum's first advertising venture was to concoct schemes which would be attractive and popular.

One church scheme he worked was a novelty. He advertised, "Not a blank in the Lottery." It was a winner; for while the price of a ticket was $5, 11,400 out of a total of 12,000 prizes were set down at $2.50 each. Barnum says—"Never was a lottery so popular (before it was drawn) as this."

Barnum turned everything into advertising. When he was editor of a weekly paper, *The Herald of Freedom,* he was indicted and sent to jail for a story about a dignitary of a church being guilty of taking usury of an orphan boy.

When he was released from jail the event was extensively advertised as: "P. T. Barnum and a band of music in a coach drawn by six horses made a triumphal march. The procession commenced its march amidst the roar of cannon and cheers by the people who escorted the editor from the jail to his home."

Chapter II

Some of Barnum's Hoaxes

"Barnum in search of wonders new and strange,
Grasped the wide skirts of Nature's mystic robe;
Explored the circles of eternal change,
And all the dark chambers of the entire globe."

THE most interesting book I have in my collection is the Autobiography of of P. T. Barnum which was issued in large editions and sold at his circus performances and given away by P. T. to his friends.

At the beginning of this book, written in 1854, he says: "I have been in jail in palaces; I have known poverty and abundance; I have traveled over two continents; have encountered all varieties of men, and have often been in imminent personal peril. In all this I have had some sad experiences, but, on the whole my life has been a merry one."

In perusing the old volume it is evident that Barnum was inclined to be ludicrous, which made him a success as an advertising man. After Barnum came to New York to live, he wrote: "Every morning at sunrise my eyes were running over the columns of 'Wants' in the *New York Sun,* hoping to hit on something."

This advertisement started him on his career as an advertising showman:

"Curiosity—the greatest natural curiosity ever witnessed, viz, Joice Heth, a negress age 161 years, who formerly belonged to the father of Gen. Washington."

Barnum purchased Joice Heth and reaped his first golden harvest exhibiting her at Niblo's Garden. His advertisements had the unique appeal of patriotism and curiosity. They were founded on a keen insight into human nature.

Barnum's great publicity stunt was secretly to start a controversy, which always resulted in priceless newspaper publicity. He circulated report that the aged negress was a mechanical automaton and the crowds came surging. No one would have doubted his advertisements if he had not questioned them anonymously in the newspapers.

The Joice Heth hoax started a battle between the editors of the *Sun* and *Herald,* which was profitable for Barnum, and a lot of fun for the public. Hundreds of dollars worth of free publicity was obtained as a result of this wordy battle.

His circus day advertising stunts were exciting. While running his first traveling circus he had advertised negro songs. His negro impersonator abruptly left

(*Continued on page* 42)

SYRACUSE JOURNAL SOLD TO HEARST

Consolidated With Telegram and Sunday American With Harvey D. Burrill as Publisher—Price "In Excess of $1,000,000"

(*By Telegraph to* EDITOR & PUBLISHER)

SYRACUSE, N. Y., Nov. 4.—Harvey D. Burrill, publisher of the *Syracuse Journal*, announced tonight the consolidation of the *Syracuse Telegram and Sunday American*, Hearst newspapers, with the Journal. This consolidation in the evening field leaves the *Syracuse Herald* as the only opposition evening newspaper.



HARVEY D. BURRILL

Beginning Thursday the two newspapers are to be issued as one with the title of *Syracuse Journal-Syracuse Telegram.* The American will be issued Sunday as usual. Both papers will be issued from the Journal plant and one of the Hearst presses will be moved to the Journal building.

The articles of incorporation filed at the County building today state a new corporation, called Syracuse Newspapers, Inc., has been formed to effect the consolidation of the Journal with the Hearst interests. Negotiations have been going on for about two weeks.

The directors of the new corporation will be Harvey D. Burrill, Stewart F. Hancock and William Randolph Hearst.

Mr. Burrill declined to make a direct statement relative to the control of the stock and other details of the financial transaction, but it is understood Mr. Hearst will have a controlling interest of stock, following negotiations with Journal stockholders.

The price paid for the Journal could not be definitely set until an accounting is made, but a member of the Journal organization stated it was in excess of $1,000,000.

The Journal staff will be retained intact, except that it will be augmented by some members of the Hearst organization to take care of the Sunday American and the general expansion. The Journal has not issued a Sunday paper. There will still be three Sunday papers, the *Post-Standard*, regular morning daily, the *Herald* and the *Sunday American.*

About 100 men in the Hearst organization will be affected by the consolidation, but in most instances they will be given the opportunity to go elsewhere with the Hearst interests. By organization of the new corporation the consolidation of the unionized mechanical staff of the two papers will result in a majority of the Journal men being retained and some of the Telegram staff added to produce the combined papers.

The Journal building, a splendidly equipped modern newspaper plant, was built about ten years ago and devoted exclusively to newspaper publication. It is two stories high and the presses are located in the basement. The Telegram building was bought by Hearst when he started the paper three years ago last September. The size of the building was doubled and opened for the use of the paper last spring. This building will be sold and the equipment disposed of here and elsewhere in the Hearst organization.

Removal of some equipment from the Telegram to the Journal office began late Wednesday afternoon, though official announcement of the consolidation was withheld until Thursday.

The incorporation papers of the new company provide for the issuing of 100 common shares of stock of no par value. The incorporators are: T. E. McEntegart, R. F. McCauley and E. M. Kent. W. A. DeFord, one of Mr. Heart's attorneys, is attorney for the new corporation.

The officers of the Syracuse Newspapers, Inc., are: Harvey D. Burrill, publisher and president; Stewart F. Hancock, vice-president; Louis D. Burrill, secretary; M. M. Andrews, treasurer. These officers are the same as the former Journal organization.

"While Mr. Hearst is a director of the consolidation," said Mr. Burrill, "I am still in direct charge of the Journal."

Mr. Burrill has been connected with the Journal for nearly 40 years. He started in the capacity of newsboy, became a reporter and gradually arose to the office of president and publisher three years ago.

The Journal is one of the oldest newspapers in the state. It was first published as the *Western State Journal*, a weekly on March 20, 1839. The Syracuse Daily Journal appeared for the first time on July 4, 1844.

The repeated rumor that a morning paper would be issued by the consolidation was met by the statement by Mr. Burrill that "nothing of that sort has been contemplated as yet."

When Mr. Hearst started the Telegram in Syracuse he made overtures to the Journal with the idea of purchase, but his offers were refused.

The following announcement was published in the combined newspaper Nov. 5:

"With this issue the Syracuse Telegram and the Sunday American are consolidated with the Syracuse Journal, and hereafter these newspapers will be published from the building which has been the home of the Journal at the corner of East Fayette and Montgomery streets.

"Harvey D. Burrill will be president of the new corporation, which will be known as the Syracuse Newspapers, Inc., and publisher of the consolidated newspapers. The other officers will be Stuart F. Hancock, vice-president; M. M. Andrews, treasurer, and Louis D. Burrill, secretary. The directors will be Harvey D. Burrill, William Randolph Hearst, and Stuart F. Hancock.

"Under Mr. Burrill's management, there will be no change in the policies, aims, and purposes, maintained by him during his long connection with the Journal. The consolidated newspaper will continue to be a Syracuse institution, independent in politics, and devoted to the best interests of the public.

"The Journal combined with Telegram, and Sunday American, foremost in their respective fields, means circulation supremacy in central New York State, and assures the reading public of continued service by giving them a greater and better newspaper.'

"Warfare between the newspapers in Syracuse has now ended," the Hearst management in New York declared to EDITOR & PUBLISHER.

"With one newspaper made from two, there is now room for all the newspapers remaining in the Syracuse field. It has been a logical merger of the daily of large circulation and no local advertising with the daily of less circulation, but large local department store advertising."

In New York it was also stated that the penny price, inaugurated recently on the Telegram to increase circulation, would now go up to the three-cent price on the street for the Syracuse Journal-Syracuse Telegram.

The John Budd Co., Inc., will continue to act for the paper as special advertising representative.

Department Store Buys Big Space

Chicago, Nov. 5.—All sales records of the Boston Store were broken this week, when the firm celebrated its semi annual Netcher Day, established by Charles Townsend and Irving Netcher in honor of their father, the founder of the store, which is now managed by his widow, Mrs. Mollie Netcher Newberry. In preparation for the celebration the firm carried 6 full pages of advertising in the *Chicago Daily Journal*, 7 in the *Chicago Evening American*, and a section of ten pages in the *Chicago Daily News* on Nov. 3, announcing bargains in every department on the next day. In addition 4 pages of advertising was distributed among 7 foreign language newspapers. In each of the English newspaper offices it was said the use of such large space on a single day was without precedent.

STAR-TELEGRAM BUYS FORT WORTH RECORD

Amon G. Carter Completes Deal Purchasing Opposition Daily from William Randolph Hearst Properties Merged

(*By Telegraph to* EDITOR & PUBLISHER)

FORT WORTH, Tex., Nov. 3.—The first of the newspapers which William Randolph Hearst purchased in Texas, the *Morning Record* of Fort Worth, was sold by Mr. Hearst Nov. 1, to Amon G. Carter and associates, owners of the *Fort Worth Star-Telegram.*



AMON G. CARTER

The transaction, which is an outright sale and was handled on a cash basis, became effective at midnight and all Sunday editions of the Star-Telegram appeared as the *Star-Telegram and Sunday Record* Nov. 2.

Publication of the Record as a six-day morning paper under the name of the *Record-Telegram,* and serving the city and suburban territory only, began Monday morning from the Star-Telegram plant. The Sunday Record has been discontinued, the new Sunday paper being a combination of the best features and departments of the two former papers. There will be no changes in either the name or editions of the *Star-Telegram.*

The subscription price of the Daily Star-Telegram and the Sunday Star-Telegram and Record will remain 75 cents. The price of the six-day morning Record-Telegram and the Sunday Star-Telegram and Sunday Record will likewise be 75 cents a month. The price of the six day morning Record-Telegram, without the Sunday edition, will be 10 cents a week or 45 cents a month.

However, for those who desire a morning, afternoon and Sunday paper delivered in the home the price for all will be $1 a month. 13 issues a week delivered for the flat price of $1. To subscribers, who have been taking heretofore both the daily and Sunday Star-Telegram, and the daily and Sunday Record, this will mean a reduction in subscription price of 50 cents a month.

Street sale and news stands prices follow: Daily Morning Record-Telegram 5 cents; Sunday Star-Telegram and Record 10 cents; afternoon editions of the Star-Telegram in Fort Worth 2 cents. These prices are the same as in effect now with the exception of the afternoon editions of the Star-Telegram, where the price has been reduced from 5 cents to 2 cents a copy.

Rumors about a change in the ownership of the Fort Worth newspapers had been rife for several weeks, some believing the Hearst paper would absorb the Star-Telegram and vice versa. However, members of the Record editorial staff found an unsigned notice in their local room seven days before the sale, announcing the impending deal. About 15 of the Hearst men went to the Star-Telegram editorial department, while the rest were able to get located elsewhere.

The Star-Telegram will maintain all of its State editions as at present, adding two in the early morning for the Record-Telegram, namely at 1:15 A. M. and 2:30 A. M.

The Star-Telegram was established in 1909, as the union of the Telegram and the Star. Amon G. Carter, president and publisher, has been at the head of the publication since it started its rapid growth in 1909. In addition, Mr. Carter is an important factor in the growth and development of Fort Worth and West Texas. He is president of the Texas Technological College board or directors, now erecting a $2,000,000 state school; president of the Fort Worth Club, which is building a $1,200,000 structure in Fort Worth and active in the development of Texas and Fort Worth.

Starting Nov. 2, the Star-Telegram which had a circulation of about 130,000 is issuing the following editions: 11:3 A. M.; 2:30 and 3:30 P. M. (home editions); 4:30 (financial); state editions 6, 7, 8, 8, 9, 10 and 11 P. M. and the morning editions at 1:15 and 2:30.

Star-Telegram executives in all departments are in control of the Record Telegram.

In purchasing the Record, that newspaper passes into the ownership and under the control of men who own and operate the Star-Telegram, all of whom have been connected with this newspaper in various capacities since its start. The ownership of the Star Telegram has not been affected by the purchase. These men are Amon G. Carter, A. L. Shuman, Bert M. Honea, H. V. Hough and J. M. North, Jr.

The Star-Telegram and Record-Telegram have 24 hour service from three Associated Press leased wires, one Consolidated Press leased wire, one Times Tribune wire and International News Service.

Executives of the Hearst organization in Fort Worth have returned for the most part to the Pacific coast.

Col. D. D. Moore, publisher of the Record, who came to Forth Worth from New Orleans for Mr. Hearst, will remain in Fort Worth, it is understood. Col. Moore started his newspaper career in Fort Worth as a printer a quarter of a century ago.

Mr. Hearst's other Texas newspaper is the *San Antonio Light.* He owned the Record 30 months.

CO-EDITORSHIP SPLIT ON CHICAGO TRIBUNE

Patterson to Establish New York Headquarters to Direct Daily News and Liberty—Col. McCormick Remains Chicago Chief

CHICAGO, Nov. 4—Division of the co-editorship of the *Chicago Tribune*, the *New York Daily News* and *Liberty*, was announced here today. The official announcement follows:

"Due to the growth in size and scope of the Chicago Tribune and its related enterprises, important changes in administration have been put into effect as of Nov. 1.

"Hitherto Robert R. McCormick and Joseph M. Patterson, co-editors and publishers of the Chicago Tribune, the New York Daily News, Liberty Weekly, and the paper manufacturing industries of these publications, have divided their time between Chicago and New York.

"During the coming year Mr. Patterson will establish his headquarters in New York and administer the affairs of the News and Liberty. Col. McCormick will stay in Chicago and manage the Tribune and the paper mills.

"Mr. Patterson will remain president of the News and Liberty Weekly and vice-president and secretary of the Tribune. Col. McCormick will remain president of the Tribune and first vice president and treasurer of the News and Liberty Weekly. The directors of the different companies will remain as now constituted with William H. Field and Max Annenberg added to that of Liberty Weekly.

"S. E. Thomason, at present second vice-president and business manager of the Chicago Tribune, remains in Chicago as second vice-president and general manager of that newspaper.

"Max Annenberg, circulation manager and director of circulation of the Tribune publications, will move his residence from Chicago to New York to become second vice-president and general manager of Liberty Weekly, Inc.

ROBERT R. MCCORMICK
JOSEPH M. PATTERSON"

Don Marquis Yale Lecturer

Lectures in the Bromley lecture course at Yale, founded in memory of Isaac H. Bromley, long editorial writer on the *New York Tribune* will be given late this winter by Don Marquis, former newspaper columnist.

N. Y. HONORS FOUNDER OF ITS FIRST PAPER

Printing Craft Marks 200th Anniversary of William Bradford's New York Gazette, Started Nov. 8, 1725—Trinity Church, Newspaper Club and Typographical Union Pay Tribute to Pioneer Publisher

By MARION R. LELAND

NEW YORK with its many highly developed and specialized papers is nding time this week to remember and ecognize the two hundredth anniversary f the birth of its first newspaper. On Jov. 8, 1725, William Bradford, whose rint shop was on Hanover Square, began ublishing the *New York Gazette.*

Recognizing the historical importance f this anniversary the event will be fitngly celebrated by various organizations. 'he diversity of these organizations is ıteresting to note. During the present 'eek the New York Historical Society nd the New York Society Library—the ldest library in the city—will have on pecial exhibition imprints from the Brad-)rd press.

Trinity Church, ever faithful to its istoric traditions, will on Nov. 8 hold memorial service in honor of New ork's first newspaper and its publisher, ho was for years a vestryman in nis church which has stood through lmost three centuries with welcoming oors in the midst of the city's materialtic growth. Inside the inner gate on ıe north side of the church-yard one of ıe most conspicious stones is that which iarks the grave of William Bradford—mecca for printers visiting the city. or the present commemorative date 'ypographical Union No. 6 has arranged) see that this grave is suitably decorated.

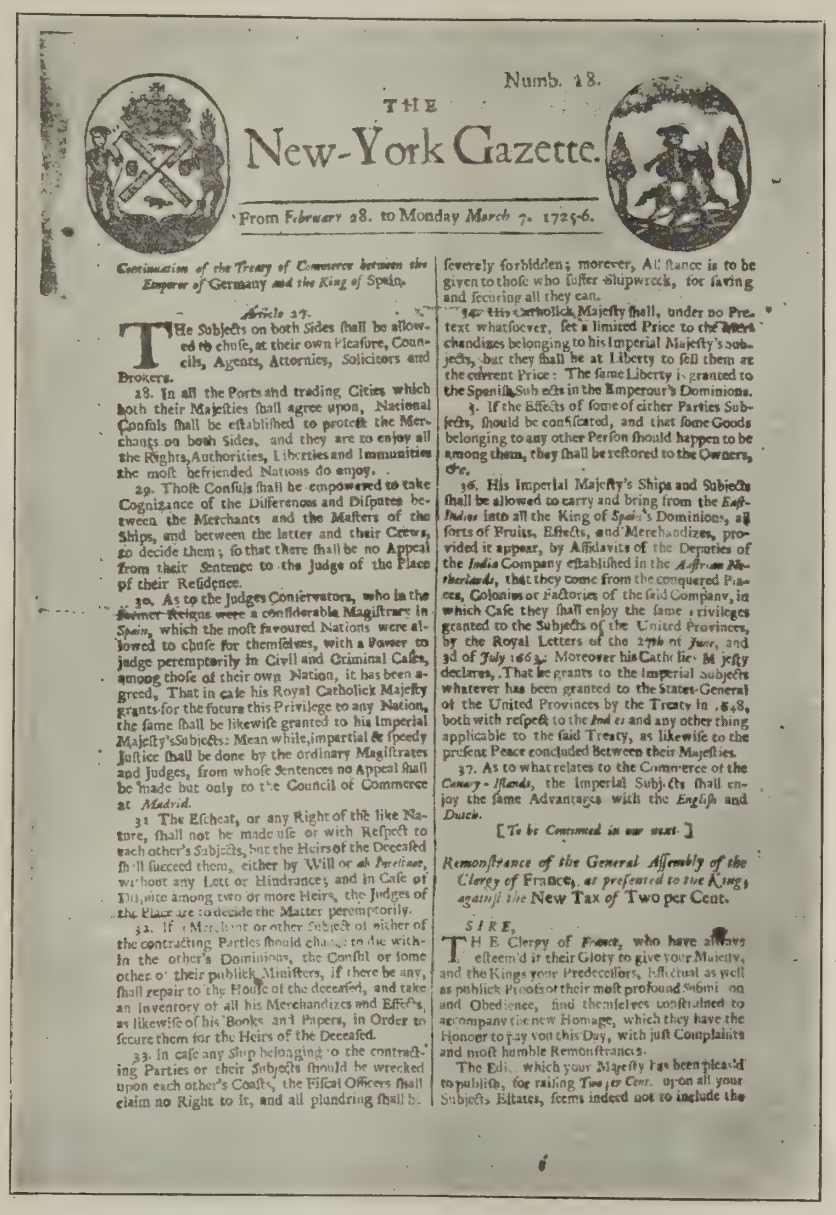
Emphasizing Bradford's importance in merican newspaper annals the New ork Newspaper Club will serve a special unday supper at which fitting tribute ill be paid to the city's pioneer printer ho also had the honor of being the first rinter of the middle colonies.

Sharing the general unrest of those in ngland who sought greater freedom radford came over in 1682 with William enn to see what "Penn's Woods" had offer a printer. Having helped in the ilding of the first log houses in that ilderness, and satisfied that the new ountry and the rule of Penn would be his liking he sailed for England to ocure the press and type for use in the ade which he had been taught by his ther-in-law, Andrew Soule, in London. eturning shortly to America with his mily and plant equipment he set himlf up to do general printing in the uaker city of Philadelphia.

Trouble with the Quakers and with vernment authorities over the freedom the press made Bradford willing to cept the offer of Governor Fletcher to me to New York as "Printer to the rown" at a salary of 40 pounds *per nnum.* He took with him his son, ndrew, who after learning the printing ade in New York returned to Philalphia to become its printer and postaster. In 1719 the son anticipated his ther's paper by starting the *American 'eekly Mercury,* the first newspaper in le middle colonies and the third in merica. In New York, the father encuraged the son's paper by selling copies the Mercury in his own shop.

The success of the Mercury may have ll Bradford to decide upon his own ırnalistic venture. Interest in the Mercry and in the *Boston News Letter*—eady published for 21 years in Boston—s well as the avidity with which foreign pers were awaited and read in the blic taverns of New York encouraged adford to believe that the time was pe for the publication of his *Gazette.*

The date on which the first issue of th *New York Gazette* appeared is usually eoneously given in encyclopædias and rious books of reference—to say nothin of recent magazines and newspaper aicles. The erroneous dates are either Ct. 16 or Oct. 23, 1725. Unfortunately n issue of the first number, nor of the llowing 16 has yet been brought to ht for modern historians. The earliest known issue being Number 18 for March 7, 1725-26 of which the first page is here reproduced. Dr. James Melvin Lee, in his "History of American Journalism" has proved conclusively by taking this issue and working backward, (providing no issue was skipped) that the initial date of publication was Nov. 8, 1725.



Numb. 18.

THE

New-York Gazette.

From *February* 28. to Monday *March* 7. 1725-6.

Continuation of the Treaty of Commerce between the Emperor of Germany *and the King of* Spain.

Article 27.

THE Subjects on both Sides shall be allowed to chuse, at their own Pleasure, Councils, Agents, Attornies, Solicitors and Brokers.

28. In all the Ports and trading Cities which both their Majesties shall agree upon, National Consuls shall be established to protect the Merchants on both Sides, and they are to enjoy all the Rights, Authorities, Liberties and Immunities the most befriended Nations do enjoy.

29. Those Consuls shall be empowered to take Cognizance of the Differences and Disputes between the Merchants and the Masters of the Ships, and between the latter and their Crews, to decide them; so that there shall be no Appeal from their Sentence to the Judge of the Place of their Residence.

30. As to the Judges Conservators, who in the former Reigns were a considerable Magistrature in *Spain*, which the most favoured Nations were allowed to chuse for themselves, with a Power to judge peremptorily in Civil and Criminal Cases, among those of their own Nation, it has been agreed, That in case his Royal Catholick Majesty grants for the future this Privilege to any Nation, the same shall be likewise granted to his Imperial Majesty's Subjects: Mean while, impartial & speedy Justice shall be done by the ordinary Magistrates and Judges, from whose Sentences no Appeal shall be made but only to the Council of Commerce at *Madrid.*

31 The Escheat, or any Right of the like Nature, shall not be made use of with Respect to each other's Subjects, but the Heirs of the Deceased shall succeed them, either by Will or *ab Intestato*, without any Lett or Hindrance; and in Case of Dispute among two or more Heirs, the Judges of the Place are to decide the Matter peremptorily.

32. If a Merchant or other Subject of either of the contracting Parties should change to die within the other's Dominions, the Consul or some other of their publick Ministers, if there be any, shall repair to the House of the deceased, and take an Inventory of all his Merchandizes and Effects, as likewise of his Books and Papers, in Order to secure them for the Heirs of the Deceased.

33. In case any Ship belonging to the contracting Parties or their Subjects should be wrecked upon each other's Coasts, the Fiscal Officers shall claim no Right to it, and all plundring shall be severely forbidden; moreover, All Assistance is to be given to those who suffer Shipwreck, for saving and securing all they can.

34. His Catholick Majesty shall, under no Pretext whatsoever, set a limited Price to the Merchandizes belonging to his Imperial Majesty's Subjects, but they shall be at Liberty to sell them at the current Price: The same Liberty is granted to the Spanish Subjects in the Emperour's Dominions.

35. If the Effects of some of either Parties Subjects, should be confiscated, and that some Goods belonging to any other Person should happen to be among them, they shall be restored to the Owners, &c.

36. His Imperial Majesty's Ships and Subjects shall be allowed to carry and bring from the *East-Indies* into all the King of *Spain*'s Dominions, all sorts of Fruits, Effects, and Merchandizes, provided it appear, by Affidavits of the Deputies of the *India* Company established in the *Austrian Netherlands*, that they come from the conquered Places, Colonies or Factories of the said Company, in which Case they shall enjoy the same Privileges granted to the Subjects of the United Provinces, by the Royal Letters of the 27th of *June*, and 3d of *July* 1663. Moreover his Catholick Majesty declares, That he grants to the Imperial Subjects whatever has been granted to the States-General of the United Provinces by the Treaty in 1648, both with respect to the *Indies* and any other thing applicable to the said Treaty, as likewise to the present Peace concluded between their Majesties.

37. As to what relates to the Commerce of the *Canary-Islands*, the Imperial Subjects shall enjoy the same Advantages with the *English* and *Dutch*.

[*To be Continued in our next.*]

Remonstrance of the General Assembly of the Clergy of France, *at presented to the King, against the* New Tax *of* Two per Cent.

SIRE,

THE Clergy of *France*, who have always esteem'd it their Glory to give your Majesty, and the Kings your Predecessors, Effectual as well as publick Proofs of their most profound Submission and Obedience, find themselves constrained to accompany the new Homage, which they have the Honour to pay you this Day, with just Complaints and most humble Remonstrances.

The Edict which your Majesty has been pleas'd to publish, for raising *Two per Cent.* upon all your Subjects Estates, seems indeed not to include the

Facsimile of Page 1 of William Bradford's New York Gazette for March 7, 1726, one of the earliest copies of his paper in existence

Dr. Lee substantiates this deduction by the printed word from Bradford himself, contained in the following items scissored by Dr. Lee for proof:

N. B.—This Numb. 26 of our *Gazette*, concludes the first half year and is the Time the first Payment should be made by the Gentlemen who encourage the same. And altho' the Number subscribed for does not defray the Charge, yet we intend to Continue it the next half year, in the hopes of further Encouragement.—*The New York Gazette*, May 2, 1726.

* * *

By the Advice and encouragement of some Gentlemen, for the Information of the Publick, We began to Publish this *Gazette* the first of November, 1725 (not doubting but we should have Subscribers to take off such a Number as might defray the Charge) and the first of May last it was Two years & a half that we have continued its Publication; but having calculated the Charge of Printing and Paper for the same, as also how much will arise to defray that Charge (when all those that take this *Gazette* have paid in what is due to the first of May last) do find that we shall lose Thirty-Five Pounds in the two years and a half by Publishing this Paper, besides the trouble and Charge of Correspondents, collecting the News, making up Pacquets and conveying the same to those in the Country who take them. And therefore if some further Encouragement be not given, by a larger Number of Subscribers for said *Gazette*, we must let it fall, and cease publishing the same.

Many Persons that take this *Gazette* being above a year behind in their Payments, and some not having paid since the first publishing of the same, They are now desired to pay in what is due, in order to enable the further Publication, if it be continued.—*The New York Gazette*, June 17, 1728.

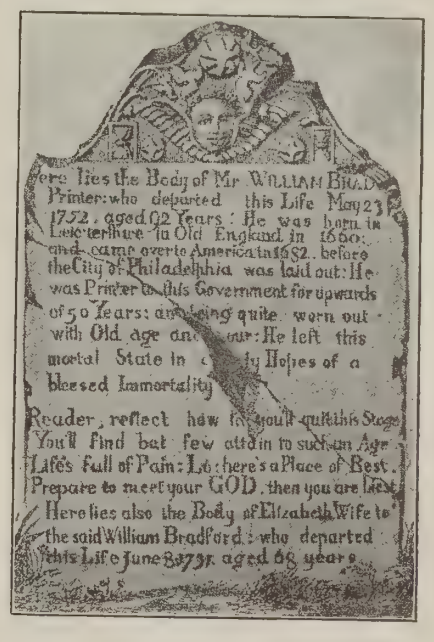
This date of Nov. 8, established by Prof. Lee is now universally accepted as authorative. The celebration this week is proof of the general acceptance of the date.

Early issues of the Gazette show that the type was well worn from the printing of "Laws of the Colony," almanacs, books, prayer books, pamphlets, and general job work. Bradford did the best he could with the facilities at his disposal and his Gazettes compare favorably with the papers printed in Boston.

The news that Bradford found "fit to print" was usually taken from London contemporaries or from letters received from friends in England. Yet an examination of early issues shows also items from Constantinople, Vienna, Madrid, Paris, etc. Of course official proclamations were featured. Some issues had good stories from the settlements on Long Island, Connecticut, Massachusetts, and other colonies. News from towns in the New York colony often had more space than that given to events in the city.

Local news included the all important items of the Custom House, prices current, and a list of incoming and outgoing vessels. Other local news sifted through in the form of various advertisements. Then, even as now, according to views attributed to Mr. Kipling, the advertisements at times contained the real meat of the day's news. In contrast with present day conditions the return from advertising was most meager. Subscribers were slow in payment and some, even then, turned in the products of the farm.

To supplement his income Bradford, as was the practice of other printers and booksellers of the day, engaged in selling of various other commodities, besides selling almanacs and pamphlets. This is evidenced by the following advertisements appearing from time to time in his *Gazette:*



Here lies the Body of Mr WILLIAM BRAD Printer: who departed this Life May 23 1752. aged 82 Years: He was born in Leicestershire in Old England in 1660: and came over to America in 1682. before the City of Philadelphia was laid out: He was Printer to this Government for upwards of 50 Years: and being quite worn out with Old age and Infirmity: He left this mortal State in certain Hopes of a blessed Immortality

Reader, reflect how soon you'll quit this Stage You'll find but few attain to such an Age Life's full of Pain: Lo here's a Place of Rest. Prepare to meet your GOD, then you are blest

Here lies also the Body of Elizabeth Wife to the said William Bradford: who departed this Life June 8 1731. aged 68 years.

Original tombstone above William Bradford's grave in Trinity Churchyard. This stone is now in the New York Historical Society Museum.

Very good fresh Oatmeal to be Sold by the Printer hereof.

* * *

Very good Mill'd Stockings to be sold by the Printer hereof.

* * *

Very good Press—Papers for Fullers and Fulling Mills are to be Sold by William Bradford.

Bradford also acted as an agent for advertisers who often directed that "inquiry may be made of the Printer hereof."

When Bradford started his paper conditions in New York were rather quiet. At a late period, however, local bickerings arose between the colonial Governor and the state assembly. But as the strictures upon printed matters were very severe, Bradford, employed as he was by the Crown, had to be very careful of what he printed and found it better to let political matters alone. The times, however, were rife with the agitations caused by Governor Crosby's high-handed demands. Some organ for expressing the "people's" views was required. John Peter Zenger, a Palatine orphan, was sponsored and literally subsidized by Crosby's opponents as printer of New York's second paper, the *New York Weekly Journal.* The first issue appeared on Nov. 5, 1733.

Zenger had been trained in Bradford's shop. But after first running away, then later joining in partnership with Bradford for a short period, he had finally set up an independent shop. He was very poor but aided by such men as Rip Van Dam and James Alexander he soon pros-

(*Continued on page* 38)

MICHIGAN PRESS CLUB ELECTS A. R. TREANOR

Lively Discussion Follows Charge of Colored News Leveled at Booth Correspondent by Weekly Publisher

A. R. Treanor of the *Saginaw News-Courier* was elected president of the University of Michigan Press Club Oct. 31 at the close of a three-day session, marking the seventh annual meeting of the organization. The other officers elected were L. A. Weil of Port Huron, vice-president for the larger dailies of the state; Frank J. Russell, Marquette, for the smaller dailies; R. Averill, Birmingham, for the weekly papers. Prof. John L. Brumm was re-named secretary and treasurer. All the officers were elected by acclamation.



A. R. Treanor

The discussion sessions of the Press club ended in a stormy meeting, stirred up by charges that political news written from Lansing, the state capital, by Fred A. Grimes, the Booth correspondent, was colored. The charges were brought by Fred D. Keister, publisher of a weekly newspaper at Ionia. He alleged that Grimes had colored the news as ordered by his superiors, and that the *Detroit News* had been unfair towards Mayor John W. Smith in his campaign for re-election.

Edmund W. Booth, editorial director of the Booth newspapers in the state, replied to the charges, disclaiming any official connection with the Detroit News with the exception that its publisher was his relative. Mr. Booth declared that if it could be proved that correspondents, Mr. Grimes in particular, were coloring the news to fit some political bias or some ulterior purpose of his superiors, he would resign his job.

Senator Harry Whitely of Dowagiac, who was called by Mr. Booth, declared that from the standpoint of an anti-administration newspaper man that he did not think the news was colored but that the sources of news at Lansing were all of an administrative nature, thus accounting for the preponderance of administration material.

The convention was officially opened Thursday afternoon by A. L. Miller, editor of the *Battle Creek Enquirer-News*. His keynote speech emphasized the need for discussion of newspaper problems. Then followed a talk by George Averill of the *Birmingham Eccentric* on "Journalism Students in the Weekly Field." He pointed out the importance of the small daily or weekly as a training ground for the graduate, and stressed the need for trained reporters and schools of journalism.

Charles D. Cameron, editor of the church department of the Detroit News addressed the gathering on "The Church As a Source of News." He defined church news as the presentation of facts concerning actual progress in the religious field; and not remarks about church controversies, nor the promulgation of church propaganda.

Prof. Preston Slosson of the University of Michigan history department, in speaking of "The Newspaper as an Organ of Government," advocated the addition of an "informative" department to our executive, legislative and judicial divisions of government. "The newspaper," he said, "is an organ of government, such that, without it, democracy would not exist."

Dr. Clarence Cook Little, newly chosen president of the University of Michigan, gave the leading address on the first evening of the convention.

An address in memory of the late President Marion LeRoy Burton of the university opened the Friday evening session. It was given by Arthur H. Vandenburg, editor of the *Grand Rapids Herald*.

Grove Patterson, editor of the *Toledo Blade* and Dr. Morris Fishbein, editor of the *Journal of the American Medical Association*, were the other speakers of the evening. The Blade editor asserted that "we have all the democracy we know what to do with and more. No greater fallacy ever was penned than 'all men are created equal.' Mere numbers never mean anything to the building up of civilization, which must be accomplished by a group; not necessarily a group of intellectuals, but a group of those who care—an aristocracy of the understanding heart."

REOPEN POSTAL HEARINGS NOV. 9

Postmaster Has Additional Material to Place on Record

The Joint Congressional Postal Commission will resume hearings on the postal rate situation on Monday, Nov. 9, at the request of the Post Office Department.

Postmaster General Harry S. New expressed a desire this week to U. S. Senator George H. Moses, of New Hampshire, the commission chairman, that the Deaprtment be allowed to submit an additional report on the operation of the present postal rate law before the convening of Congress on Dec. 7.

Mr. New and Joseph Stewart, his rate expert, are expected to reappear before the commission for the purpose of amplifying the testimony they have given already.

Newspaper representatives were notified by Senator Moses to be on hand if they wished to combat any fresh statements made by spokesmen for the Department which is seeking to upset the present law in a further effort to justify the costs ascertainment report which was repudiated at the last session of Congress.

Despite the latest move of the Department no postal rate revision at the coming session of Congress is anticiapted, and whatever recommendations the Department may make are expected to be "tabled" until the present law has been in operation for a year at least.

SPEAKERS NAMED FOR A.N.P.A. MEETING

Thirteen Newspaper Experts to Discuss Means of Overcoming Waste in Various Departments — Sessions to Start Nov. 10

Speakers who will address the first fall convention of the American Newspaper Publishers' Association, to be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., Nov. 10-12, were announced this week by L. B. Palmer, association manager.

The 13 experts named will discuss means of overcoming lost motion and waste in the various departments of a newspaper.

Names of the speakers and their subjects will include: E. M. Antrim, *Chicago Tribune*, "Traffic Problems"; George M. Rogers, Cleveland Plain Dealer, "Press Room Waste and Wrapper Weights"; Charles F. Hart, *New York Times*, "The Mechanical Department"; John Stewart Bryan, *Richmond News-Leader*, "Proposed Increase in Association's Work"; Louis H. Brush, *East Liverpool* (O.) *Review*, "Organization Efficiency of an Average Newspaper"; T. R. Williams, *Pittsburgh Chronicle-Telegraph*, "Elimination of Waste Through Local Co-operation."

Also: J. M. Schmid, *Indianapolis News*, and A. R. Michener, *Harrisburg Telegraph*, "Elimination of Circulation Waste"; R. L. P. Wallace, Wallace Delaney & Co., New York, "Newspaper Taxation Problems"; Don Bridge, *Indianapolis News*, "Lost Motion in So-Called Merchandising for Advertisers"; William Donahue, *Chicago Tribune*, "Proper Training of Advertising Sales Crews to Eliminate Wasted Energy"; Louis Wiley, *New York Times*, "Lost Motion and Waste in Advertising"; R. E. Lent, *Passaic Daily News*, "Waste in Advertising."

More than 150 hotel reservations have already been made, it was announced this week. Many members will leave for White Sulphur Springs on Special A. N. P. A. convention cars.

The first session will be called to order at 10 A. M., Nov. 10, by S. E. Thomson, Chicago Tribune, association president, who will make the welcoming address. The convention will then be turned over to W. B. Bryant, of the *Paterson* (N. J.) *Press-Guardian*, chairman of the program committee.

Business sessions will be held Tuesday, Wednesday and Thursday mornings, and the afternoon will be devoted to golf. Special events have been arranged for ladies.

FOUR NOTED TAFT BROTHERS



Ex-president, lawyer, teacher, and newspaper maker, makes up the distinguished Taft family pictured together at the dedication Oct. 28, of the Taft Law College, Cincinnati, named in honor of the late Alphonso Taft, their father. From left to right: Henry W. Taft, prominent New York lawyer; William Howard Taft, Charles P. Taft, publisher of the Cincinnati Times-Star; and Horace D. Taft, headquarters of Taft School at Watertown, Conn. Chief Justice Taft was awarded an honorary degree by the University of Cincinnati.

EDITOR SENT TO JAI FOR GROUP LIBEL

Editorial Writer of Suspended Stat Zeitung Is Sentenced to 6 Months fo Attack on American Legion in 1921

SPRINGFIELD, Ill., Nov. 2—The Illinc supreme court last week affirmed t sentence of a lower court committi Arthur Lorenz of Chicago, editori writer of the *Statz Zeitung*, a Chica German language newspaper, to s months in jail in Cook county for "cri inal libel" against the American Legio Lorenz's editorial appeared Dec. 13, 19 and applied derogatory adjectives again members of the legion. The defense w that no one was named but the supren court opinion was to the point in th particular.

"A libel," is held, "on a class group has as great a tendency to pr voke a breach of the peace or to distu society as has a libel on an individual a such a libel is punishable even though i application to individual members of t class can not be proved." Justice Hea wrote a dissenting opinion.

The paper is now out of business.

"That's going very far," was the con ment of a leading New York libel law yer, when the Illinois decision w brought to his attention by EDITOR PUBLISHER. He declined to be mo specific without more detailed know edge of the case in question.

"Class libel is possible, however," h maintained. "There are many cases class libel on the books. Every sta has different libel laws, while the unde lying principle remains the same.

"The principle of class libel is that group or a class may be consider criminally libelled if the description the group or class is so worded and d fined as to enable friends or acquaintanc to recognize the application of the libe ous matter."

As an instance of group libel, the a torney cited a supposed case brought t the board of directors of a corporatio None of the board might be named in th libelous article, but the writer could b prosecuted in view of the fact that man thousands of people would know ju who were members of the particula board mentioned.

TABLOID FOR WILMINGTON

E. M. Davis, Weekly Editor, Announc New Delaware Daily

Edward M. Davis, editor and publish of the *Delaware Ledger*, a weekly printe in Newark, Del., has announced his i tention of starting a daily tabloid in Wi mington, probably an afternoon pape He says a plant will be provided at cost of $220,000.

Mr. Davis says the paper is amply fi anced, but has not named his associate He is to be president and editor of th company. The Delaware Ledger is to b continued as at present.

Editor Cooperates With School

The *Seattle Times* will run an ed torial contest for nine weeks for stu dents in the School of Journalism, Un versity of Washington, the best ed torial to be printed in the *Times* and th writer to receive a prize of ten dollar Elliot Curry, senior, won the first week' prize October 26, with an editorial en titled "Tax Reduction and The Nationa Debt."

How Editorial Laxity Nibbles Profits

Concluding Article On Improved Copy Methods Which Will Eliminate Lost Motion and Waste in Composing Rooms—Solving the Problems

By EDWARD H. EDWARDS

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IV—CRITICISMS AND SUGGESTIONS

AN innovation that would tend to assist and unify the work of newspaper operators would be the formulation of a few simple rules, printed and posted on the front of the machine, so that an operator will always have before him what might be considered fundamentals. The "regulars" sometimes need reminders, but this system would be especially useful to the "substitute," and, particularly, a new man in an office. Such rules, of course, should be formulated to suit the circumstances, but as a suggestion to cover most cases:

"When in doubt as to style refer to Style Book or ask your neighbor.

"Correct galley proofs as soon as received, and if there are further corrections pass to next operator. This is imperative.

"When leaving machine for an appreciable time turn off power and light.

"Avoid wide spacing as much as possible, especially near end of paragraph. This does not mean, however, that questionable divisions should be made rather than wide spacing."

An operator making proofsheet corrections should pass the proof (with his corrections, neatly rolled, beginning at the bottom so as to leave the top of the galley proof exposed), to the operator who is to make further corrections. If this method is followed it will be found that when the proofsheet reaches the correcting bank it contains all the corrections and makes it possible for the bank corrector to complete his work and pass the corrected galley to the "ready" bank or to the proofpress for revise.

This point may seem of minor importance, but it must be taken into consideration that if the proof is passed to the bank corrector with only a part of the corrections made he can correct only the portion corrected by the operator and must pass the proof back for the other corrections, sometimes as often as three or four times. In the meantime the bank corrector takes up other work, dismissing from his mind the proof sent back to the operator. After a while the first proof is returned to him; the galley must be relocated, and he then takes up the work where he left off. Again he places in the corrected lines, only to find that the operator making the last corrections did not make italic or small cap corrections, as the case may be, or that there are corrections for the head-letter machines. This necessitates a return of the proof to the operator again. Such instances are very frequent and needlessly consume time of operators, bank men and messengers.

Adherence to the above rule will not only expedite but simplify the work and insure more accuracy by the operator and bank corrector.

As far as practicable, each operator should correct his own proofs. He would thus have an opportunity to see his errors and keep posted on office style. To have it as an established principle that a compositor's work is not finished until his proofs are corrected would tend to instill the practice of accuracy, which means true economy.

While these suggestions apply mainly to the "news" sections of the composing room, they may, in a modified form, be applied to the "ad" department. In display "ads" it is the workmanship which stands out and is different from the average that counts, and, within certain typographical style and uniformity, the printer should have scope and latitude.

One class of advertisements, however, can be handled according to given styles, to wit—the small classified. These, usually written by an advertiser entirely unacquainted with the style in which the compositor is supposed to set them, should be scanned closely by the clerk receiving them so that any illegible words or questionable meanings may be made legible or clarified at the source. Every "ad" should be written on a blank form with spaces at the top showing the classification, number of insertions, and any special instructions as to space, whether it is to be set in caps or blackface type, etc.

It is not an infrequent occurrence for an operator to set an "ad" in the usual style, only to find at the bottom, marked in an obscure way, instructions for setting in some other than the usual way.

A blank at the top for all instructions with the understanding that directions given elsewhere were to be ignored, would prevent the resetting of many a small "ad."

Many employes are ambitious and want to progress, while another class is satisfied with things as they are, and still another class—a small minority—are neither ambitious themselves nor patient with those who try to improve. These latter, as a rule, become cliquish and ridicule all those who do not side with them; they are obstructionists and trouble-makers, and, paradoxical as it may seem, they not infrequently wield an influence very harmful to the whole organization.

Occasionally an employe shows a disposition to learn something of the work which does not come directly in his line of duty. He is ambitious to be an all-round man, observes the work of others and is willing to help at anything. Here the trouble-maker steps in and in various ways tries to discredit his fellow-worker. As one for more than forty years a member of the Typographical Union, the writer can say that this is not in accordance with the teachings of the organization but is, on the contrary, in direct violation of its underlying principles.

Not a few men roam from office to office, claiming to be operators when they are not. This is a very pernicious practice and is an injustice to the legitimate operator seeking employment, as well as a handicap to the foreman (who depends on the product from each machine to set the paper), proving, with dirty proofsheets and small output, a drag and a detriment rather than a help, for all of which the incompetent—known to the trade as a "barnstormer"—receives pay and brags about having gotten away with it. This reflects discredit not only upon the barnstormer but upon the craft. For this unfair condition, which is also prevalent in the proofroom, as well as the machine department, there should be some remedy.

As an alternative, it is suggested the doors of opportunity be opened wider for printers to learn the operation of machines. This seems a subject worthy of consideration by publishers and union organizations, to the end that some plan may be worked out that would be beneficial to the ambitious printer, his organization and the publisher.

Apprentices and unapprenticed boys receive scant consideration in many newspaper offices. This is manifestly unfair to the boys, the office in which they are employed and the welfare of the future of the craft. The number of apprentices is limited by union rule in proportion to the number of journeymen in a given office; but as many non-apprenticed boys may be employed as are necessary.

To obtain the best results, each apprentice should be placed under the direct supervision of a competent hand-compositor, who will interest himself in the boy's typographical work and his conduct in every way in the office.

The unapprenticed boys should likewise be under the general direction of some one of mature years who will see to it that they not only perform their duties but conduct themselves properly toward each other and the other employes.

Most boys enter the composing room with the expectation of becoming apprentices whenever the opportunity presents itself. It is for this reason, as well as the boy's welfare, that his deportment should be under close observation. Almost every boy is amenable to the right kind of tutelage and anxious to progress toward apprenticeship. Proper principles instilled at this formative period will prove of lifelong benefit to the future man and his calling. Too much stress cannot be laid upon the importance of starting a boy right and watching over him to keep him under proper control.

Boys will be boys (and due allowance should be made for them), but one who does not soon understand his duties and place in the composing room should give way to some one more appreciative.

In almost every newspaper office is found at least one disgruntled employe. Nothing suits him. He grumbles to his fellow-workers, sometimes imagining that he is singled out for the more disagreeable duties; that the foreman does not give him a square deal; that every proposition emanating from the owner or publisher is for some ulterior motive. Not satisfied with discussing with his fellow-workers his office troubles, he may be found wherever printers congregate, airing his grievances and discrediting the office in which he is employed. No one, perhaps, could convince him that he is usually wrong in his conclusions. But he might convince himself if he would quietly and dispassionately weigh the facts concerning his dissatisfaction and investigate the conditions in other offices which he might expect to find free of objectionable features.

No doubt there are situations existent in composing rooms where an employe does not fit and where the "powers that be," without just cause, make it uncomfortable; but as a general proposition, if the dissatisfied one will reason out his own case many of the troubles will disappear. He is entitled to know why there is an apparent discrimination against him. The average foreman will readily discuss

(*Continued on Page* 43)

SONGS OF THE CRAFT

(*Written Exclusively for* Editor & Publisher)

By Henry Edward Warner

WILLIAM BRADFORD

(The first newspaper publisher of New York City whose *Gazette* 200 years ago followed the first newspaper in Pennsylvania, *The American Mercury*, published by his son Andrew.)

I

Beneath the sod of Trinity
In peaceful sleep he lies,
The secrets of infinity
Oped to his spirit's eyes;
And that which mortal was has fled,
But Bradford . . . is not dead!

II

That soul that dared, it could not die! . . .
Let flesh the Earth caress!
But Bradford lives, inspired by
The spirit of his press!
A million tons of steel acclaim
The honor of his name.

III

To that untrodden Way he came
A Pioneer, and gave
His rough-hewn courage to a Game
That wooed none but the brave.
Somewhere, somehow, he lives today
Who cleared his mission's way.

IV

And I shall not regard him dead
Who lies in Trinity; . . .
The Tenant of the structure fled
Bides in infinity!
Peace to his soul! . . . and may he sleep
Safe in his City's keep!

PLAYING FANCY TRICKS WITH A SINGLE NEWSPAPER ADVERTISING COLUMN

Chief Charm Is That It's Different, Says Thomas Ryan, Creator of Ovington's Copy Style—Presents Rules for Making Effective Use of Elongated Space

"IT will not be long before 'Do Your Christmas Shopping Early' will be added to the advertising copy of many retail stores.

"Ovington's, I have no doubt, however, will put in their space the slogan 'Do Your Christmas Shopping Late—and still find distinctive gifts aplenty at Ovington's.'"

Thomas Ryan, of Pedlar & Ryan, the advertising agency which handles the account of Ovington's, New York gift shop, who was talking, told this story in answer to the question why he showed a preference to the use of full single column newspaper space for Ovington advertising copy.

"It's chief charm is that it is different," Mr. Ryan explained.

Mr. Ryan formerly an executive in the firm of Barton, Durstine & Osborne, Inc., was among the first to discover the possibilities of using the full single column space of a newspaper for advertising purposes. Others now using it in New York newspapers include Brokaw Brothers, Cushman's Sons, Inc., Lightolier, the India Tea Growers Association, and Julius Kayser & Co.

Rules for effective use of the single column space, Mr. Ryan said. are simple.

"First," he said, "the chief value of the single column is the illustrative effects obtainable in that space. It is my opinion that the text should be limited to as few words as possible.

"The illustration should carry the reader's eye from the top to well below the middle of the column. The whole picture should not appear in the column. Let part of it go outside. In this way, a skillful artist can easily give the impression that larger space is used.

"The text of a single column advertisement tells the story best when limited to about fifty words. The type should be larger than that used in the news columns. It is possible to get very few words on each line, and the necessary jumps would be hard on readers' eyes if the text was allowed to run too long.

"An important rule, I believe, is that an advertiser should not use the single space all the time. Variety is one advantage an advertisement should never overlook. Variety in form is as valuable as in content.

"And above all, make your illustration so striking that it will fairly shout for attention. Make your advertisement own the page."

The story of how to use the full column is also told in "The Progress of Newspaper Advertising," the booklet issued by the Bureau of Advertising of the American Newspaper Publishers Association.

A national advertiser is quoted as follows:

"Primarily we seek novelty in the physical form of our advertising in newspapers. We are firm believers in the assumption that the shape, the form, the style of a campaign, as it appears on the printed newspaper page, is highly important.

"First, we made certain investigations and we found at least 40 per cent of campaigns used three columns, ten inches. It was almost as if these proportions had been standardized. And in other sizes, there was the same degree of standardization, as if by common agreement, although I feel it is largely an advertising 'habit.'

'To break away from convention in this regard meant to obtain, inevitably, increased visual attention, because we would be doing 'something different.' The weakness in full column space seemed to be, not so much in the limitations of the area itself, as in poor compositions. What was placed in these columns and the manner of the placing, made them good advertising or poor advertising.

"And after clipping and mounting more than three hundred single column newspaper advertisements, it was our conclusion that the better examples were in this classification because the space had been shrewdly studied and both copy and art made to accomplish a given objective.

"The chief trouble with most newspaper columns is that they fail to sustain interest from top to bottom. They are broken up, composed of spotty zones of interest; there is no continuity. The best single column advertisement makes the reader glance the entire way down that column before he ever starts to read, and then keeps his mental and visual interest alive, as though on a Cook's Tour.

"There is a monotony to most column compositions. They may start off with an alert headline, but they soon disintegrate. Neither artist nor typographer can keep up the pace. We are using single columns regularly for the following definite reasons:

"(1) The physical form is unusual. Comparatively few advertisers are employing it.

"(2) There is often less surrounding competition in the matter of that first visual display. The column stands by itself; often it is set-off by a column of text beside it. When an advertisement is in other sizes, it is compelled to meet competition on every side.

"(3) The trend is for column space to get 'outside position,' which is highly desirable in itself.

"(4) It is easy to read text set single column measure because this is the conventional newspaper style.

"(5) Opportunities are great for unique art display in the single column space.

"This, of course, leads to specific instructions relative to the actual building of the 100% column display, and here are our office rules in this respect:

"(1) The illustration should be all-inclusive in its range; that is, it should literally compel the newspaper reader to run from top to bottom at one swift glance.

"(2) Action is desirable in single column illustrations. To illustrate: an advertiser formed a ladder of a column, this ladder running from the bottom to the top of the space. The middle rungs were mortized out for type. At the bottom, a small figure climbed upward, and at the top another figure waved triumphantly.

"(3) Do not scatter the illustrative features; that is, do not drop separate pictures, here and there, each an independent feature. This breaks up continuity. It also makes the reader jump from one block of type to another.

"(4) Do not run type out to the final limits of the column: indented typography is preferable, and it should not be in small-face.

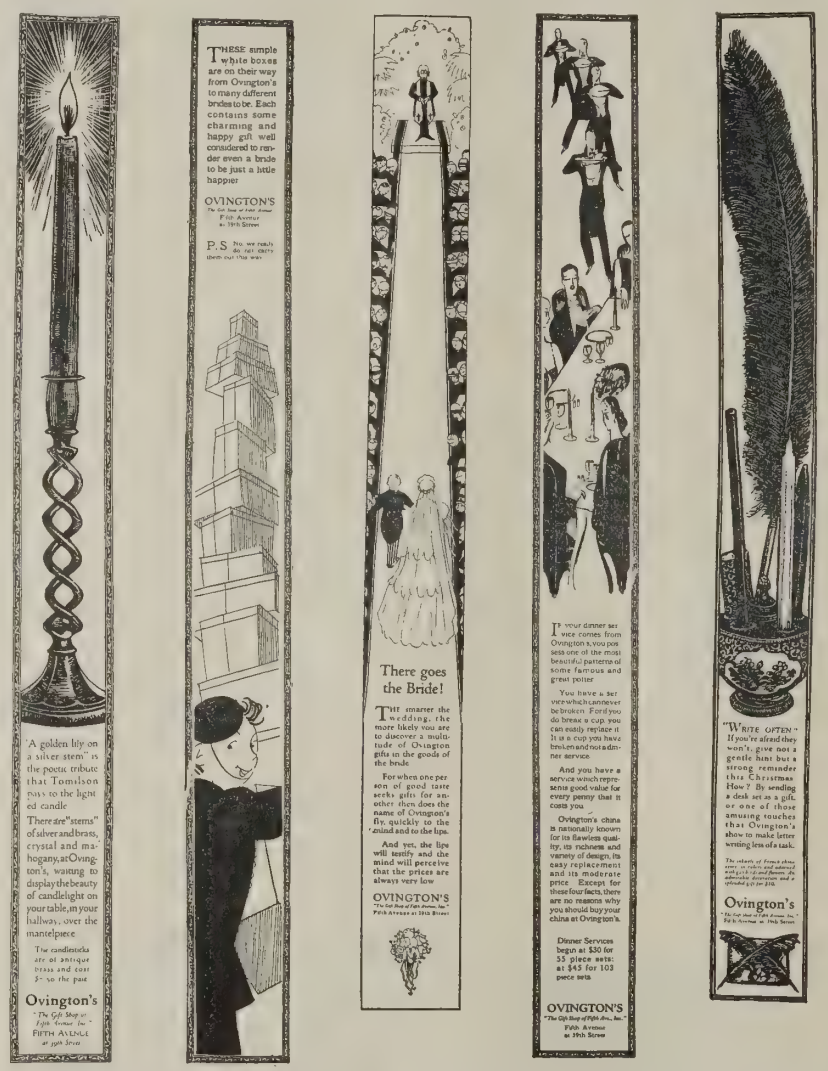
"(5) The best illustration of all is the one which shrewdly takes the elongated space into consideration and deliberately plans to guide the reader down to the last line. An example: a church scene, with a wedding in progress. The aisle forms the column, with small seated figures on either side.

"(6) Borders are seldom desirable. They make the column space seem cramped and smaller than it actually is. Type composition and illustrative feature will unify the column, if wisely handled."

"One of the significant reasons why national advertisers are turning to single column campaigns has to do with their rememberable quality. The public becomes conscious that a certain message is being delivered in a certain set form," the Bureau declares in its book.

"A series of 50 column advertisements, widely distributed, has taken the form of the familiar newspaper columnist's method. The advertiser tells his story in broken paragraphs, set in various styles of type. At first glance, the feature might be, indeed, a syndicated feature or the local columnist's 'stuff.' Humor is mingled with 'reason why' copy. This column series has a standard, illustrated heading. It is signed by the sales manager of the company.

"In another campaign, equally distinctive, the type is set in straight reading style, with small half-column line illustrations interspersed. It is most inviting to the eye. There is a desire to read it because of the news flavor it exudes. You feel it is for a product no more exciting than rubber boots. These 'stunts' are based on the acknowledged popular interest in newspaper 'columns.' They merely imitate the style."



To be different, Ovington's New York gift shop makes effective use of a single newspaper column, five examples of copy style being pictured above.

FIVE NEWSPAPER MEN ON A. N. A. PROGRAM

National Advertisers Will Hear Representatives of the Press at Meeting to Be Held in Washington Nov. 16-18—Other Speakers Named

Five prominent newspaper men are scheduled to address the annual meeting of the Association of National Advertisers to be held in Washington, D. C. at the Mayflower Hotel, Nov. 16-18.

L. E. McGivena, *New York Daily News,* will talk on the question "What About the Tabloid Newspaper?"; Don Bridge, manager of merchandising and national advertising, *Indianapolis News* on "Newspapers Should Not Give Excessive Merchandising Service"; J. Thomas Lyons, formerly of the *Baltimore Evening News,* on "Newspaper Service is of Real Value to the Advertiser"; Marcellus Murdock, publisher, *Wichita Eagle,* "The Logic of Higher National Rates"; and Don Seitz, *New York World,* on "Rates and Results."

Other speakers at the convention will include:

Tim Thrift, advertising manager American Multigraph Sales Company, on "Team Work"; H. W. Prentis, Armstrong Cork Company, "Merchandising Through the Jobber"; H. H. Maynard Ohio State University, "Tendencies in Retailing"; E. A. Filene, Wm. Filene's Sons Company, Boston, "The Future of Advertising"; J. R. Brundage, vice-president, White & Wyckoff Manufacturing Company, "The Need of Closer Co-operation in Department Store Distribution."

At the annual dinner the speakers will be Strickland W. Gillilan, Baltimore, and Merle Thorpe, editor, *The Nation's Business.*

Officers will be elected at the closing business session.

News Men Hosts to Sailor Heroes

The Newspaper Club of New York was host, Oct. 30, to the captain and crew of the S. S. President Harding, rescuers of the crew of the wrecked freighter Ignazio Florio during a mid-Atlantic hurricane last week. Captain Paul C. Grening, First Officer Stedman and the volunteer boat crew, 25 in all, attended a special performance at the Hippodrome as the guests of the *New York Herald Tribune* and the theater, where they were presented to the audience by Fred D. Benham, of the *New York World.* Supper was served at the Newspaper Club.

Planning to Advertise Alabama

Plans for raising funds to advertise Alabama will be discussed at a meeting to be held Nov. 7, at Montgomery, Ala. of Advertising Alabama Abroad, Inc., an organization formed recently. The organization has the endorsement of the Alabama Press Association, Fred J. Crampton, its president, claims.

Amen Corner to Dine on Dec. 5

A dinner of the Amen Corner will be held at the Waldorf-Astoria on Saturday evening, Dec. 5, commemorating the first dinner of the Corner given on the same date twenty-five years ago.

FASCIST DICTATOR IS SNUBBED BY PRESS

Correspondents Turn Cold Shoulder to Mussolini Who Has Terrorized Press of Italy and Would Make Free Newspaper Men of the World Dance to Fascist Tunes

By A. E. JOHNSON

(*Written for* EDITOR & PUBLISHER)

LOCARNO, Switzerland, Oct. 21.—Benito Mussolini, Fascist dictator of Italy is on the blacklist of more than 200 newspapermen employed by journals in all parts of the world to cover European events.

The unprecedented action was taken at the Locarno Conference, where Mussolini appeared at the eleventh hour, supposedly to "climb on the bandwagon" at the signing of the Western Security Pact.

For some months there has been bad feeling between European correspondents and the Fascist government. Several representatives of the foreign press have been expelled from Italy. Others have been threatened with the "bastinado," a favorite weapon of the Fascists, while all have had their dispatches censored.

Today there is not a newspaper in Italy that can go to press—unless it is an avowed Fascist organ—without having its first copy censored by the Prefect of Police. Not a single Italian correspondent dares write anything derogatory to the Fascist regime. The second largest paper in Rome, *Stampa,* along with a half hundred smaller papers has been suppressed. A score of newspaper offices have been destroyed.

At a protest against the Fascist oppression of the press, the International Association of Journalists Accredited to the League of Nations decided to "boycott" Mussolini when he appeared at Locarno. Attaches to the Dictator's party announced that the Premier would receive the correspondents at the Palace Hotel Press room. After paying his respects to the allied delegation quartered there, Mussolini, a la Napoleon, came slowly down the sweeping staircase, to the lobby. His hand was over his breast in the most approved Napoleonic fashion. Still the actor was Mussolini. Behind him, as he walked through the group of about 200 silent newspapermen trailed the Italian journalists—afraid to join the boycott. Out of a score of British, one single correspondent attended the "audience." His case was exceptional. He was stationed permanently in Rome and his failure to see Mussolini would have meant a "bastinado" at least, if not expulsion from Italy.

Not a single Dutch correspondent, not one representative of the Norwegian, Swedish, Danish, Finnish, Russian or Balkan press attended. Even the Spanish and South American press abstained. Three out of about thirty Americans broke the solidarity, while a few odd Frenchmen followed the Italians and Germans. Perhaps fifty percent of the Swiss press took in the interview.

Emerging from the press room, seeing the coresspondents who had ignored him lounging around the lobby, Mussolini spied a well known British journalist, George Slocombe, of the *Daily Herald.* Walking over to him the premier said: "Ah, tell me, is Communism marching on?" Without removing his hands from his pockets, Slocombe, who stands a head above Mussolini, smiled and replied: "I do not know, Mr. President, I am not a Communist."

"I met you at Cannes? I thought you were. Perhaps I am mistaken?"

"You are" replied Slocombe, and the representative of the Rotherdamische Courant spoke up: "As is often the case."

To which Mussolini cynically replied as he walked away thoroughly chagrined: "Peutetre (perhaps)."

The spectacle of a prime minister baiting a newspaperman proved a striking contrast to the reception given the press by Chamberlain, Briand, Vandervelde and even Luther. Locarno is a small place. It has one street. And at almost any hour of the day and in the evening, the Allied and German representatives could be seen sauntering alone or with a couple of correspondents along the promenade. Or seated at the cafes drinking tea or beer—alone and unguarded. When Mussolini arrived he was attended by more than a score of personal guards who never left his presence. An auto load preceded his car and another followed.

"And I walk along with only my cane . . ." commented Briand as the Fascist Premier's cavalcade rolled by in a cloud of dust and the roar of open exhausts after the final plenary session.

A few minutes previous Austen Chamberlain, with his wife on his arm, sauntered forth between the aisles of cheering townspeople, unaccompanied.

A half hour later, Herr Stresemann, who had received numerous threatening letters from Nationalists warning him to "remember Walther Rathenau," who was assassinated shortly after the Genoa pourparlers, stopped at the Cafe Suisse and drank his daily beer, alone.

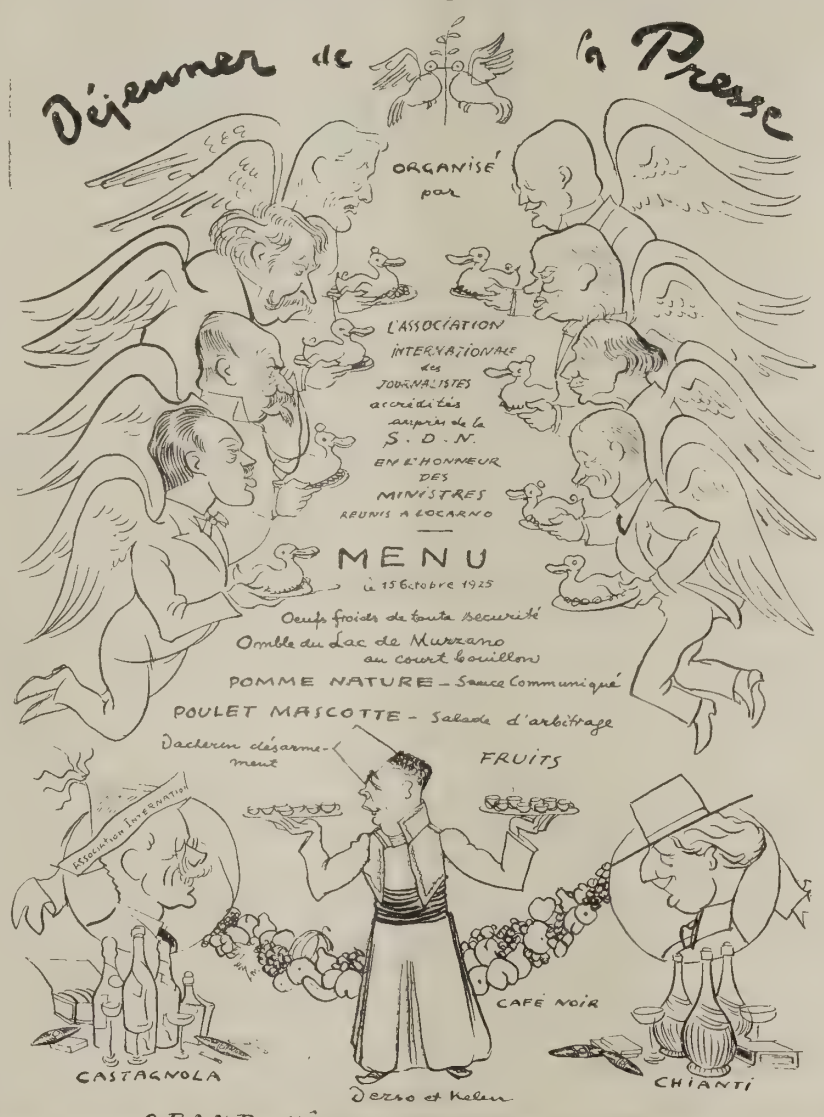
M. Vandervelde, now foreign minister but who will undoubtedly be the next premier of Belgium, even refused to shake hands with the Fascist chieftain. Vandervelde was a personal friend of Matteotti, Italian Socialist murdered by the Fascists.

It has been said that foreign correspondents "made" Mussolini, as a result of the romantic publicity woven around his figure when his movement was young—and clean.

A dinner was given by more than 200 foreign correspondents to Messrs. Chamberlain, Vandervelde, Luther, Stressemann, Briand, Benes, Strynski and Scialoja, at the close of the Locarno Conference.

M. Mussolini was not invited.

About thirty American correspondents were present including representatives of the *New York World, New York Herald Tribune, New York Times, Chicago Tribune, Cleveland Plain Dealer, Kansas City Star, Chicago News,* EDITOR AND PUBLISHER, *Chicago Journal, Philadelphia Public Ledger,* Associated Press, United Press, *New York Herald of Paris,* International News Service, *New York American,* United News and Universal Service.





Mussolini was not invited to the dinner given by diplomats to newspaper correspondents at Locarno. Scene and menu of the occasion are pictured above.

MORE NEWS TO CEMENT BRITISH EMPIRE TIES

New Cables and Lower Radio Rates Between United Kingdom and Dominions Sought by Emp Press Union—Next Meeting Scheduled to Be Held at London in 1930

By W. A. CRAICK

(*Special Correspondent of* EDITOR & PUBLISHER)

MELBOURNE, Australia, Oct. 3.—Dominating the proceedings of the Third Imperial Press Conference, which concluded its sessions here Oct. 1, was the expression of the need for a more adequate interchange of news between the various parts of the British Empire. One whole day and part of a second were devoted to a discussion of various aspects of the question of interimperial communication, resulting in the passing of a series of resolutions expressing the views of the Conference on the problem of strengthening and bettering the various channels through which news is carried. In addition the delegates discussed the development of Empire resources and trade and also took up the subject of Empire migration.

The official opening of the Conference Sept. 29 was a notable function. The Governor-General of Australia, Lord Forster, performed the ceremony, after J. O. Fairfax, *Sydney Morning Herald* and chairman of the Australian Section of the Empire Press Union, had outlined the arrangements for the Conference and welcomed the overseas visitors. Impressive addresses were then delivered by the Earl of Stradbrooke, Governor of the State of Victoria, and Premier Bruce of the Commonwealth Government. The election of president of the Conference followed, only one name being submitted, that of Lord Burnham. In a brief address of acceptance, Lord Burnham outlined the history of the Imperial Press movement, describing the conferences of 1909 in London and of 1920 in Ottawa.

"The Empire Press Union does not exist only for the holding of periodic conferences," said Lord Burnham, "and in that sense, unlike what is said of journalism, it is not ephemeral. In this respect it is comparable to the League of Nations. It has both its permanent organization and its general assembly and within its sphere of counsel and operation, it is a British League of National Newspapers. Each of our branches does its own work in its own way, according to the ideas and opinions of its own members. It is for all of us, severally and jointly, to do our best to carry into effect the recommendations of our conferences in the spirit, as well as in the letter, of newspaper life. The broad lines of newspaper policy are laid down in general assembly; the measures for carrying it out have to be formulated, considered and applied in detail and so far,—and I hope it may always be the same,—the branches have worked in cordial co-operation with the central office." Lord Burnham then outlined the work that had been done by the Union since the last conference in the direction of securing quicker and cheaper means of communication.

The conference got down to business Sept. 30, when Major Astor introduced a series of resolutions bearing on communications.

Several of these were of a general character and were disposed of rapidly, as for instance one declaring the Conference to be in favor of the fullest provision of facilities for telegraphic communication througout the Empire and one expressing the urgent public importance of the provision of an adequate system for the cheap and rapid transmission and distribution of news throughout the Empire. A third welcomed the reduction in the cable rate between the United Kingdom and Australia, the announcement of the Pacific Cable Board that it would employ "loaded" cables in duplicating the Pacific channel and the decision of the Western Union to lay a new "loaded" cable across the Atlantic. At the same time it urged the Imperial Government to take immediate steps to lay a new "loaded" cable across the Atlantic and in the meantime to hire two channels from the Western Union. A further resolution expressed satisfaction that the Eastern Telegraph Company had decided to lay a new "loaded" cable between Cocos Island and Perth, Australia. In view of the early completion of the wireless station at Rugby, England, with its Empire range and radius, it was urged that the tariff of charges should be at the lowest possible rate, this meaning on the cost of management, provision for interest and reasonable and proper allowance for depreciation. Another resolution expressed regret at the delay in the erection in England of stations for "beam" radio transmission but welcomed the recent statement that the work was proceeding with all expedition.

A. W. Moore, India, introduced and secured the adoption of a resolution advocating a large reduction of intermediate press cable charges between important centres of Imperial communication, indicating that the present cost of relaying messages from Colombo to such stations as Penang, Singapore and Hong Kong was greater than the cost of telegraphing from London to Colombo.

There was some debate on a resolution introduced by A. C. C. Holtz, Melbourne, supporting the proposal that the reciprocal wireless station in England for communication with Australia should be controlled and operated by Australia, it being contended by some delegates that in a time of national emergency difficulties might arise if a station were controlled by another government. An amendment inserting the words, "while recognizing the right of the Imperial Government to resume control of the working in times of crisis," served to clear up this difficulty and riders were added making it applicable to other parts of the Empire as well.

The longest discussion of the day developed on a resolution put forward by Sir Hugh Denison, *Sydney Sun,* declaring that it was desirable that a complete service of cable news from the Dominions to Great Britain for publication in the newspapers of that country should be established. He indicated that Australian newspapers were prepared to establish a bureau for the purpose of supplying such a service. Many delegates participated in the debate, the point at issue being the extent to which papers in Great Britain would use the service so supplied. It developed that the peculiar needs of the British press made it undesirable that syndicated news should be sent, each paper preferring to have its own correspondence. Pooled news would be of very little value to the great London newspapers. Eventually the resolution was carried in an amended form, pledging members to use their utmost effort to see that more Dominion news than was now published would be used in their respective papers in future.

Sir Emsley Carr introduced a resolution voicing the opinion of the Conference that penny postage for letters throughout the Empire should be restored, instancing the experience of New Zealand where the return to penny postage had been profitable. His resolution, which was carried unanimously, also reaffirmed the principle that postal rates within the Empire for newspapers and periodicals should not exceed the lowest rates in force between any foreign country and any part of the Empire.

The question of communication by air services was discussed by Sir Harry Brittain in an informative address, the Conference adopting his resolution that it viewed with sympathy the efforts now being made for linking up by air the different sections of the Empire and urged that all the resources of the Empire be used for the development of air services.

G. A. L. Green, South Africa, brought up the question of political interference with the press as instanced by the proposal in South Africa to legislate in favor of requiring signatures to all articles written about elections during election campaigns. The principle was declared to be most pernicious. As a result the following resolution was carried:

"This Conference deprecates any legislation or administrative action which, apart from the necessary restrictions of the existing laws of libel and copyright, in any way curtails the liberty of the newspaper press, or fetters its free expressions of opinion. This Conference further expresses the opinion that it is an infringement of the root principle underlying the liberty of the press to require political or other articles to be signed by the writer."

The position with regard to wireless broadcasting of news was introduced by Sir Percival Phillips. He contended that the newspapers of the Empire would sooner or later have to face serious competition in some form from broadcasting, perhaps from stations under direct government control, as well as from those operated by private agencies. He declared that the tendency of broadcasters was to throw off all supervision and to insist upon their rights as free agents to serve the public with news as they saw fit. Experiences in different parts of the Empire were voiced by delegates and finally a resolution was adopted asking the Council of the Empire Press Union to appoint a "watching" committee to keep the overseas branches informed of developments.

Sir Edward Iliffe precipitated a debate when he moved for action in the direction of tightening up copyright protection of material appearing in newspapers and periodicals. He claimed that there should be more restriction of the indiscriminate lifting of articles. Representatives of the smaller papers argued in favor of copying articles when due credit was given but there was a general feeling that this was being carried too far and the Conference adopted Sir Edward's motion calling upon the Council of the Empire Press Union, in consultation with other organizations, to consider what action might be taken to increase copyright protection.

A report on the development of the newsprint manufacturing industry in Canada was presented by W. A. Craick, Toronto, which indicated that the Dominion's capacity as a newsprint producer was rapidly increasing and that there would be a considerable additional surplus for export in the near future.

The problem of promoting Empire trade was discussed by Major Astor and several other speakers and a resolution was adopted inviting the newspaper press in all parts of the Empire to take all possible measures to promote the interests of inter-Empire trade and to impress its importance upon the reading public in the respecting countries. Several speakers also discussed the question of Empire migration and it was decided that the press throughout the Empire should be called upon to use its utmost endeavors to publish full, accurate information of the advantages afforded by the Dominions to settlers from the United Kingdom.

After the customary votes of thanks had been adopted, consideration was given to the place for holding the next Imperial Press Conference and it was unanimously agreed that it should be held in London in 1930.

The tour of Australia which was begun at Sydney on September 1 and which, prior to the conference, covered the states of New South Wales and Queensland, was resumed after the conference, a week each being spent in Victoria, Tasm South Australia and West Australia. main party of British delegates concl the tour at Freemantle in West Aust on November 2.

The Conference, which held its ses in Menzies Hotel in this city, was r sentative of practically all parts of British Empire and included the fol ing overseas newspapermen:

UNITED KINGDOM: Rt. Hon. count Burnham *London Daily Telegr* Viscountess Burnham, representing Institute of Women Journalists; Apsley, *London Morning Post;* M the Hon. J. J. Astor, M. P., *Lo Times;* Hon. C. W. Bowerman, P. M. P., representing Printing Trades ganizations; Sir Harry Brittain, M. chairman of the organizing commi Sir Emsley Carr, *News of the W* London; Sir Wiliam Davies, *Ca Western Mail;* David Davies, *Swa Daily Post;* Capt. Anthony Eden, M *Yorkshire Post;* J. R. Findlay, *burgh Scotsman;* N. B. Graham, *verhampton Express;* A. P. Her *Punch;* F. J. Higginbottom, *Lo Daily Chronicle;* Sir Edward Iliffe, P., Allied Newspapers Limited; Henson Infield, *Brighton Daily N* Mrs. A. W. Moore, *Sheffield Daily T graph;* Sir Frank Newnes; Sir Per Phillips, *London Daily Mail;* Sir Jo Reed, The Press Association; Capt J. H. Shaw, London Times; W. Tu Reuters Limited; E. Woodhead, *dersfield Examiner.*

CANADA: J. H. Woods, *Calgary ald;* J. W. Dafoe, *Winnipeg Free Pr C. F. Crandall,* British United P Montreal; Hugh Savage, *Cowi Leader;* W. A. Craick, *Industrial ada,* Toronto. (John Bassett, *Mont Gazette,* and Grattan O'Leary, *Ott Journal,* were compelled to return to ada prior to the conference on accoun the general election.)

SOUTH AFRICA: G. A. L. Gr *Capetown Argus;* B. K. Long, *Capet Times;* D. M. Ollemans, *Daily Fri* Bloemfontein; U. Sargent, *Natal M cury.*

NEW ZEALAND: Sir George Fenw *Daily Times,* Dunedin; W. Dinwid *Napier Herald;* H. Horton, *Auckl Herald;* Cecil Leys, *Auckland Star.*

INDIA: A. W. Moore, *Calcutta Sta man.*

BURMA: H. Smiles, *Rangoon Gaze*

STRAITS SETTLEMENTS: H. Welh *Straits Echo,* Penang.

MALTA: Dr. Augusto Bartolo, *D Malta Chronicle.*

Celebrates 50 Years in Advertisin

Ralph Zork of the advertising depa ment of the *St. Louis Post-Dispatch* served his 50th birthday anniversary Oct. 30. A bouquet of chrysanthemu was given to Mr. Zork by other memb of the staff, and George M. Burba advertising manager of the Post-Dispat made a short talk at the morning c ference. Mr. Zork has been with t paper for 16 years.

Brandon Joins Knickerbocker Press

M. H. Brandon has resigned from *New York Evening Graphic* to beco circulation manager of the *Albany Kni erbocker Press.* Mr. Brandon, who the past years has been connected w Macfadden publications as contest ma ager and the Graphic as promotion m and contest editor, was formerly circu tion manager of the *Bridgeport* (Con *Telegram* and prior to that circulati manager of the *Ogden* (Utah) *Standar Examiner.*

First Among All Metropolitan Media

The Detroit News

With a Total Volume of

24,031,714

Lines of Advertising During the First Nine Months, 1925

THIS great volume once more places The Detroit News in the enviable position of leading the great metropolitan newspaper leaders. The Detroit News during the first nine months of 1925 surpassed its record for the same period of 1924 by 1,614,508 lines, although in that year it led the world in total advertising.

Not only does The Detroit News lead the first ten great metropolitan newspapers in total volume of advertising carried, but it also shows the greatest increase in lineage over a year ago. Each month sees increasing patronage of Detroit News columns by advertisers, both local and national, due to the growing conviction among those of experience that one medium adequately covers Detroit. And The News is that medium. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation Week Day and Sunday in Michigan.

N. Y. PUBLISHERS TO BROADEN SCOPE OF EMPIRE PRINTING SCHOOL

Executive Committee Asked to Consider Establishment of Stereotyping Course—Financial Support Assured—Associated Press Group Meets

MEMBERS of the New York State Publishers' Association at their fall meeting in Hotel Syracuse Friday and Saturday, Oct. 30-31, passed a resolution asking the executive committee to consider the establishment of courses in stereotyping and press work at the Empire State School of Printing. While these courses would be conducted separate from the typesetting and printing courses now given at the school they would be given in the same building under the direction of Ross Kellogg, director.

The action broadening the work of the school of printing has already been assured of financial support by New York City publishers, it was reported. Passage of the resolution followed the address by Victor Ritter, vice-president of the *New York Staats-Herold,* who visualized a training center for all branches of newspaper work. The foundation of a school of engraving at the Empire State School is already under way and has the backing of a group of New York City citizens.

Mr. Ritter emphasized the growing demand for a center devoted to training men for newspaper careers in the mechanical, circulation, advertising and business management departments as well as the news and editorial departments. He said the schools of journalism provide the latter but they are not properly understood and that there should be training in the fundamentals of the newspaper profession exclusive of the news and editorial ends which the schools of journalism provide.

At the Friday evening banquet the speakers were James W. Brown, publisher of the EDITOR & PUBLISHER, and Edwin S. Friendly, business manager of the *New York Sun.* President Frank E. Gannett presided.

Mr. Friendly's address was extensively reported in EDITOR & PUBLISHER last week.

"Editorially the trend in newspaper making is decidedly in the direction of better newspapers," Mr. Brown maintained. "A broader view prevails, more care is exercised in the selection of material; there is more tolerance and fairness, less coloring of the news, more courage in the editorial page and much greater world service.

Mr. Brown called attention to the publication the previous week in daily papers throughout the land of the full text of the Locarno treaties before their submission to the parliaments of the various states. By such prompt release of a 5,000-word dispatch and immediate transmission of it over a 3,000-mile cable circuit without relay and at small cost to the newspapers he maintained we now have "open covenants openly arrived at."

The tendency among newspapers editorially is toward elimination of free readers, free write ups, free publicity, more original authoritative articles, and fewer canned statements, Mr. Brown pointed out. He emphasized the tremendous growth of newspaper advertising, because of its flexibility and facility. In administration, he maintained the tendency is toward a widening gap between editorial and advertising departments.

"The need of the hour in the editorial rooms is for more adequate compensation, and more adequate compensation of personnel would effect a great saving in turnover, which our surveys have shown to be more than 50 per cent in editorial departments alone," Mr. Brown stated.

"In circulation the trend is undoubtedly to independent carrier service with privately owned motor delivery, fewer schemes, fewer contests, fewer premiums, fewer cut rates and bargain days and more straight selling on the merits of the paper and at straight rates.

"In advertising the tendency is to a higher rate for department store advertising, less of a differential as between the local and national rate, less puffs and free write-ups, less expensive merchandising service, more linage and ever more linage in every issue, always an increasing volume of business. Indeed, the slogan seems to be "The sky is the limit," take all the good clean honest business you can get.

"Newspaper advertising is about 100 per cent greater in volume this year than it was in 1914, when statistics were first gathered.

"The power of newspaper advertising to serve the home folks was powerfully demonstrated in Chicago recently when the Fair, big department store now owned by S. S. Kresge, put on its 50th Anniversary Sale. The sale was advertised in the Friday and Saturday evening papers, and with eight pages in the Sunday *Chicago Tribune* and seven pages in the Sunday *Herald-Examiner.* The sales Monday amounted to $480,000. The increase in sales on the week over the same period the previous year amounted to a million dollars. Newspaper advertising was the backbone of the sales effort.

"But the tendency is to a higher rate for the big store and the encouragement of the smaller specialty house. The *Cleveland Plain Dealer* department store business is now reported as 15 per cent of the total volume carried by that paper, whereas some years ago it was 40 per cent.

"In the old days most newspaper promotion copy in the columns of the newspaper dealt with the exclusive stories printed, 'beat' this and 'beat' that. Now such copy deals mostly with linage and circulation gains. I am inclined to think we must shortly hark back to the old days of the excellency of the product, of its distinguishing characteristics."

Mr. Brown paid a high tribute to the Audit Bureau of Circulation. From a small beginning ten years ago, he said it is now the "yardstick of circulation," furnishing advertisers and readers with an impartial and absolutely accurate account of circulations.

Mr. Friendly gave suggestions observed from his connection with the business management of the New York Sun. In his opinion newspapers do not devote enough time and thought to their own publicity. He told of the care which Mr. Munsey goes over the advertising which the Sun does.

"There is no more important thing to a newspaper than the publisher's responsibility to his readers; nothing has a more direct bearing on the business office than the publisher who is honest, sincere, and straightforward, and whose staff follows his ideals in making his newspaper."

The New York State members of the Associated Press gathered following the banquet. Expension of the state wire service was approved and it was voted to open an office in Rochester. A similar office was opened in Syracuse last year in response to the demand for more upstate news.

Fred P. Hall of Jamestown was elected to represent New York state, outside of New York City, on the Eastern division advisory board.

Edward McKernon, superintendent of the Eastern Division of the A. P. addressed the members.

Gardner Kline of Gloversville was re-elected chairman of the association; Russell Hathaway of Albany was re-elected secretary.

At the business session of the publishers group Jerome D. Barnum of the *Syracuse Post-Standard* gave a report on the postal rates and matters brought up at the meeting of the A. B. C. convention at Chicago. He advised the publishers against entangling alliances with other interests on the postal situation.

L. B. Palmer, manager of the American Newspaper Publishers Association, spoke in detail of the meeting of the association to be held in White Sulphur Springs, Nov. 10, 11, 12. Twelve members reported they intended to attend.

Frank E. Gannett reported present tendencies in the news print market easy but that the situation would tighten up in the next year. He advised economy in the use of the news print. There was also a discussion of improved typography, printing, the tabloid newspaper, and labor problems.

Fred H. Keefe of Newburgh discussed the legislative program for the year and stated that each member would receive an outline of it in the near future.

Compensation for Plane Deaths

It required but a few moments for Ohio State Industrial Commission to p on the applications of the widows Maurice C. Hutton and Verne F. T merman, staff representatives of the *D ton* (O.) *Journal,* for awards under workmen's compensation law. The ne paper men were killed when the pl in which they were returning to Day from the Pulitzer air races crashed n New Salem, Pa. Each of the widc will get $6,500, the maximum amount lowed. Hutton was aviation editor the Dayton Journal and Timmerma photographer.

For The Six Months Ending Sept. 30, 1925

the average net paid daily circulation of The Baltimore Sun (morning and evening issues) was

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814 —a gain of 1,783.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

Largest morning & Sunday circulation west of St Louis

Los Angeles **EXAMINER**

MIAMI, FLORIDA, Publishers' Government Sworn Statements

(*Average Daily Net Paid*)

CIRCULATION

For Six Months Ending September 30th, 1925

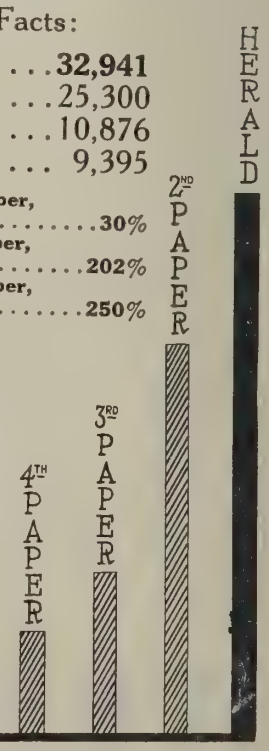
Reveals the Following Facts:

The Miami Herald	**32,941**
The Second Paper	25,300
The Third Paper	10,876
The Fourth Paper	9,395
Herald's Lead Over Second Paper, 7,641, or	**30%**
Herald's Lead Over Third Paper, 22,065, or	**202%**
Herald's Lead Over Fourth Paper, 23,546, or	**250%**

Total Daily Circulation of Four Miami Newspapers

78,512

41% of which is carried by The Herald



The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

Greatest Circulation Week Days or Sunday in Miami and Lower East Coast Territory.

New York World Presses

Hoe Sextuples and Octuples Must Be Moved Quickly to Make Room for More of the New

DUPLEX

High Speed Super Units

Two Hoe Octuples, Four Hoe Sextuples, all in Good Condition—Now Running Regular Edition of New York World. May Be Inspected at Any Time. Bargain Price to Quick Buyer.

Duplex Printing Press Company

Battle Creek, Mich. Eastern Office, World Bldg., N. Y. City

RED HAT LURE ENLISTS 18,000 BOYS IN CAMPAIGN AGAINST FIRE

Baltimore Sun's Dramatization of Fire Prevention Week Becomes a Local Institution—4,000 Parade to Music of 3 Bands

THE *Baltimore Evening Sun* recently completed its third annual Junior Fire Department celebration, an enterprise which is thought to be unique.

For more than four weeks the attention of 18,000 boys was centered on means to eliminate fire hazards in their homes and in their neighborhoods.

The affair ended with a celebration in the forenoon one Saturday with 4,000 boys taking part in a gathering in the Fifth Regiment Armory and then marching downtown in a parade with 700 real firemen marching with them, three bands leading sections of the procession. There was an entertainment at the armory the biggest element of which was a moving picture of the Junior Firemen parading the year before. Some of the boys saw themselves in the picture.

In the parade the chief of the Junior Fire Department, rode alone in the red automobile of a chief of the department, with a chauffer to drive him. The chief was free to sound the real chief's bell any time he wanted. And he made it work overtime. He was picked by August Emrich, the real chief of the Baltimore department, from the following body of boys who had qualified themselves for their special positions by writing the best suggestions on how to prevent fire: 12 battalion chiefs, 200 captains, 200 lieutenants. Each of the 18,000 boys who participated in the Junior Fire Department activities made ten suggestions. They wrote their suggestions and sent them to the office of the Evening Sun. They were judged for effectiveness of the suggestions by members of the staff and the Board of Fire Commissioners of Baltimore

The parade ended with a demonstration of the Baltimore fire-fighting apparatus in the City Hall Plaza, the boy chief, battalion chiefs, captains and lieutenants being allowed to manipulate some of the apparatus.

A concert was given by a band made up of a consolidation of three organizations. John Philip Sousa came to Baltimore especially to lead this consolidated band.

The whole affair resulted from a suggestion received by J. Edwin Murphy, managing editor of the Evening Sun, and Edwin A. Fitzpatrick. Jr., assistant managing editor, from the Board of Fire Commissioners three years ago. The Board went to those executives with a request that special publicity be given in "fire prevention week." Neither Mr. Murphy nor Mr. Fitzpatrick believes much in preaching. The suggestion that they print stories and editorials on how to avoid fire during the designated week did not appeal to them. The Commissioners were anxious to arouse the adults. Messrs. Murphy and Fitzpatrick told them that the best way to arouse the adults was to get the children interested. They dramatized the movement by planning the Junior Fire Department.

This year firemen's hats were distributed to a limited number of boys who distinguished themselves. Handsome badges were also supplied to the chief and the battalion chiefs of the junior fire department. Every boy in Baltimore wanted one of those hats. They are still trying to get them.

The boys got into the contest and the Junior Fire Department by getting their parents to sign blanks agreeing that they might join. These blanks were distributed at the office of the Evening Sun, at fire headquarters and at the fire engine houses throughout the city.

Parents who appeared at the office asking for hats for their sons or for application blanks proved the correctness of the judgment of Messrs. Murphy and Fitzpatrick by saying that their sons had been unable to talk about anything but the Junior Fire Department from the date the announcement was made in the paper.

That it was effective in directing the attention of people to simple measures they could take to avoid fires is beyond question. The boys who joined pledged themselves to clean yards, cellars and garrets of causes of fire such as paper and boxes, and were reminded of the dangers attending the use of the electric iron, the use of gasoline and other inflammable materials. They were asked if they knew how to turn in a fire alarm.

Six thousand boys joined the department in the first year. This third year 18,000 joined.

RADIO CONFERENCE NOV. 9

Editors and Representatives of Industry to Meet in Washington

Radio editors of many of the leading newspapers and magazines of the United States have signified their intention of participating in the Fourth National Radio Conference called by Secretary of Commerce Herbert Hoover.

The conference will open on Monday, Nov. 9, at 10 a. m. in the auditorium of the United States Chamber of Commerce Building.

The three previous conferences solved many of the problems which embarrassed radio communication, and contributed greatly to its rapid progress, Secretary Hoover pointed out. New questions now require consideration.

The conference is called for general discussion and consideration of matters affecting radio communication in the United States from the viewpoint of the public interest.

The conference will include representatives of all radio activities.

While consideration will be given to radio activities generally, the principal problems will be those affecting broadcasting. The subjects, so far as they can be outlined at present, will be:

(1) Recognition of the principle that service to the listening public must be the basis for every broadcasting privilege and for all radio regulations.

(2) The present saturation in broadcasting due to the exhaustion of channels, and the necessity for limiting the number of stations on the basis of public service.

FREIGHT EMBARGO HITS FLORIDA NEWSPRINT

President Johnson, S. N. P. A., Asks Railroads to Expedite Shipments to Prevent Famine—Presses Held Up

As a result of requests from Florida newspaper publishers the Southern Newspaper Publishers' Association during the past week appealed by telegraph through its president Walter C. Johnson, to freight traffic managers of Florida railroads for the issuance of sufficient permits to insure an ample supply of Florida daily newspapers. This action was brought about by a shortage in Florida of newsprint paper as a result of the freight embargo now in effect in that state.

Publishers have advised S. N. P. A. headquarters that they have been experiencing some difficulty in Florida in obtaining freight permits since the embargo was placed in effect.

Mr. Johnson explained it is first necessary for the permit to go to the manufacturer before a shipment of paper will be made. He said he had been advised there was at one time 7,000 freight cars held up in the Jacksonville, Fla., yards. Included in this number were some cars of newsprint paper.

Another report has reached the S. N. P. A. that one Florida newspaper had 47 carloads of paper at an eastern port which could not be moved on account of congestion and uncertainty of unloading and that several Florida newspapers were facing reductions in the size of their papers if a sufficient supply was not made available immediately.

The president has been advised that the shortage of labor has made docking facilities uncertain and unsatisfactory.

Another Florida publisher, according to Mr. Johnson, reported that a new press was held up in New York because of the congestion.

Mr. Johnson states this is the first time since the World war, and immediately thereafter that the S. N. P. A. has been called in to handle the freight traffic situation for any group of publishers.

Following is a copy of telegram sent to traffic managers of three railroads by Mr. Johnson:

"Am informed that many Florida daily newspapers are facing critical situation because of shortage of newsprint paper due to congestion and limited tonnage permitted to move. During the war newsprint was given preferential treatment as necessity and I appeal to you for issuance of sufficient permits to meet all needs of Florida newspapers. Please wire fully how you find situation on your line and what steps can be taken to insure ample supply of newsprint.

Southern Newspaper Publishers Association,

W. C. Johnson, President."

The traffic manager of Seaboard Airline in response to the request wired S. N. P. A. headquarters his road stands ready to give special consideration to shipment of newsprint paper in carload lots to relieve the Florida shortage. The traffic manager of the Atlantic Coast Line asked S. N. P. A. headquarters to furnish him with a report of newspapers on his line in Florida using newsprint paper in carload lots.

"THE BOY FRIEND"

By Marjorie Henderson

A Daily One Column Comic

"We regard 'THE BOY FRIEND' as peculiarly representative of the innocent, pleasant, frivolous aspects of youthful life in our present age and as a relief from the coarser tendencies of so much flapper humor."—*CHICAGO DAILY NEWS.*



LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

The INDIANAPOLIS NEWS

RUNNING against a national advertising record established in 1924, a local display record in 1920, and classified and total linage records in 1923, The Indianapolis News has just completed the largest October in its history. Linage records are written *in results for advertisers.*

By invitation, exclusive Indiana representative, The 100,000 Group of American Cities.

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

"You can't beat life, no matter how hard you try!"

That's the keynote of

"SPINSTERHOOD"

By Virginia Swain

(Copyright, 1925, NEA Service, Inc. All Rights Reserved.)

The new, great newspaper serial to be Released November 23 by NEA Service, Inc.



This girl chose Ambition

Love and pain and ambition! Glory and heartache!

Close to the life of every woman, and every woman who sees the opening chapter will read it to the end!



And this girl chose Love

A sure fire circulation maker, written directly for the newspaper public---and directed by the only staff in America that KNOWS HOW to construct successful newspaper serials!

NEA SERVICE, Inc.,

1200 West Third Street Cleveland, Ohio

The World's Greatest Newspaper Feature Service

ZELLERBACH SUSTAINED BY U. S. JUDGE IN INCOME TAX CASE

Methods Devised by Paper Company to Declare a Non-Taxable Dividend Revealed in Decision of Board of Tax Appeals—History of Case Told

By LEO A. McCLATCHY

WASHINGTON, Nov. 5.—Methods devised by the Zellerbach Paper Company of San Francico, to declare a dividend in 1917 that would not be taxable by the federal government as income, and would, at the same time, not appear to the public as constituting a dividend at all, are revealed in the decision of Judge Adolphus E. Graupner of the United States Board of Tax Appeals.

The decision sustains the appeal filed by Isadore Zellerbach, president of the company, against a deficiency of $25,159.16 which the treasury assessed against him, and the appeal he filed as executor of the estate of his mother, Mrs. Theresa Zellerbach, on which an assessment of $85,882.05 had been levied.

In both cases, the issue involved was a dividend declared by the Zellerbach Company in 1917. The treasury declared this was a cash dividend, and hence was subject to tax. The appellants maintained it was a stock dividend, and as such, exempt from tax. This latter view was upheld by Graupner.

In the "findings of fact" accompanying the decision, it is brought out that the company, in 1916, issued a stock dividend of $750,000, concerning which, it is said:

"This stock dividend aroused considerable discussion among customers of the company and in financial circles, and newspaper articles commented on the 'cutting of a melon' by the company. The gist of such discussion and comment was that the company was making very large profits and taking advantage of its important position in the manufacture and sale of paper to charge extremely high prices."

In 1917 the question arose of declaring another $750,000 stock dividend, but, it is related in the "finding of facts" that:

"Because the stock dividend of 1916 had resulted in much adverse criticism among those engaged in the paper trade and in financial circles, the officers and directors were reluctant to openly declare a stock dividend in the amount of $750,000 within twelve months thereafter. The large stockholders, including the taxpayers, also objected to such a procedure as they believed it would subject them to heavy income taxes, stock dividends being regarded as income at that time. However, they were willing to convert surplus into capital as suggested if these objections could be overcome. The result of conferences among the officers, directors, and leading stockholders of the company, who held a total of 20,104 shares of the outstanding 22,500 shares, was the adoption of a plan whereby the capitalization of $750,000 of surplus would be accomplished by calling for subscriptions for the 7,500 shares of stock remaining in the treasury of the company on the basis of one share for each three shares held by the stockholders, and the offsetting of the same by declaring a cash dividend in the total of $25 per share on the total 30,000 shares of the company payable in two installments, one in 1917 and one in 1918. This plan was evolved to avoid the appearance of a stock dividend and at the same time distribute the income tax to the stockholders over a two-year period."

This scheme was adopted prior to the decision of the United States Supreme Court when it was believed that stock dividends were subject to income tax the same as cash dividends. The supreme court later ruled stock dividends were not subject to income tax.

At the time this plan was evolved, approximately 92 per cent of the stock of the company was held by members of the Zellerbach family, "or by officers, directors or employes of the company who were in accord with the plan." The remaining eight per cent of the stock was held by "outsiders" to whom the plan was not divulged, the reason being to avoid publicity.

On April 2, 1917, the commissioner of corporations of California authorized the Zellerbach Company to sell 7,500 shares of its capital stock at $100 per share. The company then notified the stockholders that the permit had been issued. As explained in the "findings of fact" by the Tax Board:

"This notice announced that all of the stockholders had subscribed for their pro rata; that the issue would be confined to one-third of their present holdings, eliminating fractions, and that a certificate for their pro rata of shares was ready for delivery. On March 15 there were 51 stockholders who held an aggregate of 22,500 shares in the company and of these, the holders of only approximately eight per cent of the outstanding stock paid in $65,500 for their pro rata of the shares. None of the stockholders paid in any money and it was definitely understood by the holders of approximately 92 per cent of the stock that they would not be called upon for a stock subscription and that no money was to be paid by them. This understanding or agreement was never changed or modified.

"Neither Theresa Zellerbach, who was the largest stockholder, owning 7504 shares, nor Isadore Zellerbach, who was president and the next largest stockholder, owning 5475 shares, these joint holdings being more than 57 per cent of the stock, made any subscription for the stock. Neither of them paid any money for the pro rata of stock to which they were entitled, but on April 7 certificates for 2501 and 1825 shares were issued respectively to Theresa and Isadore Zellerbach. Neither of them was charged on their personal accounts on the books of the company with the amounts which they should have paid had they been bona fide subscribers."

On April 7, 1917, certificates for shares of stock were issued to each member of the group, including other members of the Zellerbach family, who owned approximately 92 per cent of the capital stock "without regard to the fact that no subscription had been received from any such member."

The 8 per cent minority actually paid for their subscription, and this was returned to them in two installments, one in June 1917 and the other in June 1918.

In his opinion, Judge Graupner pointed out that it had been necessary for him to wade through a "maze of inconsistencies existing between the minutes, the books of account and the actions of the officers and directors of the company," but he added that these actions were at least "consistent with the plan to give the stock dividend the appearance of being something else."

"Approximately eight per cent of the stockholders" (those not within the controlling force of corporation) the opinion added, "paid in cash for their pro rata of the 7500 shares. They were nominally paid two dividends of $12.50 each on all of the stock owned by them, but as a matter of fact, they were repaid the money which they had paid in and thus had their stock for nothing. The holders of approximately 92 per cent of the shares (the operating majority) paid nothing and received nothing but their pro rata of the 7500 shares of stock. The sum of $750,000 was transferred from a surplus to capital stock with a corresponding issue of stock certificates and the plan of the controlling factors of the company was accomplished. The fact that the officers of the company sought to delude the public or to distribute over two taxable years what they feared would be taxed in one year cannot influence us in deciding these appeals upon their merits."

Radio Show a Success

Buffalo's Second Annual Radio Exposition, promoted by the Radio Trades Association and the *Buffalo Courier and Daily Star,* was a success in point of attendance and exhibits. More than 55,000 people visited the auditorium to inspect 140 display booths.

New Oklahoma Daily

Cecil Colbert, editor of the *Fort Cobb* (Okla.) *Express,* weekly, has started publication of a daily, the *Fort Cobb Dinner Horn.*

TRANS-ATLANTIC TEST OF "RADIOSCOPE"

Telefunken Company, Berlin, Announces New Invention for Sending Script, Photographs and Movies by Wireless

The Telefunken Company of Berlin has announced trans-Atlantic tests will be conducted shortly of the Radioscope, a new machine for the almost instantaneous transmission of script, photographs, motion pictures by wireless, the invention of Dr. Carolus of the University of Leipsic.

The announcement made in Berlin was to the effect that the tests would be held with the co-operation of the Radio Corporation of America.

In New York officials of the Radio Corporation denied knowledge of the invention and the promise of co-operation. It was admitted the Berlin Company was an associate concern.

A paper surface ten centimeters square bearing either writing or a photograph can be transmitted by wireless or wire by the Carolus instrument in a few seconds, it is said, and ultimately transmission will become instantaneous. Telegrams, it is argued, will become much cheaper, since instead of a message being sent word by word in the Morse alphabet it will be dispatched all at once—and be received in the sender's own handwriting.

A whole newspaper page can thus be transmitted by wireless in facsimile. The importance of this development in the long-distance transmission of important documents, signatures for business purposes and police data, photographic and otherwise, can scarcely be overestimated.

The inherent difference between the German radioscope and previous instruments of a similar type is that it functions far more readily, according to the promoters, and thus overcomes the prohibitive cost of earlier devices.

The Radio Corporation of America has conducted several successful tests of wireless picture transmission.

Kimball-Mogensen's New Office

On Nov. 1, the New York offices of the Kimball-Mogensen Company, newspaper advertising representatives, was moved to 270 Madison avenue.



DOUBLE-SEXTUPLE COMBINATION TRIPLE QUADRUPLE "Multi-Unit" PRESS

—with four folders and triple drive. This machine gives the publisher maximum capacity on all sizes of papers for the least investment in equipment. It economizes floor space, eliminates idle press-sections and offers all other advantages that characterize—

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, New Jersey, U. S. A.
New York Office.....1457 Broadway
Chicago Office.....1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

A RECORD-BREAKING
OCTOBER

During the Month of October, 1925, the
New York Evening Journal printed

5680½ Columns

OF PAID DISPLAY ADVERTISING

This is the largest volume ever printed by the Evening Journal in October, exceeding last year's record by a

Gain of 338 Columns

During October the Evening Journal exceeded the next nearest New York evening paper by over

169 Columns

For eleven consecutive years the Evening Journal has printed more advertising than any other New York evening paper. For the first ten months of 1925 it leads the next nearest evening paper by over half a million lines.

NEW YORK EVENING JOURNAL

Largest Evening Circulation in America—and at 3c a Copy.

MORE THAN DOUBLE THE CIRCULATION OF ANY NEW YORK EVENING PAPER



Our Own World of Letters

By JAMES MELVIN LEE

JOSEPH BUCKLIN BISHOP is an old newspaper man. After being graduated from Brown University in 1870 he joined the famous old staff of the *New York Tribune*—a staff that consisted of such men as Whitelaw Reid, John Hay, Bayard Taylor, George Ripley, John R. G. Hassard, etc.

It is not surprising, therefore, that Mr. Bishop in his "Notes and Anecdotes of Many Years" (Charles Scribner's Sons) devotes considerable space to incidents and anecdotes of his newspaper career. Some of the material in this volume has previously appeared in magazine form and was mentioned in this department at the time of its publication. The volume, however, contains much new material, especially about such newspaper men as Horace Greeley, Edwin L. Godkin, John Hay, Isaac H. Bromley, William Winter, James Gordon Bennett, Noah Brooks, Charles A. Dana, and William Cullen Bryant.

After a brief introductory chapter Mr. Bishop devotes two chapters to Horace Greeley and his Tribune. He lets the reader catch this glimpse of the entrance to Greeley's sanctum:

> The editorial room fronted on Printing House Square, and was entered through the reporters' room. A half-partition of wood and glass, the latter very dirty and never washed, separated the two. It was only eight feet or more in height, but, low as it was, to the minds of the reporters it was the most formidable of barriers.

Then he opens the editorial door and shows Horace, "careless and dishevelled in dress, as if he had put on his clothes in the dark, with the round and rosy face of a child and a cherubic expression of simplicity and gentleness." Later Mr. Bishop adds of Greeley that "a more whimsical, impracticable, lovable man never lived, and American journalism has produced few superiors to him as a clear and forcible editorial writer."

In August, 1883 at the invitation of Edwin L. Godkin, editor of the *New York Evening Post,* Mr. Bishop joined the staff of that journal as an editorial writer—a position that he held until 1900. Consequently his chapter on Godkin is a personality sketch from first hand observation. Of Godkin Mr. Bishop speaks as follows:

> Nothing delighted him more than what he was fond of calling "journalistic rows." When one of these broke out between two or more contemporaries, he always followed it with intense enjoyment, and sooner or later fairly itched to take a hand in it. The "joy of combat" inherent in the Irish blood, was strong in him, and he knew he must watch it. Repeatedly, when a "row" was on, he would write something about it, just by way of trial, and then take advice. If you said in criticism that in writing about it he had committed some of the most flagrant of the offenses that he had for years been assailing as the leading characteristics of these "rows," he would burst into a roar of laughter and say: "Well, I am afraid that is so, but I really should like to show what a pair of humbugs they are." But he would destroy his "copy" nevertheless. Never was his enjoyment of a "row" keener than when he himself was the object of attack, as was very often the case. He would read all the hard things said of him in one paper after another, fairly shaking with pleasure, and then say: "What a delightful lot they are. We must stir them up again." If the able editors who thought they were making him miserable with their "scathing" attacks upon him as "Larry" Godkin could have seen him under these conditions, they would have been greatly astonished.

The man who receives the most attention in the volume is Theodore Roosevelt. Other prominent personages are also portrayed in detail and with so much wit and fun that the reader is bound to know them better because of Mr. Bishop's book. So good are these that every newspaper man who reads the volume will want to keep it for his personal library.

* * *

THOSE who have anything to do with the classified section of the advertising department will find several laughs in the article "Pathos and Humor Mix at Tribune Want Ad Counter" which Betty Sander contributes to *The Trib* for October. The Trib, as I have mentioned a number of times, is the house organ for those who work on the *Chicago Tribune.* The Tribune by the way has just issued a supplement to its radio book and has brought matereial down to Oct. 1, 1925, so far as station data are concerned.

* * *

AN editorial in the *Christian Science Monitor* for Oct. 31 discusses the matter of future ownership of the *Chicago Daily News.* In doing so it comments about Mr. Munsey's newspaper properties in New York, the provisions of Joseph Pulitzer for the management of the *World,* after his death, the trust created by William R. Nelson for continuing the *Kansas City Star,* etc. It pays special attention to the more novel method of controlling the future of a newspaper—that adopted by Major Astor, owner of the *London Times.* This editorial concludes with the comment that it would have been interesting had Mr. Lawson adopted some similar plan for assuring the future of the *Chicago Daily News.*

* * *

LITERARY editors who have not received a copy of the booklet "O. Henry" by Arthur Bartlett Maurice who used to be literary editor of the *New York Sun* should send a request to O. Henry Memorial Association, 18-20 Market street, Asheville, N. C. Mr. Maurice has boiled down his copy and yet produced something that gives the reader a fairly comprehensive sketch of the life of O. Henry.

* * *

HOWARD WHITE in *The Ohio Newspaper* for October—a copy which has just reached my desk—tells about the newspapers of England as seen through American eyes. In discussing British newspapers he comments about their strange ideas of what is news, describes the pecularities of editors, and chats about the advertising columns.

At one time Mr. White was on the staff of the *Columbus Dispatch*—a paper that received a good write-up in this issue because of the fact that it has recently moved into its new home on the East Side of Capitol Square.

* * *

TO *The Yale Review* for October Thomas L. Masson contributes a serious discussion on "Humor and Comic Journals." With rare skill Mr. Masson picks out and enlarges upon the pivotal point around which the comic journal not only in America but also in other countries revolves. For example, the pivotal point of *La Vie Parisienne*—the representative French comic jornal—is "woman as a plaything." In other words, sex is the *motif* of its editors.

The editorial policy of the comic periodical is thus summed up by Mr. Masson:

> A humorous weekly can never depend for its permanence and solidarity upon its humor, for the reason that any solid mass of jokes must inevitably defeat its own purpose. That elusive thing which causes laughter is hinged always upon the element of surprise; it must therefore be casual and occasional. Besides, people do not want a diet of laughter without intermission. It has been proved over and over that what they really want is to be informed. The delusion that real knowledge lies just over the rim of the horizon still persists, in spite of the constant disappointments. We are all intense radicals in our aspirations. Thus the skillful editor hides the deep-seated conservatism of his humorists under the changing aspects of ridicule as applied to the new aspects of things in general, and at the same time, along with this, he mirrors the times. *Punch* is the most ful historian of modes and manners, and and manners are by far the best history; more seemingly solid things fade. Readers humorous paper get something more end than laughter, and get it in a way not con through any other medium; they get it, speak, in flashes of type and pictured s If you would know what they are doi London, what they are eating and drinkin saying and wearing, read *Punch.*

Mr. Masson is rather positive in hi lief that comic weeklies are not more than good incubators of talent. such journals the humorist often find first market but he soon breaks awa find greater freedom in the newsp and special stories in the popular m zines. One is surprised to find in th ticle no mention of such comic jou as *Vanity Fair, Punchinello, Tomah* etc. Mr. Masson does mention the ent *Vanity Fair* but does not give a to the old *Vanity Fair* which under editorship of Artemus Ward was prob the greatest comic journal, in the sense of that word, that the world ever seen.

FORESHADOWED EVENTS

Nov. 9—Fourth National Rad Conference, Washington, D. C

Nov. 12-14—American Newspap Publishers Assn., first annual fa meeting, White Sulphur Spring W. Va.

Nov. 16-18—Association of Nation Advertisers, annual conventio Washington, D. C.

Nov. 17-18—Sixth District, A.A. W., annual convention, Chicag

Nov. 19-20—Tenth District, A.A. W., annual convention, Fo Worth, Tex.

Nov. 22-24—Seventh District, A. C.W., annual convention, Okl homa City.

Ohio Publishing Company Incorpor

The Steubenville (O.) Press Pub ing Company has been granted an charter with a capital of $35,000. incorporators are James J. Weir, D. Gardner, Harry A. Cooper, Car Allebaughm and A. G. Gardner.

Want a job? Want a man? Wa press? Want type? Fill all want EDITOR & PUBLISHER classified departm

Spain

Joe Mitchell Chapple has gone to Spain to have some little talks with big people--

YOU'LL WANT THIS NEW SERIES

Ask Us About It

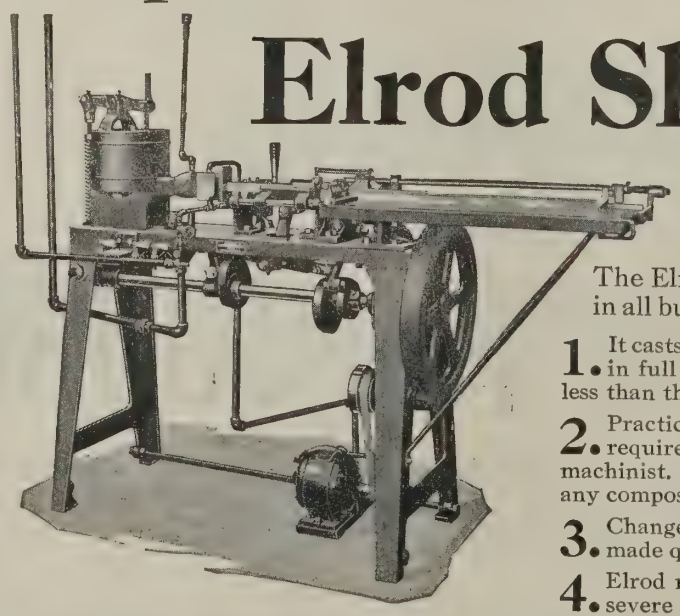
Joe Mitchell Chapple Associates

"The Attic," Waldorf-Astoria, New York City, N.Y.

Simple — Economical — Efficient

Elrod Slug Caster

for Leads, Slugs, Rules



The Elrod Slug Caster is a profitable investment in all but the smallest composing rooms because—

1. It casts leads, slugs and plain rules of various point sizes in full length strips or cut to any desired lengths for less than the cost of distributing.
2. Practically automatic and extremely simple, it does not require constant attendance of an expert operator or machinist. It can be operated with minimum attention by any composing room employee.
3. Changes from one size or kind of product to another are made quickly and easily with no intricate adjustments.
4. Elrod material is solid and stands up under the most severe press and stereotyping conditions.

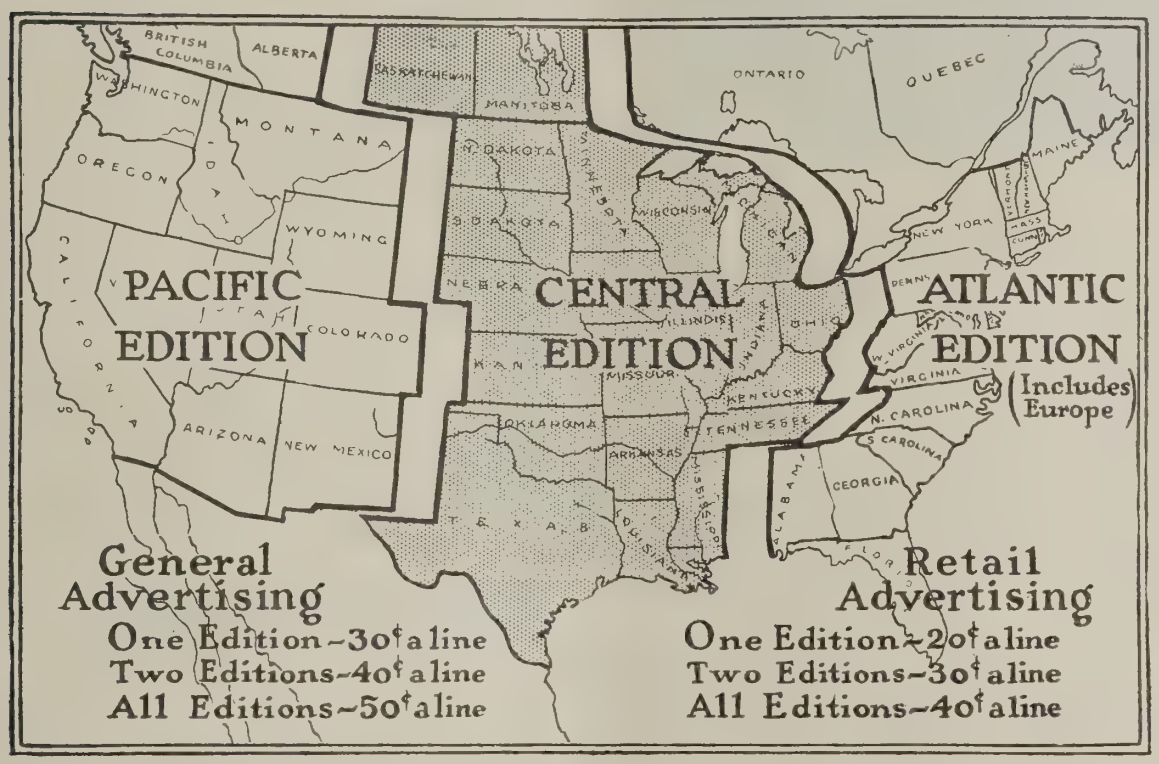
Now fully licensed by agreement under both the Knight (Monotype) and Elrod patents

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

What's New in Advertising? Look at This Map



To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

This new plan of "Regional Advertising at Regional Rates" is well worth your early attention.

Ask Any Monitor Advertising Office for Full Information

The Christian Science Monitor

ADVERTISING OFFICES

BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing SELECTED ADVERTISING

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Howard Kahn Describes How "Mr. Fixit" Works

"MR. FIXIT is the best man I've ever known. He ought to run for Mayor of St. Paul."

The other day a letter of this sentiment came to the desk of Howard Kahn, editor of the *St. Paul News*.

"And we have received many others like it since we started our Mr. Fixit column about a year ago," Mr. Kahn said this week in an interview.

The column he referred to is one of several good will building stunts Mr. Kahn has tried out since he assumed the News editorship in 1920.

"We try to make Mr. Fixit a sort of free lawyer for the people," he explained. "He has been very successful in St. Paul, and now I think he might well take up practice elsewhere, using a local newspaper as his office."

Mr. Fixit, the phantom attorney, announces on his shingle, tacked to the top of his daily column, that he will take all complaints and questions from St. Paul citizens to the proper municipal and state authorities and see that they are attended to and answered.

Thus he is called upon to find out why St. Paul has neglected to remove Mrs. Jones' garbage for three days. When a sewer is reported to him as being out of order, he goes to the right city official and has it put to rights. Poor Mrs. 'Tony Tirello, not long in St. Paul from Italy, appeals to him for advice as to where she may obtain good free medical attention.

And so the questions and complaints pour in—at the rate of fifty letters a day, according to Mr. Kahn. All questions are published in the column with their answers. Names are withheld, although a rule insists correct names and addresses must accompany all queries.

"It saves the citizen from bothering around city hall, where, too frequently his complaint is buried under red tape mountains. A newspaper can get quicker action," Mr. Kahn said.

Of course the busy fixer must necessarily be a man of many hands and brains. And he is. This is the way he works.

A letter comes to the News office addressed to Mr. Fixit. First it goes to the desk of Mr. Kahn's secretary. She types it in duplicate. One copy goes to the reporter on whose run the query must be answered or the complaint filed. The other goes to a desk man, who keeps tabs on the reporter and sees that the questions are answered promptly.

"It turns up some mighty good stories," Mr. Kahn said. "But we keep confidence unless the writer is willing to let us publish his name."

Last winter a letter came from a woman asking Mr. Fixit for help. Her husband had deserted her and her eight children, she scrawled in a shaky hand. The address was peculiar and a reporter was sent to investigate.

He found the poor woman living with her family in a tent on the icy windblown outskirts of St. Paul. Winters in that city are notorious. The reporter promised to help.

Pictures were taken and a good human interest story found its way to the newspaper front page.

The first mail after the News went on the street brought a letter with a $90 gift for the woman. Before the week ended $1,500 had been raised. Neighbors set to work and built the destitute family a shack.

Meanwhile copies of the newspaper went to other cities in the state. The woman's husband saw an edition telling of the money raised. He decided to return and share his "old woman's" good fortune. But that person had become independent. She wouldn't have him back.

"Wait till I get hold of that newspaper editor," shouted the enraged man.

About an hour later Mr. Kahn's door slammed open and shut with a bang.

"Are you the editor?" a raucous voice challenged.

"Yes," Mr. Kahn admitted.

"Well what do you mean by printing that I deserted my old woman, that I'm a drunk. You ———, You ———."

Kahn sprang to his feet.

"I'm goin' to kill you," shouted the man, obviously mad with liquor.

Kahn was looking into the muzzle of a pistol. It wasn't a pleasant few seconds. He looked down at his desk. The Corona was about the highest object to hide behind.

But Kahn's secretary had shown nerve and quick wit. Unnoticed by the gun brandishing man, she had slipped from the room. She returned with the News staff as a reinforcement.

"Now we'll sit down and talk this over," said Kahn after the man had been disarmed. But without his pistol, the intruder didn't care to talk. He left, and Kahn hasn't seem him since.

"News, of course, is what counts the most, local news particularly," Mr. Kahn said, "But I am also a believer in all sorts of stunts and contests for building and holding newspaper circulation.

"For instance it is my personal hunch that if there are two newspapers in a town, the woman will be the one who will decide which her family will buy. Therefore I give plenty of space to women's features and news. Our newspaper has been criticized for giving so much space to women. Our Sunday paper, for instance, we give over to women to a very large degree.

"The stunt I like the best is the localized serial. We take a fiction story and change the setting from wherever it is to St. Paul. We give local names to streets and clubs, and make the story appear to be written about the home town.

"We also try to make a mystery of the author. We don't say absolutely that the serial was written by a St. Paul woman, but many seem to think so. Each day we get telephone messages, asking us please to tell who the authoress is. Some people become very angry. They read themselves into the fictitious characters.

"Of newspaper stunts of the past year, the best to my mind was the one conducted by the *Cleveland Press*, when the editor named a wreck of an automobile 'What Price Glory,' and sent it and a reporter-driver through a series of side-splitting adventures.

"On the News we made a one day story, based on a somewhat similar id
"We got hold of an old Ford a labled it with a banner 'Freeport, Min some small up-state village. Then had a reporter dress as a hayseed a drive it through the city. He was i structed to stall as often as possib break all the minor traffic regulatio and then come back to the office a write a story of his treatment by t police. It made a good yarn, and w instructive in that it told how a c should be driven through the city.

"For Christmas we play Santa Claus the crippled children at a local hospit All we try to raise is $2,500 and that sufficient to provide a splendid party f them. There are usually about 2 patients in the hospital and we promi to buy them whatever one thing th want most for Christmas. Yes, we ha had to buy ponies and bicycles, b oftener than not the requests are ve modest."

Mr. Kahn has been for five years t editor of the St. Paul News. He is native of Indiana and a graduate of t University of Indiana, where he studi journalism.

Following graduation in 1908 started newspaper work on the *Cincinna Inquirer* as a reporter. After a year went to St. Paul, where he began worl ing for the Dispatch. He did all the r portorial runs and in four years ha worked up to the position of editor the Sunday Pioneer-Press.

That was in 1914. In that year, yo may remember, a U. S. cruiser fired o Vera Cruz, Mexico, and a punitive ex pedition with General Pershing in com mand was crossing Mexican mountair chasing bandits who had killed Amer cans. Kahn went down there, not as newspaper correspondent, but as private.

He came back in 1916, fully decided h had missed the real battle fields, an sailed for overseas to enlist in the Frenc army as an ambulance driver. When th World War ended he was mustered ou a lieutenant.



Here to stay

As Certified Dry Mats are entering upon their second year of manufacture in the U. S. A. to meet the preferences and needs of American business, publishers are beginning to give up their misgivings of monopolistic control, as they realize the significance of a free and open market for dry mats.

Publishers who have long realized the sensibleness of DRY MAT COLD stereotyping are *now* beginning to reap the benefits made possible by adopting CERTIFIED DRY MATS.

There is nothing difficult or mysterious about our process; it is being installed without any loss of time or interruption of schedules. Your stereotyper is perfectly capable and competent to adopt Certifieds without any loss of time or trouble.

It is a privilege for us to be able to explain the merits of Certified Dry Mats, and you do not incur any obligation whatsoever by asking for full particulars if you are now using wet mats or by trying samples if you are equipped to handle dry mats.

We invite you to get acquainted NOW.

Geo. A. Kubler, Pres.,

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For "wet mat" printing with DRY Mat facility—use Certifieds.

Made in the U. S. A.

Another Big Month for THE NEW YORK SUN

In October this year The New York Sun carried 1,642,102 lines of advertising, against 1,382,630 lines in October last year—a gain of 259,472 lines.

This lineage leads everything in the New York evening field and beats the nearest evening paper by 41,278 lines. Indeed, for four consecutive months—July, August, September and October—The Sun has carried more advertising each month than any other New York evening newspaper.

The Sun's gain of 259,472 lines in October this year over October last year lacks only 10,000 lines of beating the combined gains for this same period of the Evening Journal, the Evening World and the Evening Post—the individual gains of all three of these newspapers added together.

A better understanding of what advertising building of this sort means is found in the fact that these great gains in The Sun's advertising volume are all made from advertising of the very first quality. The Sun stands rigidly for character and quality in its advertising columns, precisely the same as it stands for character and quality in its reading columns, and the readers of The Sun understand this.

The advertisers and advertising agents of the country, shrewd, keen men who know their business, are not putting advertising in The Sun as a compliment to The Sun or to its owner. They are putting advertising in The Sun because it is good business to put it there—because The Sun has a clientele of men and women who have money to spend and who spend it freely alike for their necessities and their pleasures—a larger concentrated audience of character and substance in the metropolis of the nation than advertisers can reach through any other newspaper. It is this audience that the sound business man wants to meet and does meet through his advertising in The Sun.

Incidentally, The Sun might add that in this day advertising is everywhere measured by the agate line—not by the column. The agate line is a standard that never varies; newspaper columns may and do differ greatly in length.

The Sun

280 BROADWAY NEW YORK

WASHINGTON, D. C. Munsey Building
BOSTON Old South Building
CHICAGO 208 La Salle St.
LOS ANGELES Van Nuys Building
PARIS 49 Avenue de l'Opera
SAN FRANCISCO First National Bank Building
LONDON 40-43 Fleet Street

News Should Begin at Home

[Why Search for the Hot Stories? Dozens of Them Beg to Be Written in Each City Room]

By CHET JOHNSON

SOME alleged humorist once said: "Why go to Africa for ivory when there's so much of it at home?"

Paraphrase that: "Why send good (occasionally) reporters out to pile up taxi bills, wear out shoes and flop on stories when there are so many good yarns in every news room sobbing to be picked on?"

There isn't a city or managing ed in the country who would sit down and starve to death in a grocery store. Yet these same cuckoos, without exception, get news hungry day after day in the middle of scores of good, snappy yarns, and howl their heads off about the failure of murders, floods, earthquakes and scandals to happen when news is scarce.

Start right at the city desk. That's where the responsibility rests for this grave neglect. Breathes there a city editor with soul so dead who never has given cause for a story with this head:

CITY EDITOR RUNS AMUCK!

Threatens to Slay Entire Staff for Alleged Failure to Get First Edition Stories in Before Deadline

GIRL WRITER IN HYSTERICS

Chief's Violent Attack Causes Poor Sob Sister in Corner to Scream "Damn It, Shut Up! I'm Trying to Telephone"

When the good old brand of crime stories is scarce, something like this can always be smoked up into a red-hot story:

PASTE POT THEFT BARED!

Sporting Editor, Branded Desk Raider by Irate Copy Reader, Denies Charge and Uses Short, Ugly Word

SLEUTH FINDS MISSING STICKUM

Suspect Unable to Explain How Loot Reached his Table; Two Pencils and Old Scissors Included in Swag

See how easy it is if you just look around once in a while? As no edition is complete without a foul-play-feared story, the following may be used at any time without fear of libel:

MISSING OFFICE BOY SOUGHT!

Dragnet Out for Lad, Last Seen On Way to Art Room: Friends Fear Foul Play; Search of Pool Rooms Ordered

SPOT NEWS PHOTOS HELD UP

Lost Youth Had Only Prints of Bride Who Swallowed Poison and King of Bootleggers Sobs Managing Editor.

Perhaps it's feature stories you find most difficult to dig up on the spur of the moment. Why not try one like this:

STILL A "GIMME" AT 67!

Veteran Dramatic Critic Proud That He's Never Spent Dime For Cigarets But Smokes Regularly.

FURNISHES HABIT AND MATCHES

Younger Generation's Custom of Buying Own Pills Denounced By Old Time Scribe As "Jazz Extravagance"

Saturday, of course, is the best day for news in the office. It is then that the weekly outburst takes place in the general vicinity of the cashier's window. Capitalize that explosion—turn it into type for a yarn that's worth bull lines and 48 point decks in any paper:

GIGANTIC FRAUD PROBED!

Cashier Demands Investigation of Expense Account Swindle, Accuses Reporters of Mulcting Management

TAXI BILLS FIRST UNDER FIRE

Nickel Cuddler Blames Laxity of City Editor for Alarming Increase in Graft; Paper Headed for Ruin He Says

Conditions vary in every office. Some of the above yarns may not apply to every shop. But there is one that never fails. It is as certain of breaking at least once a day in every shop from San Ysidro, Cal., to Skowhegan, Me., as the photographer is of being jumped on for not getting a pretty girl somewhere in the picture of the church cornerstone laying ceremonies. If you haven't guessed it, here it is:

MANIAC THREATENS MASSACRE!

Mad Foreman Confesses Desire to Annihilate Every Man, Woman and Boy in Editorial Room; Hurls Hint of Walk-out

SCRIBES SHIVER AS TORTURE LOOMS

Raving Printer Brandishes Arms and Broadcasts Profanity After Boss Bawls Him Out Because Edition is 10 Seconds Late

FINED FOR FRAUD AD

Worcester Merchant in Court For Misrepresenting Silk

Alleged to have advertised a certain brand of goods for sale and then offering the bargain hunters another product Abel Robinovitz proprietor of a silk store in Worcester, Mass., was recently fined $10 on a complaint of inserting a false and misleading advertisement in a newpaper.

Albert S. Howard, an official of a Lowell cloth firm testified the defendant advertised a cloth of a copyrighted trade name as selling for $3.25 a yard when the standard mill price was quoted at $4.12 per yard. Robinovitz was told by the complainant's counsel he would ask for a dismissal of the case if the defendant would print a retraction of the same size and prominence as the original advertisement. Robinovitz inserted a retraction in the classified section of a newspaper but this was not considered satisfactory.

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's *Picture Paper,* has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

Daily News — St. Petersburg's Picture Paper

Morning Sunday News — St. Petersburg's Picture Paper

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

UTAH DAILY TO TEST CIGARETTE LAW

Statute Forbidding Advertising to Be Fought in Court on Grounds of Constitutionality by Salt Lake City Tribune

Salt Lake City, Nov. 4.—The anti-cigarette law which forbids the advertising of cigarettes in any form in the state, is to be brought before the Supreme Court of Utah at an early date for the purpose of contesting its constitutionality. The law originally prohibited the sale of cigarettes as well as the advertising of them, but this section was repealed by the legislature which met in 1923 after a stiff fight.

As a compromise, for the loss of the "Sale" section of the act, the 1923 legislature passed a law forbidding the advertising of any form of tobacco in any medium, except newspapers. A test of the constitutionality of this law was decided upon soon after, but after the district court decided the law was unconstitutional on the ground of discrimination, the matter was dropped by those favoring the law and tobacco in all forms other than cigarettes has since been advertised openly and freely.

The State Treasurer is taking up the question of the constitutionality of the section of the law forbidding cigarette advertising and the *Salt Lake City Tribune* will be made defendant in a test case, it is stated. If the section is declared unconstitutional there will be very little left of the anti-tobacco and cigarette legislation in Utah.

New P. M. Daily for Blackwell, Okla.

The *Blackwell* (Okla.) *Tribune* has started a new evening newspaper called the *Blackwell Evening News.* Advertising is sold to general advertisers under the morning and evening combination plan.

Fields Starts New Oklahoma Daily

The *Okemah* (Okla.) *Ledger* started publication Nov. 2, as an evening daily using the United Press service. Raymond Fields, owner of the *Guthrie* (Okla.) *Leader,* owns the new daily.

OUTDOOR AD GROUPS MERGE

H. F. O'Mealia Named President at Kansas City Convention

Consolidation of the Poster Advertising Association with the Outdoor advertising Association into the Outdoor Advertising Association of America was effected at the annual meeting of the associations in Kansas City, Mo., last week. Harry F. O'Mealia of Jersey City, N. J., was elected president; C. U. Philley of St. Joseph, Mo. was elected vice president and Tom Hokes of Jamestown, Pa., treasurer. The 1926 convention will be in Atlanta.

A resolution condemning erection of advertising boards in residential districts, near scenes of beauty and at places they would be traffic hazards, was adopted.

C. B. Lovell of the General Outdoor Advertising Company, New York City, said more than $65,000,000 would be spent for outdoor advertising in 1925.

Lebanon (Pa.) Times Sold

The plant and equipment of the *Lebanon* (Pa.) *Daily Times* has been purchased by the Lebanon News Publishing Company. As a consequence of the transaction the circulation of the Times was added to that of the news. Publication of the Times was discontinued.

ONE out of every THREE Homes in Milwaukee receive

THE MILWAUKEE LEADER

"Unawed by Influence and Unbribed by Gain."

Advertising Representatives

FRALICK & BATES

Chicago, New York, Atlanta, Los Angeles

A New Era Begins for Salt Lake Telegram

A Few months ago Mr. A. L. Fish, General Manager of the Salt Lake Telegram, decided that his paper could remain no longer without a Ludlow. After his Ludlow had been installed he wrote us the following unsolicited letter:

"We have the new Ludlow and Elrod equipment in place and running. Everything is working in the most satisfactory manner. The equipment was installed without in any way disrupting the work of the composing room force.

"Before the Ludlow was installed we were greatly handicapped by lack of working space. Now we have thrown out enough type, type cases, etc., to start a good size printing establishment. By eliminating this equipment we have greatly increased the efficiency in the composing room."



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION



Akron now reads "Two Papers in One"

First Choice In Akron

All of the editorial services and features of The Akron Times and The Akron Press were combined and retained in the consolidation of these newspapers, thus making the TIMES-PRESS one of the finest and most complete newspapers published anywhere.

All of the circulation of The Akron Times and The Akron Press was combined and retained in the consolidation and The TIMES-PRESS is steadily adding new readers.

The TIMES-PRESS reaches more than 43,275 families in the Akron market at only 9c. a line.

The *Sunday* TIMES-PRESS is the only Sunday paper in Akron, offering an opportunity to cover the field at one cost.

The Akron Times-Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

EDITORIAL

SNUBBED HIM GOOD

EXPERIENCED newspaper correspondents in Europe have taken an extraordinary attitude toward Dictator Mussolini. It is not often that these men permit themselves to show any personal feeling toward a foreign diplomat or government, no matter how badly the press may be treated. This impersonality of relationships with foreign affairs and persons is, in fact, traditional among foreign correspondents, greatly befitting the dignity of the service.

But they cannot stomach Mussolini, and no reasonable person could expect it.

His iron heel has crushed out every vestige of freedom of the press of his country. His violence, when opposed, knows no bounds. Every Italian editor who has dared to speak out against misgovernment has been seized as a criminal. Newspaper plants have been smashed by the Black Shirts and free press has not drawn its breath for more than two years. The Dictator has stood, not because of any superior intelligence, service to his people, or honor among the men of the world, but because he carried a club.

During the past year the Italian censorship has not only tightened within, but has vigorously striven to extend its impudent sway to the nations of the world. Mussolini has sought to bring the foreign correspondents to their knees, thus to give to the outside world a one-sided picture of his regime.

But the Dictator has found it difficult to terrorize the press of the world. The foreign correspondents have been resourceful. They have managed, no matter how tight the Dictator might screw down the lid, to get to the reading public the essential facts of the situation, all indicating that the Facist Government is a government of brute force and that its censorship is merely a blind for a multitude of sins.

EDITOR & PUBLISHER readers will thoroughly enjoy the news from Locarno. There, the press representatives got the Italian Dictator into the open. They snubbed him good. They gave him a dose of the right sort of medicine. They took a bit of the strut out of the audacious actor.

All honor to newspaper men who do not bend the neck to swashbuckling tyrants of the Mussolini type! The correspondents of Europe will live to write the whole truth concerning the Fascist outrages after public opinion has torn down the press barricades that Mussolini set up to make his cruel business safe.

Each week sees some new, happy convert to the fine art of spelling the word meaning volume of lines without the central "e," thus—l-i-n-a-g-e. The old spelling of the word smacks of ancient and outworn lineage.

PRESS AGENT SUGGESTION

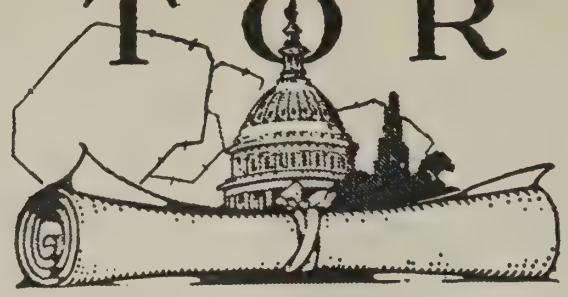
SHOCKED and surprised the publisher of a daily newspaper in the South exclaimed, after a representative of EDITOR & PUBLISHER has pointed to a quarter page paint advertisement in the news columns of his paper, "What fool put that in?"

It was a quarter-page press agent graft, in mat form, and it was found that a young and inexperienced make-up man had inserted it because he happened to need a piece of copy of that size.

The incident serves to suggest that it might be a very good plan for publishers to insist that all press agent copy received through the mails or locally, be turned over to a man appointed to handle such matter. This man could be instructed how to handle the copy. If advertising, send it to the advertising department for proper solicitation. If news, read it to catch well-known press agent dodges, and inform the editorial department what to avoid.

A single individual could in a short time be made expert in the handling of press agent material, whereas if the copy is handled by anyone in the office sour results are inevitable.

"Neither do men light a candle, and put it under a bushel, but put it on a candlestick; and it giveth light unto all that are in the house," sums up for business the principle of advertising.



Strengthen ye the weak hands, and confirm the feeble knees.

Say to them that are of a fearful heart. Be strong, fear not: behold your God will come with vengeance, even God with a recompense; he will come and save you—Isaiah, XXXV; 3, 4.

FIRST EDITIONS

WE have before us as this is written the first edition of an evening newspaper published in a city of the Middle West. It is not entirely novel and is therefore anonymously treated here. It differs from first editions produced in the evening field in a number of cities, notably New York, in that it does not present a first page which, at least five days of the week, is but a mere "lobster" rewrite of morning papers, with selections for display identical with those of morning papers printed from five to seven hours earlier.

Only an occasional "story" breaks for first editions of evening papers. The world is asleep. There is an occasional big flash of news, but ordinarily the "lobster shift" scratches on the bare ground for a news lead. Failing of important matter, worthy of a spread which would command street sales, many editors play up rewrites of the morning papers, struggling for "new leads," and often present exaggerated accounts of minor fires or accidents in lieu of important news matter.

Our friend in the Middle West is reasoning out his task along different lines. It is his obvious theory that a news line that has sold papers in the morning field, unless it concerns a subject of a major second-day interest and can be built on later developments, is a twice-told tale, and by very unconventional means he seeks to turn a new first-page face to his world.

On dull days this editor may give his leading display to a local story which has been worked up in advance and which becomes first-class local feature material, for inside play in the regular afternoon editions. But it gives him something new to sell. The circulation department may instruct corner boys to call out a minor fire, on the first page, if there is no good call in the lead story, but the reader is asst of a substantial story in the news-feature.

There are times when a syndicate story is given play—something held over for the purpose. friend evidently sifts the night telegraph mate closely to find some story that has either been mi or under-played by the morning papers, but it r have a sound news base, read interestingly and itself to head-lining.

One of his stunts is to get in first page display dull days, a "situation," or "round-up" story on s important current news situation, and from such terial he is able to write good selling banner line

The inside pages of his interesting first edition well made and we judge they are prepared the before and stand through all editions. Combined the newsy first page that is produced by the arti here mentioned, and doubtless others as they ma contrived, a paper is produced which has chara and individuality and must excellently answer purpose of surburban distribution.

It must not be understood that our Middle W editor fails to rewrite for his first edition the m interests of the morning papers. He does so, always attempts to play up a new angle. His rew are brief.

In some of the larger cities first editions are c made to follow the lines of morning papers, ex on days when big news breaks, with such fidelity it is to be wondered why anyone who had re morning paper would buy them, except for fe material in well-established demand. Certainly a page routine news head-line, on newsstands a a. m., which is patterned exactly after headlines went to press twelve hours previous, are not culated to sell the first edition of any newspape

There is as much expense in preparing a mer write first page in a first edition as in the sc employed by the Middle West editor who is str to produce fresh display, and when the latter is enough to hold and turn inside for news-feature play an actual economy has been accomplished.

Because it is such a difficult task the "lobster" tion often challenges the best efforts in a newsp office. It calls for genius. We have seen "lobster" editions of Sunday papers, made for co circulation, which were better, because of their planned first pages, than later editions carrying plete, but less interesting news. Let the early tion work fall to the hand of a bright, resour young man, instructed to produce something new smart, and by legitimate but not necessarily co tional means! When he has made good at that the paper will have developed an editor of talen

---

It appears, from page one, New York "Hera Tribune," that the Matson Line is building t good ship "Malolo," finest, fastest, greate biggest, safest, most desirable ship known humankind, at Cramps, and thus does good o Charlie Post, the press agent, laugh in glee the "news" is printed and reprinted, time wit out number.

VALUABLE CONTRIBUTION

IN his refreshing series of articles in EDIT PUBLISHER Edward H. Edwards presents a cellent brief for clean copy, which is sure to widespread effect. The evils of blind and mi ing editing of copy have never been better expos any writer. In this day, when speed is a para press necessity, the author's warnings and se suggestions are timely. Editorial laxity not runs into heavy waste of time and material in m corrections in the composing department, but ha much worse effect of imparing a newspaper's pri reputation for accuracy because of errors whic not caught. Publishers and editors will appr Mr. Edwards' contribution to the cause of acc and the long-suffering printers' fraternity will it with pæans of praise.

C. C. Hamlin, Colorado Springs (Co Gazette and Telegraph, says that if the hea of great business enterprises knew what pr agents are saying in their names, there wo be short shrift for the grafters, and we agr

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James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
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Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

PERSONAL

EDGAR B. PIPER, editor of the *Portland Oregon* and president of the Portland Symphony society, gave a dinner to the directors of the society in honor of Willem Van Hoogstraten, noted conductor, who has arrived in Portland to direct the Portland Symphony Orchestra this Winter.

Scott C. Bone, former governor of Alaska and former editor of the Seattle (Wash.) *Post Intelligencer* and the *Washington* (D. C.) *Post* and former publisher of the *Washington* (D. C.) *Herald,* has been named a vice-president of the Western Publishers, Inc., at Atascadero, Cal., and will have editorial direction of an Americanization magazine to be started soon.

B. F. Irvine, editor of the *Portland Oregon Journal,* was the chief speaker at the recent Navy Day celebration in Portland.

Col. R. M. White, who purchased the *Mexico* (Mo.) *Ledger* in 1876, recently celebrated his 49th year of ownership. Col. White is editor emeritus and his son is the acting editor of the paper.

Bernard M. Wynkoop, editor and manager of the *Jackson* (Mich.) *Citizen Patriot,* with Mrs. Wynkoop, has returned from a brief vacation in Nova Scotia.

Col. Charles H. Browne, owner and editor of the *Horton* (Kan.) *Headlight,* suffered a badly wrenched back in an automobile accident recently.

Frank P. MacLennan, owner and publisher of the *Topeka* (Kan.) *State Journal* observed the 40th anniversary of his ownership of that paper Oct. 31.

IN THE BUSINESS OFFICE

WILLIAM J. LA VARRE, JR., has joined the advertising staff of the *New York Times* in charge of magazine section advertising. He was formerly a director of Foote & Wagan, Inc., advertising agency.

W. J. Tice, formerly secretary and treasurer of the Adamars Company, St. Louis, has joined the national advertising department of the *St. Louis Post-Dispatch.*

Charles Plambeck has become advertising manager of the *San Diego* (Cal.) *Independent.* He is assisted by Sid Fuller, formerly of El Paso, Tex.

William J. Rogers, manager of the business office at the *Trenton Times* and Mrs. Rogers, are parents of a son.

Miss E. Estelle Spear, assistant to William H. Dow, manager and treasurer of the *Portland* (Me.) *Evening Express* until the purchase of the Express and *Sunday Telegram* by the owners of the *Portland Press Herald,* entertained her former associates of the business department at her home at Cape Elizabeth recently.

Wilson M. Brooks, formerly in the advertising department of the *Richmond* (Va.) *News-Leader,* is in charge of the membership committee of the Virginia Society, just organized in Sarasota, Fla., with 26 charter members.

IN THE EDITORIAL ROOMS

WILLIAM CARNEY, of the *New York Herald Tribune* staff sailed this week on the Minnekahda for Paris, where he expects to spend a year. He will be joined in a few weeks by Mrs. Carney who is connected with the Herald Tribune Fresh Air Fund.

Jennings F. Sutor, news editor of the *Portland Oregon Journal,* has returned from a trip around the world in company with Aubrey R. Watzek, Portland lumberman.

Donald Ashton has succeeded Darwin J. Smith as city editor of the *Sacramento* (Cal.) *Bee.*

Frederick B. Edwards of the *New York Herald Tribune* staff has returned from a three weeks' stay in Canada.

John E. Kelly, shipping editor, *New York Herald Tribune,* and Mrs. Kelly sailed Oct. 30, for Havana for a two weeks' vacation.

Nicholas Roosevelt of the editorial staff of the *New York Times* has left New York on a trip to the Far East. He will arrive in the Dutch Indies, Nov. 15, later visiting the Philippines, Hongkong, Shanghai, Pekin, and Japan. He will return to this country in April.

Wilbur Hindley, of the editorial staff, *Spokane Spokesman-Review,* has written a play entitled "The Little Tin God," which will be produced by Maylon stock company in Spokane during December.

Henry Kraft, former night editor of the New Jersey office of the Associated Press, who for the past two years has been conducting a news bureau at Albany, N. Y., has sold his interest in that enterprise and joined the copy desk of the *Worcester* (Mass.) *Gazette.*

George H. ("Farmer") Smith, children's editor of the *New York Evening Graphic,* will be one of the principal speakers at the Press Luncheon to be given at the Stacy-Trent, Trenton, N. J., Thursday, Nov. 5 by the New Jersey State Congress of Mothers and Parent-Teachers Association.

Mrs. M. F. Hazelton and Miss Muriel Summer have joined the staff of the *Worcester* (Mass.) *Evening Gazette.*

Francis R. Murphy, formerly County Agent has been named county editor of the *Worcester* (Mass.) *Telegram.*

James E. Barry, former city editor of the *Jackson* (Mich.) *News,* has joined the *Jackson Citizen Patriot* editorial staff.

William J. Grow succeeds R. B. Anderson as managing editor of the *Lancaster* (Cal.) *Ledger-Gazette.* Mr. Anderson has gone to Indiana to continue in newspaper work.

Alfred Human has resigned as managing editor of *Musical America* to become editor and publisher of his own monthly, *Singing, The Voice Magazine.*

HOLDING NEW POSTS

ROGER BUSFIELD, from head of the *Fort Worth* (Tex.) *Record* copy desk, to copy desk, *Worcester* (Mass.) *Gazette.*

Miss Eleanor Mead from society editor, *Albany* (N. Y.) *Evening News* to society desk, *Worcester* (Mass.) *Telegram.*

Milton C. Chapin from county editor, *Worcester* (Mass.) *Telegram* to county editor, *Providence* (R. I.) *Journal.*

Edward Venable Mitchell from copy desk, *Richmond* (Va.) *Times-Dispatch* to sporting editor, *Charlotte* (N. C.) *News.*

Albert Hadlon from *Worcester* (Mass.) *Evening Gazette* to reportorial staff, *Providence* (R. I.) *News.*

Charles Chambers has joined the reportorial staff, *Worcester* (Mass.) *Evening Gazette.* He was formerly with the *Worcester Telegram.*

Kittredge Wheeler, from *Des Moines Register* copy desk, to *Milwaukee Sentinel.*

Mark Drumm from advertising manager, *Yuma* (Ariz.) *Sun* to a similar position, *Calexico* (Cal.) *Chronicle.*

Warren MacNeil from *Lynchburg* (Va.) *News* to copy desk, *Richmond Times-Dispatch.*

PRESS ASSOCIATION NOTES

KENT PRESS SERVICE on Nov. 9 will open their fourth bureau in Detroit, at 431 Howard street. The other three offices are located in Chicago, Springfield, Illinois, and St. Louis, Mo. Lawrence H. Selz, managing editor, is temporarily in charge of the new bureau.

Frank H. King, who for the last year has been working in the New York bureau of the Associated Press, is returning to London.

CHANGES OF OWNERSHIP

ALBERT HULEN, owner of the *Jamesport* (Mo.) *Gazette,* has sold the paper to A. W. Fagin, of Cameron.

Hamburg (Pa.) *Item,* which recently celebrated its 50th anniversary, has been sold to St. John McLean and Peter T. McGuirk.

E. D. Fred, founder of the *Roseville* (Cal.) *Advertiser,* weekly, has sold his interest in the paper to G. A. Haas.

Wallace Casey, of the *Kansas City Star* and Mrs. Casey, employed on the *Kansas City* (Kan.) *Kansan,* have purchased the *Elkhart* (Kan.) *Morton County Progress.*

W. H. Cole has bought from A. B. Byrne the *Hyde Park* (Cal.) *Press.*

Frank Swann of San Jacinto, Cal., has bought the *Beaumont* (Cal.) *Leader* and changed its name to the *San Gregorio Leader.*

James H. Howell has disposed of his interests in the *San Diego* (Cal.) *Independent* to Franklin O Schroeder, who founded the publication and who now has complete control.

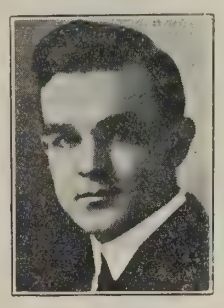
A. G. Campbell, owner of the *Tina* (Mo.) *Journal* for the past three years, has sold the paper to Chester Strong, formerly editor of the *Hale* (Mo.) *Leader.*

J. Herald Frost, owner of the *Vandalia* (Mo.) *Leader* has sold the paper to F. B. DeTien.

FOLKS WORTH KNOWING

FRANK E. PHILLIPS, manager of the New England Daily Newspaper Association, was formerly managing editor of the *Portland* (Me.) *Evening Express.*

A Portland boy, Mr. Phillips at 12 began taking papers from the press in the plant of the *Portland Daily Press.* Later he was carrier boy for the Press and afternoon *Advertiser.*



FRANK E. PHILLIPS

In the fall of 1905 he was graduated to the rank of reporter on the staff of the Advertiser. After two years on that newspaper he transferred to the Evening Express. On the Express he served on the copy desk for a while, and then for five years was sports editor, before becoming city editor and subsequently managing editor.

NEW PLANTS AND EQUIPMENT

RECENT Ludlow installations include the *New York Sun,* three machines; *Tampa* (Fla.) *Tribune* and *Sarasota* (Fla.) *Herald.* The *Portland* (Ore.) *Journal* has just replaced its old machines with two new Ludlows. Other new Ludlow users are: *Key West* (Fla.) *Morning Call, Haines City* (Fla.) *Herald, Pittsburgh* (Pa.) *Press, Camden* (N. J.) *Post Telegram,* and *Tampa* (Fla.) *Evening Globe.*

Three Hoe 16-page press units and one superspeed double folder, have been shipped by boat to the *San Francisco Bulletin,* the remainder of a double sextuple press being installed in the Bulletin plant. A 32-page Simplex press was shipped by Hoe to the *Salina* (Kan.) *Journal* last week.

ON THE MECHANICAL SIDE

R. SILLETTO, printer, *Des Moines Register and Tribune-News* was severely injured last week when the automobile he was driving collided with another machine.

Fred Richard, 20, assistant pressman on the *Lewiston* (Idaho) *Morning Tribune,* was caught in an elevator at the newspaper plant, October 26. He is in a critical condition.

SPECIAL EDITIONS

TAMPA MORNING TRIBUNE, 238-page annual development number, Oct. 27.

Cushing (Okla.) *Daily Citizen,* Greater Cushing Industrial number in six sections Oct. 28.

Janesville (Wis.) *Gazette,* 34-page History number, with 16-page tabloid section, Oct. 24.

WITH THE SPECIALS

H. H. REBER COMPANY, New York, has been appointed eastern representatives for *Diesel & Oil Engine Journal,* published by the Technical Publishing Company, Los Angeles.

E. M. Burke, Inc., special representatives, New York, have been appointed to represent the *Duluth News Tribune* nationally.

MARRIED

L. A. BROWN, advertising solicitor, rotgravure department, *Des Moines Sunday Register,* to Miss Erma Johnson.

ASSOCIATIONS

FRANK SULLIVAN of the *New York World* was the guest of honor at a dinner of the **New York Newspaper Women's Club** on Oct. 29, at the new headquarters of the club at 47 West 44th street. Miss Louella Parsons of the *New York American* announced that the first of the Sunday afternoon teas will be given on Nov. 15.

Oklahoma Associated Press Editors, meeting in Oklahoma City, with Kent Cooper, A. P. general manager as guest of honor, elected L. M. Nichols of the *Bristow Record,* president, succeeding Clyde Muchmore of the *Ponca City News* who was named a member of the national advisory committee. W. M. Taylor of the Enid Publishing Company was elected vice-president, and L. R. Penn of the Oklahoma City A. P. bureau, secretary. Oklahoma Associated Press Good Fellowship Club, composed of state A. P. operators, met at Oklahoma City Oct. 25 and elected T. H. Davis, Oklahoma City, president.

A Story Women Everywhere Are Going to Talk About

FICTION that women like—and buy newspapers to read, is an important part of the Central Press Association's complete and exclusive illustrated newspaper feature service.

First publication of the new novel of Edgar Poe Norris, author of the conspicuously successful "Surrender," will be in newspapers that receive the Central Press service. The story has the alluring title of "METHUSELAH'S WIFE," and it's the story of a beautiful girl who married an old man to achieve wealth and social position. The plot touches all of the elements of popularity.

Release date of the first of the generous, graphically illustrated, daily installments is Monday, November 16. Write now for proofs.

The Central Press Association

V. V. McNITT, President — Central Press Bldg. Cleveland — H. A. McNITT, Manager

P.S.—We produce the world's best daily picture page.

New York Editorial Conference will hold the first luncheon meeting of the season at the Hotel Astor, Nov. 13. The subject is: "Where is the Business Paper Editor of the Future Coming From?" Speakers will be J. W. Cunliffe, director of the Pulitzer School of Journalism, Columbia University; and W. W. Macon, of *Iron Age*.

Ohio Newspaper Women's Association recently awarded prizes for meritorius work appearing in the Ohio papers. Mrs. Amoretta Fitch, Cincinnati, won the prize for the best verse. Miss Allene N. Summer of Cleveland for the best news story and the best humorous story. Miss Florence Smith of the *Portsouth Times* carried off the honors for the best story about the 1924 convention. Miss Daisy P. Young was awarded the honors in the contest for the best feature story. Other prize winners were Mrs. Charlotta Price Shea of the *Bellefontaine Examiner* and Anna Marie Tennant of the *Springfield Sun*. Pauline Smith, Columbus, is the new president of the group.

For the sixth time Fred Cooper, editor of the *Topeka Construction News*, won the **Kansas Editorial Golf Association** title at the semi-annual tournament in Chanute. He defeated Bert Harris, *Herington Times*, on the 18th hole. L. B. Merillat, Topeka, won the championship consolation from H. W. Albright, Western Newspaper Union, Wichita; Angelo C. Scott, *Iola Register* won the Goodfellows flight from John T. Mack, *Newton Kansan-Republican*, with Wilfred Cavaness winner of the consolations from Dick Gelvin, Topeka.

Cape Cod Press Club held its annual election of officers Oct. 31, at Hyannis, Mass., with the following results: President, Charles Warner Swift, of Yarmouthport; secretary, Herbert L. Chipman, of Sandwich, and treasurer, George M. Haskins, of Hyannis. Philip Hale, *Boston Herald;* William O. Taylor, *Boston Globe;* Ruth Scott Miller, Raymond M. Crosby, M. A. Dewolfe Howe, Jason L. Rogers and Herbert W. Collingwood, editor of the *Rural New Yorker*, part time residents of Cape Cod, were elected honorary members.

California Advertising Service Association met in Los Angeles, Oct. 23-24, with James J. O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, as one of the principal speakers.

Washington Press Association will hold its fourteenth annual Newspaper Institute, March 4, 5, and 6, at the University of Washington.

Third District Republican Editors of Kansas, will meet at Neodesha Nov. 7, for their annual fall meeting. Thomas E. Thompson, editor of the *Howard* (Kan.) *Courant*, is president.

Texas Editorial Association will meet in Brownsville, Dec. 2-4. Two hundred editors are expected to attend.

Midwinter meeting of the **Virginia Press Association** will be held at Farmville Friday and Saturday, Jan. 15-16. President W. S. Copeland is preparing the program.

Daily Wins $50,000 Libel Suit

A jury required only ten minutes to return a verdict favorable to the *Redding* (Cal.) *Searchlight* Oct. 22, in the $50,000 libel suit instituted by Leslie Jones, a city trustee. The suit was based upon a letter written by Ernest Dozier, also a city trustee, and published by the Searchlight during a recent municipal election campaign.

Dozier was also named a defendant in the action.

Pastor Wins $15,000 Libel Verdict

Rev John E. Lillbach of Brooklyn, N. Y., formerly pastor of a Quincy, Mass., church was awarded $15,000 damages by a jury in Federal District Court Boston Tuesday in his suit against the Eteepain Cooperative Society of Worcester, publishers of a Finnish paper, charging libel. He brought suit for $50,000 alleging that the paper had printed a story defamatory to his character.

ASSOCIATION CHIEFS

E. F. EILERT, publisher of the *Musical Courier*, New York and president of the Eilert Printing Company was elected president of the United Typothetæ of America at the 39th annual convention in Chicago, Oct. 19-24.



E. F. EILERT

This is the third time in the 38 years of the history of the international association of employing printers that a New York man has been elected to its presidency, the other two being Theodore L. DeVinne, who was elected at the first meeting in 1887 and William Green, elected in 1919.

Mr. Eilert is an ex-president of the New York Employing Printers' Association and the present chairman of its Board of Directors. He is also a director in the National Publishers' Association.

A. L. PERKINS HEADS A. P. GROUP

Texas Managing Editors' Association Meets in Dallas

At a meeting of the Texas Managing Editors' Association in Dallas last week A. L. Perkins, *Galveston Tribune* and E. B. Doran, *Dallas News* were reelected president and secretary respectively. San Antonio was selected for next year's meeting.

The Association comprises editors of Associated Press Papers. Amon G. Carter, publisher, *Fort Worth Star-Telegram*, was named member of the central divisional advisory board of the Associated Press. Reorganization of the Texas election bureau machinery was discussed.

A. F. Henning, election bureau manager, spoke. President Perkins was instructed to appoint a committee with power to act toward providing next year's election service. A. P. officials present included Kent Cooper, general manager, Edgar, T. Cutter, central division superintendent, Paul Cowles, Western division superintendent, E. T. Wolford, central division traffic chief, and Ray Baumgardner, Dallas bureau manager. Plans to broaden the state service were stressed.

FATHER AND SON RIVALS

Wilbur Morse, Senior and Junior, Represent Different Dailies at Capital

The Washington newspaper corps now includes father and son, Wilbur Morse, Sr., and Wilbur Morse, Jr., representing different Philadelphia newspapers.

Wilbur Morse, Sr., a veteran in the Philadelphia and Washington newspaper field, resigned recently from the financial department of the *Philadelphia Evening Bulletin*, to become the Washington correspondent for the *Daily News*, Philadelphia's afternoon tabloid which is being conducted by Lee Ellmaker, a former Washington newspaper man.

Wilbur Morse, Jr., is a member of the Washington bureau of the *Philadelphia Ledgers* and *New York Evening Post*.

Robert B. Armstrong, Jr., son of the late Robert B. Armstrong, noted Washington correspondent has stepped into his father's place as the representative at the Capital of the *Los Angeles Times*.

Honor "Marse Henry's" Memory

A portrait of the late Henry W. Watterson, of the *Louisville Courier-Journal*, has been ordered by the journalism school of Washington and Lee University, Lexington, Va. It will hang over the mantelpiece in the school's news room, according to Prof. R. B. Eklard.

FOREIGN FEATURE STAFF

New Service Being Organized for New York Sunday Times

Organization of a European feature service, in addition to the foreign news service now operated, is being undertaken by the *New York Times*. It is planned to have feature headquarters in London and branches in other important news services abroad. Articles supplied by the feature service would be used exclusively by the New York Sunday Times and its magazine section.

F. L. Minnigerode, who has been writing special articles for the Sunday Times from Rome, has moved to London as chief representative abroad of the Sunday department.

In Paris, Miss Diana Bourbon has been appointed correspondent for the Sunday paper, and in Berlin, Hermann G. Scheffauer. To this nucleus there will be added men in Rome and in Vienna, which is the source of feature articles from the Balkans as well as from Austria. Eventually the organization will be extended to include Russia and the Far East.

Arranging Sphinx Club Dinners

Preston P. Lynn, president of the Sphinx Club. New York advertisers' society, has named the following members to arrange for the next four club dinners to be held in November, December, January and February: George Ethridge, James P. Gillroy, Charles C. Green, and William H. Rankin.

President Lynn of the club has been seriously ill, but is now recovering.

INGLORIOUS MILTONS, BUT NOT MUTE, SO PAPER MUTES 'EM

WHETHER or not Concord, N. C., is particularly suited to composition of original poetry does not appear. Neither has it been shown that residents of Concord are particularly desirous of having their poetical products given to the world.

What is quite evident is that the *Concord Tribune* does not solicit contributions of such poetry. In a front-page box, under the heading, "No More Original Poetry," the following recently appeared:

"The Tribune is nothing if not accommodating, but in future we shall be compelled to draw the line at original poetry. We always want items of news, but we cannot get the consent of our minds to inflict original poetry on our readers."

Stunt Extra Stressed Fire Peril

An extra announcing that the busines district of Montrose, Pa., had been lev eled by fire because of lack of fire ap paratus was recently published by th *Montrose Independent Republican*, weekly There was no fire, the stunt having bee arranged to arouse the city to the need of the local fire department. Proceed of the sale of the extra were donated t the department.

Look Ahead

The Development of Church Advertising Is Worth While

What can restore public attention to the service of the church? What better than the newspaper?

In the last copy of the Literary Digest is the Reading *Eagle's* appreciation of Reading churches. The Eagle is looking ahead:

"Reading has about 70 churches. There is an investment of possibly $5,000,000—all for your benefit—and it is a benefit indeed. . . . Tomorrow these churches will be open to you. . . . Over 500 singers and musicians will sing and play for your benefit. Sixty clergymen will deliver carefully prepared sermons. Thousands of earnest, kind-hearted Christian men and women are ready to give you the sincere handclasp of fellowship. Doesn't all this mean something to you? With all this prepared for your benefit, why not go to some church, Sundays?"

The Associated Advertising Clubs has a series of Come-to-Church advertisements for the joint use of every church in town, in your Saturday church page.

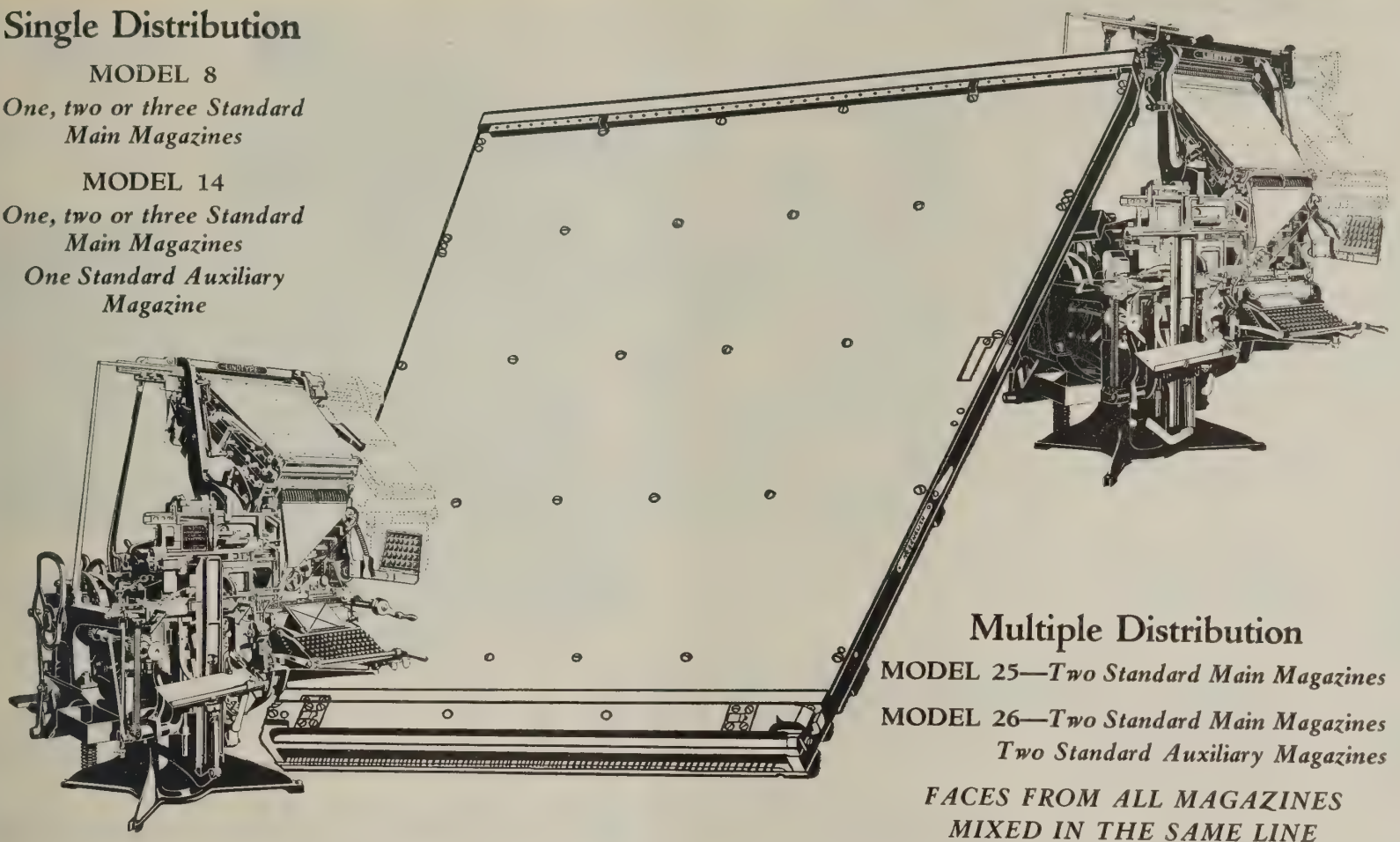
Write us for plans and copy. The Church community is worth cultivating.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

Single Distribution

MODEL 8
One, two or three Standard Main Magazines

MODEL 14
One, two or three Standard Main Magazines
One Standard Auxiliary Magazine



Multiple Distribution

MODEL 25—*Two Standard Main Magazines*

MODEL 26—*Two Standard Main Magazines*
Two Standard Auxiliary Magazines

FACES FROM ALL MAGAZINES MIXED IN THE SAME LINE

CAN BE SUPPLIED TO CAST EITHER 30 OR 42 PICA MAXIMUM MEASURE

The printer who has his typographic resources stored in Standard Interchangeable Linotype Magazines is prepared to produce composition of any character in unlimited quantity, in the quickest and most economical way.

Any combination of type faces may be quickly grouped on one machine to meet the requirements of a particular job

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

520 25 11 F

Composed entirely on the LINOTYPE *in the Cloister Bold Series*

ADVERTISING AGENCY AFFAIRS

New Addresses for Two Agencies—H. K. McCann, New York, and Tracy-Parry, Philadelphia—Ozburn Joins John S. King Company, Cleveland—Sweetser Now with the O'Malley Advertising and Selling Company

TWO advertising agencies moved to new offices this week.

In New York, H. K. McCann Company transferred headquarters from 61 Broadway uptown to 285 Madison avenue. The Tracy-Parry Company, Inc., moved its Philadelphia offices from the Lafayette Building, Fifth and Chestnut streets, to the new building of the *Philadelphia Public Ledger* on Independence Square. The New York offices of this company are at 347 Fifth avenue.

C. L. Ozburn, formerly with the Albert Frank Company, New York, has joined the staff of the John S. King Company, Inc., Cleveland advertising agency.

Theodore H. Sweetser, for the past four years space buyer for the Franklin P. Shumway Advertising Agency, is now associated with The O'Malley Advertising & Selling Company, 244 Washington street, Boston.

W. Frank McClure, vice-president Albert Frank & Co., Chicago, and president of the National Advertising Commission, spoke before the Sales Managers' Bureau of the St. Louis Chamber of Commerce Oct. 30, on "The Advertising Man's Laboratory."

Edward A. Mackey, formerly with James F. Newcomb & Co., Inc., New York, in association with Martin Prehn, has formed the Prehn-Mackey Company, a new York advertising service company. Mr. Prehn had been conducting an agency under his own name.

The Campbell-Ewald Company, General Motors Building, Detroit, announces the addition of Keith Crombie and M. S. Charlton as copy writers.

S. C. Stokley for six years merchandising counsel and retail statistical compiler of the Grand Rapids Show Case Company and previously advertising manager of a number of eastern department stores including Higbee Company of Cleveland is now associated with George J. Kirkgasser & Co., Chicago advertising agency as merchandising counsel and account executive.

P. A. Wilkinson is now manager of the New York office of the Chambers Agency, Inc., succeeding, John H. Strumberg, who has returned to the New Orleans office as an account executive Mr. Wilkinson was formerly with Frank Seaman, Inc.

McKinney, Marsh & Cushing, Inc., Detroit advertising agency, announces tne addition to its staff of George R. Cullen, formerly engaged in advertising work at Grand Rapids, Mich.

Alfred E. Fountain, Jr., on Nov. 1, joined the New York office of the Lyddon-Hanford Company. He was formerly secretary of the Tuthil Advertising Agency, Inc., New York.

The Harold Worm Company, advertising agency, has been organized in Grand Rapids, Mich., Harold Worm having taken over the interests of his former associate, L. R. Vercoe, Jr.

Merrill Hoff is now assistant art director of the Irwin L. Rosenberg Company, Chicago advertising agency. Formerly he was with the Bureau of Engraving, Minneapolis.

Clyde A. Stevens has resigned as central manager of the *Nation's Business* and on Jan. 1, will join the Nichols-Evans Company, Cleveland advertising agency.

ADVERTISING COMPETITION

450 Salesmen for Newspapers Compared to 600 for the Magazines

The following figures gathered and made public by the Association of Newspaper Advertising Executives, show the magnitude of sales activity and competition in the national field:

"There are 91 special representative organizations in New York alone that sell for the larger newspapers. These 91 organizations employ 450 salesmen. In New York City, there are 142 organizations, employing 600 salesmen, who are fighting the advertising battles for the magazines. Another 100 salesmen working for 20 specials, represent the farm papers in New York. In addition, there are the numerous sales representatives of the car cards, outdoor display, novelties, direct-by-mail interests, etc.

"All of these figures refer to New York City alone. A similar regiment of men work from Chicago offices to induce advertisers to use their particular medium. Other hundreds of sales representatives operate from cities on the Pacific Coast, from Detroit, St. Louis and other large cities. Add to all of these salesmen, the home office executives, the service, promotion and local contact personnel and the army of advertising salesmen is augmented still further."

Hanks Heads Texas Press League

Meeting in Dallas, the Texas Daily Press League elected officers as follows: Bernard Hanks, *Abilene Reporter,* president; A. G. Mayse, *Sherman Democrat,* first vice-president; C. W. Wilson, *Mineral Wells Index,* second vice-president; E. W. Bateman, *Marshall Star,* secretary-treasurer. The League's advertising bureau elected J. L. Nunn, Amarillo, chairman; J. L. Gree, Denison; C. E. Palmer, Texarkana, and Walter Murray, Ranger, advisory committee.

Texas Semi-Weekly Now a Daily

The *Vernon* (Tex.) *Record* began publication Nov. 2, as a daily newspaper. Previously it had been a semi-weekly, under the direction of R. H. Nichols. James N. Allison, formerly of the local staff of the *Wichita Falls* (Tex.) *Daily Times,* has been appointed news editor of the new daily. Mr. Allison is the son of J. H. Allison, former publisher of the *Fort Worth Record,* now vice-president of the Wichita Falls Daily Times.

POST

a reminder to contract for advertising space in

The Evening Star

Franklin, Ind.

C-H Conveyors in the Los Angeles Herald Press Room.



Above shows the press connection in the Knoxville Sentinel press room, and at the left the delivery tables in the New York Tribune mailing room.

C-H NEWSPAPER CONVEYORS

Representative Publishers Who Use C-H Conveyors

Allentown (Pa.) Call
Altoona (Pa.) Mirror
Arkansas Gazette
Asbury Park (N. J.) Press
Atlanta Constitution
Atlanta Journal
Aurora Beacon-News

Baltimore Sun
Binghamton Press & Leader
Birmingham News
Birmingham Age-Herald
Brisbane (Australia) Courier
Border Cities Star, Windsor, Ont.
Boston Globe
Boston Herald
Boston Post
Boston Record
Boston Transcript
Bronx (N. Y.) Home News

Canton (O.) Repository
Cedar Rapids Gazette
Charlotte Observer
Chicago Daily News
Chicago Tribune
Chester (Pa.) Times
Christian Science Monitor
Clarksburg Exponent
Cleveland Plain Dealer
Cleveland Press
Columbus Citizen

Dallas News
Dallas Times-Herald
Dayton Evening News
Dayton Journal
Decatur Review
Des Moines News
Des Moines Register and Tribune
Detroit News
Duluth News-Tribune

Erie (Pa.) Dispatch-Herald
Easton (Pa.) Express & Argus

Fairchild Press
Florida Times-Union
Fort Wayne News & Sentinel
Fort Worth Star-Telegram
Fresno Bee

Grand Rapids Herald
Greensboro (N. C.) News

Halifax (Nova Scotia) Herald
Hamilton Spectator
Hartford Courant
Hartford Times
Haverhill Record
Houston Chronicle
Huntington (W. Va.) Herald-Dispatch

Indianapolis News
Indianapolis Star

Jersey City Journal

Kalamazoo Gazette
Kansas City Journal
Kenosha News
Knoxville Sentinel
Knoxville Journal & Tribune
Kokomo Tribune

Lima (O.) News
London (Ont.) Advertiser
Los Angeles Down-Town Shopping News
Los Angeles Herald
Lowell (Mass.) Courier-Citizen

Macon (Ga.) News
Macon (Ga.) Telegraph
Milwaukee Journal
Minneapolis Journal
Minneapolis Tribune
Minnesota Star

New Orleans Item
New Orleans Times-Picayune
New Orleans States
New York Globe
New York Herald-Tribune
New York Sun
New York Times
New York World
Norfolk Ledger-Dispatch
Newark Star-Eagle
Newark News
Needlecraft Pub. Co., Augusta, Me.
Oakland Tribune
Omaha Bee
Omaha World-Herald
Ottawa Citizen
Ottawa Journal

Pawtucket (R. I.) Times
Pathfinder Pub. Co., Washington, D. C.
Peoria Journal-Transcript
Peoria Star
Philadelphia Bulletin
Philadelphia Inquirer
Philadelphia North American
Philadelphia Public Ledger
Pittsfield (Mass.) Eagle
Pittsburgh Dispatch
Pittsburgh Post
Pittsburgh Press
Pittsburgh Leader
Portland (Me.) Press-Herald
Portland (Ore.) Journal
Portsmouth Times
Providence Journal

Richmond Times-Dispatch
Richmond News-Leader

St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Paul Dispatch
San Francisco Chronicle
Sioux City Journal
Sioux City Tribune
Southern Ruralist, Birmingham, Ala.
Springfield (Mass.) Republican & News
Springfield (Mass.) Union
Sydney (Aus.) Morning Herald
Sydney (Australia) Sun
Syracuse Herald
Syracuse Journal
Syracuse Post-Standard

Tacoma News-Tribune
Toronto Globe
Toronto Star
Toronto Telegram
Trenton Times

Utica Observer-Dispatch

Vancouver Province
Virginian-Pilot, Norfolk, Va.

Washington (D. C.) Star
Waterbury Republican & American
Wilmington Journal
Wisconsin State Journal, Madison
Woman's World Magazine Co., Chicago
Worcester Telegram-Gazette

York (Pa.) Dispatch
Youngstown Vindicator

CUTLER-HAMMER

CLIP HERE

The Cutler-Hammer Mfg. Co.,
Milwaukee, Wisconsin.

Please send me a copy of your bulletin which outlines the advantages and economies effected by use of C-H Newspaper Conveyors.

Name .....

Address .....

City ..... State .....



Shoes—and Ten Million People

The buying power potential of the ten million people in the six markets served by this newspaper group is of tremendous proportions.

Consider it, for example, in relation to the purchase of shoes. Suppose we allow these ten million people only two pairs of shoes a year and give them a minimum cost of $5 a pair. That would represent an expenditure of $100,000,000 for shoes in a single year.

These six markets, containing nearly one-tenth of the TOTAL POPULATION of the United States, can be covered adequately and economically by this newspaper sextette.

A representative will gladly give you the facts

EASTERN OFFICE	*WESTERN OFFICE*	*NEW ENGLAND OFFICE*
9 E. 40th St.	*Hearst Building*	*5 Winthrop Square*
New York	*Chicago*	*Boston*
R. E. BOONE	*H. A. KOEHLER*	*S. B. CHITTENDEN*

BOSTON AMERICAN
CHICAGO EVENING AMERICAN
DETROIT TIMES
ROCHESTER JOURNAL
SYRACUSE TELEGRAM
WISCONSIN NEWS (MILWAUKEE)

WHAT'S WHAT IN THE FEATURE FIELD

Col. Haskell Writes About "The Land of the Soviets"—New Golf Feature—Christmas and New Year Stories—Wide World Opens Coast Bureau

COL. WILLIAM N. HASKELL, U. S. A., is author of "The Land of the Soviets," a series now being offered newspapers by King Features Syndicate, Inc., New York.

Col. Haskell had charge of the distribution of the $70,000,000 relief fund in Russia that was raised by the American people, and his articles describe the country as he saw it during the two years he was there.

The articles are prepared in four installments of about 3,000 words each.

Glenna Collett, the women's national golf champion, has signed a contract with the McNaught Syndicate, Inc., New York, for a series of weekly golf articles to appear beginning Dec. 1.

Metropolitan Newspaper Service announced the following Christmas and New Year stories this week: "The Truce of God," by Mary Roberts Rinehart; "Mr. Holiday," by Gouverneur Morris; "The Miracle," by Melville Davisson Post; and "Happy New Year," by Zona Gale.

Cosmos Newspaper Syndicate, New York, has added a weekly half page of college humor to its list of feature offerings. The new feature is made possible through an arrangement with the magazine *College Humor,* of which J. M. Lansinger is publisher.

A new daily puzzle feature was announced this week by the International Syndicate, Baltimore, Md. The new feature, it is stated, will "include practically every form of puzzle, excepting crosswords."

World Wide Photos has established an office in San Francisco, Cal., under the management of Victor Kuhes.

Bushnell Dimond is now writing the weekly Broadway letter, distributed by the Newspaper Feature Service, New York. He succeeds Brett Page who is convalescing in California after a long illness.

A vaudeville version of "Gus and Gussie," comic strip baloons of which are written by Jack Lait, made its appearance on the New York stage this week.

Gus Mager, newspaper artist, originator of the comic strip, "Hawkshaw the Detective," is now drawing a new daily strip called "The Fifty-Fifty Family" for the McNaught Syndicate, Inc., New York.

BRITISH GIFT CEREMONIES

Elaborate Preparations Made for Ambassador Howard at Missouri U.

COLUMBIA, Mo., Nov. 3—Special ceremonies including an academic procession, a university convocation, and a banquet have been arranged by the University of Missouri in honor of Sir Esme Howard, British ambassador to the United States, who on Nov 10 will present to the School of Journalism in behalf of the British Empire Press Union a stone from St. Paul's Cathedral in London.

Acceptance of the stone in behalf of the Missouri School of Journalism and the press of the United States will be made by George B. Dealey, president of the *Dallas News* and a vice-president of the Associated Press.

Following the presentation, E. Lansing Ray, chairman of the Board of Curators of the university, and publisher of the *St. Louis Globe-Democrat,* will preside at a special afternoon convocation in the university auditorium.

The stone was taken from St. Paul's Cathedral, near which William Caxton established the first printing office in England in 1477. Other early printing offices in this vicinity were those of Wynkyn De Wold, Richard Pynson, and John Day.

Sir Esme Howard's party will arrive in Columbia Tuesday morning, Nov. 10. Marshall Gordon will entertain these official guests of the university at breakfast. At noon they will be guests at a luncheon of the Round Table Club.

In the afternoon, Dr. Stratto Brooks, president of the university hold a reception for them at his In the evening they will be guests university at a banquet at the Boone Tavern. The party will then for Kansas City.

MILWAUKEE VETERAN DI

Charles Dean for 26 Years Op and News Man for A.P.

Charles Dean, for 26 years spondent of the Associated Press a waukee, died Nov. 4 while prepar leave for his daily tasks.

Mr. Dean retired from the Asso Press two years ago after 32 year the organization as a telegrapher newsman. He did not retire from life, however, becoming assistant director on the *Milwaukee Sentinel*

During his years of newspaper Mr. Dean had covered all the imp events in the city's history. He years old and was born in Canada was one of the acknowledged exp copying a news report in long hand

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Higher Cable Rates Adopte

Higher rates on all telegraph and lines were adopted by the Interna Telegraph Congress at its final session in Paris, Oct. 24. The rates increases ranging from 10 to 30 pe America was not officially repre

ANNOUNCEMENT

TO avoid promiscuous reprinting from College publications, with the attending embarrassment and belittling of our own publication, we announce that CollegeHumor has entered into written contracts with the publications here listed, granting to us *exclusive* reprint rights. We shall extend the privilege of reprint at our discretion, and publishers desiring this right must have our written permission. This important step has been taken to prevent otherwise unavoidable duplication of material and to maintain the prestige of college publications. This we are under obligation to protect, as well as that of CollegeHumor, for the privilege extended to us. We pay these college magazines for *exclusive* reprint rights and advertise in the publications listed.

OCTOBER 21, 1925

J. M. Lansinger

PUBLISHER

Aggievator, Okla. Agr. & Mech. Col.
Allegheny Alligator, Allegheny Col.
Annapolis Log, U. S. Naval Academy
Beanpot, Boston University
Bison, Buffalo University
Black & Blue Jay, John Hopkins U.
Bowdoin Bear Skin, Bowdoin College
Brown Bull, Kansas Agr. College
Brown Jug, Brown University
Bucknell Belle Hop, Bucknell U.
C. C. N. Y. Mercury, City Col. of N.Y.
California Pelican, University of Cal.
Cannon Bawl, Gettysburg College
Carolina Buccaneer, U. of N. C.
Centre Colonel, Centre College
Chicago Phoenix, U. of Chicago
Colgate Banter, Colgate University
Colorado Dodo, U. of Colorado
Columbia Jester, Columbia U.
Cornell Widow, Cornell University
Dartmouth Jack o'Lantern, Dartmouth College
Cougar's Paw, Washington State Col.
Denison Flamingo, Denison U.
Desert Wolf, University of Nevada
Denver Parrakeet, U. of Denver
Drexerd, Drexel Institute
Ga. Tech. Yellow Jacket, Georgia School of Tech.
Georgia Cracker, U. of Georgia
Goblin, Nat'l Publication, Canada
Green Gander, Iowa State U.
Green Onion, Michigan Agr. College
Grinnell Malteaser, Grinnell College
Hamilton Royal Gaboon, Ham. U.
Hogan's Alley, Miami University
Illinois Siren, University of Illinois
Iowa Frivol, University of Iowa
Kentucky Satyr, U. of Kentucky
Lafayette Lyre, Lafayette College
Lehigh Burr, Lehigh College
Mainiac, University of Maine
Michigan Gargoyle, U. of Mich.
Middlebury Blue Baboon, Middlebury College
Minnesota Ski-U-Mah, U. of Minn.
Missouri Outlaw, U. of Missouri
Mountain Goat, U. of the South
N. Y. Medley, New York University
Nebraska Awgwan, U. of Nebraska
Notre Dame Juggler, Notre Dame U.
Ohio Wesleyan Mirror, Ohio Wesleyan University
Oklahoma Whirlwind, U. of Okla.
Oregon Orange Owl, Ore. Agr. Col.
Panther, University of Pittsburgh
Penn. State Froth, Penn. State Col.
Pennsylvania Punch Bowl, U. of Pa.
Pup, Rensselaer Polytechnic Inst.
Purple Pel, Louisiana State U.
Rammer-Jammer, U. of Alabama
Red Cat, Western Reserve University
Rice Owl, Rice Institute
Rutgers Chanticleer, Rutgers Col.
Sagehen, Pomona College
Scarlet Saint, St. Lawrence U.
Scream, University of Mississippi
Texas Ranger, University of Texas
Stevens Stone Mill, Stevens Tech. S.
Shadows, Creighton University
U. of Wash. Columns, U. of Wash.
Utah Humbug, University of Utah
V. M. I. Sniper, Virginia Mil. Inst.
Vanderbilt Masquerader, Vanderbilt University
Vassar Vagabond, Vassar College
Virginia Reel, University of Virginia
W. Va. Moonshine, U. of W. Virginia
Wabash Caveman, Wabash College
Washington Dirge, Washington U.
West Point Pointer, U. S. Military Academy
White Mule, Colby University
Whitman Blue Moon, Whitman Col.
Witt, Wittenberg College
Yellow Crab, De Pauw University

COLLEGIATE WORLD PUBLISHING COMPANY, *Publishers of*

College HumOr

The Best Comedy in America 1050 North La Salle Street, Chicago

For Newspaper Reproduction (half page released weekly) *Wire* COSMOS NEWSPAPER SYNDICATE, 9 East 37th St., New York

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[**1**] Factories containing *one hundred fifty thousand* square feet, devoted exclusively to the manufacture of Standardized Intertypes, parts and matrices.

[**2**] An annual output of more than *twelve million* matrices.

[**3**] A regular stock of more than *thirty million* matrices.

[**4**] A large stock of supply parts to adequately meet the demands of all customers.

[**5**] Average profits during the past few years of nearly *one million dollars* annually.

[**6**] More than *one million dollars* cash in bank.

[**7**] Approximately *four million dollars* in customers' notes covered by mortgages and in accounts receivable.

[**8**] Sales and deliveries consistently increasing.

[**9**] Satisfied users operating from *one* to more than *one hundred* machines.

[**10**] Permanently established offices in New York, Brooklyn, Chicago, San Francisco, Memphis, Boston, Los Angeles, Toronto, London and in every civilized country of the world.

[**11**] More than twenty-five per cent of Intertype first preferred stock is owned by loyal Intertype employees.

[**12**] A well-trained organization working together with a definite policy of protecting slug casting machine users against machine obsolescence.

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NEW YORK CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

WITH THE GENERAL ADVERTISERS

Cadillac Motor Company Increases Sales with Newspaper Advertising—Lucky Strike's Investment $2,500,000 —Cilley Resigns as Wanamaker Ad Chief

SALES increases which followed adoption of wider use of newspaper space by the Cadillac Motor Company, Detroit, Mich., are told in detail by W. W. Lewis, advertising manager, in a letter to the Bureau of Advertising of the American Newspaper Publishers Association, made public this week.

The letter follows in part:

'Since we have assumed the entire responsibility for Cadillac newspaper advertising, we have had for the first time uniform coverage and it has been possible to take full advantage of the flexibility of the newspapers on more than one occasion.

"Since its introduction the newspapers throughout the country have carried the Cadillac story and this very insistent demand continues.

"Sales for the first month of the new car were 87 per cent greater than sales of the previous model during the same month.

"Sales for the second month were 68 per cent greater than sales of the previous model for the same month.

"Sales for the first month of the new car were 52 per cent greater than the best month of 1924 and 29 per cent greater than the best previous month in 1925.

"We are very much over sold on all body styles and from present indications this condition will exist at least until the first of the year.

"I am sure that our newspaper advertising has played an important part in announcing the new car.

"It seems to me that this is a job done best by the newspapers even though we are continuing a heavy schedule in the magazines and our distributors and dealers are making some use of bulletin boards as well as an extensive use of direct advertising."

Further details of the special campaign for Lucky Strike cigarettes being conducted by Lord & Thomas for the American Tobacco Company, were learned this week. Start of the drive was announceed last week in this department.

The Lucky Strike advertising will go in virtually every daily newspaper in the country and will run for 18 months. The investment is approximately $2,500,000.

Some weeks ago, orders for Lucky Strike copy went out through Lord & Thomas to a large list of newspapers. make the campaign extend the 18 months instead of the two months originally intended.

H. Gordon Cilley, for 16 years advertising manager of the John Wanamaker store in Philadelphia, announced his resignation Nov. 2. He declared he was not in a position to make any definite statement regarding his future plans. Capt. William M. Dryden, assistant advertising manager, is temporarily in charge.

Mr. Cilley served an apprenticeship in news and publicity work with the *Charlotte* (N. C.) *Observer,* where he was employed as printer and later telegraph editor. In addition to newspaper work, he studied law, but before he started practice he enlisted for the Spanish-American war.

At the end of the war Mr. Cilley came to Philadelphia and became assistant news editor on the *Philadelphia Record.* He held that position from 1899 until 1909, when he resigned to accept the management of the advertising department for the Wanamaker store. During the late war he was appointed a major in the army reserve corps but was not called for active duty.

James H. Rand, Jr., president of the Rand-Kardex Company, Inc., of Tonawanda, N. Y., manufacturers of filing systems, has purchased control of the Library Bureau, Inc. The new consolidation will be the largest manufacturers in the world of filing systems and business records, it is said. Recently Mr. Rand obtained control of the Visible Index Company, of New Haven, and the good will, merchandise, stock and trademarks of the Add Index, a subsidiary of the American Can Company.

A. H. Berwald has resigned as manager of advertising and sales promotion of the E. I. du Pont de Nemours & Co., Inc., Fabrikoid division, to undertake similar work for the Eagle Pencil Company of New York. Mr. Berwald went to the du Pont Company in 1916, and during the ten years has worked on a large number of du Pont products, including Pyralin toiletware, the advertising of which was under his direction for two years. For the last eight years the advertising and sales promotion of the Fabrikoid division has been handled by Mr. Berwald.

The Cleveland Metal Products Company has changed its name to the Perfection Stove Company, in order to tie up more directly with its product, the Perfection Stove.

A local chapter of the Association of National Advertisers has been formed in Rochester, N. Y., with L. H. Bartlett, of the Eastman Kodak Company, chairman.

Louis Bruch has been appointed assistant advertising manager of the American Radiator Company, succeeding Brewster S. Beach.

Louis Blumenstock has resigned as director of advertising of the Kaufmann's Department Stores, Inc., Pittsburgh, Pa., and will join the Hartman Corporation of Chicago, on Jan. 1, as director of advertising of all the Hartman stores.

V. Vivaudou, Inc., reported for the quarter ended Sept. 30, net profits of $79,585, after depreciation and all charges, compared with a net loss of $41,866 in the third quarter of 1924.

For the quarter ended Sept. 30, the General Cigar Company reported net income after charges and Federal taxes of $668,317.

Newspaper space was used in Chicago this week to promote the leather show held under the auspices of the American Leather Producers, Inc., Nov. 2-7. If results are as expected, similar shows and similar advertising will probably be arranged in other cities.

Peter P. Carney, for six years in charge of the publicity department of the Winchester Repeating Arms Company, and for two years in charge of sales promotion, retires from that firm at the end of this year. Mr. Carney has made no announcement of his future plans.

A. C. Stearns, Jr., has been made advertising manager of the Federal Radio Corporation of the Federal Telephone and Telegraph Company, Buffalo, N. Y.

Robert N. Fugarde on Nov. 2, became the advertising manager of the William Connors Paint Manufacturing Company, Troy, N. Y. Prior to this new connection he was assistant advertising manager of Loft, Inc., New York.

Julius Kayser & Company, and affiliated companies, New York, manufacturers and distributors of silk gloves, hosiery, etc., report a net income, after charges, of $1,174,642 for the fiscal year ended August 31.

Permanent roads are a good investment—not an expense

One Horse Town Good-Bye!

Any community whose streets are not durably paved is going to be known as a "one horse town."

When that time arrives, Prosperity says, "Good-bye, old friend, Good-bye!"

People start moving away. Bank deposits fall off. Business in general begins to take a slump, and the place is no longer "on the map."

Contrast all this with the city that is well paved.

It steadily forges ahead over its hard, even streets. Automobiles, busses and delivery trucks, operate efficiently and economically, regardless of season or weather.

Business is good, and keeps getting better. Modern, fire-safe buildings spring up. New industries are attracted to town. Plants and factories are working full time. Trade at the stores is brisk, and everybody's busy.

In short, permanently paved streets and roads are one of the very best investments any community can make. You can enjoy the tonic effect of well paved streets by helping your local authorities to find ways and means to build more of them.

Send today for our free illustrated booklet— "Concrete Streets for Your Town"

PORTLAND CEMENT ASSOCIATION
111 W. Washington St.
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 30 CITIES

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

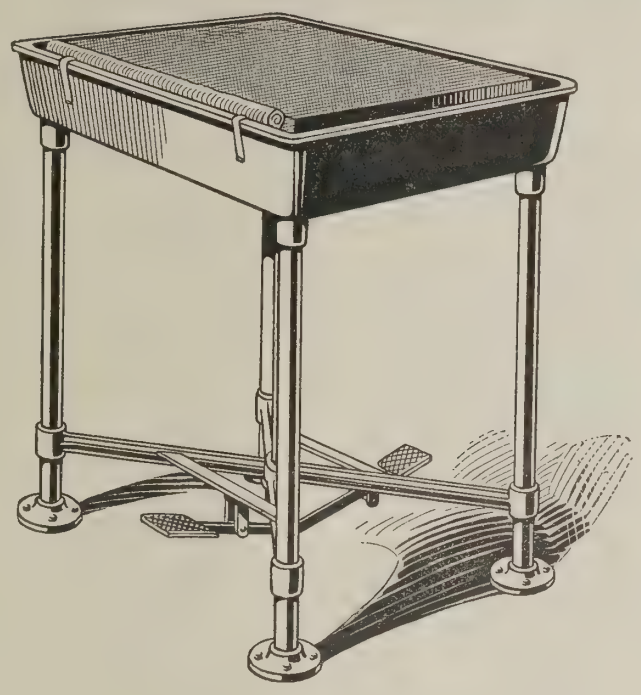
The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.



The price of the Powers Perfection Cooler is $350

The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

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205 West 39th Street
New York City

VETERAN BALTIMORE PUBLISHER DIES

General Felix Agnus, After Brilliant Civil War Record, Published American for Nearly Half Century —Sold to Munsey

General Felix Agnus, publisher of the *Baltimore American* for almost half a century, died on Oct. 31 after an illness of about 8 months. For several weeks he was unable to leave his bed. Infirmities of age caused his death. He was 86 years old, having been born in Lyons, France, May 5, 1839. He died in his apartment at 1836 Eutaw place.

Educated at Jolie St. Clair, near Paris, General Agnus left home when he was a boy of 13 and made a trip around the world in a sailing ship. Before he was 20 years old he fought in the French armies and later fought in Italy under Garibaldi.

Coming to this country about 1860, he planned to become a chaser and sculptor for Tiffany's, New York. But when the Civil War began he enlisted in Duryea's Zouaves, in New York, and went out to fight for the preservation of the Union.

He had many adventures during the war, and saw much active service, especially in the Virginia campaigns.

He was seriously wounded in battle and sent to Baltimore to recover.

During his convalescence he met and became engaged to Miss Annie E. Fulton, daughter of one of the publishers of the Baltimore American. They were married shortly before the close of the war.

Before being discharged from the army, Agnus reached the rank of major and was brevetted lieutenant-colonel, colonel and brigadier general in one day.

After the war he returned to Baltimore and for a time was an assessor attached to the staff of the Baltimore Custom House. Later he was employed by the American. When Charles Carroll Fulton died Agnus was made trustee of his will and thus became the publisher of the American. He continued in this position until Frank A. Munsey in 1920, bought it and the *Baltimore Star,* an evening edition of the American which Agnus had established. The Star was discontinued. Later William Randolph Hearst acquired the American and the News from Mr. Munsey.

As the publisher of the Republican newspaper in a state which is normally Democratic, General Agnus was in the national councils of the Republican party.

Father of George Fitch Dead

E. E. Fitch, former publisher of the *Galva* (Ill.) *News* and father of the late George Fitch, died Oct. 28, in Eugene, Ore., where he had made his home in recent years. Mr. Fitch was nearly eighty years old, a veteran of the Civil War, which he entered as a drummer. He served as superintendent of Galva schools from 1875 to 1884 when he bought the News, which he published nearly 30 years. It was in the News that George Fitch got his first training.

George Adams Post

George Adams Post, 71, president of the Standard Coupler Company, who died Oct. 31, was a former newspaper man. He was editor of the *Montrose* (Pa.) *Democrat,* and later was on the editorial staff of the *New York World.* He gained distinction as organizer and later president of the Railway Business Association.

N. Y. Times Man Dies

Rudolph Weinacht, 42, assistant auditor of the *New York Times,* died in New York, Nov. 1. He had been connected with the Times eleven years. Previously he had been in charge of the cost accounting department of *Collier's Weekly.*

Milwaukee Editor Dead

Henry Towell, 69, editor and publisher of the *Milwaukee Times,* died at his home Nov. 2.

Obituary

NEIL MACKINNON, office manager of the Wood-Flong Corporation, New York, died Nov. 3. He had been connected with the firm two and one-half years and before that was on the *New York Evening Post* staff.

G. BERNARD WEST, 77, former editor of the *Washington Times* and the *Washington Post,* died in Los Angeles, Nov. 2. For the last 13 years Mr. West was editorial writer for the *Los Angeles Examiner.*

PAUL GYLLSTROM, 49, formerly of the *San Diego Union* staff, died Oct. 25, at San Bernardino.

GEORGE L. KEHEW, 77, an employe of the *Boston Herald* for more than 50 years and said to be the oldest active newspaper mailer in the United States, died Oct. 24, at the Somerville, Mass., hospital from injuries received when he was struck by a motor car on Oct. 13.

JOSEPH W. MILLER, 87, formerly editorial writer on the *St. Louis Globe-Democrat,* died recently.

MRS. ISABELLE HENDERSON, 72, widow of Howard E. Henderson, for many years managing editor and one of the owners of the *Kokomo* (Ind.) *Dispatch,* died recently in Indianapolis.

RAYMOND J. GIBBONS, 25, sports writer on the *Cleveland News,* is dead after a two months' illness.

GEORGE SHIRLEY, 55, who perfected a machine, which attached to fast presses, helped eliminate static electricity, died at his home in Denver. He was a printer on Missouri, Kansas and Colorado newspapers for many years.

KIMBER C. SMICK, 72, editor of the *Wamego* (Kan.) *Reporter,* died at his home suddenly following an attack of heart disease. He had owned and edited the Reporter for 29 years.

SAM A. MOTZ, 53, owner of the *Emmett* (Idaho) *Examiner* for 14 years, died in Boise, Oct. 23, following an operation.

MRS. MINTA HARRISON, 81, mother of John H. Harrison, editor and publisher of the *Danville* (Ill.) *Commercial-News,* died Oct. 24 at her home in Danville after a brief illness. Her husband, the late Dr. Thomas H. Harrison, was publisher of the *Lebanon* (Ind.) *Pioneer* and later the *Michigan City* (Ind.) *Dispatch.*

DARIUS STACY LOGAN, 71, for 21 years foreman on the *Leavenworth* (Kan.) *Standard* and later connected with papers in Prescott, Ariz., died recently in San Diego, Cal.

DAVID E. SWALES, 83, lifelong printer, employed on the *Jacksonville* (Ill.) *Daily Journal* when it was established and a resident of Jacksonville since, died Oct. 23 at his home.

MRS. ELLA THATCHER, publisher of the *Alta* (Ia.) *Advertiser,* and associated with her late husband in the business, died last week in Storm Lake, Ia., where she had lived the last few years.

EDWIN ROUTLEDGE, 57, editor and publisher of the *San Antonio Daily Commercial Record,* died Tuesday.

Former Washington Writer Dies

L. White Busbey, 73, veteran Washington correspondent, vice-chairman of the Republican National Committee in charge of publicity during 1924, died at his home in Washington, D. C., Oct. 30. He was for many years the correspondent of the *Chicago Inter-Ocean.* In 1903 he became private secretary to "Uncle" Joe Cannon, serving in that capacity until Cannon's retirement in 1923. He was considered an authority on the tariff.

Radio Set Used on Murder Story

To cover a murder story, 80 miles away, with no telephone or telegraph communication available, the *Eureka* (Cal.) *Humboldt Standard* used wireless in enterprising fashion on Oct. 21. A wireless set with two skilled operators in charge was rushed to the murder scene. Within an hour after the set was on the ground an aerial had been raised and communication established.



Get Your Readers to build their own cook books in a card index box out of the columns of your paper.

A card index box with the name of your paper on it and a card index recipe on your woman's page. Think that over. Now being used by 50 leading newspapers of America. Write us for terms and particulars of our plan.

THE U. P. C. NEWS SERVICE, Inc.
243 West 39th Street, New York

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.
15 WILLIAM STREET NEW YORK CITY

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

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KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

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BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 1921*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

WHAT THEY ARE SAYING

PROFESSOR NEWSPAPER

"THE newspaper touches varied fields of knowledge, and, if the reader really seeks to understand things to which daily dispatches point, he will educate himself."—Glenn Frank, President of the University of Wisconsin.

* * *

NEWSPAPER INTEGRATES COMMUNITY

"NEWSPAPERS—the soul of the city. A town without them is only a place of brick and stone."—Walter P. Burn, Pacific Coast Manager, American Newspaper Publishers' Association.

* * *

"A MAN IN PRINT"

"THE newspaper is built around its soul, not its pocketbook, even in this clamorous, commercial age. The newspaper is a man in print. The newspaper of today is as great as that of yesterday and that of tomorrow will be greater as it is more responsive to the soul of man."—Dean Walter Williams, University of Missouri.

* * *

TWO LISTS OF NEWSPAPERS

"ONE national advertiser has two lists of newspapers, which he patronizes; one list of those who will run free advertising, to which he sends no paid matter; and one list which will not run free advertising, to which he sends only paid matter. He must patronize both to get coverage of the country."—Wil V. Tufford, Secretary, Inland Daily Press Association.

* * *

ADVERTISING A STIMULANT

"JUST as strong, vigorous circulation of the blood is stimulated by good food and exercise, so is a healthy circulation of the things people enjoy, stimulated by the desires and confidence created in their minds by advertising."—Knox Armstrong, E. M. Kahn & Co., Dallas.

* * *

NEWSPAPER AND TAXES

"UNQUESTIONABLY, there is no agency existing which can exert so powerful an influence for the reduction of the costs of government as a newspaper. A newspaper that consistently and intelligently calls to the attention of its readers the mounting costs of local government occasioned by demands, which while seemingly needed are not really for the benefit of all concerned, will do much to relieve the burden of taxes."—Harry F. Long, Massachusetts Tax Commissioner:

* * *

RADIO FOR GOOD WILL ONLY

"THE testimony of advertising concerns that are spending money consistently in radio broadcasting is to the effect that they are pleased with the good will value of the broadcasting but they find it just as necessary to maintain their reader audience and in many cases to increase it. In my opinion radio broadcasting for toll should result in automatically increasing newspaper and periodical advertising."—Frank A. Arnold, Frank Seaman, Inc., New York.

* * *

TREMENDOUS POSSIBILITIES

"THE possibility of increased business to savings banks which know how to advertise effectively the human elements in their story is tremendous. However, too many of them know little about advertising and much of the total expenditure is wasted. No advertising is good unless it is productive and savings bank advertising cannot possibly be so when the message consists of scarcely more than a name, address and a statement of business. It emphasizes the fact that the bank is neither progressive nor aggressive; that if it has a message it does not know how to deliver it."—Hugh A. O'Donnell, Assistant Business Manager, *New York Times*, before Financial Advertisers' Association.

Jackson Semi-Weekly Started

The *Jackson* (Mich.) *Tribune*, a twice-a-week newspaper, has been launched by former employees of the defunct *Jackson Morning News*. The first issues consisted of 8 pages and the paper is given free distribution in the city. The Tribune is published by the Jackson Tribune Publishing Company, capitalized at $25,000, according to articles filed with the secretary of state. A total of $10,500 is listed as having been subscribed and $2,660 paid in. The officers of the company are: President, John H. Allen; vice-president, Albert J. Horton; secretary-treasurer, Zora J. French.

Prints 68 Pages, Regular Edition

The *Baltimore Evening Sun* on Friday Oct. 30, published the largest regular week-day papers in its history, 68 pages carrying 412 columns of advertising. One advertiser took four pages.

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

Business is Stimulated in Illinois By Favorable Crop Report

All lines of merchandising and industry are showing increased activity now that the crops are out of danger and all of them, excepting corn, gathered and stored. Corn husking is in active swing. Prices for all farm products continue steady at satisfactory levels, which means the farmers will have money to spend.

Merchants are stocking up freely on this prospect. Business will come with a rush after the corn is marketed.

Retail store trade continues well ahead of last year.

There are more customers in the market than a year ago, larger road sales, and a greater current distribution of wholesale dry goods. There is a better distribution of merchandise, no surplus of stocks and a good healthy trade situation.

Illinois newspapers will cooperate with you in merchandising this market.

USE THIS LIST OF NEWSPAPERS

*Aurora Beacon-News	(E)	18,075	.06	.06
††Chicago Herald & Examiner	(M)	349,209	.55	.55
††Chicago Herald & Examiner	(S)	1,050,373	1.10	1.10
Chicago Daily Journal	(E)	123,293	.26	.24
*Evanston News Index	(E)	6,608	.04	.04
*Freeport Journal-Standard	(E)	9,053	.045	.045
*Joliet Herald News	(E)	18,924	.06	.06
*La Salle Tribune	(E)	3,629	.025	.025
*Mattoon Journal Gazette	(E)	5,470	.03	.03
*Moline Dispatch	(E)	11,193	.045	.045
*Monmouth Daily Review Atlas	(E)	5,162	.035	.035
*Ottawa Republican Times	(E)	5,420	.03	.03
*Peoria Star	(S) 23,021	(E) 30,269	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

CONFERENCE TO FIGHT WASTE IN BUSINESS

Two Hundred Manufacturers, Merchants and Editors to Consider Waste at Washington, Dec. 15-16

A concerted attack by business men upon waste in business will be opened at a general meeting of the National Distribution Conference to be held in Washington, Dec. 15 and 16, under the auspices of the Chamber of Commerce of the United States.

More than 200 manufacturers, wholesale and retail merchants, economists, editors, advertising experts and representatives of trade associations and organizations, will weight the methods by which transactions aggregating upward of $50,000,000,000 annually in the United States, as variously estimated, are carried on. They will attempt to point out the practices which are unethical and economically unsound, constituting major sources of waste, and outline methods by which they may be eliminated.

Problems arising in the field of merchandise distribution, extending from the corner grocery to the large department store and manufacturing corporation, will be brought into relief in a series of surveys now approaching completion. These include the gathering and dissemination of statistical information looking to the stabilization of business, legislative and administrative questions involved in the governmental regulation of business, conditions under which business is now carried on and the costs of conducting various kinds of business.

The six surveys, each covering an important aspect of distribution, have been undertaken by six special committees of representative character. The subjects with which they deal and their chairmen are:—"Collection of Business Figures," Owen D. Young; "Trade Relations," A. Lincoln Filene, Boston; "Market Analysis, Advertising and Advertising Mediums," Stanley Resor, president of the J. Walter Thompson Company, New York; "Expenses of Doing Business," Robert R. Ellis, Hessig-Ellis Drug Company, Memphis; "Methods of Distribution," L. D. H. Weld, Director of Research, Swift & Co., Chicago; "General Conditions Affecting Distribution," G. S. Brown, president, Alpha Portland Cement Company, Easton, Pa.

The wide range of problems brought to light in these surveys will be submitted to the National Distribution Conference with a series of recommendations which will form the basis of discussion and will serve as a definite plan of campaign, national in scope, to be conducted by business for the elimination of waste in distribution.

New Farm Weekly

The *National Farm News*, a weekly newspaper for farmers has just appeared. It is a newspaper, claimed to be unlike farm journals, which undertakes to give each week a complete service of news pertaining to agriculture. It is edited by Dixon Merritt, and published by the Independent Publishing Company, with offices at 219 G street, N. W., Washington, D. C.

Tearing Down Roadside Ads

Carrying out the provisions of a bill passed by the 1925 Wisconsin Legislature, workmen of the La Crosse highway department last week began to clear the county highways of billboards and other advertising signs. Small tin signs, wooden signs, and all other types of advertising mediums which obstruct the view of passing motorists are being removed, pursuant to the order.

Price Heads Danville Ad Club

An advertising club has been formed in Danville, Ill., with A. E. Price, advertising manager of the *Danville Commercial-News* as president; George Logan, vice-president and Arthur T. McGuire, secretary-treasurer.

NEW YORK HONORS FOUNDER OF ITS FIRST PAPER

(*Continued from page 7*)

pered in his new enterprise and in his historic fight against the tyranny of the government over so-called seditious printed matter, he became famous as one of the early champions of the freedom of the press. It must be recalled, however, that Mr. Bradford had earlier suffered arrest and been threatened with the loss of his press when in Philadelphia. In New York, however, where he was under oath and practical bondage to the Crown he was of necessity conservative and loyal.

Bradford's paper often varied in size from two to eight pages. He continued as a newspaper publisher until Nov. 19, 1744, when he withdrew from all connections with the New York Gazette. During the last few years he had been in partnership with Henry De Foreest. When Bradford withdrew, De Foreest changed the name of the paper to the *New York Evening Post.*

James Parker, another printer who had learned the trade with Bradford, later borrowed the discarded title "Gazette," and put it in the heading of his paper—then *The New York Weekly Post-Boy.* Parker, a warm admirer of his former teacher, printed this obituary in his paper, after Bradford's death, on May 25, 1752:

Last Saturday Evening departed this Life Mr. William Bradford, Printer of this City in the 94th Year of his Age: as the Printer of this Paper liv'd upwards of 8 years Apprenticed to him, he may be presumed to know something of him. He came to America upwards of 70 years ago and landed at the place where Philadelphia now stands before that City was laid out or a House built there. He was a Printer to this Government upwards of 50 years and was a man of great Sobriety and Industry; a real Friend to the Poor and Needy and a Man Affable to all; but acquiring of an Estate happened not to be his faculty notwithstanding his being here at a Time when others of not half his good Qualifications Amassed considerable Ones. He was a true Englishman and his Complaisance and Affection to his Wives of which he had two was particularly great, and without the least exaggeration it may be said that what he had acquired with the first . . . . was lost with the second. He had left off business for several years past and being quite worn out with Old age and labours, his Lamp of Life went out for want of Oil.

This quaint tribute from his apprentice and fellow printer is in error as to Bradford's age which has been conclusively proved by a statement found in an old Almanac for 1739. Printed by Bradford, himself, it has in its record of events for the month of May: "The Printer born the 20th 1663." Here as in the matter for the date of the first issue of his paper, the fact to be accepted is what Bradford himself has recorded in type.

Notwithstanding its slight inaccuracy, this obituary is an eloquent appreciation of the man whose name has been so long and worthily identified with the American press. His influence in Pennsylvania through his son, Andrew, and more especially later through his grandson, William, was particularly conducive to the advance of the American newspaper. Of this later William Bradford's paper, the *Pennsylvania Journal,* established December 2, 1742, Dr. Lee, already mentioned as the author of "The History of American Journalism," has written that it "was in many respects, and these the most essential, more independent in tone than the *Pennsylvania Gazette* and was much the better newspaper during the Revolutionary Period."

With traditions and accomplishments such as these, associated with the name of Bradford, it is small wonder that such institutions as the New York Historical Society and Trinity Church as well as the more specialized organizations cooperate in commemorative exercises to keep alive the memory and influence of the man who was the first to suggest printing the Bible in the middle colonies, founded the first paper mill, was the earliest champion of independence of the press and its right, and set up the first newspaper in New York City which was destined 200 years later to be proud of the high moral standards and intellectual as well as economic progress of what it so simply still calls its newspapers.

Cline System—What It Means to the Printing Trades

Cline System means more than a "service" to printers

—more than motors and controllers which thousands of printers have found the best from every standpoint—safety, speed, economy, and long life.

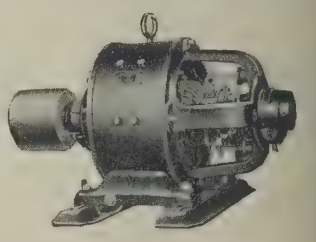
—more than equipment suited to every printing need from the largest newspaper press to the smallest wire stitcher.



CLINE

Twenty years of specialized experience in printing press control engineering

Cline System means an organization of trained experts, who for a quarter of a century have specialized in just one thing—electrical equipment and control systems for printing machinery. A corps of engineers who design, manufacture, and install this equipment with all the knowledge and skill that twenty-five years have brought to them.



WESTINGHOUSE

Known throughout the world as manufacturers of the best electrical equipment

Write for descriptive pamphlet and list of newspaper and printing plants which are Cline-Westinghouse equipped

CLINE ELECTRIC MFG. CO.

Main Office: Conway Bldg., 111 W. Washington St., Chicago

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.

CLINE SYSTEM — CLINE ELECTRIC MFG. CO. CHICAGO — CLINE WESTINGHOUSE

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page.....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page .... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

IRGES CAUTION IN USE OF DIRECT MAIL

lepartment Store Ad Executive Tells Convention It "Failed to Perform" in Year's Test—Newspaper Budget Not Cut

An important Detroit department store ls experimented with direct by mail advrtising and found it wanting.

This admission was made by Sydney lghtstone, associate advertising manager, the J. L. Hudson Company, Detroit, fore the eighth annual convention of the Irect Mail Advertising Association, held Boston, Oct. 28-30. The subject of Mr. lghtstone's address was "Direct Mail oblems in the Department Store."

"The mail advertisements failed to perfm," he declared.

Mr. Lightstone explained his assertion vs the result of an extensive experimen vh direct mail advertising, carried on f more than a year by his store.

The results obtained, he said, warrant ction in the use of this kind of advert ng in preference to newspaper adver ting. Direct mail failed in performance a a low cost in a sufficient number of es, without risking failure on doubtful es.

Following their direct mail campaign al what he declared was the resulting flure, Mr. Lightstone said his store, ter careful and painstaking analysis of it experiment, decided not to cut down lir newspaper appropriation and to ope their enthusiasm for the postal ute.

t makes considerable difference, it was ought out, whether or not the advertiser an available medium that is read by l people he desires to reach. If there s medium which really covers the field, the readers of that medium look to it c news and guidance in their buying, ln that method of advertising should ve more profitable than direct mail, said.

Marco Morrow, assistant publisher of l Capper publications, Topeka, spoke "Direct Mail from the Rural Standnt."

Miss Janet Olson, of Chicago, president the Chicago Direct Mail Advertising sociation, in an address on "Spending Letter Shop's Appropriation," said lt the ideal advertising appropriation a $10,000 shop is five per cent, and two a half to two and three-quarters per et for a shop of $50,000 and over.

Major Carroll J. Swan, commander of Sisscup-Pishon Post, American Legion, mposed of Boston newspaper and adverng men, led in the festivities at the quet and gambol on the second night the convention at the Copley-Plaza tel.

William F. Rogers, of the *Boston Transcript,* was a member of the executive committee of the convention; Richard Holland, *Boston Transcript,* and Clark den, Hartford (Conn.) Ad Club, press blicity committee.

Taylor Joins Greensboro Record

rthur Hastings Taylor, for 21 years with the *Danville* (Va.) *Register* as editorial writer, has resigned to join the *Greensboro* (N. C.) *Record* in the same capacity. Mr. Taylor was with the *Richmond Times-Dispatch* for many years.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

42 West 42nd Street New York

STRACHEY PRAISES INGENUITY OF AMERICAN REPORTERS

Washington, Nov. 5.—Dictograph-equipped newspaper reporters may evolve from American ingenuity, in the opinion of J. St. Loe Strachey, editor of the *London Spectator,* who is staying at the Mayflower Hotel for a few days. Such a machine of vest pocket size, would make for accuracy of interviews he pointed out.

"I put nothing beyond the ingenuity of you Americans," he said. "Soon you will produce dictating machines small enough for the reporters to carry with him, and put into action whenever he needs it. I favor this way of recording interviews and the publication of practically the entire conversation between reporter and the man interviewed."

IOWA DAILIES VOTE $50,000 AD FUND

$15,000 in Cash Raised at Des Moines Meeting and $35,000 in Space Pledged to Tell Merits of State as a Market

DES MOINES, Ia., Nov. 2.—The state and nation will be reminded of Iowa's wealth and purchasing power through the medium of a $50,000 advertising campaign launched yesterday by the advertising committee of the Iowa Daily Newspaper Association.

Fifteen thousand dollars in cash was appropriated by the committee in addition to contributions of space valued at $35,000 by members of the association. The expense of the campaign will be met by members of the association. Last year over $100,000 was spent by the association for the same purpose.

Two full pages were ordered in the *New York Times* and the *Chicago Tribune.* A full page each week for a year also was taken in EDITOR & PUBLISHER, to emphasize the advantages of the state as a market.

This is the second year such a campaign has been made by the daily newspapers of Iowa to promote the value of the state. All of the advertising run in the New York Times and the Chicago Tribune will be carried in all of the daily newspapers participating in the campaign.

The meeting was called by John F. D. Aue, publisher of the *Burlington Hawk-Eye* president of the Iowa Daily Newspapers Association. Robert R. O'Brien manager of the *Council Bluffs Nonpareil* resigned as chairman of the advertising committee and was succeeded by Frank D. Throop publisher of the *Davenport Democrat.* Other members in attendance were: George Thayer, manager of the *Marshalltown Times Republican,* H. T. Watts, business manager of the *Des Moines Register and Tribune News* and Lafe Young, Jr. general manager of the *Des Moines Capital.*

SAYS INSURANCE NEEDS BETTER ADVERTISING

Subject Has Never Been Interpreted in Copy as It Should Be, Gardner Osborn Tells Boston Advertising Conference

The need of insurance companies advertising in newspapers, periodicals and by direct mail, was strongly advocated by Gardner Osborn, vice-president of Reimers & Osborn, Inc., New York, in an address before the Insurance Advertising Conference held last week in Boston. He declared that insurance never has been interpreted as it should be interpreted, and that any means which would properly educate the public on insurance matters should be used to prepare the way for the agent who solicits business.

G. C. Parlin of the Curtis Publishing Company, Philadelphia, said that no salesman in any business need fear that the advertising that his company does will ever take the place of his services.

Ralph E. Morrow, manager of the Rough Notes Publishing Company, declared that in his opinion the insurance companies should play up the name of the agent in as large type as that of the company.

Another advocate of insurance advertising was Walter C. Hill of Atlanta, Ga., who stated that there is a big field for obtaining new insurance business, and advised that the companies give practical information. He declared that there was danger of creating losses rather than new business by some kinds of copy in insurance advertising. The advertisement that shows a thief stealing an automobile suggests the ease with which this may be accomplished, he said, but it suggests quite as strongly to the potential thief as it does to the automobile owner. The automobile burning by the lonely roadside suggests the possibility of cashing in on an insurance policy by a fire, without witnesses, in such a spot. Fire insurance companies can do much in the way of fire prevention advertising, while much can be done in the way of teaching theft prevention.

Springfield to Advertise

An advertising campaign to make Springfield, Mass., a shopping center will be conducted wholly through the local newspapers, the Retail Merchants' Association has decided. The campaign will start the first week in November, continuing until the second week of December.

Putnam Joins N. Y. Journal

C. I. Putnam, for many years representative of the *Boston American* in New York City, and recently business manager of the *Washington Herald,* has been appointed assistant publisher of the *New York Evening Journal,* by James C. Dayton, publisher.

We Print
COMICS
and
MAGAZINE
SECTIONS
High Quality
COLOR WORK
Let Us Quote On
Your Next Contract
Missouri Agricultural
Publishing Co.
J. E. NICHOLSON, Mgr.
2206 Pine Street, St. Louis, Mo.

DO YOU NEED
A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

THE
EVENING JOURNAL
Martinsburg, W. Va.
covers a prosperous manufacturing and fruit growing field.
Gorton's Cod Fish
Carter's
Piso
and many other accounts are now going into Martinsburg for the first time.
The Journal is the only paper published in Martinsburg and it maintains a real service department for national advertisers.
Represented Nationally by
The DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Facts

The Dallas Journal has the largest A. B. C. circulation among Dallas evening newspapers.

Four-fifths of it is city and suburban.

The Journal is a clean, bright and aggressive paper that appeals to the more intelligent and prosperous classes of the city.

The average milline rate of The Journal is the lowest among Dallas evening papers.

The
Dallas Journa

THE WELFARE COMMITTEE
of the
INTERNATIONAL
CIRCULATION MANAGERS
ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

FORD'S MAN SPEAKS UNABASHED

FORM 332

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

DALLAS, TEXAS

IN REPLYING REFER TO

TO ALL MANAGING EDITORS: Oct 28 1925

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Inclosed please find publicity items and news stories that are for immediate release.

It is our earnest desire that you publish these stories sent you from time to time, or as many of them as possible in the interest of the local Ford dealer in your city, as well as the FORD MOTOR COMPANY, ourselves. You surely realize the news value of such data to your subscribers, for anything pertaining to Mr. Ford and his organization is at all times of interest to the general public.

If you have not already placed the Ford Motor Company at Dallas on your mailing list, please do so at once as we are keeping a card record on the items and stories which each of the various publications throughout our territory are running in comparison to the amount of copy for advertising they are receiving, and such a record is furnishing us valuable information as to the cooperative papers we are using and consequently will have a wonderful bearing in the preparing of our schedule contracts for the coming year.

Yours very truly,
FORD MOTOR COMPANY
Advertising Department

S. BM

The above facsimile of a letter being broadcast in various localities to newspaper editors, evidently on orders from Detroit headquarters, speaks eloquently of Henry Ford's opinion that a dollar spent for advertising space should also purchase editorial space both for Ford himself and his good little car.
If you should ask a Ford agent when you buy a Lizzie, to throw in four extra tires, a spare head light, a barrel of "gas," a few extra parts and a nice $50 kit of tools, all in consideration of the fact that you consent to use a Ford, he would ring a bell to call out the police reserves. But Mr. Atwell, in diplomatic parlance, tells managing editors: "If you don't print my stuff about Ford and his car, well—it will have a *wonderful bearing* on our selection of advertising media." Stand your ground, managing editors. No press agent can bluff his way by the press of this country, by promise or threat, real or implied!

Van Camp's Test Campaign

Van Camp's of Indianapolis is undertaking a test campaign for its tomato soup in newspapers in 11 cities. The copy appeal is based upon seven improvements in the soup that are discussed in the first person. The campaign was developed by Albert L. Fessler, advertising manager, and William Douglas McAdams, advertising agency executive of Chicago. The drive will run 20 weeks, at the expiration of which plans for future advertising will be considered.

Amateurs Writing Ads For Prizes

The *Decatur Herald* is running a $3,000 amateur ad writer prize contest in which contestants are required to submit copy ideas for each of the 20 business firms backing the stunt. One hundred and one cash prizes are offered.

Prizes for Best Office Ads

The *Richmond News-Leader* has announced a prize contest for the best page or half-page advertisement written to advertise the News-Leader's advantages as an advertising medium. The first prize will be $100, the second $75 and the third $25.

George H. McAdam Dead

George H. McAdam, 71, for 10 years on the staff of the World Almanac died Nov. 2.

LETTERS FROM READERS

Mr. Edwards' Articles

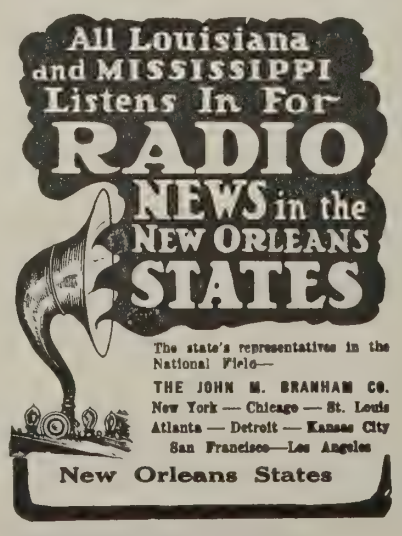
To Editor & Publisher: I am glad to see Editor & Publisher tackle one of the greatest wastes of newspaper publishing—i. e., mutilated and poorly edited copy.

The exhibits shown are familiar to every newspaper man and might have come from any one of our offices.

And yet there are publishers—lots of 'em—who loudly proclaim that the composing room does not produce! Did they ever stop to consider why?

The articles that you are printing ought to enlighten some of them. We need more of the same kind.

Jno. W. Baker,
The Rochester Herald,
Rochester, N. Y.



The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles
New Orleans States

ELVERSON LAUNCHES CAMDEN INQUIRER

Publisher of Philadelphia Inquirer Starts Publication on new New Jersey Edition—Two Papers Sold for Price of One

The *Philadelphia Inquirer* began publication Nov. 3, of a Camden, N. J., edition. James Elverson, Jr., is publisher of the Inquirer.

The new edition is an eight-page extra supplement, but is announced as a "unit in itself," sold with the Philadelphia Inquirer, "two newspapers delivered at the price of one."

Special headquarters for the new edition have been established in Camden, housing a staff of special writers and reporters.

"The Camden Inquirer is to be a complete newspaper that will keep its readers in close touch with everything concerning New Jersey in which they are vitally interested," the announcement printed in the first issue read.

"While the Camden Inquirer is to be a unit in itself, it will appear in company with the Philadelphia Inquirer. That is to say, subscribers to the Camden newspaper will also receive the Philadelphia Inquirer. Thus they will be given two papers at the price of one—two cents.

"This means, of course, that they will be furnished with the dispatches of the Associated Press and of the Inquirer's special correspondents; with cables from foreign lands; with the news of the world. And in addition to every feature of the Philadelphia Inquirer they will have the Camden Inquirer at their breakfast tables carrying careful and accurate reports, written specially for it, of all the local happenings—two newspapers delivered together.

"We have great faith in the future of Camden. It is a mighty lively and enterprising sister of the city across the Delaware. Its industries are increasing. Its population is swelling. It is building houses with remarkable speed. The aware river bridge unquestionably prove of very material benefit to it."

Circulators Elect R. D. M. Decke

R. D. M. Decker, circulation mana of the *Rochester* (N. Y.) *Democrat Chronicle,* was recently elected first president of the New York State Circ tion Managers' Association. Editor Publisher's report of the meeting st E. E. Decker of the *Middletown* (N. *Times-Press* had received that office.

Curtis Presents Camp Site

Cyrus H. K. Curtis, Philadelphia New York publisher, and a summer dent at Camden, Me., has presente St. Thomas Episcopal Church in town a tract of land at Lake Meg cook for use as a camp site for y people's work.

It's unanimous! The New Shop-o-scope is the best of all Holiday Campaigns!

THE BASIL L. SMITH SYSTEM, Inc
International Classified Advertising Counsellors
Packard Bldg. Philadelph

What Every Publisher Needs—

A list of Equipment and Supply Manufacturers, and he wants this list to contain only the names of manufacturers whose offerings will command "Repeat" orders.

EDITOR & PUBLISHER is on the desk of practically every publisher in the country and its advertising pages are of inestimable value to him. A further service to be rendered is to make its classified page a directory of Equipment, Supplies and Services—something the busy publisher can rely on to speedily serve his needs.

If you have something to sell to the newspapers list it in the classified page of

EDITOR & PUBLISHER

CANADA'S OLDEST PAPER COMPLETES NEW FIVE-STORY HOME

Montreal Gazette, Founded in 1778 By Benjamin Franklin, Has Published Continuously for 147 Years— New Presses Installed

SOME time next month the *Montreal Gazette,* oldest newspaper of the Canadian metropolis, will move into a new home. For the past 18 years it has occupied the premises at 38 St. Antoine street, in the heart of what was in earlier times the residential district of Montreal. In December it will remove a short distance further west on St. Antoine street, to the intersection of Cathedral and Ste. Cecile streets, where it will take up its new residence in one of the most modern structures of its kind in the Dominion.

The new building of five stories and basement presents a strong contrast to the first home of the Gazette, which was in the famous Chateau de Ramezay, on Notre Dame street East. This picturesque old stone structure, built on the French colonial style of architecture with its old cannon and its row of slender lombardy poplars in front, is well known to American tourists in Montreal. It was in the basement of this Chateau that the press was set up which was destined to print Montreal's first newspaper. It made its first appearance in the year 1778.

The circumstances of the paper's publication were somewhat unusual. The leaders of the American Revolution believed that a section of public opinion in Canada was favorable to their movement, and with the idea of obtaining adherents a commission composed of Benjamin Franklin, Samuel Chase and the Rev. Charles Carrol arrived in Montreal on April 29, 1776, bringing with them a French printer by the name of Fleury Mesplet. They soon discovered, however, that there was no anti-British sentiment among the French-Canadians, and in May, two months before the signing of the Declaration of Independence at Philadelphia, they departed. Mesplet, however, decided to remain, and setting up his press in the chateau, printed several books, and followed this up with the issuing of No. I, Vol. I, *Gazette du Commerce et Litteraire pour le Ville et District de Montreal.* It was printed entirely in French, and consisted of four quarto pages. In it the editor announced that he would eschew references to religion, government or current affairs, except such as were authorized by the government, and proceeded to state that subscriptions would be "2½ Spanish dollars," advertisements "1½ Spanish dollars" to non-subscribers, and "1 Spanish dollar" to subscribers. Single copies were to be sold for "10 coppers."

The other matter in the first issue was entirely literary and anecdotal, the publisher explaining that no advertisements had been secured and observing that his readers knew as much about commerical matters as he could tell them.

The advertising picked up in the subsequent issues, including announcements of slaves for sale, and offers of rewards for runaway slaves and indentured apprentices. The paper appeared every Wednesday.

It was not long before crime news made its appearance, and one of the early issues carried a three-line report of the execution of one Nicholas Thibault for the murder of a slave on Lake Huron.

The departure of Governor Sir Guy Carlton and the arrival of his successor, General Haldimand, were used by the editor as occasions which could be described freely and in complimentary guise without offending the powers. The paper failed to appear the week following Governor Haldimand's arrival, however, and in the next issue Mesplet acknowledged his indebtedness to the citizens who had secured the gubernatorial permission for the resumption of the publication.

In 1788 the paper was enlarged from quarto to foolscap size and composed four pages, printed in both French and English in double columns. Foreign news began to make its appearance about this time and the literary features of the paper included several poems by Robert Burns, a young man at that time and just rising to fame in his native Scotland.

The Gazette bore Mesplet's imprint up until 1789, but then began a series of changes which continued up until 1867, when the Montreal Printing and Publishing Company was formed to acquire ownership of the Gazette, with John Lowe as managing editor. Mr. Lowe retired from the company in 1870 and the newspaper and plant were purchased by the firm of T. and R. White. Both members of the firm were born in Montreal, and had embarked upon their newspaper publishing experiences in Peterborough, and had owned the *Hamilton Spectator* before buying the Gazette. Thus began a family ownership of the Gazette which still exists.

Mr. Richard White became business manager, and Mr., later the Honorable, Thomas White was editor-in-chief. Today their two sons occupy these respective posts, Senator Smeaton White being president of the company and directing the business policy and Robert S. White being editor-in-chief.

The new Gazette building, which takes up an entire block, is designed for eight stories. At present it contains five stories and basement, the three additional stories to be added as the requirements of the business demand. The frame of the building is of structural steel with reinforced concrete floors and roof, the outer walls being of cut stone and brick, all windows, sashes and frames being copper-covered, fitted with wire glass. All steel beams and other structural work is imbedded in concrete, the whole constituting an absolutely fire-proof structure.

The building is, of course, primarily designed for the newspaper, and in connection with this, on the first floor there will be installed a new six-unit Hoe press of the latest type, equipped with electrical drive and controllers, everything being of the latest and best design and manufacture. Provision has been made in the pressroom for an additional 15 units, making the capacity of the room 21 units.

The equipment for the news room will be largely entirely new. Adequate provision has been made for the editorial, news, telegraph and business staff, with specially designed mailing and shipping room.

WEEK'S AD TIPS

Austin F. Bement, Incorporated, General Motors Building, Detroit. Now handling account of the Bijur Lubricating Corporation of New York City, manufacturers of the Bijur System of Central Point Chassis Lubrication.

Campbell-Ewald Company, General Motors Building, Detroit. Has secured account of the Apex Electric Manufacturing Company, Cleveland.

William H. Denny, 1 Madison avenue, New York. Has secured account of the Bermudiana Hotel Company, Hamilton, Bermuda.

John H. Dunham Company, 431 North Michigan avenue, Chicago. Sending out orders on the Andrews Radio Corporation.

Fox & MacKenzie, 1214 Locust street, Philadelphia. Placing orders in a few selected sections for the Sterling Range & Furnace Corporation, Rochester, N. Y.

Finley H. Greene Agency, Parsons Building, Buffalo, N. Y. Has secured the accounts of the Niagara Water Heater Company, "Birtch" heater, Buffalo, N. Y., and the Sunset Inn, St. Petersburg, Fla.

H. B. Humphrey Company, 581 Boylston street, Boston. Reported to have secured account of Kibbe Bros., "Kibbe Social Whirls Candy," Springfield, Mass.

H. W. Kastor and Sons Company, 14 East Jackson boulevard, Chicago. Placing orders on Anti-Kamni Remedy Company of Chicago, Ill.

Klau-Van Pietersen Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Has secured account of the Milwaukee Electric Railway and Light Company, Milwaukee.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Making contracts with newspapers generally for the Dubilier Condenser and Radio Corporation, New York. Also placing orders with some Western newspapers for C. Brandes, Inc., radio, New York.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing orders with some Western newspapers for Vital Foods, Inc., Teco Pancake Flour, Cortland, N. Y.

Porter, Eastman & Byrne Company, 22 West Monroe street, Chicago. Placing orders with some Western newspapers for the Fuji Trading Company, oriental food dishes, Chicago.

Sheridan, Shawhan & Sheridan, 366 Madison avenue, New York. Placing orders with newspapers in various sections for the American Bosch Magneto Company, "Bosch Radio," Springfield, Mass.

United Advertising Agency, 339 Fifth avenue, New York. Again placing orders with newspapers in selected sections for the Interwoven Stocking Company, New Brunswick, N. J.

Frank B. White Company, 76 West Monroe street, Chicago. Has secured the accounts of the Manitowoc Fox & Fur Company, Manitowoc, Wisconsin and Albert Angell, Jr., Company, poultry feeds, Chicago.

C. C. Winningham, General Motors Building, Detroit. Reported to have secured account of Frederick H. Young Company, Victoria Cosmetics, Toledo, Ohio. Will place account of the General Necessities Corporation, Detroit, for their Absopure Frigerators.

Wood, Putnam & Wood Company, Oliver Ditson Building, Boston. Again placing orders with newspapers for the Nassau Development Board, Nassau, Bahamas, B. W. I.

Leadership of The New York Times

In ten months this year The New York Times published 22,812,512 agate lines of advertising, 8,677,122 lines more than the second New York newspaper and a gain over the corresponding period of last year of 1,244,238 lines. This great volume of advertising was attained despite the censorship of The Times, under which thousands of lines of advertisements were declined.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Positively!

the only logical newspaper to cover Montgomery county, Pennylvania, is the

Norristown Times Herald

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Hoston, Detroit.

Dominant and headed upward **in the rich Louisville field**

The Courier-Journal THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special Agency

Peoria The Try-Out City

THE PEORIA **JOURNAL Transcript**

Puts Tryouts Over!

CHAS. H. EDDY CO.
New York - Chicago - Boston

WHERE DO THE CHECKING COPIES GO, AD MANAGER ASKS AGENCIES

Lack of System Seems to Prevail Between Agency Departments as Repeated Requests Arrive for Copies Already Forwarded He Declares

By A. D. MANAGER

"CO-OPERATION" and "co-ordination" are so much emphasized in the advertising of the advertising agencies, it would not seem unreasonable to expect advertising agencies to be both highly co-operative and thoroughly co-ordinated.

Perhaps they are. But if anything like complete co-ordination is an outstanding characteristic of the average advertising agency, the writer's experiences as a foreign advertising manager on a daily newspaper and his earlier observations in magazine publishing have been unique.

The most glaring lack of co-ordination in the varied activities of the ordinary advertising agency seems to be between the checking department and the rest of the organization. The outsider, indeed, might well conclude that the interdepartmental slogan of the agencies is "Let not thy left hand know what thy right hand doeth."

It is fully understood that an agency handling a large numberof accounts faces something of a problem in checking all of the insertions in all of its schedules. The obvious solution, of course, is a carefully arranged system, backed by the co-operation of the publishers. If the latter can be obtained, the former need not be at all difficult.

The writer's experience points strongly to the lack of any such system in the offices of a good many of the foremost agencies, for the publisher's co-operation has been provided by him in the greatest possible degree.

In the first place, every agency running copy three more times a week is placed on the regular mailing list and is sent a paper every day. In the second place, those agencies running copy regularly, but less frequently than three times a week, and those which run copy irregularly are sent special copies of those issues in which their advertising appears.

This special mailing is taken care of by the chief subscription clerk who has at her desk a card index of every foreign ad carried by the paper. Each afternoon she obtains from the makeup man his schedule of the day's foreign advertising. She notes each ad and by reference to her index ascertains to whom a checking copy should be sent. She then addresses a wrapper on the typewriter and initials the ad in a space provided on the schedule card. The wrappers are sent to the mailing room along with the other "singles" and the card is sent to the writer, who checks it again.

In addition, tear sheets are sent with monthly bills, when requested, and the paper's New York and Chicago representatives are supplied with copies daily.

In spite of these efforts to put checking copies into the hands of the agencies, special requests for copies for checking purposes are received with a frequency that makes it certain that the post office can not be at fault in the matter.

A striking example of the utter lack of co-ordination that obtains in some agencies is afforded by a recent experience with one of the leading agencies of the country.

An advertisement was scheduled for insertion, but was omitted because the necesary mat did not arrive. On the afternoon of the day upon which the ad should have appeared the agency was sent a letter explaining the omission and asking for instructions for a make-good date.

Previous experience indicated that no reply would be received—and none was. But in a few days there came a request for a checking copy of the issue in which the ad should have been printed. Immediately upon its receipt a second letter was sent the agency, again explaining the cause of the omission. A week later a letter was received in which the second explanation was acknowledged and the statement was made that the agency had cancelled that insertion and did not desire a make-good.

With less knowledge of agency methods this might have been taken as closing the incident, but with previous experiences of a somewhat similar nature in mind there was no surprise in the office when three weeks later there came to the advertising department another request for a paper of the now well remembered date. Patiently another letter was written, in which not only was the whole matter explained for the third time, but reference was made to both of the previous efforts to make things clear.

So far as the advertising department of the paper was concerned that did end the matter; it was made to. But it didn't stop the influx of requests for checking copies. They continued to come in at intervals for several weeks, and were consigned to the waste-basket along with the daily grists of "publicity" and direct-mail advertising.

The foregoing is an extreme case, it is true. Yet it is typical. It is by no means unusual to send checking copies two, three and four times for the same advertisement. It is beyond the realms of probability that they are all lost in the mails. It is certain that they are not when—as is often the case—they are sent by registered first-class mail and a return receipt is demanded and obtained.

The agencies get the checking copies, without doubt. But what do they do with them?

TRAIL BLAZERS OF ADVERTISING

First Installment

(*Continued From Page 5*)

him. Being determined not to disappoint the audience Barnum blacked up and sang the songs advertised.

He pulled many bold advertising stunts in the old American Museum, such as the Niagara Falls in full flow, the Fejee Mermaid, which puzzled naturalists, General Tom Thumb, and his capitalization of the value of dwarfs. The Jenny Lind concert enterprise was the first big national advertising campaign in America that stirred the nation.

Perhaps the most spectacular advertising outside the big circus was the ruses, tricks and schemes to stir the imagination of the people. Barnum worked some of his best publicity stunts at the American Museum, where the public first smiled upon him. Here he had a collection of curiosities, such as stuffed monkeys, gander skins, and Chinese relics and such attractions as industrious fleas, educated dogs, automatons, ventriloquists, albinos, fat boys, dwarfs, Indians, giants, strange animals and weird novelties.

It was claimed that the "Fejee Mermaid" was a curiosity which Barnum had manufactured. This was not so. He did use stunts and schemes to bring it before the public. He was clever in arousing curiosity, then springing it on the public through sensational advertising. But the "Fejee Mermaid" really existed, although not as pictured on the sensational posters.

It was with his "side shows" or temporary enterprises, that Barnum was at his best in devising advertising schemes. He was constantly on the look-out for queer novelties with his advertising possibilities.

He once attempted to buy the home in which Shakespeare was born and ship it to America, but British pride killed that scheme.

Among other things was the purchase for $4,000 in Paris of Robert Houdin's ingenious automaton writer; the popular Panoramic Dioramia of the Funeral Obsequies of Napoleon was made to his order in Paris at a cost of $3,000. There was also the famous Panorama of the Crystal Palace, painted to Barnum's order by the celebrated De Lamano.

He engaged for its first American tour in 1844, the Swiss Bell Ringers. They were Scotch Highlanders, not Swiss, but as they never spoke no one was ever the wiser. The name had a good advertising sound.

A "side show" always had greater publicity material than the big show. It was in 1849 that Barnum first projected his great traveling museum, called "Barnum's Great Asiatic Caravan, Museum and Menageries." He chartered a ship and dispatched it to Ceylon for elephants. When the ship arrived with the elephants, he started operations under the patronage of General Tom Thumb, which had its publicity advantages.

The popularity of this exhibition attracted numerous "sideshows" by other parties, greatly to Barnums annoyance. In self-defence he fitted out a circus company, which performed on the same day and in the same neighborhood that the menagerie and museum exhibited. When an opposition show threatened to interfere with profits Barnum had only to connect his two companies and competition was killed immediately.

Next Week: "The Woolly Horse"

EACH WEEK
Men find employment
Publishers find assistants
Newspapers locate materials
THROUGH CLASSIFIED ADS *in*
Editor & Publisher

America's most select Circulation
The Palm Beach Times
FRANK P. FILDES PUBLISHER

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.
Standard Gravure Corporation
LOUISVILLE, KY



A few pennies may save your life!

YOU are exposed to tuberculosis germs every day. The only sure defense against tuberculosis is to stamp out the dread disease entirely. It can be done.

Today only one person dies from tuberculosis where two died before. The death rate from consumption has been cut in half by the organized warfare carried on by the tuberculosis crusade. This organized warfare to stamp out this dread disease is financed by the sale of Christmas Seals.

Buy Christmas Seals. Buy as many as you can. They cost but a penny apiece—but your dollars, added to other dollars, will save many lives and protect you and your family from the spread of tuberculosis.



Stamp Out Tuberculosis with this Christmas Seal

THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

HOW EDITORIAL LAXITY NIBBLES PROFITS

(*Continued from page 9*)

uch affairs and usually will lay his cards n the table and give a square deal to ne looking for a solution. At least the oreman that will not do so is unfit for position of responsibility. Generally uch a conference will result in a more atisfactory understanding.

Every well-organized newspaper has its usiness council, editorial council, mehanical department council, etc., comosed of the heads of the various departents. These conferences are intended, f course, for the discussion of the varius policies and problems to be met and o bring about closer co-ordination beween the departments. With the possile exception of the editorial council, the urposes of these conferences are to peed-up, economize in time and money; o get the best product at the least outay, and to present to the public a highrade newspaper every day. Thus the o-operation of the heads of the departents is essential to the best results.

If this is true of the heads of departents, why would not the same principle ork to the advantage of the organization extended to the personnel of their deartments? If team-work is desirable as etween the heads, why not team-work etween the individual workers of the usiness office, the news room, the composing room, the pressroom, mailers, etc.?

It seems a safe assertion that the head f any department would agree that the limination of the real or fancied grievnce would be an advantage to his deartment. If this is true, why not devise ome means of giving a hearing to all uch complaints and adjudicating them as ne circumstances may justify? Likeise, why not invite and encourage sugestions by employes for betterments in eir departments?

Once it is well established that an emloye may, without prejudice, bring any uggestion or grievance before a just rbiter, a long step will have been taken o insure co-operation and harmony.

For the benefit of the apprentice and ne younger printer, it is suggested that ystem and neatness about the frame and ne machine are not only assets to the orkman but are indicative of his ambiion and thoroughness. There should be place for everything, and everything ut in its place when not in use.

An important essential in newspaper ork is dispatch. The systematic printer ill accomplish more with less exertion an the unsystematic workman. The mbitious one will give thought to his ork and seek the best way of performng it.

One thing that should be avoided, however, is falling into a rut. One should ot be satisfied with just one way to ccomplish a given end, but experiment, r there may be a better way than the miliar way. The printing business and ewspaper work constitute a lifelong ducational institution, and new ideas hould be sought continually.

It seems appropriate to apply to the ewspaper the simile of the phrasing of great educator in describing the *esprit e corps* of a university. To maintain ne individuality and energy of the members of the staff and at the same time nvisage the spirit of the whole is not ithout difficulties. It is illusive, but eal; intangible, but patent. As one passing through a forest may not see it for the trees, though fully aware of the beauty and great resource of the whole, so may a newspaper man, engrossed in the pursuit of his individual work, fail to see something with which he should have been impressed. He may have learned much, but may have failed to apply the valuable knowledge.

As a woodsman glories in the possibilities of a great forest, so also does the true newspaper man, whatever his station, take pride in his craft and profession.

V—THE SOLUTION

It is not necessary, of course, to point out to a foreman the advantages that would be gained if it were possible to have all the matter for the first edition read and corrected before being placed in the forms. It would not only mean a clean first edition but prevent an almost endless amount of correcting in the forms and avoid many errors in the rush to make the first and second editions.

As this is manifestly impossible with regard to matter coming into the composing room within a few minutes of edition time, the alternative is to have copy legible and well edited. This will insure speed by the operator and almost invariable accuracy, which means that it will occupy little of the proofreader's time and eliminate corrections in the forms.

Style books should be carefully worked out to cover the general style of the paper, giving samples of various departmental work for the guidance of the reporter, copyreader, operator and proofreader. To obtain the best results it is more essential and reasonable to have the copy prepared in accordance with the style than to expect the operator to change the copy as he goes along. A reporter is the source of supply of copy and should be expected to prepare his copy in accordance with the style book.

It is with a view to minimizing the number of errors and corrections and facilitating the work all along the line that the following plan is proposed:

In military affairs a liaison officer is often necessary to keep the various branches of the service in touch with each other.

It seems that such a man is necessary to co-ordinate the news room, the composing room and the proof room.

To have the copy properly prepared is half the battle. Especially is this true in a large office where strange operators are constantly coming and going.

The copyreaders should have copies of the style book for their general guidance in preparing the copy, and they should be kept posted as to changes of style, as hereinafter suggested. This duty would fall to the liaison man, who should be under the jurisdiction of the foreman of the composing room and have charge of the correction bank and the work pertaining thereto. For this position a trained proofreader would be best equipped.

He should consult the authorities of the three departments and disseminate information by means of bulletin boards or otherwise when necessary.

Bulletin boards should be provided for the copyreaders, the composing room and the proofroom, so arranged that all new orders or changes from the style book would be placed on a hook under the heading "Changes of Style" on each of the bulletin boards. Thus every department would have the same orders.

Another portion of the board should be devoted to "Spelling of Names," both proper and geographical, questions regarding which are constantly arising.

Another space should be used for "Miscellaneous Instructions."

Still another part of the board should be devoted to "exhibitions" of "Incorrect Markings" by the copyreaders, the proofreaders, or setting by the operators. These, of course, to be placed only in the departments where the errors occur.

It is no unusual thing to have copy reach the composing room marked contrary to the rules of the style book. In such cases, a new linotype operator is most likely to follow the markings of the copyreader. It should be marked correctly, and the operator naturally follows the errors of the copy.

When there is any doubt of the correctness of copy, the operator should consult the liaison man. If the copyreader has prepared the copy contrary to style, note should be made of the fact and posted on the bulletin board in the news room indicating the rule covering the case. In case the operator follows the incorrect copy, his attention should be called to same, pointing out the reason or rule covering same, not in the nature of a rebuke, but rather to assist him and in the interest of general efficiency. So, also, should the proofreader's attention be called to incorrect marks on proofsheets. These notices will tend to cause more heed to be given the rules and thus perfect and speed up the work.

When a change is made from the style given in the book, a copy should be prepared and filed for insertion in the style book when a revision of the same occurs. By keeping the matter standing, such corrections can be made at convenient times, say, quarterly, and at small expense.

To summarize the advantages that will accrue to an organization by the establishment of the foregoing plan, with strict enforcement in each of the departments, the following may be confidently expected:

1—Better co-operation between departments;

2—A more satisfied personnel;

3—An improved individual production in quantity and quality;

4—Prevention of at least fifty per cent of the errors that usually appear in early editions;

5—Speeding up of the work from writer to the forms;

6—More thorough instruction to apprentices and a better morale of the future printer;

7—A gradual improvement in literary style and typographical workmanship, which will be reflected upon the reading public, and

8—An appreciable saving in time and money.

This is the last of two articles by Mr. Edwards.

Editorial Research Reports

is an independent research organization. It is not subsidized. Its support is entirely from newspapers and magazines, through the sale of its service.

Its wholly impartial reports are prepared expressly for the use of editors, publishers and special writers.

Its clients include more than sixty of the leading newspapers and magazines of this country, and American correspondents of important foreign newspapers.

Editorial Research Reports
828 18th St., Washington, D. C.

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

The
Dispatch-Herald

Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The
DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The
DES MOINES
CAPITAL
Lafayette Young
Publisher

REPORTING MUST BE IMPROVED TO CLARIFY NEWS STREAM

Haphazard, Shoddy Stories Resulting from Neglect of Editorial Men, Who Look Forward to Better Jobs in Other Lines—Encourages Press Agentry

By PHILIP KINSLEY

CHARLES M. SCHWAB arose to deliver an address recently at an important conference on industry and education at the University of Chicago. The speech he was supposed to deliver had been sent out to newspapers and press associations in advance, subject to release in customary manner.



PHILIP KINSLEY

The steel king looked over his audience and had a new impulse. Thoughts came to him that had not occurred when he had indicated to his publicity expert, in another atmosphere, the line of ideas he wished to present.

And so he blithely tossed his prepared speech aside, informing his audience it had really been written by Ivy Lee, public relations man for the steel corporation, and they could read it in the morning papers. He proceeded to unbutton and give some of his own homespun ideas.

In the meantime, however, the speech had been released and printed and some of the papers never caught up with the truth of this situation. Mr. Lee had, in this writer's opinion, written a very able address, better in some respects than the one actually delivered.

The point is where do the reporters come in, and why has this method of getting out "news" come about?

One reason, of course, is the mechanical and haste demands of the papers, but there is another.

The same situation was presented at the annual banquet of the Audit Bureau of Circulations in Chicago a few weeks ago. At least two speeches went out from there which never were delivered, and were printed in part as having been delivered.

Has it come about that men of affairs, whose words are golden, do not trust reporters to report?

It happens that reporters were present at both of these affairs and what happened was reported, but they might have taken the advanced "canned" material for fact, never gone near the meetings and nothing odd been thought of it.

This has happened on other occasions. Between the public and many leaders of industry and thought a barrier has been built. The public consumption thought has been guided and prepared by ex-reporters, now press relations employes of great corporations.

This is partly due to the recognition of the group of the growing power of newspapers. There are fewer, bigger papers in the field, and their columns as a medium of reaching the springs of common thought are more important than ever.

The late William Jennings Bryan was well liked by reporters. He always had news for them. He was genial and democratic. He would talk freely to reporters. But when it came to publication he never permitted himself to be quoted unless he had written the statement. There was an element of distrust there.

The late Levy Mayer, great Chicago lawyer, had the same rule. Every word he was to say in print had to be submitted to him first.

This element of distrust is worthy of study.

When, if ever, does the agenda of editors or publishers' conference contain an important section devoted to consideration of reporting?

Is not this caution on the part of public men, this growth of the public relations department, due in part to this neglect, the old idea that reporters can be picked up anywhere at any time?

If the reporter follows the line of least resistance, if he does not see big men and probe their ideas, if he does not appreciate them when he does get them, what is the public to get from its news columns but inspired, shoddy, haphazard stuff?

There are schools of journalism but their effect is not yet felt in big newspaper offices.

The reporting job is still handled unscientifically.

The reporter carries with him more prestige than ever before and he is, on the whole, a more alert, intelligent, business like type than in the old days of the genius and classic drunkard.

The old sense of this as inferior job, which was and still is inspired by the fact that it is not a "real money" job, and that it has uncertain, limited future, is lessening somewhat.

Men demand a feeling of security in their work, an outlet that is not too limited, a sound basis for happiness in their work.

The newspaper situation calls for sounder reporting, yet it lacks the appeal to attract and hold men of unusual ability.

There are long waiting lists, yes. The market is easy. But the turnover is too great. To many it is still only a stepping stone to "more money." They may have a better future in some cases in this very public relations work of which I have spoken. Through this field many have gone into executive positions with big corporations. The reporting job looks small and far away to them.

The need here as everywhere else is for intelligence.

News has to be observed and written. That, after all, is the function of a newspaper.

Quick appreciation of a situation, ability to readjust and coordinate under varied and difficult conditions to inspire confidence, translate into clear American the profound and technical presentations of specialists—these are the desired qualities in reporting that are too often lacking. And in the lack, perhaps, is part of the explanation of the phenomena noted above. Big business is not haphazard. They do not make publicity appropriations year after year for amusement or for the sole benefit of the public.

To clarify the news stream the reporting medium must be improved.

Getting back to Mr. Schwab, he gave this recipe for success in any business—take each detail and study it to finality, until you are certain it cannot be improved.

This advice might go for the often neglected reporting detail of the newspaper business.

There are many reporters at work today who remain against their own financial interests because they love the work.

Mr. Chesterton writes somewhere:

"If a man really loved Clapham, as man loves woman, so that its meanest lamp posts were a delightfully fascination, Clapham would arise in towering pinnacles of beauty."

The newspaper office often seems a hard, cold, semi-military institution in matters of discipline, a machine that takes little thought for the individual, yet there is passion for service, ideals of duty, often tucked away there. Under the cynicism and the sophistication lies this vein of gold, the desire for good work.

Why not mine away at this for a time, Mr. Publisher, instead of canned features and premiums? Many newspapers today might be compared with the newest drug stores, the original purpose lost in a maze of accessories and fancies.

The need for good reporting will not grow less. It is, as every city editor knows, very urgent at times. In emergencies they must know their material to the last reaction. This base can only be made more firm by making it well worthwhile for a man to prepare properly and to remain in it.

It is true that one cannot prepare for everything, and that is about the field of the good general assignment man. The newspapers recognize this in their department men, their experts.

But men can be trained to think, and their minds can be stored with information that may give background and richness to the way in which they approach a subject.

And they can be open minded and unprejudiced in a narrow way.

In other words they can be educated instead of ignorant, informed instead of provincial, and they may have, hand in hand with the growing prestige that their paper gives them, a sense of responsibility not only to their paper but to this evolving civilization.

—always ahead at home

WACO, TEXAS, TIMES-HERALD

Keeps its lead in Waco Merchants advertising by a goodly gap. The DeLisser figures for the first 6 months of 1925 show that Waco advertisers used the two papers as follows:

TIMES-HERALD
Local Display ..... 1,773,979 lines
Classified ..... 493,706 "
TOTAL ..... 2,267,685 lines

MORNING PAPER
Local Display ..... 1,716,645 lines
Classified ..... 458,806 "
TOTAL ..... 2,175,451 lines

The Times-Herald's Daily and Sunday circulation of more than 13,800 affords the National Advertiser splendid opportunity to reach the 9650 Waco homes at a minimum of cost.

National Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City, Los Angeles, San Francisco

Northern Ohio
one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers

The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg., New York, N. Y.
Lytton Bldg., Chicago, Ill.

fashions

Authentic
Inclusive
Sparkling

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Oh, Boy! Gum

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

MICHIGAN
and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

first! in OHIO

15,279,513 Lines

Dispatch advertising record first nine months of 1925 exceeding other Columbus newspapers combined by 2,699,290. For the first 8 mos. 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638.

NET PAID CIRCULATION
CITY 54,851
SUBURBAN 28,624
COUNTRY 22,944
Total Circulation 105,819

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

REPORTER'S BEAT SENT SHERIFF TO JAIL

Sleuthing of Theodore Tod, Chicago American, Showed County Prison Being Used as Country Club By Beer Barons

A story that broke a reporter's nose and nocked the lid off of Cook county politics s still one of Chicago's best contributions o the year's journalism but the one who erreted it out has almost been lost in the cramble for recognition and cover.

He is Theodore Tod, of the *Chicago American.*

Since last June it had been common gossip that Terrence Druggan, wealthy eer peddler, and his partner, Frankie ake were being allowed extraordinary rivileges by the keepers of the county ail to which they had been committed by ederal Judge James H. Wilkerson for ontempt of court. Reporters heard the eports and tried to get an investigation aunched but official interest was lacking, nd reportorial instinct which told them story was there was suppressed.

Possibly a more sensitive conscience nan others, Tod decided to delve a little ore in the matter before dropping it and ne more he investigated the more startlng it became.

The beer runners, he found, had been llowed to leave the jail at will with bus oys as jail guards, presumably to visit ne offices of their dentist, but actually to ttend cabarets, go to Druggan's apartent and to his estate in Lake Zurich, Vis. They had not occupied cells; they ere kept in the clean comfortable hosital and Druggan operated at least one of is chain of breweries by means of letters nd the jail telephones.

Tod, a native of Chicago, succeeded in ailing the prisoners socially on one of eir nights out. He listened as admirers f the beer barons told him how much ney had paid to turn the jail into rest resort.

All this was done on his own time and n his own initiative. When he reported the city editor he had the facts.

The first story was printed Aug. 25. wo weeks later in a continuance of the eries of stories Tod said Druggan had een out of jail the previous night. F. J. overing a reporter for the Journal, was nt to the jail to verify the report. erry, who had been hustled back to il to meet him, broke the Journal reorter's nose, mistaking him for the merican representative.

As a result of the exposé, Sheriff Peter [. Hoffman has been fined $1,000 and entenced to jail for a month. The arden has been committed for four onths. Eleven others who confessed rticipating in a bribery plot, including ruggan and Lake, are awaiting judgent for contempt of court and action of e grand jury on other aspects of the se.

Saves Family from Flames

G. A. Drum, editor and publisher of e *Mt. Pulaski* (Ill.) *Times,* rescued his ife and two children last week from the econd story of their home as flames hreatened the building and endangered heir lives.



"ADVERTISERS ARE ROMANTIC"

Declares Sherwood Anderson Who Wrote Ad Copy for Them

Sherwood Anderson, novelist, characterized advertisers as "romantic fellows" this week in an interview with a *New York Evening Post* reporter, during which he admitted he got his start as an author writing advertising copy.

"I could make a hundred dollars a week writing ads," he said.

"Then I published a novel or so, and advertisers got so they wanted me to write their ads, even unsigned. They thought there was something mysterious in the way I handled words or something. I got so I didn't care to write ads much and that made them all the more anxious.

"So I'd say to them, 'It would be a shock how much I'm going to charge you for writing this little thing.' 'How much?' they'd ask. 'Five hundred dollars,' I'd answer. Then they'd take me out to lunch, and just before coffee, they'd burst out, 'Say, I thought you was going to ask $800!'

"Business men are romantic fellows. It made them feel good to have their stuff written by a novelist. At least, that's what a fellow said, who handled my stuff. He didn't care what he asked them. Of course, he got his split. 'They talk about how Sherwood Anderson writes their ads at their clubs,' he told me. 'That's where they get their money's worth out of it.'"

Trade Commission Approves "Rayon"

The Federal Trade Commission by an official resolution has placed the stamp of its approval on the use of the word "Rayon" as properly designating artificial silk products, the basis and chief ingredient of which is cellulose. There have been before the Commission a number of cases involving the misbranding of textiles which have artificially been given the appearance of silk, and have been sold under trade names containing the word "silk" or a modification of the word "silk." In deciding these cases the Commission has consistently held that hosiery or other products which simulate silk but are not the product of the cocoon of the silk worm should be branded with the words "artificial silk" or other words which correctly describe the materials composing the article branded. The word "Rayon" has been adopted by many associations of manufacturers as a proper one for artificial silk products and the term has been extensively advertised to the public.

He'll Get a Beat

Edgar N. Butler, former police reporter for the *Columbus Ohio State Journal,* has passed the civil service examination for patrolman in the Columbus Police Department, with the highest grade, 94.8. Butler is now publicity director for the State Industrial Commission.

NEWSPAPER A COLLEGE SAYS GLENN FRANK

Wisconsin U. President Favors a Class With Daily Paper as Only Textbook for Well Rounded Education

"The newspaper is a college; the good paper, a university."

That is the view of Dr. Glenn Frank, president of the University of Wisconsin, as expressed in a recent interview in Madison, Wis.

Graduation from your daily newspaper is one good way of acquiring a worthwhile general education, according to Dr. Frank. However, this education, commensurate with a college training, can be acquired only if a vigilant inquiry be made back into the sources of knowledge that newspaper information may lead one to.

"The newspaper touches varied fields of knowledge," said President Frank. "And if the reader really seeks to understand things to which the daily dispatches point, he will educate himself.

"If, as readers, we know how to use our newspapers, we might make the reading of any good newspaper the ideal point of departure for a liberal education," Mr. Frank said. "Almost any news report has implications that run back into several fields of knowledge.

"This morning I read a five line item from Mexico which immediately demanded that my mind dip into geography, chemistry, education, and politics in order to see the meaning of this news item. Our minds nominally think from particular instances to general ideas. We rarely think from general ideas to particular instances.

"I should like to see an educational experiment made in which the only textbook used in the education of a group of students would be a good daily newspaper, with widely informed and alert minded teachers simply reading over the newspaper with the students, and attempting each day to ferret out the background information necessary for a real understanding of the news.

"Granted an adequate degree of intelligence in the students and teachers, I venture that in four years or less we could produce a more thoroughly educated and more broadly informed type of graduate than by the more or less helter-skelter process of an extreme elective system under which a student may learn a great deal about a great many things without ever relating his knowledge to current human affairs or seeing the present-day society as a coherent whole."

Masons Launch Printing Course

Joseph Shaw, a practical printer, has been placed in charge of the printing plant just installed in the Virginia Masonic Home, Richmond. There are 93 boys in the Masonic Home and establishment of the printing plant is expected to prove of great educational value in equipping them with a trade.

More than a comic strip

BOUND TO WIN

By EDWIN ALGER

The Most Novel Strip Idea Offered Editors and Publishers in the Last Ten Years.

A definite appeal to a significant segment of circulation—youth, between the ages of twelve and eighteen—if your paper wins the youthful reader its chance of retaining his subscription in later years is more than ninety per cent realized.

BOUND TO WIN WILL DO THIS JOB AND DO IT WELL!!!

ACTION HEART-THROBS
CONTINUITY
ADVENTURE SUSPENSE

Released by
THE BELL SYNDICATE
JOHN N. WHEELER, PRESIDENT
154 Nassau Street, New York City

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

RADIO DOINGS

NEWS FROM THE AIR

Notes of the days' programs, entertainers, stations and listeners—told daily in an interesting style, devoid of propaganda, advertising and technical matter.

TERRITORY GOING FAST--WIRE FOR RIGHTS

AUDIO SERVICE
30 N. Dearborn St. Chicago

165 newspapers use our radio programs.
Send for samples and prices

MARKET NEWS
Plus **TABLES**

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

"Wits and the Woman"
By Violet Irwin

A Great Serial Story Illustrated Daily With A Two Column Spread

Wire Us For Samples And Prices Of The New
WHEELER-NICHOLSON FICTION SERVICE

Wheeler-Nicholson, Inc.
15 West 44th Street New York

ROBERT QUILLEN

"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WILLIS, is well over seven million daily.

Associated Editors, Inc.
440 S. Dearborn St., Chicago

FIVE TEXAS NEWS MEN AT MITCHELL TRIAL

Called to Verify Colonel's Statements on Shenandoah Disaster—Allowed $1.50 Per Day Expenses in Washington

Five Texas newspapermen were invited to spend this week at Washington as the guests of the United States Government.

The invitation might have proven more acceptable had not Governmental red tape restricted the Texans to $1.50 per day for expenses.

The Texas newsmen were subpœnaed by the Government in connection with the court martial of Col. William Mitchell. They were Lloyd Gregory, Texas state editor, Associated Press; Kenneth McCalla, of the *Houston Press* and the United Press; Harry McCleary, of the *San Antonio Evening News;* A. H. Yeager, *San Antonio Light,* and Louis Felipe Recinos, *San Antonio La Presna.*

They were called to establish the identity of Col. Mitchell's original statement regarding the Shenandoah and other aircraft disasters. They agreed that Mitchell had issued the statement, at Ft. Sam Houston, San Antonio, which is the basis of the court martial proceedings. The Texas newspapers carrying the statement were admitted as evidence after Col. Mitchell's counsel objected strenuously. Henry S. Parsons, chief of the Periodical Division of the Library of Congress, helped to identify some of the newspapers in which the statement was printed.

The Mitchell court martial attracted 50 or more newspaper correspondents to the dismal old Emory Building in a remote corner of Washington where the proceedings are being held. War Department orders were to the effect that the court martial must not be turned into a "show," with the result that the newspaper men assigned to cover the proceedings found themselves in cramped and narrow quarters.

Through the efforts of "Jim" Preston and "Billy" Donaldson, who have charge of the Senate and House Press Galleries, arrangements were made with the Department whereby one third of the available space was given up to the newspaper correspondents.

The news services were reinforced by such seasoned veterans as Stephen T. Early, of the Associated Press; William K. Hutchinson, International News Service; William J. McAvoy, United Press; James R. Nourse, Universal Service; Robert T. Small, Consolidated Press; Carter Field, *New York Herald Tribune;* Paul J. McGahan, *Philidalphia Inquirer;* Theodore Tiller, *Baltimore Sun;* Leland C. Spears, *New York Times;* Ahmun N. Brown, Providence *Journal;* Roy A. Roberts, *Kansas City Star;* Leroy T. Vernon, *Chicago Daily News;* and Walker S. Buel, *Cleveland Plain Dealer.*

New Leavenworth Semi-Weekly

James D. Barnes, for 18 years editor of the *Pittsburg* (Kan.) *Labor Journal,* has begun publication of the *Leavenworth Press,* a semi-weekly, issued Sunday and Wednesday mornings. Mr. Barnes recently moved the plant to Leavenworth.

New Des Moines Circulator

Harry L. Cowgill, formerly circulati manager for the *Madison* (Wis.) *Capit Times,* has joined the *Des Moines* (Ia *Capital* as circulation manager. Mr. Co gill is 38 years old and a graduate Cornell University, Ithaca, N. Y.

Adams Sells His Interest

C. R. Adams, vice-president and ma aging editor of the *Duluth News Tribu* has disposed of his interests in the Ne Tribune Company, and is severing connections, Nov. 1.

Supplies and Equipment

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Wilke's METALS
THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan
It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

GOSS STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

C-H

Printing Press Control
"The Safest System in the World"
For Large and Small Plants
Consult Our Nearest Office
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York Cincinnati Milwaukee
Chicago Boston San Francisco
Pittsburgh Detroit Los Angeles
Philadelphia St. Louis Portland
Cleveland Buffalo
Seattle—H. B. Squires Co.
CUTLER-HAMMER

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

Successful Performance

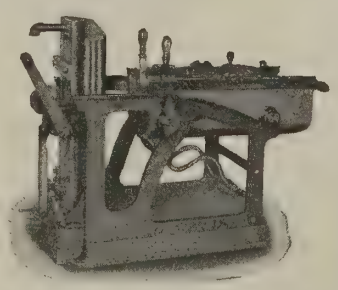
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the News—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water, circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.



IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street also at 7 Water Street
CHICAGO, ILL. DUNELLEN, N. J. BOSTON, MASS.

WE CONNECT THE WIRES
POSITIONS NOW OPEN
for COPY READERS
REPORTERS
ADVERTISING SOLICITORS
and DEPARTMENT HEADS
WITH GOOD NEWSPAPERS IN SOUTH, EAST, and MIDDLE WEST.
Registration free. Confidential service. No obligation to apply for positions offered.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

EDITOR & PUBLISHER reaches direct the people who buy Equipment and Supplies.

Classified Opportunities for Buyer and Seller

EDITOR & PUBLISHER Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per sertion as earned by frequency of insertion. pecial rates quoted for 13, 26 and 52 insertions. he Editor & Publisher reserves the right to assify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

NDEX OF CLASSIFICATION

ADVERTISING
General Newspaper Promotion
Special Editions — Special Pages

BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices

BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion — Distribution
Premiums

EDITORIAL
Business News — Correspondents

Syndicate Features
Art Pages — Radio
Comics — Sports
Fashion Pages — Statistical
Fiction — Wire News
News Pictorial — Women's Pages

EMPLOYMENT
Help Wanted — Situations Wanted

MECHANICAL
Engraving
Equipment For Sale — Equipment Wanted

BUSINESS OFFICE

Appraisers

ppraisers—Recognized authority on Printing d Newspaper plant valuations. Standard ppraisal Company, 90 John St., New York, Y.

USINESS OPPORTUNITIES

Brokers

nsolidations, Sales—Omar D. Gray, Sturgeon, o., specializes in consolidating newspapers—ls for sale half million dollars dailies and 189 reklies.

Newspapers For Sale

ily Newspaper for Sale; to settle estate. ,000 circulation and growing, in Middle West. ell equipped plant. Rare opportunity. Adess A-970, Editor & Publisher.

rida Opportunities—One daily and weekly, clusive field, fine plant, earning good divicids, $8,000 cash necessary. Two weeklies, ch occupying exclusive field, have nice nts, and are making money. J. B. Shale, nes Building, New York.

wspaper and Printing Plant in live, growi town, 15,000, in famous Piedmont section. al climate, better year 'round than Florida; endid schools, churches, hospitable people. rge manufacturing center. Complete equipnt in excellent condition. Only one other per, small daily, in county of 35,000. Come, estigate, buy. Fine opportunity for party h cash. Reason for selling—unable to give sonal supervision. Allan Nicholson, Union, uth Carolina.

ly Evening Paper, Middle West city, 15,000 ulation. Fully equipped. Three linotypes, dlow outfit, Goss press, big job printing equipnt. Owner must go to hospital for serious eration. For quick sale priced at $42,000, h payment, $15,000; balance on terms exding over five years. There are no cumbrances of any kind against this plant. real opportunity if you have the money and deal at once. Address J. B. Shale, Times ilding, New York.

BUSINESS OPPORTUNITIES

Newspapers For Sale

Weekly—One of Northern Ohio's best weekly papers. Large circulation; unusual territory. Box A-958, Editor & Publisher.

Newspapers Wanted

Evening Daily—Wanted to buy controlling interest in small daily evening newspaper, preferably in Middle West. Box A-959. Editor & Publisher.

Newspaper Wanted—Live daily or weekly in prosperous community in New England or New York State. Must be a "comer." No "has-been" or "never wasser" considered. Will pay any reasonable price for good proposition. Give full particulars and lowest price in first letter. Personal interview will be arranged. Address Box A-956, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Radio—A good radio page means circulation. "Current Radio" means a good radio page. It solves hard problems and gives valuable radio advice. Daily articles by the best informed non-commercial radio organization in the world. You need it. Apply for your territory. American Radio Relay League, Hartford, Conn.

Special Articles—Publishers—Attention! We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept., MOJ4, Hannibal, Mo.

EMPLOYMENT

Help Wanted

Advertising Salesman Wanted. Experience, initiative, industry required. Splendid position, evening paper. Address A-934, Editor & Publisher.

Advertising Solicitor and copy man, competent, wanted. First paper in city of 42,900. Give full details in first letter. M. F. Murdaugh, Adv. Mgr. The Herald, Durham, N. C.

Advertising Salesman, experienced, wanted for a Metropolitan newspaper. One capable of developing business through promotion and merchandising experience. A-960, Editor & Publisher.

Circulation Manager—During the last six years we have placed a large number of former newspaper circulation managers in lucrative managerial positions in our large national circulation organization. The progress in the expansion of this organization enables us to place additional capable men from time to time. We prefer men over the age of 30 and those who have had not less than five years' experience in the hiring and training of house to house canvassers. To such men, who have the ability and good character required, we offer the opportunity for a permanent location with an assured good income. Answer with full particulars regarding yourself. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

Circulation Man—Wanted: A resourceful, aggressive, trustworthy, experienced circulation man for either city or country position on a Metropolitan Daily and Sunday paper. State experience, age, salary expected and reference. Address A-932, Editor & Publisher.

Combination Managing and Telegraph Editor for morning paper in small Mid-West City. Good job for the right man. Must have had small city experience and be well recommended. Address A-944, Editor & Publisher.

EMPLOYMENT

Help Wanted

Combination Pressman and Stereotyper wanted, for Goss Comet Flat Bed. Will pay $35 per week to start. Best working conditions. Address C. L. Atwood care The Morning Call, Key West, Florida.

Combination Machinist and Proofreader wanted. Four machine plant. Models nine, fourteen, three and nineteen. A-967, Editor & Publisher.

Syndicate Salesmen—High-class, alert men in every territory to handle complete line new features on liberal commission. Opportunity to build good permanent income through connection with long-established publishers now entering newspaper field. Answer fully, experience, references. A-965, Editor & Publisher.

Syndicate Salesman—Salary and commission to man covering one or more states. Part or full time. Chance for rapid advancement if satisfactory. State experience and full details. A-961, Editor & Publisher.

Operators and Printers, experienced, wanted for daily morning paper. Union shop with best working conditions. Address The Morning Call, Key West, Florida.

Situations Wanted

Advertising Manager—Assistant.—Eleven years' experience, executive, solicitor, copy writer. Splendid record. Aggressive. Five years present position. Age 32. Married. Seek connection with daily offering permanency and future. A-968, Editor & Publisher.

Advertising Executive, now employed, seeks connection on newspaper needing a man of proved ability in building advertising revenue and cutting costs. Eighteen years experience in cities up to a million population. Young, aggressive and capable of putting your proposition over. Prefer second or third paper in north or east. Available on short notice. Address Box A-964, Editor & Publisher, for full particulars.

Advertising Manager or Assistant to Executive, making change. Now employed. American, 38 years old, married, two children. 20 years' business experience, 3 years Banking and Real Estate; 6 years automobile (factory and selling); 12 years in publishing and advertising. Until recently assistant business manager leading New York Daily. Have specialized in National, Automotive and Financial. Earnings past five years $8,000 to $12,000 per annum. Exceptional record as producer. Opportunity with aggressive and reputable publisher rather than large salary wanted. A-972, Editor & Publisher.

Advertising Manager-Solicitor—Open for contract January 1. Age 27, married, seven years' experience. Best references. Box A-939, Editor & Publisher.

Business Manager with record of cost cutting and profit increase, wants larger field. At present manager of evening daily. A-969, Editor & Publisher.

Business or Advertising Manager—Splendid record of achievement in more than one field. Know how to save money as well increase earnings and circulation. A-935, Editor & Publisher.

Cartoonist, 19, when not drawing, will help in other departments. Box A-928, Editor & Publisher.

Circulation Manager—Have never "burnt up" a town or forced a competitor out of business, but have always had excellent results. My present and previous employers are my references. Have been on circulation firing line, in all its phases, for last seven years. Was for 4 years office manager and chief accountant. Have written promotion copy. College man, family, temperate. If you are not quite satisfied with present results you will not waste your time by checking up my record and references. A-946, Editor & Publisher.

Circulation Manager or will accept offer as city or country circulator. References from past employers direct to you will prove honesty, ability and successful record. Years of varied experience from bottom to circulation manager with Scripps-Howard and Clover-Leaf Group; Independent papers and manager publishing office. Age 39. Member I. C. M. A. Wire or write. Will talk terms, long distance. C. M. Platzer, Hotel Armistead, Baltimore, Md.

Composing Room Foreman or Superintendent is available to publishers willing to pay commensurate with results obtained. A-963, Editor & Publisher.

In Any Capacity—Young man, 23, with some experience in circulation work, desires position in any phase of newspaper work where there is opportunity for steady advancement. A-971, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Mechanical Superintendent—Experienced printing press and plate making equipment machinist desires position as Mechanical Superintendent in newspaper plant or publishing house. A-947, Editor & Publisher.

Mechanical Superintendent and Composing Room Executive with record of exceptional accomplishment, desires connection with publisher expecting unusual results. A-962, Editor & Publisher.

Pressroom Foreman—Experienced on both Goss and Hoe presses, reels, wet and dry mats. Can print and give production. Box A-957, Editor & Publisher.

Proofreader—Twenty-eight; five years' experience, editorial and advertising matter. First to final. Adequate references. Accurate, reliable worker. A-966, Editor & Publisher.

Reporter, a real hustler, the kind you have been looking for. Open for job Nov. 10. A-951, Editor & Publisher.

MECHANICAL

Engraving

Chalk plates make good line engravings. Send for price list. Chalk-plates recoated for cent square inch. Janes Engraving Plate Co., Quincy, Ill.

Equipment For Sale

Goss Furnace, Pump and Two Bowls, two ton capacity, $150. Goss Double Steam Table and Apron without Generator, $200. Stockton Record, Stockton, California.

Hoe 24-Page Web Press—This press is two plates wide, three decks high, with extra color on the top deck. Prints papers of 4, 6, 8, 10, 12, 16, 20 or 24 pages 7 or 8 columns wide, paper page 21½ inches long. Will print tabloid papers up to 48 pages, 10¾ inches wide by any length page desired. It could easily be arranged to print comics and magazine sections in colors. Has motor equipment for 220 volt direct current. Also supplied with stereotype equipment. This outfit produced entirely satisfactory work until newspaper ceased publication. Can be seen in New York City. Baker Sales Company, 200 Fifth Ave., New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—We have many Model 1, 2, 4, 5, 8, K and L, some with electric pots. These machines will be sold very cheap for spot cash. We also have a number of used Linographs of various models, which will be sold cheap for cash. If you want a real bargain, write or wire, stating model preferred. Department A, The Linograph Company, Davenport, Iowa.

Motor for Sale: 5 horsepower Westinghouse 600 rpm motor, 220, three phase. In good condition, used only short time. $100 f.o.b., Paducah, Ky. The Paducah (Ky.) Sun.

Perfection Saw and Trimmer, pedestal style, with two extra saws and emery wheel. Complete with motor. Good condition. Only $40. Independent, Corona, Calif.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Type—For sale, font 12 point Cheltenham wide and bold mats in very good condition. Attractively priced. The Minot Daily News, Minot, N. D.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Unexpected conditions create unexpected demands. An advertisement in Editor & Publisher gives you a representative always on the spot.

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

THE *Waupun* (Wis.) *Leader* ran a full page of ads written in the form of letters to Santa Claus. The novelty and interest to readers immediately appealed to advertisers.— E. W. Neese, Waupun, Wis.

Horseback riding is one of the most popular outdoor sports of the fall. Why not run a page devoted to news of horses, horse fairs, etc., and get ads from dealers in riding clothes, saddlers, riding schools, harness makers, and horse show events etc. The *Boston Transcript* has worked up a very clever and popular page in this way.—C. E. Pellissier, Boston, Mass.

This is the time of the year when anti-freeze solutions for the radiators of automobiles are of great importance to motorists. Where can they get such solutions in your city? A directory of such places to run every now and then under an appropriate heading might be sold.—Frank H. Williams.

Excitement ran high in Milwaukee when the *Milwaukee* (Wis.) *Sentinel* started a "Gold Rush," burying "nuggets," $15 in gold, in four widely separated spots of the city each day for a number of weeks, and publishing pictures of the areas where the "nuggets" were buried. Finders brought the "nuggets" to the Sentinel office for the $15 reward.—Ruben Levin.

Are you using standing casts of heads, etc? If so, no doubt you find you have to recast them every two or three weeks to keep the paper looking clean. Use of the original zinc will not only maintain a clean appearance but reduce the cost a thousand per cent in a year. This was proved out on one mid-western newspaper.—B. A. T.

The *Long Beach* (Cal.) *Sun* is getting additional advertising for a page captioned: "Serving Better Because We Specialize in Our Line." A typical page contains ten advertisements of various sizes, all of specialty shops, and a boxed-story on local shops.—Harold J. Ashe, Long Beach, Cal.

Thanksgiving time is a good time to pull business from insurance companies in your city. Des Moines papers get out an insurance edition every Thanksgiving. They make up the ordinary loss expected upon that day and in addition put over a profitable edition.—E. R. Appel.

The advertising manager of an eastern Canadian daily, arranged what was designated, "Talking Machine and Record Week." He landed sufficient advertising to fill a page, the surplus making an additional half page. The move was made because of a singular apathy toward newspaper advertising on the part of dealers in talking machines and records in that city, and vicinity.—W. McNulty, St. John, N. B., Can.

"COME TO NEW ENGLAND"

Hotel Men Plan $3,000,000 Three Year Advertising Campaign

A "Come to New England" movement to extend over a period of three years and to include the expenditure of $3,000,000 for advertising was launched last week at the annual meeting of the New England Hotel Association held at Manchester, N. H.

Chester I. Campbell, Boston publicity man and industrial exhibit promoter, in an address told the association that "Beautiful New England" must be linked up with "Industrial New England."

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

TO arouse public interest in the business enterprises of Houston women, and incidentally to interest Houston business women in the *Houston Post Dispatch,* that paper is devoting a page of its society section each Sunday to the pictures of leading business women of the city. Twelve pictures are printed on the page and beneath each picture space is left for filling in the name, the business in which engaged, in what capacity, business address and telephone number. Awards of $10.00, $5.00 and $3.00 are given respectively for the first three correct sets of answers.—W. H. M., Austin, Texas.

It has been said that the American school system is producing too many "white collar men." A round-up of the upper classes in the high school of your city will give some pretty good ideas of what the boys plan on becoming. Then see some of the so-called white collar boys and find out if they wished they had gone in for some trade. Who has the best chance for promotion, the white collar man or the one who works his eight hours straight?—A. C. Regli, Chippewa Falls, Wis.

The *Stockton* (Cal.) *Record* recently ran a weekly feature showing early day scenes and pictures under the heading "Do you remember when Stockton looked like this....." Just a few pictures are needed to start such a series as the publication of the names of the people who loaned the first ones brought forth a flock of others.—Wm. J. Rogers.

The *Boston Sunday Globe* watches carefully for books which will furnish the basis for feature articles. Instead of being reviewed, these books are summarized with substantial quotations; usually a cut of the author is run with the article. Books like Robinson's "The Mind in the Making" and Myerson's, "The Nervous Housewife" have furnished excellent articles.—R. L. Lurie.

In order to stimulate civic progress in Seattle, the *Seattle Times* is giving many weekly prizes, of which $25 is the chief, with a grand prize of $300 at the close of the contest for the best letter that will indicate what is for the greatest good of the city. The general points include (a) what will make Seattle a better city in which to live, and (b) what will make Seattle a better business city? —C. M. L.

Some men think women should not be allowed to drive automobiles. Ask the traffic policemen in your city and s what they think about it. And possit they can tell you something about t relative driving ability of blondes a brunettes and even red haired wome Temperament must have some effect a person's driving ability.—R. R. Voc hees.

The *Rensselaer* (N. Y.) *Independe* has started a practice particularly inte esting to small town publications. Und the head of "In Rensselaer Store Wi dows" a reporter each week writes some window display by a local mercha striking enough to draw his attentic The write-up is not in matter-of-fa form, but each window is treated like little story, and only in some part of t story is the owner of the establishme mentioned.—T. H. Ladd.

"How did they get their start?" timely anytime. Start off with Roc feller, Ford, etc. and wind up with local celebrities.—B. A. T.

IN THE FEATURE WORLD—

PRE-EMINENT!

for

Distinction of Names
Popularity of Ideas
Readability of Treatment

PRE-EMINENT ARTICLE SERVICE

A Commanding Feature

Which Has Set New Records and Attained a New Level in Appeal to Newspaper Readers

"A Lustrous Name, An Arresting Idea —Every Week"

EXCEPTIONAL ILLUSTRATIONS

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 Nassau Street, New York City

Some Territory Still Open on "My Religion"

by
Arnold Bennett
Sir Arthur Conan Doyle
E. Phillips Oppenheim
Israel Zangwill
Compton MacKenzie
H. DeVere Stacpoole
Henry Arthur Jones
J. D. Beresford
Rebecca West

To Be Followed By A Symposium of American Writers

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

The 1925 *Wonder-Serial*

SANDY

By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits

Get the best-selling newspaper serial of the year—

Ready for release—Wire NOW!

KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

BETTER PUZZLES

That's why **BOSTON** Advertiser has just resumed our

Cross-Words

THE INTERNATIONAL SYNDICATE
Baltimore, Md.

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
World Building, New York

THOS. W. BRIGGS CO.

Columbian Mutual Tower
MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

A BIG PRODUCER,
New York State
IS A BIG PURCHASING POWER

The industrial and agricultural leadership of New York State is well known to manufacturers who have surveyed this territory for merchandising distribution and sales promotion.

Factory output, diversity of manufactures, the number of industrial workers, average of earnings and consumer demand have been computed from all angles.

Records show the value of farm lands and crops and the quantity production of the various fruits, grain, vegetables and live stock.

As a dairy State, New York continues to hold a prominent place with a total production of milk for 1924 of 6,900,000,000 pounds.

The commerce flowing through the New York State Barge Canals, and through the ports of Buffalo and Oswego runs into the millions of tons.

Total resources of all financial and banking institutions, State and National, exceed $13,000,000,000. In 148 savings banks of the State 4,311,954 depositors had on July 1, 1924—$3,273,854,200. Hundreds of thousands of transient travellers are constantly visiting the cities of the Empire State.

New York State also possesses leadership in quality and quantity of daily newspaper circulation. The papers listed below offer, to the national advertiser, marketing and sales promotion cooperation that can sell your product through the local merchant.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News (E)	27,331	.08	.08
**Albany Knickerbocker Press (M)	32,519	.10	.10
**Albany Knickerbocker Press (S)	57,395	.14	.14
*Amsterdam Recorder-Democrat (E)	7,603	.04	.04
†Auburn Citizen (E)	6,214	.045	.035
*Batavia Daily News (E)	8,639	.04	.04
†Binghamton Press (E)	34,505	.10	.10
*Brooklyn Daily Eagle (E)	70,622	.22	.22
*Brooklyn Daily Eagle (S)	79,652	.22	.22
**Buffalo Courier and Enquirer (M&E)	79,900	.18	.18
**Buffalo Courier (S)	120,499	.25	.22
††Buffalo Evening News (E)	129,732	.25	.25
**Buffalo Evening Times (E)	97,406	.21	.21
**Buffalo Sunday Times (S)	103,424	.21	.21
*Buffalo Express (M)	50,796	.14	.12
*Buffalo Express (S)	57,682	.18	.14
*Corning Evening Leader (E)	9,148	.055	.05
††Elmira Star-Gazette Advertiser (E&M)	33,559	.11	.11
†Geneva Daily Times (E)	5,527	.04	.04
*Gloversville Leader Republican (E)	6,939	.035	.035
*Ithaca Journal-News (E)	7,473	.05	.05
*Jamestown Morning Post (M)	11,636	.04	.035
**Middletown Times-Press (E)	6,724	.04	.04

	Circulation	2,500 Lines	10,000 Lines
*Mount Vernon Daily Argus (E)	9,871	.05	.05
*Newburgh Daily News (E)	11,842	.06	.06
*New Rochelle Standard-Star (E)	8,108	.04	.04
*The Sun, New York (E)	254,189	...	.56
*New York Times (M)	350,406	.75	.735
*New York Times (S)	572,815	.90	.882
*New York Herald-Tribune (M)	281,672	.6435	.624
*New York Herald-Tribune (S)	321,889	.693	.672
*New York World (M)	309,386	.595	.58
*New York World (S)	542,386	.595	.58
*New York Evening World (E)	311,450	.595	.58
*Niagara Falls Gazette (E)	20,385	.06	.06
*Port Chester Item (E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,429	.06	.06
†Rochester Times-Union (E)	67,974	.21	.20
*Syracuse Journal (E)	45,204	.14	.14
*Troy Record (M&E)	22,427	.06	.06

* A. B. C. Statement, Sept. 30, 1925.
† Government Statement, Sept. 30, 1925.
** A. B. C. Statement, March 31, 1925.
†† Government Statement, March 31, 1925.

Eleven Billion Dollars Worth of Reader-Interest

NEARLY eleven billion dollars of American money is invested abroad.

This does not include loans to governments whose every act is watched by a thousand eyes, but investments in private enterprises whose stability can only be gauged by accurate general information on conditions in their immediate surroundings.

The safety of these eleven billions is interwoven with the daily life of the communities which are spending it.

The best picture of these communities is the "slice of life" recorded by the well-informed, interpretative writers of the Chicago Daily News Foreign Service.

These "slices of life" are a part of the World News of Human Interest distributed by The Consolidated Press Association which furnishes 100% exclusive, supplemental news for each department in a newspaper.

Write for our new prospectus.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—COMPLETE A.N.P.A. FALL CONVENTION REPORT.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1919; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 25 NEW YORK, NOVEMBER 14, 1925 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Where Local Advertisers Lead Others May Profitably Follow

THAT local display advertisers buy space in proportion to the direct results obtained, is a principle of business generally accepted by experienced and successful advertisers, both local and national.

In Chicago the "results obtained" are indicated by the figures supplied by the Advertising Record Co. for the first nine months of 1925. According to these authoritative figures, The Daily News in that period published 9,072,494 agate lines of local display advertising, as against 6,488,828 agate lines published by its nearest competitor in the six-day field—a morning newspaper.

THE CHICAGO DAILY NEWS

First in Chicago

© TRADE **LINOTYPE** MARK ©

A Linotype to Meet Any Requirement

SINGLE DISTRIBUTION

OR

MULTIPLE DISTRIBUTION

[FOR CONTINUOUS AND MIXED COMPOSITION]

Equipped with One, Two or Three Main Magazines
With or without Auxiliary Magazines
30 or 42 Picas Maximum Measure

All Using Standard, Interchangeable Magazines, Matrices, Molds and Liners
All Operated from One Standard Power-driven Keyboard
All Magazines Quickly Changed from the Front

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

534.25.11-F

Composed entirely on the LINOTYPE *in the Bodoni Series*

Expecting a letter?

¶ Ever waited anxiously, glancing out of the window, impatient for the coming of the letter-carrier to find out whether you got the job or the girl or the pardon or whatever it might be?

¶ Then you know how vitally important to us all the letter-carrier is—what a great role he plays in this modern world of business and pleasure.

¶ Would it surprise you to learn that in Baltimore he is only half as important as the Sun Carrier?

¶ There are 589 regular letter-carriers in Baltimore—but there are almost twice that many Sun carriers, delivering the Sunpapers to homes scattered through Baltimore's 93 square miles.

¶ Which simply means that Baltimoreans give a great deal more attention to their Sunpapers than to their mail. Which, again, explains all the letters that the advertiser receives when he uses space in the Sunpapers.

Average Net Paid Circulation for 6 Months Ending Sept. 30, 1925

Daily (M. & E.) . . 239,198
Sunday 183,814

JOHN B. WOODWARD
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

THE EVENING BULLETIN—PHILADELPHIA, TUESDAY, OCTOBER 27, 1925



A Greater Philadelphia *is in the making!*

PHILADELPHIA stands today as one of the greatest cities of the world. Founded by a Quaker, it has, through all its steady growth, kept the sterling characteristics of the Quaker—judgment, foresight, thrift, square-dealing. These four attributes make cities great as well as men—for a city is but the lengthened shadow of its citizens.

Philadelphia is known throughout the world as the City of Homes. We have here a magnificent harbor of world-wide importance—we are the greatest manufacturing city in the United States—our transportation facilities are unequaled—our Parks and Boulevards the envy of the country. One of the biggest bridges in the world is now being completed—a new, mammoth railroad terminal is being constructed—miles of new subways—massive new public buildings. In this wonderful city, founded by Penn, one thousand million of dollars are being spent right now for improvements.

Ten years ago such figures would have been staggering—even today their magnitude is breath-taking. But they illustrate the tremendous progress this wonderful city has taken in a decade. Its glorious past, as the greatest of old American cities, is overshadowed by its still more glorious present. It is not living on its past traditions, but is building now—and building mightily—for the Future.

Let its active, untiring, virile present forecast its magnificent Future. Compare what Philadelphia was ten years ago to the Philadelphia of today, and it may faintly—but only faintly—vision to you what Philadelphia will be ten years from now.

All of its dreams of yesterday have come true today—and today's dreams will come true tomorrow. Philadelphia is going forward with giant strides to fulfill its destiny, and to hold its rightful place among the big, beautiful, worthwhile cities of the world. You, its citizens, have made it big—it is for you to make it bigger, better and more beautiful by having Faith in it—for it is worthy of your Faith.

Believe in . . Invest in . . PHILADELPHIA

Philadelphia Real Estate Board

The circulation of The Evening Bulletin is larger than that of any other Philadelphia newspaper and is one of the largest in the United States.

"In Philadelphia nearly everybody reads The Bulletin"

When the Philadelphia Real Estate Board

wanted to get the above advertisement before every business man and citizen in Philadelphia—America's third largest city—they naturally inserted it in

The Evening Bulletin

THE NEWSPAPER "NEARLY EVERYBODY" READS

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, NOVEMBER 14, 1925 | No. 25

A. N. P. A. Lays Ground Work for Great Expansion of Membership Services

Delegates to First Fall Convention Unanimously Adopt Special Committee Recommendations for Revamping Revenue Structure Permitting Broader Association Activities

By PHILIP SCHUYLER

(*By Telegraph to* EDITOR & PUBLISHER)

WHITE SULPHUR SPRINGS, W. Va., Nov. 12.—A greater association has emerged from this, the first fall convention of the American Newspaper Publishers' Association, which opened here Nov. 10 and closed today.

At Wednesday's morning business session, the more than 100 delegates attending unanimously adopted a resolution, accepting in principle the recommendations of the board of directors and a special expansion committee that the organization's financial structure be revamped to permit the carrying out of plans for broadening the services offered to members by the A. N. P. A.

The recommendations were presented delegates by John Stewart Bryan, of the *Richmond* (Va.) *News Leader,* and chairman of the special expansion committee.

In brief they were:

That membership dues of smaller newspapers be decreased and those of larger newspapers be materially increased, with the net result that more funds will be forthcoming annually for conduct of association activities.

Added funds thus made available will be used in various ways now being studied by the board of directors and the membership in general.

The board of directors it is understood is contemplating possible additions to its membership service departments of:

1. A mechanical bureau, in charge of a thoroughly competent mechanical superintendent, who will work for the standardization of press room equipment; issue regular weekly bulletins, informing the membership of the latest mechanical devices and the newest methods developed for preventing press room waste; and regularly visit member newspapers to advise them on mechanical problems.

2. A traffic department to assist members in solving their traffic difficulties.

3. An accounting department, in charge of an expert, who would be of obvious assistance to all association members.

Opportunities for expansion, it was brought out, were without limit in the newspaper field for an organization like the A. N. P. A., national in its scope. And since the details of possible expansion are of interest to the entire membership, they will be worked out gradually, offering chances for suggestion and aid from every one concerned.

By virtue of Wednesday's action, the board of directors has authority now to put the proposed change in membership dues and the concomitant expansion plans into immediate operation. Whether this will be done, however, has not yet been definitely decided.

The directors, it is reliably stated, will probably reach the opinion that the program adopted in principle at this fall meeting will be held over for further consideration before the regular annual association convention in New York next April. Another course being discussed is that a mail referendum will be carried out, to insure a representative vote of the entire membership of 500 newspapers.



Lafayette Young, Jr., *Des Moines Capital,* drives from the first tee, leading the players in the presidential foursome. In the background are (left to right): Fleming Newbold, *Washington Star;* E. H. Butler, *Buffalo Evening News;* and President S. E. Thomason, *Chicago Tribune.*

Mr. Bryan presented the expansion program in an able manner. He pointed out first that plans for increasing A. N. P. A. service for members had been a subject of serious consideration for the board of directors for the past several years.

The smaller newspapers, he said, had been paying a disproportionate share of the association's operation cost. The membership dues were $75 a year, and this sum held for a newspaper, whether it's circulation was 2,100 or 1,000,000. The only variation in this charge to members was that extra dues were required from newspapers according to the number of machines they operated.

Mr. Bryan declared the directors and special committee had reached the conclusion that this method of regulating dues was unfair as operated at present.

Now, leaving the machine charge as it stands, it is proposed to reduce the membership dues to small newspapers from $75 to $50, for all newspapers under 10,000 circulation, allow the $75 to remain intact for newspapers of from 10,000 to 20,000, and materially increase the dues to newspapers in groups above 200,000 circulation.

Present activities of the A.N.P.A. were brought forward to show what had been accomplished with the limited funds available.

The departments particularly stressed as aids to the entire membership were: the labor department, both union and open shop; the postal committee; support of printing trade schools; newsprint; credits, collections, legislation, and the bureau of advertising. The most recent additions to A.N.P.A. service, it was said, was the start of the open shop division, the Bureau of Advertising, and support of the printing trade schools.

Mr. Bryan's presentation of the plan was supported by S. E. Thomason, association president, who, in a speech declared he felt the larger newspapers were in accord with the views of the board of directors and the expansion committee.

"There has been a strong sentiment among many of the members," he said, "that the association should extend the scope of its work, and these members have expressed the hope that others with vision would join with them in providing the necessary revenue to make the expansion possible."

Mr. Thomason was followed on the floor by Louis Wiley, business manager of the *New York Times.*

"I am convinced that the work of the A.N.P.A. should be extended," Mr. Wiley declared. "The various new bureaus proposed would be of material benefit to the entire membership in preventing waste and lost motion, in the newspaper business. I also favor that the burden now being borne in support of the A.N.P.A. by the smaller newspapers be reduced, and those of the large city newspapers greatly increased."

The resolution subsequently drawn up accepting the expansion program in principle was unanimously passed.

Mr. Bryan's address threw a new significance on the keynote selected for the convention "Lost Motion and Waste in the Newspaper Business."

It was brought out that the contemplated expansion of the A.N.P.A. would stop up many a leak in the pocketbooks of publishers. The added cost to the larger newspapers would be repaid many times through benefits obtained by the establishment and operation of the proposed new service departments.

The address of Charles R. Hart, mechanical superintendent of the *New York Times,* delivered just prior to Mr. Bryan's presentation of the expansion program, disclosed the necessity in the newspaper field of a mechanical department such as was suggested.

"Too few publishers," Mr. Hart declared, "look upon their business as a manufacturing business, yet that is exactly what it is. Newspaper publishers take no steps in standardization of press room equipment, for instance, while if a disordered condition such as at present exists in our field obtained in any other manufacturing line, it would be corrected immediately, as the first step to cheapen cost of production and increase efficiency."

With a warm, bright sun tugging golfers to the course, the convention got under way promptly on time at 10 o'clock Tuesday morning. A half a dozen delegates were furnished with special red badges to act as constables and hurry the reluctant into the Grand Ballroom of this castle-like hotel. Other means were also resorted to, in efforts to speed business off the map and make room for pleasure.

President Thomason wasted no time in his address of welcome. Southern hospitality had helped him out. Negroes bow your every step, and each guest is introduced to Harry M. Tait, hotel manager, as he signs the book.

Before the gavel was turned over to W. B. Bryant, *Paterson* (N. J.) *Press-Guardian,* chairman of the program committee, Frank B. Noyes, publisher of the *Washington Star,* and president of the Associated Press, was called upon to pay tribute to the late Victor F. Lawson, publisher of the *Chicago Daily News.*

Then this first session went down into newspaper pressrooms and paper storage quarters. Traffic problems of newspapers were probed by E. M. Antrim, *Chicago Tribune.* George M. Rogers, *Cleveland Plain Dealer,* told publishers where waste could be curbed in their press rooms; while Charles F. Hart, *New York Times,* took the whole mechanical department as his province and covered it as only a man of his long experience could. These three speeches are reported extensively elsewhere in this issue.

Decks had been cleared for action on these speeches. The members of the board

(*Continued on page* 44)

FOOTNOTES FROM A. N. P. A.'S FALL MEET

Publishers Outside Convention Hall Discuss Their Plants, Specials, Newsprint, National Advertising, Classified Pages, Mechanical Equipment and Other Inside Topics

INSIDE newspaper stories are told outside, as well as in the convention hall.

Publishers, not shadowed by meeting-house seriousness, discuss their plants, special representatives, printers, newsprint, mechanical equipment, the volume of business they are doing, the ways they have found to cut expenses, other conventions they have attended, and golf, of course.

Outside convention room doors lies the graduate school of newspaper making.

* * *

"Seen the new press equipment of the *New York World?*" one overhears. "The presses are put on steel superstructures off the concrete floor, allowing for underneath feed. Good idea, don't you think? Roll the paper right in—a money-saver."

* * *

"How about a housewarming in that new plant of yours? Better invite us all over to see it."

This addressed to Walter Dear, publisher of the *Jersey City Jersey Journal,* who opened a remarkably fine new building last February. He now replies:

"I've been meaning to, really. But believe me, opening a new plant is not all a bed of roses. We're just beginning to get adjusted."

Here is one publisher who enjoys talking about football games. Mr. Dear saw Princeton romp away from Harvard, and on Nov. 14, he will be in the Bowl at New Haven, watching Alma Mater play Yale. He graduated from Princeton 20 years ago.

* * *

When it comes to plants, Victor Ridder, of the *New Yorker Staats-Zeitung-Herold,* has some interior decorating to talk about. His suite of private offices in his building off Park Row, is one of Manhattan's newspaper show places.

Joseph Ridder, his brother, planned the suite. Worth your while to drop in and look it over, next time you're in New York. The woodwork is particularly attractive.

"There's a secret in that not many people know about," says Mr. Ridder. "The wood is American walnut, but the light effect it gives comes from rubbing down with banana oil, instead of varnish. An old German cabinet maker told us how to do it, and the result is certainly pleasing."

The Ridder family, publishers of the New York German language papers, has lived in America for 100 years. The Staats-Zeitung was established 91 years ago.

"We are beginning to plan our 100th anniversary," Mr. Ridder said.

Mr. Ridder is chuckling about a $100 bet he willingly lost. He bet his advertising manager the paper wouldn't do $100,000 worth of business this year. That figure has already been passed.

* * *

"The worst habit a newspaper publisher can get is writing off bad bills," someone sighs.

"The classified department is where they spawn. People telephone them in, and its worth your life to collect."

"We stopped that this year," a colleague tells.

"The ad-taker asks each person if he has an account with the newspapers. If not, he is told that the ad must be sent down with cash by a messenger or put in the mail with check in order to be inserted the next day.

* * *

"Speaking about the classified page," remarks J. L. Kinmonth of the *Asbury Park* (N. J.) *Press,* "the mass psychology, when it comes to round numbers, is worth any publisher's study."

"How's that?"

"Well," he explains, "we were charging $1.00 for six insertions of 20 words each. We print a Sunday paper and the cost for seven days' insertion was $1.15."

"Surprising thing was, virtually everybody paid down $1.00, and let it go at that. We had a weak classified page on Sundays."

"Then we raised the rate, and offered seven 20-word insertions for $1.50. We immediately began printing a full page of classified on Sundays and have kept it up ever since.

"It just seems to show that people think easiest in round numbers."

* * *

For several weeks, R. E. Lent, publisher of the *Passaic* (N. J.) *News,* has been working an extra night shift. "Business is better than ever. Prospects are bright for holiday linage," he says.

Mr. Lent is a former president of the New Jersey Press Association, and has made many a sparkling talk before that group.

W. B. Bryant, of the *Paterson* (N. J.) *Press-Guardian,* chairman of the program committee, knew what he was doing when he assigned Mr. Lent to address the A. N. P. A.

* * *

Publishers were discussing the action of the Vasco Products Company, Inc., of Norfolk, Va. Through the Virginia Advertising Service Company, this concern is seeking to sign 8 months contracts with newspapers for 15,000 lines, offering to pay four months by cash and the remainder in preferred stock. Some are accepting: majority say they refused.

* * *

The talk was on the unions, and one delegate told this story:

"We have a four o'clock edition, with a deadline at 3.35 to allow plenty of leeway for the composing room and stereotypers.

"The other day, the composing room, in speeding the make-up of a page, shifted a head from one story to another. Four hundred papers were printed before the error was caught in the editorial room. The stereotypers were kept working until a few minutes after four and the foreman telephoned me there would be an hour's overtime to pay.

"'To h.... with it,' I said, 'I'm not going to pay you overtime for a composing room mistake. You collect from them.'

"Nothing more was said until pay day, and the clerk was making up the roll with overtime pay for the stereotypers.

"Then the foreman called the cashier.

"'Never mind the overtime,'" he said.

"Hum," said a friend to whom the story was told. "Chapel meeting I suppose; box of cigars from composing room passed around."

* * *

Junius P. Fishburn, president and editor of the *Roanoke* (Va.) *Times,* had his paper delivered daily to the newspaper meeting in the neighbor state.

* * *

Frank E. Tripp, of the Empire State Group of newspapers, who signs himself as representing the *Elmira* (N. Y.) *Star-Gazette,* motored the 500 miles here. The last 27 miles were the hardest, he said. Few bridges, still fords, across rivers, in this state.

* * *

F. J. Burd, of the *Vancouver* (B. C.) *Daily Province,* traveled furthest to hear A. N. P. A. orations and to play golf.

"We have four tourist seasons in Vancouver now," was his comment. "And the Americans visit us in all four. We have come to call them in our city the 'Volstead refugees.'"

Mr. Burd plans to attend a meeting of the board of directors of the Canadian Press in Montreal, Nov. 23.

* * *

Reminiscences aplenty on the trip given publishers recently by the International Paper Company to their new Three

(*Continued on page* 47)



Mrs. Rowe Stewart, wife of the general manager of the *Philadelphia Record,* and Mrs. Lafayette Young, wife of the *Des Moines Capital* publisher came in to the final green, with Mrs. Young (left), the winner.



Major Allen Potts, *Richmond News-Leader* (left), and L. B. Palmer, A. N. P. A. manager, discuss rules, prior to start of the tournament. Major Potts was chairman of the golf committee.

WILEY ON LOST MOTION AND WASTE IN ADVERTISING

Millions of Losses Annually a Tax on Society—Cites "Bogus" Composition, Odd Sizes, Week-end Traffic Jams, Late Copy, Unprofitable Agency Service, Circulation Duplication, Carelessness

By LOUIS WILEY
Business Manager, New York Times

(Address Delivered Before the American Newspaper Publishers' Association This Week at White Sulphur Springs.)

WASTE is a tax on society for which we pay out of the fruits of our labor. We have a moral duty to our fellowmen to reduce this burden. President Coolidge deserves our commendation for his unremitting efforts to promote economy, to eliminate waste in national affairs, and so to reduce our taxes. His is an example to follow. Americans abroad have a reputation for spendthrift waste. Economy is really the traditional American characteristic, born of the struggles of the early fathers.

We owe another obligation to do away with waste. That is our obligation to advertisng itself. American industry, thanks to its own ingenuity. is reducing waste in production. Secretary Hoover is directing his great knowledge and influence to that end in many ways. We are attacking more energetically than ever before the wastes in distribution. It is the immediate problem before us. Advertising efficiently used is the first agency for the accomplishment of distribution at less expense. Every step in distribution is now being studied in the light of its place in the machinery for putting goods in the hands of consumers. We owe it to the great profession and business of advertising to apply the surgeon's knife to waste.

Because we are all human we are far more likely to see how dreadfully wasteful the other man is and how impossible it is to correct our practices. In this audience, however, we have the representatives of that branch of our business charged with the greatest proportion of waste. That branch is management. In that penetrating study of waste made by the committee of the Federated American Engineering Societies more than 50 per cent of waste was laid at the door of management, less than 25 per cent was assayed against labor, and the amount charged to outside contracts with the public, trade relationships, etc., was least of all. One of the six industries studied was printing. The fact that the majority of shops examined were job plants does not destroy the value of the findings of the committee for newspaper publishers.

Mention of that report leads me to take up first the wastes in the mechanical branch of newspaper advertising. We can eliminate advertising waste by greater standardization of newspaper column and page sizes. It is interesting to note that the engineers' committee found a greater variation in magazines than in newspapers. There were eighteen variations in magazine width and seventy-six in length of page or column. Among newspapers there were sixteen in width and sixty-four in length. The variations in all classes of publications were estimated to cost the public not less than $100,000,000 a year. It was said that the standardization of newspaper columns to one size would mean a saving of from $3,000,000 to $5,000,000 a year on composition and plates alone. Here is one field of saving in newspaper advertising. By attacking this problem we can increase the general use of newspaper advertising. There would be other savings in consequence, in newsprint sizes, in composing room and pressroom machinery. Doubtless much of the money saved would be spent in increased advertising space. Although many publishers pray to be delivered from that.

A very considerable waste occurs in the composing rooms. Most inexcusable of all is the bogus setting rule which obtains in newspaper offices, whereby advertising received in plate or mat form, bearing a local address, must be reset in the composing room, merely to be thrown away.



A New York trio (left to right): Louis Wiley, *New York Times;* Edwin S. Friendly, *New York Sun;* and Charles F. Hart, *New York Times.*

It will doubtless astonish you to know the actual volume of this waste. In the thirteen weeks ending Nov 1 of this year the bogus set in The New York Times composing room totaled 708 pages, and the cost was $33,198.12. This indicates an annual waste in excess of $125,000 in one composing room. The annual total for all New York newspapers is estimated to be at least $1,000,000. I hesitate to think what future generations will think of a twentieth century society which permitted such a practice. I know of no waste chargeable against management which compares with that in sheer futility. Labor would gain more by voluntarily giving up this tax on society than it could possibly lose. It cannot profit labor to know that some of its workers live off such a tribute levied against industry.

The waste in typographical revisions is large. Newspaper practice varies in charging costs of such revisions. The New York Times allows for revisions in advertisements up to 25 per cent of the original composition. Many newspapers have no such limitation. A considerable saving can be accomplished by laying out advertisements right the first time. Imagine a master builder allowing free changes in a house up to a third or a half of the original construction. There is too much revision of proofs, too little disposition to think of such revision in terms of labor dollars.



Pittsburgh and points West, off for an automobile ride in West Virginia. (Left to right): Mrs. Zell Hart Deming, Warren (O.) *Tribune-Chronicle;* T. R. Williams, *Pittsburgh Chronicle-Telegraph;* Mrs. Louis H. Brush, East Liverpool (O.) *Review-Tribune;* and Mrs. L. K. Nicholson, wife of the president and editor of the *New Orleans Times-Picayune.*

Newspaper production can never approach the mere turning out of production units such as nails. Every day's edition is new and different. It is an industry which is subjected to sudden strains and stresses, to extraordinary peak loads, and which has a time element of vital importance. We can do much to eliminate some of the pressure. Probably every publisher here experiences two or three high volume days of advertising in daily editions regularly every week. The other days fall much below in volume. The plant must be maintained to take care of the peak load. We could accomplish a saving by evening up. Some advertising can be transferred, but one way out is to develop appropriate advertising for the other days —church advertising, markets and foods for Saturdays, and so on. A valuable symposium on that subject was printed by EDITOR & PUBLISHER last year.

The hours of every day in the newspaper plant are subject to undue peak loads. Advertisers can eliminate waste in newspaper offices and benefit themselves by the earlier delivery of copy. Advertising agencies frequently lose circulation for their clients by delivering copy so late as to miss an early edition.

If late copy causes the newspaper to miss trains and lose some circulation that is the advertiser's loss. Stronger efforts of newspaper managers and agencies to obtain more copy earlier in the day would mean a saving. A greater part of composition could be done by men on the day scale instead of the night scale, and a saving could be made in overtime. Among the other wastes eliminated would be adjustments on bills for errors made in rush work.

In the domain of advertising waste we should not forget to mention the wasteful use of space in office advertising. Publishers are too likely to look upon space in their columns as costing nothing. Office advertisements are generally spendthrifts of white paper. It is a waste not to hold these announcements to small size and give the columns saved to news. Publishers, too, who would not think of allowing a display advertiser to disfigure the front page will readily allow unattractive space-wasting office advertisements to be strewn over the same page.

An expense to newspapers which could be reduced is that of special representation. There are few advertising managers who do not feel that something can be done to improve the system of representation. For the most part these representatives have no group of newspapers related in any way.

The solicitation cannot be effectively presented for a unified group. It is probable that the future will see more organized specialization in this branch of advertising. Most newspapers obtain their national advertising subject to a commission which would be smaller if the special representation were more efficiently organized.

In the elimination of other wastes the initiative must come from the advertising agency. First of all, I think the overhead of total agency costs in relation to the creation of advertising is too high. The services of some agencies

in the development of new advertising cannot be too highly praised. They, and those others in the great majority which are devoting energy and intelligence to the production of good advertising, do a real service to our common interests. But there are some who merely receive commissions for advertising charged to them and perform no commensurate service. Newspapers, agencies and advertisers are all a part of our business. It is a waste, a tax on advertising, if any one does not make a contribution to the business in proportion to what is paid. We have all had the experience of receiving advertising, with directions to charge it to some agency, when that agency has had no hand whatever in the preparation of copy or the selection of mediums.

It is impossible to estimate the wastes in advertising due to duplication of circulation, the choice of unsuitable mediums or market, the waste circulation of national publications, the excessive use of space, ineffective copy or the neglect to make full use of the material available for the preparation of interesting copy. We know these wastes to be large. First, advertisers should employ intelligently the fruits of research into quality of circulation and buying power. A bureau under the direction of the agencies is now engaged in such research. There is nothing more certain than that that bureau will find that the index of buying power of a given newspaper's readers is a factor of supreme importance to the advertiser; that the unit of circulation of a newspaper reaching a high quality of readers is of many times the value of a so-called mass circulation. Another field in which there is waste is in the placing of good advertising of reputable firms in mediums in which the readers have little confidence. The factor of confidence in buying is tremendous. The better class of newspapers have spent millions of dollars by rejecting unworthy advertising to build up that confidence. It is a waste not to take advantage of that confidence for which no extra charge is made in the rates.

I shall not attempt to discuss in detail the ways in which waste occurs in the preparation of copy. The books on advertising set forth what not to do. One waste is the excessve use of space. We are not helping the progress of advertising if we encourage the use of space beyond what the advertiser legitimately needs to present his message. Obviously a housemaid seeking a position does not need as much space for her announcement as a $25,000,000 bond issue. There would be distrust of a maidservant taking a quarter page of a newspaper to seek a place. This is an exaggerated contrast; but we have all seen examples which were flagrant. There is no need of white space beyond what is required for attractive typography. The so-called "attention-value" of advertisements too often rests upon the surprise value of illustration or brief text whose chief merit is that it is in a sea of white space as isolated as Robinson Crusoe. Give all support to the principle of the use of common sense in advertising. Profits in sound business always come from the dictates of common sense.

Every newspaper advertising manager is familiar with the advertising waste due to carelessness. The copy and art departments of an agency may turn out work of a high order, and the effectiveness of it may be spoiled by sending broadcast to the newspapers on the schedule mats poor in quality of insufficient depth for good reproduction. Good newspaper advertising is so powerful that no laxity should be permitted to waste its effectiveness. Every newspaper advertising department should do educational work in preventing this waste.

It is wasteful if the advertiser does not put in his announcements the full power of whatever interest his product or service may have. Generally speaking, the greatest interest is news. What would be thought of a newspaper which went to press without using the best news available? Making all allowance for the effect of reiteration of name and product, conviction is accomplished by appealing to the reason. The grounds on which this appeal is based have news value. In a speech before the staff of The New York Times to celebrate the record of 26,000,000 lines of advertising in the New York Times in 1924, Adolph S. Ochs, the publisher, to whose far-seeing vision I pay my tribute, said:

"The best advertising is that which gives information. And I hope the day is coming when we will have less, not more, than 25,000,000 lines of advertising which has stood the acid test of being advertising that contains information; that we shall exclude from the use of our columns billboard advertising, such as placards, &c., that contain no information for the reader, but only advertise a trade-mark, a copyrighted name and so forth. We are growing steadily toward the ideal. It will come about, not because we resolve to do it, but necessities will force us to do it. We shall eventually have more advertising than we can find space for in the paper, for there must be some limit to the number of pages. Then, naturally, the process of elimination will apply, and we will select that which is most newsy and most interesting, and to that extent improve and make more attractive the Times as a newspaper."

The newspapers can be influential in increasing the news quality of advertising. They can also eliminate waste, incidentally, in recognizing the fact that publicity has no general news value. The sums of money spent to obtain this so-called free advertising—not free to the advertiser—are wastefuly spent. Newspaper publishers can do away with this form of waste.

Newspapers can approach the study of elimination of advertising waste because they offer the advertiser a medium in which there is a smaller element of such loss than any other. In keeping with the efforts of Secretary Hoover and of business in general, I think that this association might well appoint a general committee to report on the subject at the next meeting.



From the great South and West (left to right): Charles A. Webb, *Asheville* (N. C.) *Citizen;* E. K. Gaylord, *Oklahoma City Daily Oklahoman;* L. K. Nichilson, *New Orleans Times-Picayune;* and Hilton U. Brown, *Indianapolis News.*

HOW TO FIND AND TRAIN ABLE ADVERTISING SALESMEN

By W. E. DONOHUE

Local Advertising Manager Chicago Tribune and Vice-President Association of Newspaper Advertising Executives

Address This Week Before American Newspaper Publishers' Association at White Sulphur Springs

THIS is probably one of the few cases on record where the advertising executive has had the publisher in a position where he can talk to him for a period of 20 or 25 minutes and not have the publisher talk back, and therefore, following the instructions of the members of the A. N. A. E., I would like to take this opportunity to impress upon you the important part the advertising department plays in the publishing of the newspaper and ask your co-operation in the future to a greater extent than you have been giving in the past in aiding the advertising department to function better. Advertising is as important news to the average newspaper reader as the news itself. You compliment the reporters when they produce a scoop and we in the advertising department are as human as the writer of news and we like to be complimented when we are showing gains.



W. E. Donohue

I believe the advertising news appearing in a newspaper is to some extent just as much a circulation getter as some of the news therein and I believe that many newspapers that are now trailing in circulation and advertising linage can probably put themselves in a foremost position through the inspiration of the publisher in the advertising department.

The great newspaper that I have the privilege to be employed by this year we will print over one hundred thousand columns of advertising as compared with 43,000 columns twelve years ago. The inspiration for this volume of business came from the president of the *Chicago Tribune,* Colonel Robert R. McCormick.

This possibly can be explained in his own words to the advertising staff once said: "There is no one, be priest or preacher, or rabbi; be he or editorial writer—there is no one w calling is more exalted than yours."

Now, having carried out the instructions of the A. N. A. E., so much that.

We define good salesmanship in ori ization as follows: Good salesman is selling goods that won't come b to customers who will. We believe salesmanship is a science. We know one of the basic principles of salesm ship is propaganda and we start sales training with propaganda within organization. We sell our men on fact that their calling is exalted— sell them on the institution itself. tell them of opportunity by pointing the executive positions now occupied men who started at the bottom. instruct them that no army can be c posed of its officers and no business run because of its officers. We in a spirit of co-operation and team wo Then we teach them salesmanship newspaper advertising.

Now here is the way the system opera Young men from all walks of life come kn ing at our doors seeking an opportunity to advertising space in the *Chicago Trib* Usually these men are interviewed by Classified Manager and if they measure u the standard he has set, they are given application blank to fill out, and maybe in diately, or at some future date, the candi is started on the counter accepting want from the public or is given, after a few d training, what is known as a cash territo usually removed from the downtown dist The young man is instructed to stay withi and get all of the want ads he can on a basis. Clippings of ads appearing from territory from other newspapers are furni him as leads, and he is supposed to can the rooming houses, boarding houses, ho real estate offices, etc. If he shows ability is moved, until he earns his way to a do town territory and into the charge departmen

During all of this time he receives literat about the Tribune, its policies and meth He is given a certain amount of instruc by his immediate superior. If a vacancy sh occur in the Local Department he is then to the local display manager, competing p ably with from six to twelve other men the positions that are open. Usually we mote three or four men at a time. If candidate does not pass certain tests he advised to seek his fortune elsewhere.

The three big factors in life, heredity, edu tion and environment are gone into in det his personal appearance is noted and the succ that he has made as a classified solicitor considered. He is closely questioned and selected goes into the Local Display Advertis Department for a try-out. Here he is taught four big rules of salesmanship: first, he m sell himself; second, his personality; third, house he represents, and fourth, the contents that house.

A great many men think they are advertis men because they know type; know how c are made, can write copy and make layo But in our organization we know that a g advertising man must know much more t the mechanics of advertising. A good adver ing man must understand business in gene and when I say business in general I m he must know something about economics, ab finance, about costs and accounting. He m understand merchandise and merchandising, alone merchandising service as we in the ne paper speak of it, but he must understand manufacturer of merchandise, the cost of p duction, the channels of distribution throu the wholesaler and the jobber. The buying the retailer from the wholesaler and the sell of the retailer to the consumer. He must unc stand overhead and the definition of the w "net profit," because where there is no profit, business cannot remain. He must h a knowledge of markup and turnover of m chandise, and he must be familiar with re store service and management. He must kn how to arrive at advertising appropriations a then he must know the mechanics of advertisi and lastly he must have the ability to execute

A course of home study is outlined for e salesman. He is advised to read economi He is told to read the History of Chicago a the history of the Tribune and other Chica institutions. If he is not a high school gradua we advise night school to improve his educati He is impressed that without knowledge in t day and age he can't hope to get anywhere, a also with the fact that knowledge is power o when properly disseminated. He is then coach in his method of approach and warned again a stereotype method of approach. He is structed to be a positive salesman and not negative one. He is told that sales "almo made" are expenses almost paid and we do need "almosters." We must have finishe therefore, he must know when to ask for t order. The importance of How to Say Thin is pointed out to him because it isn't the thin we say that count, but the way we say them.

He is properly introduced to seven words the dictionary. These words are: Study, Thin Vision, Ideas, Suggestion, Judgment and Wor He is told that mortality in advertising has be high because a great many so-called advertisi salesmen are only space sellers and care nothi about what gets into that space.

For some years I have used a yard stick

(*Continued on page* 45)

HART URGES A. N. P. A. BUREAU OF STANDARDS

Mechanical Expert's Illuminating Talk Before Publishers Sketches Problems of Manufacture—Situation in Hands of Publishers—Need for Standardization Urgent—How to Obtain Factory Efficiency

By CHARLES F. HART
Mechanical Superintendent, New York Times

(In Address This Week at American Newspaper Publishers' Association Convention at White Sulphur Springs)

THE mechanical departments of a newspaper have not been given the serious attention by the publishers its importance the present day requires.



CHARLES F. HART

Aside from the automobile industry, few manufacturing propositions have developed with such rapid strides as the manufacturing of newspapers.

Twenty years ago, the approximate newsprint consumption in the U. S. was 800,000 tons; in 1925 the estimated consumption will be well over 3,000,000 tons, an increase of four hundred per cent in raw material.

Apparently, no one has ever cared to dignify the printing of a newspaper as a manufacturing operation. It is, however, and one of the most difficult and expensive of manufacturing problems, due to the fact the time element is so acute. Newspaper circulation has not only increased in numbers, but the size of the daily paper has increased so much in the last ten years, it would have required a great stretch of imagination to have anticipated such a growth. However, while it is not sound to predict we have reached the limit of size of the daily paper, in larger cities, the growth will be of comparatively small increase as based on the size of the paper today and the size of the paper 20 years ago.

There is not an industry in the country that has been so sadly neglected by the engineer. The general layout of many newspapers has been left to the printing press builder, regardless of efficiency. Publishers have yet to learn the lesson of the "high cost of cheapness."

There are two important factors—quantity and quality. In general manufacturing one would state quality first. But a fairly well printed paper, out on time, is of much more value to readers and advertisers than a well printed paper that misses its deliveries.

One of the real problems, owing to this all-important time element, is to produce the raw material in the shape of advertising and other copy in a steady flow to the office of the publication and to have it handled through its clerical staffs as quickly as possible and reach the composing room in the shortest possible time. If the publishers would adhere to a reasonable closing schedule for advertising copy, they would make the first step toward cutting costs. The news department is gathering news and not manufacturing it, and it is impossible to keep a steady flow of copy to the composing room. I do think, however, there is too little thought given in the news and editorial rooms to keep copy moving.

It is the tendency of the heads of all departments, to keep down expenses. This is as it should be, excepting often an increase of expense in one of the early departments may speed up production, so that a general cut may be made in the department coming later in the cycle of operation. This might more than offset the increase in the preceding department.

It is far beyond the province of the mechanical department to correct the abuses surrounding advertising copy in the composing room.

A mechanical department will be at its peak of success when its various branches are working as a unit. The composing room, engraving room, stereotype room, press room, mail and delivery rooms are of equal importance. Friction is fatal.

Striking Statements in Hart Address

Newspaper printing is a manufacturing operation.
It is the only great industry neglected by the engineer.
Many publishers are making frantic efforts to improve quality, but do not know how and borrow advice; yet the power to improve conditions is in their hands.
Stereotype department is the keystone of the mechanical arch.
Press room personnel demands strict attention of publishers.
Dry mat is out of experimental stage.
Price of newsprint deserves high quality.
Good illustration copy necessary for printing results.
Co-ordination of departments under a superintendent is essential in large and small plants.
How A. N. P. A. Bureau of Standards or Research could function.

In rambling around newspaper offices throughout the country, one often hears the foreman of the press room say—"I can't print with the plates the fellow in the stereotype room is giving me. His metal is not good; his mats are not good,"—and the stereotyper comes back—"Your blankets are bad; rollers no good; your men don't know how to print." The stereotyper meanwhile is damning the composing room for high and low lines and bad metal.

Some of the most successful mechanical departments I have seen are those where some coordinating head kept the various departments in step with each other.

On the larger papers, it is not a serious overhead expense to employ a superintendent. On the smaller papers the head of one of the three mechanical departments may act as superintendent, clothed with authority by the publisher.

To my mind, the stereotype room is the keystone of the mechanical structure both for quality and quantity. A well organized, snappy stereotype room will cut down press room and mail and delivery room costs, and will greatly simplify many of the composing room problems. There are not many elements that enter into a good stereotype plate, and there are no secrets in the work. Some stereotyping foremen make a more substantial mat than others. But generally stereotype methods are standard.

The question of stereotype metal is unfortunately often misunderstood. Lead, tin and antimony, with the melting point of antimony 1166, lead 621 and tin 450, is most difficult to keep in a perfect mixture unless it is well taken care of. Metal analyses by assayists are deceptive. I have taken a piece of plate and cut it up into six pieces and sent it to six different analysists, all of high repute, and each has returned a different analysis. Your metal man is as important as your family doctor.

Centralization has tended to transform the metal business and the old time metal man, who could analyze by the working quality and appearance of the plate, is fast passing; the theoretical, high-pressure salesman taking his place.

Large newspapers should mix their own metal. It is not a difficult undertaking. I doubt if any money would be saved, but a consistent stereotype metal would be produced. This applies also to linotype metal.

While on this subject thought naturally turns to the dry mat. * * * *

The best German mats are not available for use in this country, as the supply is limited and the Continental and English papers are using them as fast as they can be made, and at a fairly high price. During the last two years some very excellent dry mats have been made in this country; not perhaps, of as fine a texture as the best German mats or as strong,—that is, for the number of casts possible—but to all intents and purposes, suitable for work in large newspapers. There is no doubt the American manufacturer of dry mats will steadily improve on the strength and quality of his mat.

The dry mat is far beyond the experimental stage, and the stereotype room of a large daily newspaper, once organized on a dry mat basis, would never want to go back to the wet mat when speed, facility of handling and comfort are considered.

The question as to the quality of printing of the dry mat over the wet, is open to discussion. My experiences lead me to believe that more uniform printing will result from a plate cast from a dry mat, than from a wet. The dry mat lends itself to a good facing composition, which should be put on a few hours before using the mat. There are many formulas, the base being China clay, starch and gum arabic. The object of this facing composition is to close up the pores of the mat. This intensifies the blacks and the high lights and middle tones show up more clearly.

The press room has always been more or less a thorn in the side of the publisher, as this department is blamed if the run is bad and the finish late, or the quality bad. Often, the press room is not to blame. Publishers have given press room personnel the consideration it deserves.

With sextuples, octuples and double-sextuple, the pressman's responsibilities have increased enormously. There is not enough differential in the pay of the pressman in charge of a large press over the journeyman simply working on the press, putting on plates, etc. We have, in our own office, several young fellows who have been in line for promotion several years. They will not take the responsibility for the performance of a press printing a large daily newspaper for one dollar a day more in wages than the assistants on the press are receiving. I have also felt that the positions on the press should be graded as to their responsibility. A modern octuple press, fully installed, represents an investment over $100,000 and its performance, in a great measure, depends on the pressman in charge and the tension man. He can do more to speed up or slow down production than any one on the press.

The fly-boy, as the coming pressman in charge, should be carefully selected. Our unpleasantness in New York in 1923 was, in a great measure caused by fly-boys.

* * *

For many years I have been profoundly impressed with the frantic efforts of many publishers to improve their printing. The



George M. Rogers, B. P. Bole and Mrs. Bole of the *Cleveland Plain Dealer* went riding. Mr. and Mrs. Bole are trustees of the L. E. Holden Estate, owner of the *Plain Dealer*.



Scores they were proud of were made by this group (left to right) Mrs. Charles Austin, *Auburn* (N. Y.) *Citizen;* Mrs. Dietrick Lamade, *Williamsport* (Pa.) *Grit;* and Mrs. William A. Thomson, whose husband directs the Bureau of Advertising.

most important question of good printing is wholly in the hands of the Publisher. In order to produce a well-printed paper, you must have a good sheet of newsprint paper, of good color and surface (not high finish) and reasonably good running qualities. At the present price of paper, $70 a ton, at the mill, publishers should insist on a suitable sheet of good printing and running qualities.

Another necessity for good printing is good copy, both for advertising illustrations and news pictures.

Some of the larger papers, in recent years, have employed a man working direct from the business office who is familiar with printing quality, with power to reject advertising copy that will not reproduce. It has always been a mystery to me why the advertiser will spend several hundred dollars for an advertisement and refuse to spend a few additional dollars to produce a good cut or illustration. He will even send in a poor mat taken from a flat stereo.

In newspaper printing there are no secrets, no short cuts to success. We will presume the press blankets are in good shape, not too hard and not too soft; the rollers in good condition and well set; the impression in the hands of an experienced pressman, with a quick-drying black ink. He can only produce what is in the plate. Fully 90 per cent of the quality of the printing must be put in the plate before it reaches the press room. There has been a procession of press room foremen in and out of some of the large metropolitan dailies in this country, many of them displaced for causes over which they had no control.

Few realize the large amount of money that has been wasted in ink experiments. For many years news ink was made from carbon black, rosin oil, toners and binders, thoroughly ground through the ink-grinding mills. This ink was expensive and comparatively slow drying, with the result that when used on fast running presses, there was both set-off and offset. This ink had a slight luster, but also a tendency to pull the face off the form rollers and to collect dust. In the past ten years, with the advent of faster running presses, ink makers developed a method of mixing carbon black with a mineral oil and passing it rapidly through special, high-speed grinders. This ink could be manufactured more cheaply. There are several papers using expensive ink on their picture pages with some success, but on the general run of paper I doubt if news ink made under the old methods at triple prices, is any better than our present news ink. It is the only commodity in newspaper manufacturing we are using today that is cheaper than it was previous to 1914. Sadly, however, there are grave menaces today to the supply of carbon black. * * *



At home in golf togs is Frank E. Gannett, owner of the Gannett Newspapers of New York.

Newspaper publishers are in a most unique position in the manufacturing end of their business. They really have no mechanical competition between each other. I think publishers can offer no better service than the inauguration of a Bureau of Mechanical Standards and Research, as suggested last April. This bureau could function by a series of bulletins, keeping the publisher informed as to mechanical progress; to answer all questions and give advice on new equipment, layout of new plants, and also when needed advice on the all-important labor problem. It would take a year or two to get this bureau established and a going concern, but it would build for the future. On the question of standards, so important in this age, it would be of immense value.

The accepted standard of a great many of the large paper sizes now are 8 columns, 12½ ems. There is a tendency among publishers to go even further, to 9 columns, 12 ems. One thing to bear in mind with this change, is the question of the paper-making machines. For more than a year two of the New York papers wanted to go from 7 to 8 columns but the paper makers could not supply 73-inch rolls.

Many press parts could be standard with all press builders. One large New York paper has three different types of presses, all made by the same builder and over a period of comparatively few years; and it is necessary to carry three different vibrator, form and ductor rollers; also three sizes of press blankets, and what adds to their misery, must use five different gauges in cutting blankets to put on the presses.

It does not require any particular engineering knowledge to know this is an unnecessary hardship. On the electrical question, we are at sea; not on questions of voltages or different forms of current, but for some unknown reason, an electrical equipment for printing machinery assumes a greater value than would a similar equipment for driving some other type of fast running or automatic machinery. All large manufacturing industries draw up specifications for their various requirements. Not so with the machinery used in newspaper machines. We simply take, as a rule, what the manufacturer offers. It is a well established fact that progress in all manufacturing industries comes from within and not without. I can offer you no greater example of this than the progress made by typesetting machinery in the past thirty-five years. Practically all the great development of these machines has been in the last ten years, and a great deal of it in the last five years, due to two causes—competition and the urge of the men using this equipment.

Manufacturers are loath to give up old designs; drawings and patterns cost money. Forged steel, plate and impression cylinders, roller bearings, chain-driving and a multitude of improvements have come from the urge of the publisher's mechanical men. The press blanket situation is at present deplorable.

Previous to 1914, the type of press blanket generally in use was rubber and felt, with a muslin or tympan sheet drawn over the felt to keep the ink from the felt. This muslin was changed as frequently as necessary and there was for a great many years, particularly during the bicycle period, a great demand for it in buffing; and there was a period when the demand was so great, publishers received more for the used tympan than they had originally paid for it. It is true, considerable experimenting has been done with linoleum and cork blankets as a substitute for rubber, but I am firmly convinced the only substitute for rubber and felt blankets on newspaper presses is rubber and felt.

Something must be done to protect the felt from gathering the ink. Soon after the war broke out, the price of muslin rose by leaps and bounds. For several years there had been an effort made to coat felt blankets with a preparation that would protect the surface of the blanket from the ink; but not a great deal of encouragement was afforded to the inventors. However, with the high price scarcity of muslin, pressroom fore were inclined to experiment and in c paratively few months, there had developed a successful, coated felt blan Several people claim the invention, finally the matter came into the courts was decided in favor of one man, decision forbidding all other makers of coating blanket to continue to make sell these blankets.

We are now confronted with problem, of doing one of two thin either take this blanket at their own pr or look around for a suitable substit I yield to no one my respect for pate An inventor is entitled to reap the be fits of his ingenuity but there were many angles to this blanket coating qu tion that I am satisfied that, had the P lishers Association sensed the importa of this suit they would have interes themselves in it and carried it to the ter end. There are, I understand, seve attempts being made to find a suitable s stitute and with some measure of succ The people working along these li should be given every encouragement, a I am quite certain you cannot afford to at the mercy of any one manufacturer such an important commodity as felt pr blankets.

There are many things along these li that your Bureau of Standards and R search, or whatever name you care to c it, could be of inestimable value.



A Canadian and American Alliance perfected at White Sulphur Springs. In this flight (right to left) R. E. Lent, *Passaic News;* D. P. Olmstead, *Perth Amboy* (N. J.) *Evening News;* F. I. Ker, Hamilton (Ont.) *Mail and Empire;* and J. S. Douglas, *Toronto* (Ont.) *Mail and Express.*



Overlooking the golf course, th trio shows (left to right) Thom H. Moore, Bureau of Advertisin Mrs. Moore, and Mrs. E. W. Parson



Major J. O. Adler, *New York Times* (left), and Walter Dear, *Jersey City* (N. J.) *Jersey Journal,* pose for EDITOR & PUBLISHER prior to driving off on the White Sulphur course.

SCHMID ON CURBING CIRCULATION WASTE

mous Circulation Expert Tells How Economies May Be Made—Day of Reckless Competition Over —Advises Publishers to Hold Services of Trained Men—Turn-Over Costs $400 or $500

By JOHN M. SCHMID
Business Manager, The Indianapolis News

(Address Read on Thursday at American Newspaper Publishers' Association Convention at White Sulphur Springs)

IE newspaper publishers have in nor- mal times many great problems to e, and the complexity of these prob- s increases with each passing year. wspaper circulation departments are important part of these newspapers, in the past have contributed their e in solving these great problems. ing the past few years many economi- things have been done in the circula- department, to counteract in a meas- the ever increasing expenses.

Wrapping paper and twine have been ensed with wherever practical, canvas s and patented straps or ties taking r place.

eturns have been almost wholy elimin- l.

xchanges and "deadheads" have been off.

dvertisers' copies have been reduced minimum, clipping of advertisements g substituted.

ree copies to employes have been off, many of whom have become reg- subscribers.

ress room and mail room waste and erruns" have been largely reduced. pecial trains have been consolidated ntirely dispensed with.

uch mail matter is now being for- ded by express and baggage to reduce nsportation charges.

gents have been appointed in com- nities where individual subscriptions mail were formerly the only means listribution, bringing about a saving in ippers, time in the mailing department, transportation costs.

echanical mailing devices have been alled to replace human labor, thereby ing down the pay roll.

Office systems have been simplified in er to reduce expenses.

romotion work has been scientifically anized to reduce number of employes to prevent lost motion.

ducational campaigns have been in- urated to induce subscribers to renew scriptions of their own accord, and not end upon personal call of publisher's esentatives, thereby cutting off a big n of expense.

ubscription rates have been increased. lubbing offers have been reduced, or off entirely.

remiums and other inducements have n abandoned by many publishers, bring- about a big saving of money and at



. L. McLean, Jr., *Philadelphia Bul- in*, nicknamed "Little Nemo," with R. Michener, general manager, *Harrisburg Telegraph* (left).



In this foursome are, Elisha Hanson, Washington representative A. N. P. A.; John Stewart Bryan, *Richmond News Leader;* L. B. Palmer, association manager, and Harry Grant, *Milwaukee Journal.*

the same time educating the subscriber to consider the merit of the newspaper instead of the bait that has been offered with it.

Co-operation between circulation departments of newspapers in various cities have eliminated waste of money through old methods in practice, such as paying of newsboys and dealers for representation, boosting and so-called personal service. This makes it necessary for newsboys and dealers to hustle more for themselves to make money, and the result is an increased sale of papers, and the public gets what it wants and not what is thrust upon it.

The greatest abuse in the newspaper business has always been the "return privilege," and the drain upon the resources of the newspapers incident to this privilege has been a great burden to the publishers.

The paper I represent has always been a big newspaper in number of pages, and only last month averaged aproximately 43 eight-column pages per issue.

When I assumed the management of the circulation department of The News, newspaper agents throughout Indiana, handling local and foreign papers, were making big profits on "junk," which by long standing custom was given in the form of newspapers they were supposed to sell.

Excessive return privileges, for which the paper received nothing, and for which it took no circulation credit, amounted on paper alone to over 650,000 pounds the preceding year. This meant a waste of about $13,500 annually at the current price of paper in those days.

Excessive transportation charges figured at an average of ¾ cents per pound, cost about $4,800 more, and wrapping paper, twine, and extra cost of handling these excess returns, cost an additional $1,000 —a total of $19,300.

If this practice were in effect today, the loss would perhaps reach the enormous sum of one hundred thousand dollars a year. Today, we are on a non-returnable basis, with more than 100 percent increase in circulation.

Our daily average shrinkage in October 1925, was only 421 copies in the way of "returns," in face of World Series extras.

There are of course achievements of other newspapers along similar lines. If your newspaper so far excels others in its field, it will create for itself so strong a demand that readers will have it, and if on a non-returnable basis, the dealer will push its sale to the utmost.

As long as newspapers are published, the "return privilege" must receive the most serious consideration.

"Over-runs" and "left-overs," are largely due to having too many editions. The tendency in cities where there is a large street or dealer sale, is to issue frequent editions, so-called "extras," when there is little justification for such an edition, and due to exchanges from one edition to another the surplus copies pile up.

With a little closer co-operation between editorial and circulation departments, this abuse can be cut down very materially.

Considerable waste in the press-room is caused by a bad run of paper, or due to atmospheric conditions, affecting both the running of the presses and the paper supply. In our press-room, we frequently find it necessary, in cold weather, to open a number of steamjets, to produce artificial moisture to insure better press runs. There must be the closest co-operation between mail and press room forces, to prevent over-runs on various editions.

Surplus copies are used to great advantage on our paper as tops and bottoms to our city dealers' bundles. We use practically no wrapping paper or twine on our large city circulation, using spoils on over-runs exclusively, and patented "ties," all of which comes back to us by truck, to be used over and over again. Checking copies for advertisers, and copies for office files are taken from our mail and press-room "left-over."

There can be much waste of white paper in the distribution of sample copies, unless the work is done systematically. Throwing samples here and there promiscuously is a waste of money and effort. Sample distribution should be followed by a diligent canvass either by the agent or by newspaper representatives. This will produce new business and prevent waste.

We perhaps all remember the days when free copies were given to employees of street and interburban railways, baggagemen, express messengers, depot employes, public, city employes, public officials, postal clerks, and the like. In addition to these, nearly every employe of the paper carried home a copy and in some instances he delivered one or more copies to his neighbors.

My paper does not give a single copy free to anybody, and even employes have become paid subscribers. At one time certain of our large advertisers received as many as fifty copies a day, free. Most of the papers had the advertiser's copy torn out, to be posted in the departments for information to the sales-people, and the rest of the paper was taken home by employes of the advertiser, and the publisher was thereby deprived of that much legitimate paid circulation. The advertiser now receives a limited number of proofs of his advertisement, and his employes have largely become subscribers. The matter of "Exchange" copies between publishers, until recent years, was another source of waste. Our paper has no exchange list. We prefer to subscrbe and pay for, at regular rates, for all the newspapers and periodicals we need, and in return ask those who want our paper to do likewise.

Not a single correspondent on our staff receives our paper free. This of course does not apply to our salaried representatives in distant cities.

Hundreds of thousands of dollars could be saved by publishers every year, if an effort were made to get together, and promote their respective business in a saner way.

By co-operating, I do not mean entering into agreements or arrangements that will in any way destroy competition. The life of circulation work is competition. Let there be plenty of competition, but of the constructive kind, which produces profits, rather than competition for "competition's sake alone," so often indulged in for the sole purpose of placing the opposition at a disadvantage, which usually degenerates into a contest of spending money with reckless abandon.

Competing newspapers in a given field sell to the same general public, and that public, today expects to pay a fair price for everything it buys. If you are not getting maximum prices for all of your circulation, you have a wonderful opportunity for quick results.

Scores of newspapers have during the past few years, raised their prices, in practically every case by co-operating.

(*Continued on page* 42)



Victor Ridder, *New Yorker Staats Zeitung* (right), snapped with Elzey Roberts, *St. Louis Star.*

AVERAGE ORGANIZATION EFFICIENCY

By LOUIS H. BRUSH

(*East Liverpool* (O.) *Review*)

Address at American Newspaper Publishers' Convention This Week at White Sulphur Springs

IN conducting newspaper properties, we all seek two very distinct results. If our success is to be continued and enduring, each one is necessary to the other.

One is profit; the other is the building of a solid, stable institution that cannot be sent topsy-turvy by a whiff of wind or a strike in the mines—and, much more to the point, by the constantly menacing competitor. In seeking this, we are dependent almost entirely on organization.

Department heads are the key men—not the kind of men around whom each separate department is developed, but men to whom every key man in the scheme of things can go for consultation and advice concerning the more important and crucial situations that develop within his own division.

These men, at least we so regard them in our own properties, should be capable of coming into the office of the general manager of the newspaper and giving an intelligent opinion on any important question that may be up for decision. They must be men whose judgment on those questions from time to time will compel the wholesome respect of the front office, and this means they must be constantly in touch and everlastingly thinking of the whole newspaper in addition to bringing their individual departments up to the highest point of production and economy in operation.

Positively, the most dangerous department head in any organization is the well known "yes" man, whose consultation, if it is sought, simply encourages the chief executive to plunge headlong into a mistake. Less dangerous, but equally aggravating is the opposite type who simply must argue the point to avoid suspicion of "yessing" the boss. * * *

The position should be filled by a man whose helpful analysis of this or that question might be of incomparable value to the management of the paper. * * *

Editorial policy matters are not by any manner of means, the only questions that come up for an organization's decision. However, we treat editorial comment when it is a matter of opinion and accurate information, most seriously. I have known our fellows to discuss and argue for three days over a public utility editorial, and it is not uncommon to hold them out until next edition. You may call it boastful, but I say this with pardonable pride and extreme confidence: I challenge the city voters in any city where we operate, to elect a councilmanic body that will treat more seriously or with more thorough analysis—or with any greater intelligence—any question of public concern on which we take an editorial stand.

We believe that when we get four or five of the key members of our organization together to discuss any subject of civic or municipal government importance, we arrive at a point that the city council seldom quite reaches. * * *

The manner in which the payroll has a tendency to crawl up and up—always up—sometimes makes me shudder, for it is so like creeping paralysis. The fact that an employe hasn't had a raise for a year doesn't begin to mean that he should be immediately boosted. The first question and the last is: has he developed himself in the organization so that he is worth more than he was a year ago, or hasn't he?

But if you ask my humble advice, I would certainly urge that you never let a good department head, who approximately answers my description of that rarity, get away from you. We feel that no newspaper needs good men more than we do, and when we get a good man, we keep him. * * *

I have found that the one most difficult thing to do in the newspaper business is to reduce the payroll. I have also found that where there is an absolute need for creating a greater breach between the total expense figure and the gross income figure—that when the profit shrinks to a disagreeably low ebb, it is usually much easier to increase the income than to reduce the expense. * * *



Mr. and Mrs. Frank B. Noyes, leaving the Greenbrier for a stroll.

It has always seemed to me that the newspaper business is of necessity different from almost any kind of productive effort. The product of a day's work is the printed page which forthwith and forever becomes history. It is a service rendered to the great public, the masses and all the classes, rather than to or within a certain trade or clientele. Moreover, it is its own mouthpiece and does all the talking to a listening audience. There is no back-talk, the speaker has the floor every day and the privilege of expounding his theories and his beliefs constantly. If anyone doesn't like it he can hire a hall and talk at most to a few hundred, while the newspaper can again issue forth within the hour to many thousands—even garbling the opponent's speech if it so wishes.

Such an opportunity as this must impress the publisher not only with the power of the press that he holds in his lone hands, but with the tremendous responsibility these privileges carry with them.

That brings forth the need for an organization of a variety that would not be contemplated in a manufacturing plant or a distributing system or a sales department. It must positively be an organization of intelligence, of fair and square motives, of keen, fearless analysis and the courage of convictions. Would you call that efficiency in newspaper organization, when the common interpretation of the term instantly connects it with economy in operation? Would you hold that sort of an organization should be sacrificed for a higher degree of economy when the very house you are building is one that must have as its foundation the absolute confidence of the newspaper reading public? * * *

I humbly submit that the real efficiency of a newspaper organization depends upon those key men who will walk right into the front office and give an honest, fearless and intelligent opinion, who will think and think, every minute of the time, of the whole newspaper problem, to make their newspaper the institution it ought to be and has the opportunity of becoming.

If it presents its opinions as a group of thinking men arrive at them rather that the biased decisions and personal prejudices that are bound to creep into a newspaper wholly dominated by one mi

Beware of the "Yessirs"; get rid of "Nosirs"; surround yourself with vertising managers, circulation manag editors and others who will think a unit in efficient newspaper managemen and you will have just what you are se ing.

MILLIONS WASTED IN NEWSPRINT TRAFFIC CAN BE SAVED BY EXPERT ADVICE

By E. M. ANTRIM

Traffic Manager, Chicago Tribune

Address this week before American Newspaper Publishers' Association at White Sulphur Springs

A TRAFFIC manager's duty is to eliminate lost motion and waste and he is, of course, primarily in the *transportation business.* Within the limits of my time I shall give some idea of the importance and profit a closer and more specialized attention to traffic will be to each newspaper.

You will recall that prior to 1915 newsprint was sold by the mills at a price F.O.B. press room.

About ten years ago all of these mills got together and told you that in the future their prices would be on a basis F.O.B. mill. Ever since that time you have been paying the freight. It is up to you to see that your cars are delivered on schedule by the carriers and to protect yourselves against excessive damage.

The paper mills are no longer interested in the volume or measure of the freight rates; they are only interested in their parity, that is, each mill has a highly organized traffic department to see that its freight rates are on relatively the same level (be it high or low) as its competitors. For example, the average distance from four newsprint producing points I have in mind to New York City is less than 200 miles and the carload freight rate on newsprint to New York from these mills is 25 cents per 100 pounds. Another mill is 319 miles from New York City and it pays the same rate. Another mill located in Maine is 404 miles from New York City and it has an all rail rate of only one cent higher and a rail and water rate exactly the same,—25 cents. In addition to being unreasonable, the 25 cent rate from the four points first mentioned to New York is also in direct violation of the long and short haul provision of the Interstate Commerce Act.

Why does this situation exist? The main reason is that the owners of these four mills know that they have as low a freight rate as any of their heavy competitors and so long as the publishers pay the freight the mills do not care to antagonize the carriers. As far as I have been able to find, the publishers have done nothing about it because they did not realize they were being stung. Here is where a good traffic man could probably save one dollar on each ton of paper shipped from those four mills to New York.

The publisher who pays the freight is the one who is vitally interested in the volume of freight rate. The publisher bears all the transportation burden and with newsprint carrying about 50 per cent. of his total publication cost, the transportation expense should have highly specialized attention.

Consider some ways in which a traffic man can make real money for a newspaper. A certain publication in New York was in the habit of taking delivery of its newsprint on railroad piers on Manhattan Island. These cars loaded with different sizes and kinds of paper did not arrive in New York in the same order that the publisher wished to consume the paper contained therein. The result was that pier storage accrued at the rate of 1½ cents per 100 pounds per day for the first five days and 3 cents per 100 pounds per day for the sixth and each succeeding day. These charges ran as high as $75. per car and totalled more than $1,000 per month. The advice of a traffic man was sought. He showed that new paper how it could hold cars not want immediately on the Jersey side for period of four days free, and at a char of only one cent for a period of five da for six periods or thirty days beyond t free time, and then float the cars to Ma hattan piers only when the paper w actually needed. He thus saved them most $1,000. per month and showed h they could get an increased amount storage at a reasonable price without a expense of unloading to and from a wa house.



E. J. Lynett, *Scranton Times*, and Miss Lynett, among those on Casino Walk.

In the past it has been the practice carriers in Central Freight Associati territory to unload carloads of newspr through their freight houses free charge. They did this because newspr is about the most desirable traffic th handle and actual unloading expense small. They recently decided, howev to assess a charge of 50 cents per t for this service in Chicago, Clevela Detroit and several other places. Tari carrying the charge were published a filed with the Interstate Commerce Co mission. A few paper jobbers asked t Commission to suspend the tariffs pen ing an investigation. Not one publish made any real attempt to forestall t effectiveness of those tariffs. The r sult is that the commission allowed t charge November 1 and you who do n have private sidings have 50 cents ton on all paper received through freig houses tacked on to your costs. It much easier to prevent a rate's becomi effective than it is to reduce or cancel

Fifty cents per ton on a car of 26 to is $13., and five good men can unload car of paper in 15 minutes. It seems me that $10.40 per hour for steved labor is somewhat unreasonable.

A newspaper's traffic manager should be given absolute control of the routing on all its freight shipments. All contracts for newsprint should reserve to the publisher the right to route the shipments on which he pays the freight. Routing is the most valuable asset a receiver of freight has in dealing with the carriers under private ownership. By means of it, your traffic man can secure for you the most efficient service in movement and delivery of your cars in good order. He can insure that your legitimate claims will be paid promptly and often he can save you money from the standpoint of a freight rate because the lowest rate does not always apply via all routes from and to given points.

More and more of our newsprint comes from Canada and Newfoundland each year. The Great Lakes and Atlantic Ocean are wonderful highways for carrying freight. It is true that many of you are located inland, but a traffic man can likely figure out a way of getting your newsprint to you at least part of the distance by water at a substantial saving. When I speak of boat freight I am immediately confronted with the statement that the damage in boat shipments is so high that it offsets any saving in freight charges. That is a problem for your traffic manager to solve. I have been working at it for several years now, and I know that paper can be handled in a boat with no greater damage than all rail traffic receives, provided every one who takes part in the operation is properly educated. The publisher must show some interest in this matter or it will never succeed. By the close of navigation this year my company will have received approximately 20,000 tons of newsprint from one mill shipped via rail and lake at a cost of $2.70 per ton less than the all rail rate, and we have seen to it that our expense for damage is no greater than that of the all rail shipments. This is our third year in this particular trade. If there is anything that needs to be executed and delivered with clocklike regularity it is newsprint. Your traffic man knows, when your press room can be supplied with the different sizes and grades. He can act as the point of contact between the press room and the mill. If you have never had such traffic supervision I will venture to say a good traffic man could materially cut down the amount of paper you have been holding in storage. The interest on a few thousand tons of paper at $80 per ton runs into money and storage charges are important.

I do not know how much car demurrage each of you pays in a year, but whatever it is it is too much. The proper coordination between a paper mill, traffic department, receiving clerk, warehouse foreman and press room will eliminate demurrage charges entirely. The paper from which I draw my salary has not paid one dollar of demurrage in the last six years.

A "pure quill" traffic manager's hobby is freight rates and their adjustment. When he has an opportunity to consider whether a freight rate or a group of them violates the transportation act he is in his element. As a matter of fact, if he can reduce your cost of newsprint, say, a dollar a ton through a reduction in the freight rate from your principal source of supply, I believe you would agree he has found sufficient excuse for his existence. Things of this sort are being accomplished quite frequently.

* * *

When I first started on this proposition our railroad damage was around 20 pounds per ton, or about 1 per cent. At that time it meant between $60,000 and $75,000 a year to us. At the present time our railway damage is less than one-half pound per ton.

Wet damage, transferred car damage, poor equipment damage and rough handling damage are all railway liabilities and they should reimburse us for all of this. Mill loading damage, incidental chafing and unloading damage we can not fairly ask the carriers to stand for. To correct these we depend on a campaign of education.

We developed our Standard Loading Rules. During this time we were busy with our unloading crews, our warehouse men and our truck men. It was a tedious process. We tried first to eliminate the damage for which we could not hold the railways responsible. We then tackled the carriers.

"Honesty is the best policy," is the rule you must follow if you want your claims paid.

During the past few years the railroads have been doing wonderful work in freight claim prevention. In 1920 they turned their special attention to shipments of newsprint paper. The American Railway Association, under A. E. Halderman, made an extensive investigation of methods of loading and handling newsprint. They inspected a total of 1,660 cars and found that the damage ran as high as 1,222 pounds per car from one mill, and out of 173 cars inspected from our own plant, they found our average damage was only 6 pounds per car. The average from all mills was 105 pounds. The loading rules they promulgated as a result of this investigation were almost an exact duplicate of our own.

No record is available as to claims paid by railroads for damage to newsprint prior to 1920, but since 1920 they have been reduced from $375,000 to $172,498.

I believe that the total economic waste this year due to transit damage will reach half a million dollars. You see there is still room for improvement. This is purely a traffic problem and you can solve it for your own publication if you have the proper traffic advice. Don't be too hasty in instructing the mill which ships you paper to cut down on the amount of wrapper they use on their rolls.

Now, if a traffic department is a profitable thing for your own individual organization, why would it not be a good thing for this association as a whole. My judgment is that it would be a wonderful thing, but I don't want you to get the idea that if you organize such a department for the American Newspaper Publishers Association it can come into your own home town and handle all of your local traffic problems. The only way a traffic manager for any association of industries can successfully operate is to handle matters of a general nature, that is: matters that effect the Association as a whole. He cannot deal with rate situations, for example, for the sole benefit of one member who is in competition with another member. The paper mills of Wisconsin and Michigan and New England for years have had traffic associations of their own to handle traffic matters of a general interest to each group and in addition, each mill has its own traffic manager. They have found the arrangement profitable. If the American Newspaper Publishers' Association had a specialized traffic department of its own it could negotiate with the carriers and paper mills in their own language upon these important subjects and in a manner which I believe would eliminate a large amount of waste and lost motion.

COOPERATION IN THE LOCAL NEWSPAPER FIELD

By T. R. Williams

(*Pittsburgh Gazette Times* and *Chronicle Telegraph*)

Address at American Newspaper Publishers' Convention This Week at White Sulphur Springs

WHY there is not more cooperation in the local field is difficult for some of us to understand, because it is thought that in some respects the greatest benefits may be derived. However, there seems to be an explanation for this lack of cooperation in the fact that there seems to be a feeling among local publishers that their chief object in life is to put other competitors out of business. Their swords are always sharpened, their axes always ground and at all times they are ready to practically drive out all opposition. In certain fields in the smaller towns where there is only one newspaper established my remarks, of course, are not applicable. These members are in an admirable position, but in the field of larger cities where there is a larger number of papers—to them my remarks are particularly addressed.

To such members it is my purpose to point out some few things that they may find grounds to cooperate upon and which might prove to be a nucleus for the formation of the local publishers' association that will without question save them many thousands if not hundreds of thousands of dollars every year, and in doing this it is not a pioneer movement at all, the ground has already been broken. It has been done by newspapers in some cities and has proved most satisfactory. I refer particularly to what the Pittsburgh Newspaper Publishers Association has done in this line. Some of you are familiar with it and it is a pleasure in referring to this association in Pittsburgh that has been in operation for 15 years or more with the idea of local cooperation obtained from Victor F. Lawson of Chicago, whose memory was so effectively eulogized by Mr. Frank B. Noyes the other day.

It is quite apparent that before we can have proper cooperation in the local field there must be an entirely different mental attitude toward our contemporary publishers. Instead of desiring to drive them out of the field there must be a feeling that next to making money for your organization you should be interested in seeing that your competitors in your local field make money. Whatever helps your competitor indirectly in raising the rates, in the promotion of their business, directly and indirectly helps your business. In Pittsburgh where this cooperation has been in effect, real competition is just as keen or perhaps keener than in most other cities of Pittsburgh's size or in larger cities, but the difference is that instead of expending resources in wasteful practices of competition, this money is expended in the direction of producing better newspapers, putting more between the column rules that the readers want, more news, more entertainment, more of the things that make the public buy the paper and more real service to the public.

The point is that if there are too many newspapers in your field why should you not select the most likely competiter to sell out, purchase their plant and equipment and discontinue the publication. This was done in Pittsburgh two years ago when the three present newspapers bought out and discontinued the publication of two other papers, reducing the number of daily papers from seven dailies and five Sundays to three evening, two morning and three Sundays. This is regarded as possibly unique in American newspaper business, but it is my belief that the principal is correct, and that it would be a very good investment for papers similarly situated to clean up the field in this way. In fact it is really cheaper than throwing away immense sums of money in useless competition.

It must have occurred that under the subject of plant equipment there is room for local cooperation that may mean a great deal to newspapers in all cities. I refer to the number of columns to the page, the width of columns, length of columns and equipment of stereotyping and press room. Some years ago in Pittsburgh there was a great divergence on these subjects. There were seven and eight column papers, there were papers 12½ ems column widths and 13 ems column widths. There was a divergence of length of column. On account of conditions during the war time period, it was found advantageous to standardize this equipment and it was standardized for the good of all members of the A.N.P.A., making a page of eight columns, 12 ems column width and 22 inch column length. In addition the stereotyping equipment was standardized in so far as it was possible to be, with the result that with one exception it is now possible in Pittsburgh to stereotype pages in any one plant for all the other papers in Pittsburgh and to print the plates on any press in any of the offices of the city. This is a distinct advantage not only because of the necessity that might arise for doing this from calamity, fire, etc., but in addition it is a great advantage because of the great amount of local advertisements that are exchanged from one office to the other. Besides this it is possible when there is a shortage of news print to exchange rolls, as has been the case in the past ten years, so that publication can go ahead in all offices without interruption. Only recently it was found that in all the Pittsburgh newspaper plants it was possible to add five agate lines to the length of column without throwing the page out of proportion. This was done at little or no expense and without the expenditure of any more money for news print, and there was added to the earning power of the Pittsburgh newspapers approximately $300,000 per year and on the basis that 60 per cent would be reflected in advertising revenue it meant an addition of $180,000 a year increase in advertising revenues.

Local cooperation furnishes to my mind the best method and in many instances the only method of helping the free publicity evil. The effective solution is to make an agreement with your competitor that publicity matter, both from the national and the local field will not be published unless paid for, and in this way every one will benefit and neither the local nor foreign can penalize or favor any paper for publishing and not publishing his publicity and you are all on the same footing.

In advertising it is not advisable to cooperate for obvious reasons, although it would seem to be the interest of every newspaper in one city to lend more help to another competitor as attempting to increase rates and bring them to a point at which they belong. It is within the scope of local cooperation to have an understanding as to what may be allowed for larger rates for advertising, also to learn what may be regarded as local advertising and national advertising. It is also within the province of the local organization to agree upon the minimum number of columns to be carried in double trucks. Possibly the most important cooperation on this subject in the local field is agreement on the amount or the absence of amount of cooperation that will be given to the national advertiser. It would seem to be a simple matter to agree with your competitors, for instance, to recognize the A.N.P.A. recommendation on the subject of cooperation with advertisers and then all stand pat, as you will all be in the same boat and the national advertiser cannot favor nor penalize any one.

It is scarcely a matter of cooperation for newspapers in the local field to get together and agree upon subscription prices, but after the subscription prices have been determined individually, it is not an improper matter for the local publishers to decide upon a date for putting into effect the subscription prices for both the daily and the Sunday. It is also advantageous to agree upon the territory in which these rates will apply, to agree upon commissions to branch offices and dealers, to agree to eliminate free copies and upon the number of copies given advertisers for checking purposes.

Possibly the greatest saving in circulation can be made if the publishers can be brought together and made to see the advantage of eliminating the giving of premiums in soliciting subscriptions and in the elimination of conducting contests and awarding prizes in subscription campaigns.

On the subjects outlined above the Pittsburgh newspapers have been cooperating for a number of years. It is no longer an experiment, it is an established fact that it has advantages. It cannot work to the detriment of any newspaper because in the Pittsburgh Association the rule is that all agreements must have the unanimous vote of all members before becoming effective and it is also the privilege of any member to abolish any agreement upon 60 days notice, if that member finds that the particular agreement may be working to his disadvantage.

It is therefore a matter of working our local problems to the mutual advantage and whenever a member finds that an agreement is not working right, he can have it changed.

Taking Classified on Typewriters

The *New York Times* has installed a new system whereby classified ads are taken on typewriters equipped with special carriage rolls with a capacity of 200 ad blanks. The new roll was designed by Louis M. Snyder of the typewriter department and places no extra weight on the carriage, it is said. All 30 positions in the classified department have been equipped with the new system. The typewritten copy is expected to increase production in the composing room and eliminate "free-for-error" often due to illegible handwriting.

Dodge Gets G.O.P. Post

Arthur J. Dodge, for many years a Washington correspondent, has been appointed assistant to the chairman of the Washington headquarters of the Republican National Committee, succeeding L. White Busbey, deceased. Mr. Dodge will direct preparation of literature in national campaigns.

Page Leaves Wurlitzer

C. W. Page, advertising director of the Rudolph Wurlitzer Company, Cincinnati piano and music house, has resigned to return to Richmond, Va., where he formerly conducted an advertising agency, the C. W. Page Company.

ADVERTISING AGAIN VEXING TRADE COMMISSION

But Publishers Deny to Editor & Publisher Existence of Alleged Coercion of Newspapers by Local Merchants Against Mail Order Advertisers, Who Demanded Investigation

By J. BART CAMPBELL

(*Washington Correspondent of* EDITOR & PUBLISHER)

WASHINGTON, D. C., Nov. 11.—The Federal Trade Commission has begun an investigation, under cover as usual, of a complaint registered by mail order advertising interests against local merchants dictating the advertising policy of local newspapers by giving them the choice between accepting local or mail order advertising. Smaller newspapers, it is alleged, are particularly affected by a standing threat of local business men's organizations that if mail order advertising is carried, local merchants will withdraw their announcements.

It is hinted unofficially that the commission may seek to require newspapers to accept mail order advertising despite the objection of local merchants and it is said that some newspapers have already indicated that they would welcome such an official order from the commission. The commission, it is stated, has been so informed by officials of a number of newspapers and may soon issue a complaint. In that event, under the present rules, the complaint would not be made public until an answer was filed or decision recorded.

By PHILIP SCHUYLER

WHITE SULPHUR SPRINGS, W. Va., Nov. 12.—Newspaper publishers decide their own advertising policies, without the aid or advice of department stores or mail order houses, it was generally asserted by newspaper men attending the A. N. P. A. convention, when questioned regarding the Federal Trade Commission's investigation of coercion of newspapers by local merchants against mail order advertising.

As to whether mail order advertising should be accepted, opinion was divided. While some held that all legitimate advertising should be accepted by a newspaper, others declared mail order copy should be refused. But which ever policy was arrived at, all said it was not the result of department store or mail order dictation.

The controversy hinges on the question, "is advertising a service or a commodity," it was asserted. Newspaper publishers here showed themselves inclined to regard it as a service, with which no one might interfere.

S. E. Thomason, *Chicago Tribune,* and association president, was one of those who believed mail order business should be refused by a newspaper.

"We do not print mail order advertising," he said, "not because of any threat by department stores, but because the mail order method of doing business is not congenial to the method of distribution on which the success of newspaper advertising depends. That is, the distribution through local wholesalers, jobbers and retailers.

"If the mail order method of distribution is correct, distribution through local dealers, wholesalers, and jobbers is incorrect.

"We are committed to the latter method."

An opposite view was taken by Louis Wiley, *New York Times.* "We treat all advertising on its merits," he said. "If the advertised product is genuine and meritorious, the Times will accept the copy. The only business we refuse is refused in the interest of our reading public."

Of the same opinion was Edwin S. Friendly of the *New York Sun.*

"No department store has ever threatened to withdraw its patronage because we accepted mail order advertising," he declared.

"We accept mail order advertising, have never refused to publish it, and see no reason why we should, providing it comes from a reliable firm, and the copy is truthful and not exaggerated."

"Of course we refuse mail order advertising," was the terse comment of Fleming Newbold, *Washington Star.*

"Mail order houses do not pay Washington taxes or rent. They are not, in fact, identified in any way with merchandising in Washington."

Frank E. Tripp, general manager of the Gannett newspapers, said:

"In five New York cities with which I am familiar, Rochester, Utica, Elmira, Ithaca and Newburgh, there has been no concerted scheme or effort on the part of local advertisers in any way to attempt control of newspaper policies. The principal interest of local merchants is at present rather concerned with house-to-house solicitation, which constitutes a serious menace to local advertisers and also national advertisers who depend upon retail stores for distribution."

"We would print all legitimate mail order business," Frank E. Gannett, president of the newspaper group said.

"While there are some lines of mail order advertising we would not accept, we would print all legitimate copy offered," was the view of T. R. Williams, *Pittsburgh Chronicle-Telegraph.*

"The question hasn't come up in my city but I certainly will refuse mail order business," declared John Stewart Bryan, *Richmond News-Leader.*

A. C. Deuel, *Niagara Falls Gazette,* said: "We accept some mail order business and reject others, but not because of any request or threat on the part of our local merchants."

All Philadelphia newspapers accept mail order business, according to Rowe Stewart, *Philadelphia Record.* "We have had no complaint from department stores. In fact, three dailies in Philadelphia in their classified departments run between two and three pages of mail order advertising every day. Some display advertising from mail order houses is also printed."

"We accept a limited amount of mail order business," stated W. B. Bryant, *Paterson Press-Guardian.* "Our sel tion depends on whether or not the adv tising is legitimate."

Hilton U. Brown, *Indianapolis Ne* made the following statement:

"Newspapers censor advertising mat the same as news matter. I don't kn that the procedure is any different n than it ever was, that is, we exercise discretion as to what we print.

"I believe, for instance, we print so medical advertising and some financi and some we don't. The same judgm pertains to mail order business, Flori real estate and political advertisemen The advertising department doesn't any blanket rule in rejecting any classi cations, but treats all on the merits of offerings."

T. F. Merseles, president of Mo gomery Ward & Co., Chicago, made t following statement to EDITR & PU LISHER:

"Selling goods by mail is a legitima method of merchandising. The m order business is fundamentally an eco omic good to this country. Mail ord catalogs bring into homes standard f price comparison.

"During the war when merchandi brought any price, the mail order catal was the one big factor that kept pric down to fair levels in thousands of con munities. That was an economic good a price-maker and stabilizer.

"The mail order catalog has save millions of dollars for the America people. It has been said mail ord houses are taking away a large volum of orders from local stores througout t country. The director of the Retail R search Association of the United Stat in classifying the total volume of reta trade, shows that mail order houses all kinds taken together do but 4.6 pe cent of America's total retail business.

"My personal opinion is that the ma order catalog has helped the small me chant more than it has hurt him. It ha given him a healthful stimulus that ha bettered his merchandising methods. has made him a better business man an therefore increased his business.

"While at present we do not offer ou advertisements to local papers ther seems to be no good ground for its re fusal if offered."

CARROLL SEES DANGER

Court Order to Force Acceptanc of Advertising a Menace

(*By Telegraph to* EDITOR & PUBLISHER)

INDIANAPOLIS, Nov. 12.—"I believ the policy of newspapers generally, ex cept possibly in metropolitan centers, i to exclude mail order advertising as un fair competition with local retail store who are paying taxes, wages, etc., i upbuilding the city and using columns o local newspapers liberally to promot sale of merchandise, said Frank T. Car roll, advertising director of the *Indiana polis News* and president of the Associa tion of Newspaper Advertising Execu tives. "My impression is that a pub lisher of a newspaper has the privileg of excluding any advertising which h deems objectionable either as to subjec matter, illustration, or as conflicting witl the established policy of the newspaper

"I can conceive that the newspape publisher would be seriously embarrasse if any court ruling would force him t accept and publish advertising that th publisher did not desire to carry, sinc this might automatically force many pub lishers with a strict ruling as to the typ of medical and financial advertising car ried to change the entire character of hi publication and thus make it a much less valuable advertising medium for the othe advertisers whose copy he is willing t accept."

BIG INSURANCE CONCERN MOOCHES

THIS MAT IS SENT TO YOU FREE OF CHARGE
FOR EXCLUSIVE USE IN YOUR CITY

Hunting-Accidents Increasing And Statisticians Urge Code Of Safety Rules For New Season



UNDERWOOD-UNDERWOOD INT. NEWSREEL

With the approach of colder weather a new activity has developed among the sportsmen of the country. Shot guns are being overhauled for the season of hunting ahead and camping outfits are in the process of refurbishing.

Timely advice is offered at this stage to the adventurer who finds his thrill in stalking game, and, if it is heeded, it should serve to remove from that sport the most tragic of its features—the accidental deaths that yearly exact such a tremendous toll of lives. The words of caution are given by the Prudential Insurance Company's statistical department, which recognizes the necessity for extreme care among those who venture into the woods with fire-arms.

"Don't take it for granted," the huntsman is told, "that an 'unloaded' gun is safe. Many persons have been victims of 'unloaded' weapons.

"Be safe, not sorry, in shooting at your quarry. In dense undergrowth it is easy to mistake a man for an animal when only part of his body is visible. Look before you shoot.

"Don't climb a fence with a shot gun or rifle in your hand. There is danger of death through slipping or dropping the firing piece.

"Be watchful of danger spots in the pursuit of game. Animals may venture where man may not. Many hunters have been swallowed up without trace through carelessness in this regard.

"In all friendly scuffling see that fire arms have no part. Victims have been slain by their best friends through failure to exercise this caution."

The wisdom of this advice is attested by the records of death claims paid last year by the Prudential to the dependents of hunting accident victims. A boy of sixteen, hunting with two companions, lost his life because of this lapse from eternal vigilance. The group reached a small stream and it was decided that one, who wore boots, should carry the others across. He shouldered one and carried a shot-gun in either hand. Arriving on the opposite bank he put down his companion and handed him the rifles. There was an accidental discharge of one, the shot ricocheted from the rock and struck the boy who had been left behind on the other bank. Tragedy.

A hunter started out early last Christmas morning to bag rabbits. In climbing a fence he thrust his gun through stock first and the trigger was pulled by a twig. Instant death ensued.

Another Nimrod stopped to roll a cigarette and made the fatal mistake of leaning on the muzzle of his gun while doing it. A slip, a shot, and another life sacrificed to recklessness.

Newspaper offices are now being deluged with this cunningly concealed free advertising for an insurance company that, considering its huge profits, should flush at such a measure to promote its interest at the expense of the daily press.

RADIO ADVERTISING CONDEMNED BY CONFERENCE

ourth Assembly of the Industry's Leaders Under Hoover's Chairmanship Finds Broadcasting of "Direct" and "Mixed" Advertising Always Objectionable, and Indirect Advertising Potentially Harmful

By J. BART CAMPBELL
Washington Correspondent of EDITOR & PUBLISHER

ASHINGTON, Nov. 12.—A smash-ing blow at the use of the radio for vertising purposes was dealt this week the fourth annual radio conference d in the big assembly room of the ited States Chamber of Commerce der the auspices of the United States partment of Commerce.

The report of the committee on ad-tising and publicity, in which both ect and mixed advertising on the radio re strongly condemned as objection-e to the listening public, was adopted animously by the large gathering of dio manufacturers, experts and editors. Resolutions reported by the committee re adopted which placed the conference record as deprecating the "use of radio oadcasting for direct sales effort, and y form of special pleading for the oadcaster or his products, which forms e entirely appropriate when printed or ough direct advertising mediums."

The stamp of unqualified approval ven the committee report by the con-ference was one of the most far-reaching d significant of the many important ves made by the conference toward the provement of radio conditions.

The text of the committee report fol-lvs:

'The Committee divided advertising or blicity into three classes:

'1. Direct advertising.

'2. Mixed advertising.

'3. Indirect advertising.

'It was the concensus of opinion that th direct and mixed advertising were jectionable to the listening public. In ct, indirect advertising could be made trimental to the interests of both the blic and the broadcasting station.

"Advertising to achieve its best results rst create the good will of those to om it is addressed. Hence the first quisite in the successful operation of y broadcasting station in which the ex-cellence of programs depends largely on the support of the advertiser is the esentation of the material transmitted such a manner that it may appeal to e majority of the listening public.

'The following resolution has been animously adopted by this committee r the guidance of all broadcasting sta-ons:

"WHEREAS, The excellence and public rvice value of radio programs is in-eased by the support of those seeking propriate publicity,

"AND WHEREAS, The use of inappro-iate publicity methods meets with the arty disfavor of the listening public,

"AND WHEREAS, This public disfavor fatal to the purpose of those seeking blicity and good will, as well as detri-ental to the interest of the broadcaster d all branches of the radio industry,

"RESOLVED, That it is the sense of this mmittee that the best interests of the tening public, of the radio industry, and the broadcaster, are all served by that rm of broadcasting which provides a eritorious program of entertainment d educational nature and which limits elf to the building of good will for the onsor of the program whether he be e owner of the station or a subscriber ilizing its facilities,

"RESOLVED, That the Conference depre-ates the use of radio broadcasting for rect sales effort, and any form of ecial pleading for the broadcaster or his oducts, which forms are entirely appro-iate when printed or through direct ad-rtising mediums,

"RESOLVED, That the Conference con-rs in the suggestion of the Secretary of mmerce that the problems of radio blicity should be solved by the indus-y itself and not by Government com-lsion or by legislation, and

"RESOLVED, That the Conference urges on all owners of radio broadcasting ations the importance of safeguarding their programs against the intrusion of that publicity which is objectionable to the listener and consequently detrimental to others in the industry, as well as to the reputation of the individual broadcasting station."

Upon the suggestion of Secretary of Commerce Hoover, who presided, the conference agreed that no more licenses be issued to proposed broadcasting stations until the present air congestion has been reduced materially.

Mr. Hoover stated plainly that no more wave lengths are available and resolutions limiting the number of stations on the air were adopted unanimously. Approximately 175 proposed broadcasting stations now seeking a wave length will therefore have to wait until more are available.

Another resolution adopted recommended that the Department of Commerce carefully scrutinize the sale of wave lengths so that the possibility of speculation be eliminated. Consideration was given to the fact that wave lengths already have been sold for the purpose of profit.

International broadcasting and the exchange of programs between the United States and foreign countries were discussed as certain events of the near future. David Sarnoff, vice-president of the Radio Corporation of America, announced his organization soon hopes to exchange programs with England and Germany.

Arthur Lynch, of New York, explained the arrangements being made for the international week tests which, to be conducted during the last week in January, will afford American listeners an opportunity to hear European radioed concerts.

Spokesmen for the American Society of Composers, Authors and Publishers revived the copyright controversy and suggested as a present, "and perhaps only temporary solution of the subject, that it continue its present system of licensing the use of the works of its members for broadcast performances, by individual bargaining with users of its copyrighted musical works, and that the Broadcasters' Association and the Society respectively promptly appoint committees representing their respective organizations, to continue conferences on this subject, and endeavor thus to work out a solution of many vexing and difficult problems."

"TO GET DISTRIBUTORS AND SELL QUICKLY WE USE THE DAILY NEWSPAPER"

By Lee Fleming, Sales Manager, Flyer Garment Company, Fort Smith, Ark.

An excerpt from an address made before Advertising Clubs under the auspices of the National Speakers' Bureau, Associated Advertising Clubs of the World.

"THE newspaper, we have found, is the great selling medium.

When we want to increase sales in any territory and increase them quickly, a newspaper campaign in that locality, without exception, will move the goods from the dealer's shelves and create a demand for our product in stores of the dealers not stocking our brand.

"When we wanted additional dealers in a territory, a newspaper advertising schedule in the hands of the salesmen invariably added the new dealers.

"There is as much difference in the results from different advertising mediums as there is difference in the mediums themselves. In advertising our overalls we use newspapers, farm papers, magazines, painted bulletins and signs. A check over a period of years has taught us what to expect from each type of medium and in most instances they run true to form year after year.

"Farm papers build a substantial background for our product. It is a slow process as the farmer is not a person to be easily influenced. Our experience has convinced us that the greatest value to be had from farm papers is a continuous campaign over a long period.

"Magazines bring more inquiries and create a confidence and dignity for the product. Painted bulletins are a reminder that ties the advertising to the local dealer and are of value in keeping the public familiar with the brand.

"But the very nature of a daily newspaper is favorable to creating immediate sales. The fact that a newspaper is born and dies today, and tomorrow an entirely new one comes into existence, creates the thought of action in the reader's mind. The opportunity is present. It may be gone tomorrow, and creating the psychology of action is the most important of the four steps to a sale: Attention, Interest, Desire, and Action.

"In newspaper advertising there is the same opportunity afforded by the other mediums to get attention, interest and desire, with the added advantage of creating the thought of action.

"Monthly publications give the impression of leisure to the reader's mind. He may be attracted and interested, but there is no hurry. Another won't be published for a month. That is the reader's impression. The same is true of bulletins and signs, there is a permanency in connection with them that does not suggest immediate buying.

"The daily newspaper gives the thought of action without stating it. The paper is published today amid a rush and hurry. Tomorrow it is gone. Today's news is stale tomorrow and yesterday's opportunities are gone today. The buyer has learned to read today's newspaper to find today's buying opportunities. Daily newspapers are the greatest action getting mediums on earth. When we want to sell our goods and sell now, we use the daily newspapers."

DAILY ROTO SECTION ON MIAMI TAB

Vanderbilt Tabloid Printing Four Page Supplement With Regular Edition—Eight Pages on Sunday

A daily rotogravure section of four pages became on Oct. 29, a regular feature of the *Miami Illustrated Daily Tab* one of the Vanderbilt newspapers.

Thus far the daily rotogravure section has been devoted about equally to local pictures syndicated pictures and advertisements. The first page carries every day the pictures of one of more prominent Miami business and professional men, according to Frank Bailey, general manager.

Because of the distance to the nearest rotogravure plant about two weeks elapse from the time rotogravure pictures pass through the editorial room until they appear in the paper. This difficulty is overcome, Mr. Bailey said, by using timely pictures in the four pages of the black and white section and interesting, but not necessarily timely pictures, in the roto section. The inauguration of the daily rotogravure has not changed the Illustrated Daily Tab's policy of using eight pages of rotogravure every Sunday, Mr. Bailey stated.

The Miami Daily Tab is the second U. S. newspaper to use daily roto. The *New York Evening Post* launched a daily section April 1 this year. It was discontinued June 27.

100 Years at Same Office

During 100 years of its 121 years of life the *London Morning Advertiser* has been published from the same offices in Fleet street, and the Incorporated Society of Licensed Victuallers commemorated centenary at a luncheon recently. It was recalled that 75 years ago the paper gained a circulation second only to that of the *London Times*. The Morning Advertiser is the only daily newspaper in England whose profits are devoted entirely to benevolent works, providing pensions for needy members of the Society and free education for their children. James Grant, early editor of the paper aided largely in the growth of Reuter's.

CONVENTION PAUSES TO PAY LAWSON TRIBUTE

Publishers Saddened by Death of Chicago Daily News Owner Hear Tribute Read by Frank B. Noyes

(*By Telegraph to* EDITOR & PUBLISHER)

WHITE SULPHUR SPRINGS, W. Va., Nov. 10.—Publishers gathered here today for the convention of the A. N. P. A., paused a short while at their opening session to pay tribute to the memory of Victor Lawson, late publisher of the *Chicago Daily News*.



FRANK B. NOYES

A eulogy of the Associated Press founder was read by Frank B. Noyes, publisher of the *Washington Star* and A. P. president, as follows:

"It is not as a transcendent genius who through the exercise of mental powers beyond those of normal men created a great newspaper that was also amazingly prosperous financially that we remember Victor Fremont Lawson, but as the simple, honest gentleman, who believed that a newspaper could be conducted on the same lines and with the same limitations as those on which his life was lived and found his faith well grounded.

"I first met Mr. Lawson nearly forty years ago, for more than thirty years we were closely associated and I held him as a very dear friend. In all these years I never knew him to fail to meet a duty, I never knew him to be unfair in his dealings with any man or woman and I knew of countless kindnesses of his to others, though I knew of only a fraction of his generosity.

"Holding the highest ideals for newspapers he steadfastly pursued those ideals in his own newspaper, always refusing to be led into less worthy ways however successful they might seem to be.

"All familiar with the civic life of Chicago know of his sustained devotion to the betterment and development of all that was good in that city. It seems to me that no citizen ever made a more complete dedication of heart and mind and purse to the real betterment of a community than did Victor Lawson to the city of Chicago.

"One of his monuments is the Associated Press, which I think owes its existence to his passion for honesty and truth in news. He would be the first to add another name on that monument, the name of his partner from early manhood, Melville Stone.

"It is not in my heart or mind to list the material successes of Victor Lawson. From my knowledge of the man, I am sure that they were not of controlling importance in his scheme of life.

"Herbert Spencer wrote, 'Not as adventitious therefore will the wise man regard the faith which is in him. The highest truth he sees, he will fearlessly utter, knowing that, let what may come of it, he is thus playing his right part in the world—knowing that if he can effect the change he aims at—well; if not—well also; though not so well.'

"This, I think, was Victor Lawson's code: to strive for the best attainable, if he succeeded, well; if not, well also, though not so well.

"I would like to dwell a little time on some of the characteristics of the man we honor today.

"He was a man of great ability and of remarkable judgment. He had a sturdy common sense. Not governed by intuitions or aided by flashes of genius he reached his conclusions after careful deliberation and really laborious thought.

"What shortened this deliberation and lightened this labor was his high ethical sense. No time was lost in deciding between what was right and what was expedient. His response was automatic in such cases and they are many.

"Of his many admirable characteristics, his courage, his patience, his tolerance, his consideration, his tender kindness were notable but I think I most often dwell in my own mind on his beautiful serenity—a serenity of character and of conduct.

"I have been with him under many varying conditions, happy and sorrowful, in conferences with others when much bitterness was expressed and when anger was uppermost; when he had been wronged by opponents or friends; and always there was the same wonderful serenity of pleasure, of approval or disapproval or of grieved surprise.

"Shy, modest, reserved, he was sometimes regarded by those who did not really know the man as cold and unapproachable. He was in fact the reverse. He loved his fellow men, any kindness or tenderness to him touched him to the soul and he craved, I think, as much as any man I know the good opinion and affection of those with whom he came in contact.

"He was too hard a worker and his mental inability to share his burdens with others made him do much work that I feel he should have put on others.

"I have spoken in my own halting fashion of the man we honor today, dealing only perfunctorily I fear with his great ability and extraordinary successes, because these I confess are not uppermost in my heart. I am proud of him as a great newspaper man but I loved him for his simple self.

"Mr. Adolph Ochs in a noble tribute to Mr. Lawson alluded to him as Christian gentleman. Christian in the sense of being a practiser as few men are of the teaching of Him who taught that we should do unto others as we would they would do unto us, and to love our neighbors as ourselves.

"I pray that today he knows that we take pride in his achievements, that we acknowledge our great debt to him as a leader in our calling and that we hold him in our hearts very tenderly, very lovingly."

DRIVE FOR MEMBERS

New York Advertising Club Start Intensive Campaign

During the week the Advertising Club of New York launched a novel drive to increase its membership to its full quota of 2,250.

Several hundred active members were brought together at a luncheon at the Hotel Astor and Gilbert T. Hodges announced that each person present had been put in charge of a squad to bring in new members during the drive.

A long list of attractive prizes were offered to the squads delivering the highest number of acceptable candidates.

Radio Writers Organize

The National Association of Radio Writers was organized at Washington this week, by writers who attended the Fourth National Radio Conference. Harry La Mertha of the *St. Louis Globe-Democrat*, was elected president, Stephen L. Coles of the *New York Herald Tribune*, vice-president, Thomas Stevenson of Washington, secretary and Stuart C. Mahanay of the *Country Gentleman*, treasurer.

Councilman Sues for $25,000

H. E. V. Porter, president of the Jamestown, N. Y., city council, has brought suit against the *Jamestown Journal* for $25,000, charging he was libelled in a political advertisement in that newspaper.

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

ADVICE-TO-THE-LOVELORN

Advice-to-the-Lovelorn sat in state
In the hole that he called his den,
And pondered deeply the swing of Fate
In affairs of the things called Men;
He lit his pipe and he puffed away
And he stroked his whiskery face
As he muttered: "Well, it's a sorry day
For the rest of the human race!

"Now I, I never have fooled with love
Nor stuff of the heart, not I!
I have never sung with the turtle dove
Nor heaved with a lover's sigh.
I'm Sister Anna, the Lover's Friend,
And they come to me for advice;
I throb for them, but I don't unbend—
I am built like a cake of ice!

"I know the dope! . . . I know this game
From Eve to the crack of doom!
And ever and ever it's ever the same,
And the sum of it all is gloom!
For I can read, and the thing I read
Is a story of grief and pain;
For a lover's heart, it will always bleed,
Yet he'll do it all over again!

"And the Girl . . . poor thing! I almost weep
As I think of her troubled plight!
Can't eat, can't work, can't dance nor sleep,
And bathes in her tears all night!
And Sister Anna will calm their fears
And tell them that love is true,
But the saline bath of a young love's tears
Is a picture in deep dark blue!"

Advice-to-the-Lovelorn sat alone
And stroked at his beard, did he,
And muttered with Puck in a sneering tone:
"What fools these mortals be!"

NEW SHOPPING NEWS IN MILWAUKEE

Five Firms Cooperate in Publication—To Print 100,000 Copies Weekly —A. G. Heinmiller Named Manager

Milwaukee is again to have a shoppin news it was learned this week with th announcement that the *Downtown New* published for several months last sprin by a private individual is to be revive on a cooperative basis by a group downtown stores. The first issue was appear Nov. 14, Vinton M. Pace, ma ager of Gimbel Brothers, said.

The paper will be issued once a wee on Saturdays, and will contain advertis ments of merchandise for Monday a Tuesday selling. The paper will be d livered to 100,000 homes in Milwauk and vicinity by a special organization.

The policies of Down Town News a general supervision of the paper will in the hands of a board of directors co sisting of representatives of five stoc holders, Gimbel Brothers, the Bost Store, Waldheim & Co., Inc., furnitu and home furnishings; Ph. Gross Har ware & Supply Company, and Geo V Chatterton, Inc., jewelers. Direct ma agement of the paper will be in char of Arthur G. Heinmiller, formerly ret and advertising manager of the Gro hardware store.

No advertiser can use more than o page of the paper. Copy will be close scrutinized to guard against any mislea ing statements or misrepresentations any kind, Mr. Pace stated.

The publication will start with pages.

SHOPPING NEWS PLANNED

Richmond Merchants Considering Star ing Advertising Paper

The retail merchants of Richmond a planning the publication of their ov organ, to be known as *The Shoppi News*. The paper, according to tent tive plans, will be regulation newspap size, and be confined strictly to advertis ments, carrying no news, feature articl or illustrations. It will be for free di tribution and will be issued weekly.

While the plans have been gone ove discussed and thoroughly threshed out several meetings of the advertising ma agers, or their representatives, and a pu lishing house, nothing definite has be determined upon as yet, according to son of those interested, including Allen White, advertising manager for Mill and Rhoads, largest department store Richmond, and Robert S. Isbell, repr senting the William Byrd Press, wh according to present plans, would pri the publication.

The plan is co-operative, the merchan to bear their pro rata cost, according the space they occupy.

OLIVER HEADS A.P. GROUP

Pennsylvania Members Hold Annu Meeting Nov. 7

George S. Oliver, of the *Pittsburg Gazette Times and Chronicle Telegrap* was elected president of the Pennsylvan members of the Associated Press at th annual meeting in Pittsburgh, Nov. J. Andrew Boyd, of the *Wilkes-Bar Record*, was named vice-president, a Henry Walser, retiring president of th state organization, was elected the Pen sylvania member of the Eastern Divisio advisory board. J. H. Reitinger, chi of the Philadelphia bureau, was re-electe secretary.

General Manager Kent Cooper, of th A. P., was the guest of honor and a dressed the members on the work of th general organization and the state ass ciations.

C. W. Danziger and T. R. William of the Gazette Times and and Chronic Telegraph and Charles F. Lewis, of th *Pittsburgh Sun*, also spoke.



TRAIL BLAZERS OF ADVERTISING

How Barnum Promoted His Woolly Horse



by Chalmers L. Pancoast

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This is the second installment of Chalmers L. Pancoast's vivid narrative of advertising in the early days when P. T. Barnum and Buffalo Bill were the chief exponents of the art of publicity.

Chapter III

The Woolly Horse

BARNUM also confesses to getting up enterprises which were genuine humbugs. The most notorious was the Woolly Horse, which Barnum put over on the public through sensational stories followed by a most unusual advertising campaign.

In the summer of 1848 while in Cincinnati, O., with General Tom Thumb, his attention was attracted by handbills announcing the exhibition of a "woolly horse."

Being always on the lookout for everything curious, with which to amuse or astonish the public, he visited the exhibition and found the animal to be a veritable curiosity.

It was a well-formed horse of rather small size, without any mane or the slightest portion of hair upon the tail. The entire body was covered with thick black hair or wool curling tight to the skin. It was a mere freak of nature, and a very curious looking animal.

Barnum purchased the horse and hid him away in a barn in Bridgeport, Conn., until the proper advertising opportunity arrived. This came very quickly. Col. Fremont was lost in the trackless snows of Colorado. The public was greatly excited over it. Serious apprehension existed that the great soldier had fallen a victim to the severe winters of Colorado.

At last the newspapers announced he had come through his trying experience safely. Barnum here saw a chance for the "Woolly Horse." He was brought from Bridgeport to New York and hidden in a stable where no curious eye could reach him.

The next day newspapers carried a sensational story that Col. Fremont and his hardy band of warriors had after a three days' chase succeeded in capturing, near the river of Gila, a most extraordinary nondescript, which resembled a horse, but which had no mane or tail, and was covered with thick wool.

The newspapers further reported that Col. Fremont had sent this wonderful animal as a present to the U. S. Quartermaster.

Two days after this sensational newspaper announcement, the following advertisements appeared in the New York papers:

"Col. Fremont's Nondescript or Woolly Horse will be exhibited for a few days at the corner of Broadway and Reade street, previous to his departure for London. Nature seems to have exerted all her ingenuity in the production of this astounding animal. He is extremely complex—made up of the elephant, deer, horse, buffalo, camel and sheep. It is the full size of a horse, has the haunches of a deer, the tail of an elephant, a fine curled wool of camel's hair color, and easily bounds 12 or 15 feet high. Naturalists and the oldest trappers assured Col. Fremont that it was never known previous to his discovery. It is undoubtedly 'Nature's last,' and the richest specimen received from California. To be seen every day this week. Admittance 25 cents; children half price."

The building where he was exhibited, opposite Stuart's old dry-goods store, was mounted by several large transparencies representing the "Nondescript" in full flight, pursued by the brave Fremont and his handful of soldiers. The streets were also lined with handbills and posters, illustrating in wood-cuts the same thrilling event. If the nondescript had made the fearful leap represented, he would have jumped not less than five miles; and if he was alive when he struck on the other side of the valley, I imagine even the speed of Fremont's horses would never have overtaken him.

In his account of this stunt Barnum says:

"My agent tried 'Old Woolly' in several of the provincial towns with tolerable success, and finally he was taken to Washington to see if the wool could be pulled over the eyes of the politicians. It was done successfully for several days, when Col. Benton, ever regardful of the reputation of his son-in-law, caused my agent to be arrested on a grand-jury complaint for obtaining from him twenty-five cents under false pretences, and the Senator from Missouri testified, that having no mention of this horse in any of the numerous letters received from his son-in-law, he was sure Col. Fremont never saw the animal.

"Such testimony could not prove a negative. The complaint was ruled out, and 'Old Woolly' came off victorious. The excitement which Col. Benton unconsciously produced added materially to the receipts for the succeeding few days. But, always entertaining the greatest respect for 'Old Bullion,' and out of regard to his feelings, I ordered the horse back to Bridgeport, where in due time he gave his last kick.

"For some time, however, he was turned loose in a field lying on the public road, where occasional New York patrons recognized their woolly friend in his retirement."

Advertising men today still talk about Barnum and his sensational advertising stunts. There is no doubt that Barnum was a very keen student of human nature and knew how to make an advertising appeal to the masses. He played on such chords in the human mind and heart as curiosity, humor, and the desire for melodrama, the strange and unusual.



Barnum's "Woolly Horse" was another fake but adroit advertising whetted public curiosity and crowds poured in

Chapter IV

Buffalo Bill — Famous Scout and Showman

BUFFALO BILL—Honorable Wm. F. Cody—was another old-time hero, and a notorious buccaneer in the advertising game of yesteryear.

This Buckskin Bravo was a great showman, a clever stunt and trick advertiser, and a smooth manipulator for free publicity.

The notoriety which Buffalo Bill received through being nationwide advertised as the Buckskin Hero of dime novels, made him a hero of thousands of red-blooded American boys in the early days.

Buffalo Bill dime novels were sold by the hundreds of thousands. Such titles as "Deadly Eye, The Unknown Scout"; "Kansas King, or, The Red Right Hand"; "Border Robin Hood, or, The Prairie Rover"; and "The Phantom Spy," or, Pilot of the Prairie," won him fame as a fighter.

Those old thrillers, read in the quiet and secret back-of-the-barn library, such as "Buffalo Bill's Bet," or, "The Gamblers Guide," will long live in the memories of many American boys, who are today some of our big executives. He simply rode and shot his way into the hearts of thousands of boys.

Perhaps one of the most famous authors of "Buffalo Bill" novels was Col. Prentiss Ingraham who wrote for Beadle's Half Dime Library, which was the most popular boy's publication in the 'eighties and 'nineties.

One well remembered masterpiece was Buffalo Bill's Mazeppa Chase, or, Dick Dearborn's Death Ride. The deep mystery of the black mustang was a story of Buffalo Bill, which was purely fiction, but it gave him credit for shooting his way through a band of desperadoes and rescuing the son of an army officer.

To American boys Buffalo Bill was not merely a dime novel hero. They knew he actually existed. Perhaps they had read of his real exploits; that Buffalo Bill, in less than 18 months, while employed as a hunter of the construction company of the Kansas Pacific Railroad, in 1867, killed nearly 5,000 buffalo, which were consumed by the 1,200 men employed in track-laying.

He was one of the famous plainsmen, employed by the Government as guide and scout against the Comanches. He lived an exciting and thrilling life which made good material for the dime novel writers.

This old Indian Scout had been advertised with thrills and heart-stopping escapades before he appeared as a showman. Then when the real Buffalo Bill came along with his Wild West Show, the minds of American people were stirred and their hearts sent jumping by his advertising of the real "Wild and Woolly West Exhibition."

The flaring, colorful billboards of Indian massacres, wild horse bucking, daredevil riding, hair-raising Indian dances was popular advertising—it caught and set fire to the imagination of American boys.

The story of the attack on the old stage-coach by a band of blood-thirsty red devils was the most sensational advertising of its day. People knew it was merely an exhibition, but somehow Buffalo Bill's personal appearance gave it a touch of reality.

Thousands of thrilled readers went to Buffalo Bill's show to see the bloody stage-coach massacre. As the rocking old stage dashed around the arena, a band of yelling Indians dashed after it, held it up and were about to scalp the driver and passengers. The Indians wore war-bonnets of feathers, and their faces were painted hideously.

This was one of Buffalo Bill's great advertised attractions. The Indians always outnumbered the passengers. With mighty war whoops, which thrilled the breathless crowd, the Indians were about to burn the poor white victims at the stake when, just in the nick of time, came the rescue party headed by no other than Buffalo Bill himself.

The yipping, madly riding cowboys, then engaged in a spirited pistol duel with the Indians who finally escaped on their ponies.

The Wild West Show was an event which lent itself to sensational advertising, and Buffalo Bill knew all the tricks of staging and advertising his show. He always led his wild west parade. His buckskin suit, big black sombrero, high boots, black shirt with white buttons and lurid crimson neckerchief made him a striking figure. He rode a spirited mustang and his saddle was ornamented with silver.

The stage hold-up was one of Buffalo Bill's most widely and successfully advertised attractions. The show actually lived up to its thrilling advertising, because the exhibitions were put on by men who could ride spirited horses, who could conquor wild, bucking broncos, who could rope and throw jumping steers, and who could shoot Indians dead with blank cartridges.

His advertising copy was a review of wild west history; it exploited a pageant of a passing era, of events which had once been the daily life of famous heros and frontiersmen.

Next Week
Writing an Advertisement For Buffalo Bill

STONE WHICH SAW BIRTH OF THE PRESS NOW SHRINED ON MISSOURI CAMPUS

Sir Esme Howard Presents University with Relic from St. Paul's Cathedral on Behalf of Empire Press Union

COLUMBIA, Mo., Nov. 10.—A stone from walls which have looked down upon three centuries of British journalism was presented today to the University of Missouri by Sir Esme Howard, British Ambassador to the United States. The stone, which will now be exhibited on a pedestal of Missouri limestone in the Jay E. Neff Hall, devoted to the School of Journalism, was accepted for the University by George B. Dealey, president of the *Dallas News* and a former vice-president of the Associated Press. Following the ceremony, the University conferred the degree of Doctor of Laws on the Ambassador and Mr. Dealey. E. Lansing Ray, editor of the *St. Louis Globe-Democrat*, as chairman of the executive board of the board of curators, presided, and other newspaper men present included R. E. Stout, *Kansas City Star;* W. Laurence Dickey, *Kansas City Journal-Post;* Louis T. Golding, *St. Joseph News-Press;* William Southern, *Independence* (Mo.) *Examiner,* and James W. Brown, EDITOR & PUBLISHER.



DEAN WALTER WILLIAMS

"The reason why a stone was chosen from St. Paul's rather than from Canterbury or Westminster Abbey or one of the older cathedrals," Sir Esme said, "is that St. Paul's looks down on Fleet street, Patternoster row and Printing House Square, which for generations have been the centre of British journalism, and have been connected with all the great writers and pamphleteers of England for generations past.

"The power of the press is a theme which has been so often discussed that I need not expatiate upon it here, but I may say this, that the power of the press in a country like yours is probably greater today than any power that has ever been. A great writer in the Press whom men follow can make and unmake governments, can turn the thoughts of men to peace or war, can alter the whole course of policy and, when it is a question of the policy of a nation such as yours, this may well mean the history of the world. Think then of this as a serious vocation, not one to be lightly entered upon nor easily followed.

"I have in the course of what is now a fairly long diplomatic career had to read papers in many languages—French, German, Italian, Spanish, Swedish and Greek, as well as English papers and American papers. I may perhaps be over critical, but I have no where yet found what seems to me to be the perfect paper. Almost everywhere, with rare exceptions, I have met with what appears to me the great defect of an inclination to excessive partisan spirit, and a lack of impartiality and objectiveness. It is true that you find the same lack in most histories whether they deal with internal or external events. It is this spirit which, whether it refers to internal political struggles or to external affairs, breeds ill feeling, antagonism and ultimately possibly even war. It is the serene spirit, which trying to understand the viewpoint of those with whom we do not agree—of our adversaries—alone is capable of averting disasters which we all afterwards deplore.

"'Yes,' you will say, 'but if we write serenely and objectively won't that make the papers so dull that no one will read them? A paper has to interest its readers.'

"That is no doubt an objection but I often think that too much is made in the Press of those great twin brethren Pep and Punch—a little Pep is a very good thing, like a taste of mustard on a slice of beefsteak, but if you habitually eat your beefsteak covered with mustard you ruin your digestion.

'Then there are the two great twin sisters Gush and Slop which must also be avoided—sympathy with misfortune and pity are all good but not misplaced and misguided sympathy. As an instance of misplaced sympathy I could quote the old story of the little girl who on seeing Dore's picture of the Christian Martyrs in the Roman Colosseum being devoured by lions turned to her mother and said, 'Oh, mummy, do you see that poor lion who hasn't got a Christian to eat?' There are quite a lot of people who from ignorance or misunderstanding get into a flutter of sympathy with the poor starving lions of this world, and apparently overlook the perhaps equally deserving viewpoint of the victims of other lions.

"So, Gentlemen, the moral of this little sermon of mine which I have been bold enough to preach is this—Restrain your natural inclinations to attack those who disagree with you until you are sure that you have studied their point of view and that you understand something of it.

"Restrain also your first keen movement of sympathy until you are sure that it is well founded and well deserved for an excess of sympathy with *A* may often lead us into an excess of undeserved indignation against *B*.

"Especially in dealing with other nationalities whose ways are not our ways and whose maner of thought is different to ours should we be careful not to rush into rash judgments by doing which we are more likely to do harm than good.

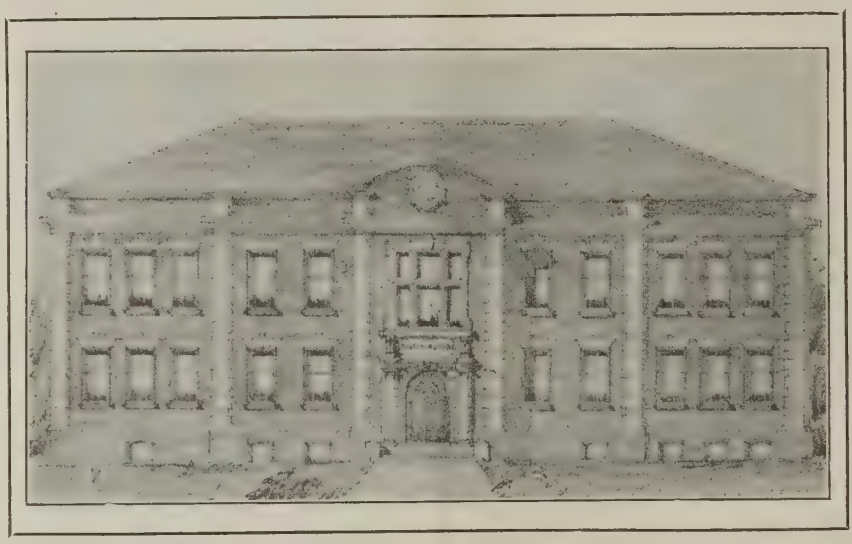
"In all such dealing a judicial, calm, serene and impartial spirit is necessary if we are not to make gross and often irretrievable blunders. Such a spirit is necessary for that good will which alone can bring real peace on earth. I am inclined to think that over and over again serious crises would have been averted if such a spirit had prevailed in international dealings."

"This is a happy day for the University of Missouri, for the press of America and for the people of this country," responded Mr. Dealey. "We are gathered here to celebrate the presence of this token, carved from the very heart of Old England and pedestaled here in the heart of our own land. It stands as a concrete symbol of the bonds of thought and friendship existing between the United States and the mother country.

"By happy inspiration this gift comes from the British Empire Press Union to rest in the care of this School of Journalism as custodian for the press of America. The honor is well merited. Than this School of Journalism there is, in my opinion, no more effective force at work in the United States to establish and make all-pervading that sense of duty and responsibility which must govern our newspapers if they are to be equal to the opportunity which is theirs.

"It is a fine and gracious thing for the British journalists to present this stone from Old St. Paul's to the journalists of America. It is a mark of interest and friendship which not only they, but the citizens generally highly value. To Lord Burnham, your distinguished journalist, through whose courtesy this gift is bestowed, and to Dean William Ralph Inge of St. Paul's Cathedral, whose gracious consent made its transfer possible, we shall ever labor under a debt of gratitude.

"The use to which this stone is to be put also is peculiarly fitting. It was quarried two centuries ago in the vale of Portland. Here it is to rest upon a freshly quarried block of native Missouri stone. Thus recognition is given to the bonds between the past and the present and between the two nations. There is significance, too, in the fact that the old stone is to bear a meridian plate, showing the directions and distances to the leading cities of the world, this plate carrying the inscription, 'I have set thee a watchman.' Here will be a perpetual reminder of the debt that we owe to the great men of the past and of the fact that our fortunes in America are interwined and enduringly linked with those of the other peoples of the world.

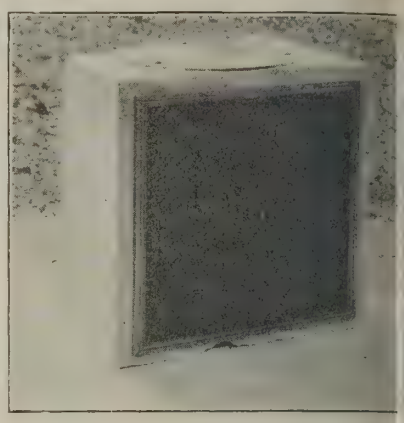


Jay H. Neff Hall, home of the School of Journalism at the University of Missouri, where Sir Esme Howard presented a stone from St. Paul's in London in behalf of the British Empire Press Union.

The journalism of America had its beginning in, and yet draws inspiration from the shadow of St. Paul's. It was the journalists of England that had the first great vision of a free press and the courage to battle for that principle through centuries of disappointment and discouragement. The journalists of continental Europe have not yet arrived at that vision of an untrammeled press, born in England and inherited by America. The lack of this vision is responsible for the more or less frequent social and political upheavals that have taken place in those countries in modern times. Their acquisition of it would count immensely for international peace and international harmony.

"For newspapers have the duty of publishing not only the overt acts of men and governments, but they have also the duty of enlightening the people as to the true conditions that lie behind these acts. What is needed is a clear and perfect understanding on the part of the masses of the people of the motives which actuate governmental and economic policies. When this ideal of news publication is universally attained, peace congresses and leagues of nations will be unnecessary, for where there is understanding, national suspicions and national jealousies are, in large measure, automatically dissipated..

"Between the British press of today and that of America there are differences, of course. The press of England is th more conservative; that of America th more dashing. Our motto is, Do now; that of England, Do it thoroughly. Each group of newspapers has it excellencies. They differ as one sta



The stone from St. Paul's with inscription and Meridian plate.

differeth from another. And the dif ference is easily accounted for. Americ is a new country, of yet unwelded popula tion, of far flung dimensions. Englan is an old country, of limited territory, it people united in blood and guided by com mon traditions and ideals.

"Despite these surface differences, how ever, there is a mutual opportunity an responsibility to the press of the tw nations to which each is deeply sensibl Nowhere does there exist a more powe ful force for the preservation of peac which is now—the world's chief pre occupation, than in a harmonious activit of the peoples of these two countries an the influence that that mutuality of pu pose may exert upon the other nations c the earth."

Mr. Ray, in opening the ceremonie said:

"This stone is a tribute from the Bri ish Empire Press Union to the Scho of Journalism established here, the fir of its kind in the world, and to th man who began here a work for the de velopment and advancement of journalis that has been a rapidly increasing ar cumulative influence to that end.

"Any survey of journalism in th twentieth century would be incomple without adequate reference to the sig nificance of the beginnings of journalist education, and to the vision, courage ar initiative of Walter Williams as the fir pioneer, and the first constructive forc in this field. The stone is a declaratio of the impress made upon contempora journalism by this man and the institutio which he created.

"But it is more than that. It is a sig and symbol of the international relatio of journalism. It is a silent plea for th fostering of understanding and good w among nations through the pervasive ar constant power of the press. It is a mu protest against that journalistic chauvi ism which has done so much to fome international discord. Therefore it mu constantly suggest the high responsib ity that rests upon the press for t promotion of peace through the develo ment and maintenance of internation friendship.

"The press is the medium of inform tion throughout the world. Informati is the essential means to understandin and understanding is the first necessi of enduring friendship. Therefore t press, if it fulfills its obligation to cou try and humanity, must see that the i formation it supplies to the public is a curate, and that its comment upon inte national events is based upon fact and fair and unprejudiced, in order that pu lic opinion may be guided by truth."

A. W. Searles Dies in San Antoni

Capt. A. W. Searles, 52, night edit of the *San Antonio Express,* for 25 yea a newspaper man, principally in Chica New York and Philadelphia, died in S Antonio, Nov. 8. He was at one ti editor of the *Milwaukee Telegra* Capt. Searles was a West Pointer.

LOOKING AHEAD TO GREATER LINAGE DURING NATIONAL THRIFT WEEK

Building and Loan Associations, Banks and Insurance Companies Best Prospects—How Dailies Tied Up Successfully Last Year

By HAMMOND EDWARD FRANKLIN

CARTOONS by leading newspaper artists will distinguish the copy of 1926 National Thrift Week, which during the week to start Jan. 17, promises to be a large source of revenue for many newspapers.

The following newspapers and cartoonists have co-operated with the National Thrift Week Committee: E. W. Gale, *Los Angeles Times;* J. F. Knott, *Dallas Morning News;* C. K. Berryman, *Washington Star;* Grover Page, *Louisville Courier-Journal;* Lute Pease, *Newark Evening News;* C. H. Morris, George Mathews Adams Service; and H. P. Alley, *Memphis Commercial-Appeal.*

A general cartoon by Berryman of the Washington Star will open the week's concentration period. This will depict Uncle Sam with smiling face arrayed as a sandwich man and serving as town crier walking down the street, bell in hand, the Capitol glimpsed over his shoulder. The bulletin board will bear wording appropriate to the week. On the special days to be set aside for various aspects of thrift during the week, the cartoonists will furnish suitable material, which will be obtainable in mat form through the local Y. M. C. A. or local Thrift Week Committee or from the committee's headquarters, 347 Madison Avenue, New York City, in charge of John A. Goodell, director, and Aloph Lewisohn, chairman.

Still another phase will be the emphasis placed upon increasing newspaper advertising of local building and loan associations, many of which have failed to realize the importance of spending a small percentage of their total funds for regular pace the year 'round, but which are beginning to see what can be done.

In Greensboro, N. C., for instance, an advertising fund of $7,000 was created jointly by the building and loan association and building interests with the result that a total of more than $1,200,000 in mortgage money for home building was underwritten.

"No apology need be offered for the suggestion that a public sentiment should be cultivated in active sympathy with the organized movement to encourage thrift among our own people," George W. Marble retiring president of the National Editorial Association, declared at Richmond last summer. "If 20 years ago, each newspaper in this organization had begun a studied and constructive campaign to promote thrift among its readers, each community in which such a campaign had been properly conducted would today be justly more wealthy than it is."

The *Trenton* (N. J.) *State Gazette* piled up more than 1500 agate lines daily during the week last year, making a total of 11,095 lines in six days. Bankers were the most interested prospects.

The *Peoria* (Ill.) *Journal-Transcript* for Saturday, Jan. 17, solicited each downtown merchant for his signature in connection with "Pay Your Bills" day. Each merchant contributed $5. On "National Bank Day," Monday four quarter pages were taken by banks. For "Life Insurance Day," the paper picked out the seven largest agencies and confined the space strictly to them, and the page was put over. The year before the paper found the small insurance agencies difficult to sell.

For national "Own Your Own Home Day," the page was sold to building and loan associations by the classified department with the help of the real estate men. "Safe Investment Day" copy proved easy to get from five bond and mortgage houses. One style of border was used on all thrift week advertisements in this paper.

The *Rochester* (N. Y.) *Democrat-Chronicle* realized about 5,000 lines. Life insurance men and members of the Rochester Realtor's Association took a goodly list of cards, the savings banks a half a page, and a final advertisement was used by the investment houses. The *Times-Union* discovered banks and life insurance companies the most interested. Real estate men contributed $150 each.

The Hartford, Conn., newspapers, as usual, won a large amount of linage in connection with the Week. The Times landed 17,798 lines and the Courant 25,954, which included two double trucks on "Budget day" and "Own Your Own Home Day," three full pages of bank advertising on "Pay Your Bills" day and "Make A Will" day, and three pages on "Safe Investment Day," together with miscellaneous thrift advertisements.

The *Atlantic City* (N. J.) *Gazette-Review* succeeded in increasing its linage about 13,000 during the week.

The insurance agents proved indifferent at Easton, Pa., but the *Express* managed to sign up 14,112 lines among other organizations.

The *Toledo Blade* received 12,000 lines.

In some cities, the banks have joined together to advertising Christmas Clubs for five weeks in December. If any of them consider a campaign in January an anti-climax, the copy should be shaped, according to one banker, to make this Thrift Week drive a followup to keep Christmas Club depositor coming with their payments. At Toledo copy headed "Now Comes The Real Test," did this.

The *Flint* (Mich.) *Daily Journal* met with excellent results in getting merchants back of the campaing by showing them it includes wise spending as well as wise saving.

The advertising at Detroit was handled through a committee and the *News* and *Free Press* state results were very satisfactory.

A text book written on thrift by well-known local people was made up at Madison, Wis., and during the week children in all grades study this, applying it in arithmetic, themes and many school room activities in public and parochial schools, with prizes awarded, as a part of the program.

"On arrival of the Thrift Week mats, they were passed out to our regular solicitors for likely prospects along with our regular mats from our services, which also treated the thrift week idea," says W. W. Pigue, advertising manager of the *Houston Post-Dispatch.*

"We started out Saturday with two full pages from the Wholesale Credit Men's Association, Retail Credit Men's Association and Retail Merchants Association. This double page spread was run in each daily in Houston. Throughout the week, various banks, building and loan associations, etc., came in with their message of thrift." It is estimated each paper carried 700 or 800 inches.

On Sunday, Jan. 18, the *San Antonio Light* published a special Thrift Week section containing 1,028 inches, including considerable from insurance companies.

B. J. Horner, advertising manager, says he found the thrift appeal more universal than in the past.

The opportunity to combat wildcat stocks, which absorb millions a year, by something constructive is obvious.

Although the rush of Christmas advertising will be monopolizing attention for the next few weeks, it is well to start planning for the month after.

VanAlstin to Florida

R. D. VanAlstin, manager of the *St. Joseph* (Mo.) *Gazette,* has resigned, to become associate publisher of the *Miami* (Fla.) *Tribune.* Mr. Van Alstin expects to leave for Florida, within the next ten days.

Court Quashes Libel Suit

A verdict of no cause of action was returned in supreme court at Buffalo in the libel action of Mrs. May H. Neeson against the *Buffalo Tribune,* based on what was said to be an improper report of a divorce action in which Mrs. Neeson figured.

New New Orleans Weekly

The *Vieux Carre News,* a weekly paper, dedicated to the business and social interests of the old French quarter of New Orleans, made its first appearance in that city recently. Joseph N. Liuzza is publisher and Peter Martino business manager.

OLD UNCLE CARRIES THE BANNER



Cartoon by Berryman of *Washington Star* used to promote National Thrift Week, to start Jan. 17

STAFF CHANGES AFTER SYRACUSE SALE

Entire Journal Organization Retained Under Harvey D. Burrill, Publisher —Syracuse Herald Takes Six Men

Many personnel changes on Syracuse newspapers resulted from the purchase last week of the *Syracuse Journal* by the *Telegram and Sunday Advertiser,* owned by William Randolph Hearst.

Organization of Syracuse Newspapers, Inc., formed to take over the consolidation, enabled the new company to automatically discharge the employes of both organizations the day of the consolidation. However, by agreement, Harvey D. Burrill, publisher, and the entire Journal organization has been retained, except in the case of the unionized help, which was hired according to meritorious service from each newspaper.

Many of the Hearst editorial, executive and business staff have been taken over by the consolidation as follows: Milford E. Wesp, Sunday editor, Sunday American; E. R. Vadeboncoeur, reporter, made city editor, Sunday American; Herman L. Harding, reporter, Sunday American; James F. Estes, news editor, made assistant managing editor, Sunday American; Francis J. Murphy, state editor, made feature editor, Sunday American; Victor L. Stephenson, George Lythgoe and Edgar Spicer, continued on the copy desk of the Sunday American; Francis H. Murphy, copy desk, made makeup man on Sunday American; Lewis Crabtree, music critic, in same capacity on Sunday American; Phillip H. Bernes, continued as artist on the Sunday American; Mary Frances Phelps, continued as society editor of the Sunday American; James Fenton Phelps, continued as promotion manager of the Sunday American.

Ray Sturman as city circulator, and A. S. Towne, as country circulator, are continued with the Sunday American.

It was stated that the executive staff of the Telegram and Advertiser will be transferred to other Hearst newspapers.

The *Syracuse Herald,* only competing evening newspaper, has taken over a number of the Hearst staff as follows: Chester B. Bahn, dramatic critic; Stephen P. Toadvine, financial editor; James G. Calligan, political reporter; George A. Carroll, rewrite; Fred T. Martin, police reporter; and David S. Bruce, assistant in sports.

Members of the Hearst staff who have gone to other papers are: L. Michael Gratz, feature writer, *Rochester Herald;* Thomas T. Flaherty, reporter, *Miami Herald;* William H. Jones, photographer, *Boston American;* Thomas J. Murphy, *Rochester Journal and Post-Express;* C. D. O'Connell, head of copy desk, *New York American.*

Correspondents in the Hearst service, for the most part, have been absorbed in the consolidated newspapers, including the Sunday American.

N. Y. SPECIAL CHANGES NAME

Cone, Rothenburg & Noee, Inc., Succeeds Cone, Hunton & Woodman, Inc.

Cone, Hunton & Woodman, Inc., publishers' representatives, New York, announced this week that the firm name has been changed to Cone, Rothenburg & Noee, Inc.

Grover V. Rothenburg joined the firm Nov. 1 as vice-president. He was for years one of the executives in the sales and advertising departments of the Postum Cereal Company, Battle Creek, Mich., and for the past ten years had been in the advertising agency business in Chicago and New York.

George Noee has beeu secretary of the company and in charge of the Chicago office for the past two years.

E. S. Cone is president and senior member of the company.

EDITOR & PUBLISHER supplies wants.

S. F. DAILIES CO-OPERATED TO WIN SMASHING POLITICAL VICTORY

Power of Press Reaffirmed When Entire "Newspaper Ticket" Was Swept Into Office Nov. 3—Daily News, Examiner and Call Joined in Fight

SAN FRANCISCO has just had an eye-opening demonstration of the power of the press.

It is a story of how three newspapers forgot their differences in a common civic cause, joined hands and staged a spectacular cooperative "clean-up" campaign that, unaided by other elements in their city swept out of office the most powerfully intrenched political organization controlling the city since the days of the old Schmitz-Reuf regime.

Led by the Scripps-Howard militant afternoon paper, the *Daily News*, a campaign was launched several years ago against what was termed "The Hetch-Hetchy Sell-Out." San Francisco had developed its first crop of hydro-electric power at its Moccasin Creek dam in connection with the city's $45,000,000 mountain water and power project at Hetch-Hetchy Valley in the high Sierra mountains. The power was to be used as a revenue-maker for the huge water development.

One day the Daily News discovered that the city "dads," instead of providing for a distribution system for the electricity, had surveyed the power trunk lines to the very doors of the step-down station of the Pacific Gas and Electric Company, a powerful private company serving northern California, and said to have more influence at the San Francisco city hall than the more humble of the city's citizens.

At the same time the city engineer and the majority supervisors were urging a contract under which the city would sell its crop of "juice," developed at a cost of $18,000,000, wholesale to the Pacific Gas and Electric Company for $2,000,000 a year. The Daily News pointed out that this same company would re-sell the same power to the consumers for $8,500,000, a profit that would have enabled the city to build or buy a distribution system. Over the protest a contract was signed and soon afterward the majority came before the people for re-election. Unfortunately for them the incumbent majority had just raised the city's tax rate 66 cents besides increasing assessments $50,000,000 at the same time.

One month before election three papers announced an opposition ticket to the majority candidates, besides progressive opponents for recorder, treasurer, public administrator and city attorney. Joined with the Daily News were the two powerful Hearst papers, the morning *Examiner* and the evening *Call*. The spectacle of three leading dailies joining with a common ticket one month before election aroused the city to its most strenuous campaign. The papers delivered a series of smashing exposures showing the influence of corporate interests at the city hall. Five great mass meetings were held to support the "newspaper ticket." The incumbents, put on the defensive, resorted to radio and bill-board advertising. The "Hetch-Hetchy Sell-Out" and the tax rate boost became issues in a bitter fight.

Election Day, Nov. 3, proved to be Waterloo for the "machine." All nine supervisors and every other candidate supported by the three newspapers were swept into office by tremendous majorities. "Boss" Ralph McLeran, a wealthy contractor was buried under the avalanche of votes. So was Eugene Schmitz, former mayor under the Schmitz-Ruef reign. Even the city's lone woman supervisor, Miss Margaret Mary Morgan, supported by the feminists, was defeated with the rest.

In the winning ticket, incidentally, was a well-known newspaper man, Frank R. Havenner, formerly secretary to Sen. Hiram Johnson. The winning public administrator was Phil Katz, Legion of Honor man and the coast's leading war hero.

The victory was one solely of aggressive and intelligent newspaper editing and enterprise. There are some who have said that since the radio, the movie and other modernities have come newspapers have lost their kick.

No one is saying that in San Francisco today.

COL. BERRY RETIRES

New Controlling Company for El Dorado News and Times

Control of the News Publishing Company of El Dorado, Ark., publishers of the *Morning News and Evening Times* passed Nov. 1, to the News-Times Publishing Company. Coincident with change Col. C. A. Berry retired as active member of organization publishing the News and the Times.

Col. Berry has been in ill health for several months and upon the advice of physicians will go West soon.

The new company is composed of, Stanley Andrews, vice-president of the old company, Lewis Callow, business manager, Floyd Miller circulation manager and Alex Washburn, who was added to the board of directors in the re-organization. Col. Berry will still hold stock in the company but the control passes to the new board of directors.

Mr. Andrews, is editor of both papers and Mr. Washburn becomes associate editor of the News while Mr. Callow and Mr. Miller will retain the titles held in the old company.

The News is five years old having been founded at the beginning of the oil development here and the Times was launched as an afternoon daily four months ago.

New Plant for Paterson Call

The *Paterson* (N. J.) *Morning Call* has started construction of a new building at 33 Church street. It will be completed late in the fall of 1926.

FORESHADOWED EVENTS

Nov. 16-18—Association of National Advertisers, annual convention, Mayflower Hotel, Washington, D. C.

Nov. 17-18—Sixth District, A.A.C. W., annual convention, Chicago.

Nov. 19-20—Tenth District, A.A.C. W., annual convention, Fort Worth.

Nov. 19—Association of Foreign Press Correspondents, annual dinner, New York.

Nov. 22-24—Seventh District, A.A. C.W., annual convention, Oklahoma City.

Dec. 2-4—Texas Editorial Assn., annual meeting, Brownsville, Tex.

HEARST TWINS VISIT JACKIE COOGAN



Young twin sons of William Randolph Hearst spend a day of play at Hollywood with Jackie Coogan (centre)

HUGE CROWDS INSPEC DAILY'S MODEL HOME

300,000 Drawn to 19 Model Hous in Columbus Dispatch's Home Beautiful Exposition—Realtors and Contractors Cooperate

The *Columbus* (O.) *Dispatch* has ju completed its third annual Fall Hon Beautiful Exposition, a yearly prom tional feature sponsored each fall in c operation with the Columbus Retail Fu niture Dealers' Association, an organiz tion of 28 stores. More than 300,000 vi itors inspected 19 model homes, whi were completely draped and furnished a thrown open to public inspection Oct. to 21, inclusive.

The Dispatch inaugurated the Bett Homes idea in Columbus in 1922. that time six model homes, loaned f the purpose by contractors and realto without charge, were furnished and t public invited in to inspect them. Eigh thousand visitors responded. In 192 14 homes were used. The registrati of visitors numbered 230,000.

The 1925 exposition differed from fo mer events of the kind, in that the car paign was begun in the latter part April although the show did not mat rialize until October. House plans a sites were selected from many offered real estate men and contractors. Pro ress of the homes in course of constru tion formed the basis for weekly ne stories.

Each builder entering a house in t exposition contracted for a half-page classified advertising, to be used befo the show, and a full page of display, us in the special section run the openi day of the exposition. Furniture m were not tied to contracts for advertisin Music and radio dealers, electrical app ance and picture merchants respond favorably with space in the special se tion, piano dealers using up to full pag

When the Better Homes movement w begun furniture merchants joined in fu nishing all homes, no individual identi being made public. The 1922 expositi saw as high as four dealers co-operati to furnish one house. In the 1924 e position dealers expressed a desire to fu nish individual homes in many instanc The number of homes was increased 14 and the attendance nearly tripl despite some thought before the expo tion that perhaps the increased number homes might cut down attendance p house. Attendance increased also in t 1925 exhibit, although 19 homes were e tered. Attendance ran as high as 70 per house per day.

The exposition was managed for t Dispatch and the furniture organizati by George H. Bricker, executive direct of the Ohio Valley Retail Furniture A sociation. Dealers assumed expense connection with draping and furnishi The Dispatch expense in connection w the exposition consisted of its contra with Mr. Bricker as manager, and t expense of signs directing the public the homes.

The special section published Sund Oct. 11, contained 48 pages. Considera special advertising also appeared in t main sections of the paper, which on t date consisted of 158 pages. Sunday, O 18, dealers and realtors again respond with advertising.

Members of the Columbus Retail Fu niture Dealers' Association in a meeti following the exposition, pronounced the most successful of the three sponsor by the Dispatch. An experiment of d closing prices of merchandise in the 19 exposition, instead of keeping the pub in the dark as to prices, as was done 1922 and 1924, apparently was success and did not detract from the educatio value of the exposition.

Loses Fingers in Job Press

T. E. Thompson, editor-publisher the *San Juan* (Tex.) *Sentinel*, suffer the loss of two fingers while operati a job press in his mechanical departm recently.

TONE URGES BETTER LIBEL LAWS AT BRADFORD ANNIVERSARY

lany Litigants Make Use of Present Legislation to Blackmail Newspapers, He Says, in Address Honoring 200th Anniversary of First New York Newspaper

A PLEA for better libel laws was made Nov. 8, by Melville E. Stone, sec-:tary and counselor of the Associated 'ress, in an address read to members of ıe New York Newspaper Club gathered › honor the 200th anniversary of the ›unding of the *Gazette,* first New York aily, established in 1725, by William radford.

'Many litigants use present laws as a ıeans for blackmailing newspapers, he ıid, holding that punitive damages were ıly reasonable when the libel tended to isturb the public peace.

Mr. Stone was unable to attend, and is paper was read by William Preston eazell, assistant managing editor of the *'ew York World.* Dwight Perrin, city ditor of the *New York Herald Tribune* nd club president, read the paper pre-ared by Edward P. Mitchell, former ditor-in-chief of the *New York Sun,* also nable to be present. Mr. Perrin also ead a telegram from President Coolidge, aying tribute to Bradford, and extend-ıg cordial greetings to the club.

"The press of America has ever been n inconvenience to bigotry and oppres-ion and the vital aid of free thought and spiration," President Coolidge wrote.

Discussion of the libel laws came up ı Mr. Stone's speech following his men-on of the fact that William Bradford, ı defending himself against a charge f seditious libel, brought about an en-rely new view of libel in this country. 'he old maxim of Lord Mansfield that the greater the truth the greater the bel," gave way to the doctrine in this 'ountry that the truth, when published rom good motives and for justifiable nds, was a good defense.

"But I would not have you assume hat I think the present libel law enforced ı almost all of the states is perfect any ıore than I would want you to believe hat I thought the William Bradford of 'hiladelphia and New York was free rom error," he said.

"In the befuddled state of American aw, very few people seem to understand /hat the libel law is or what it should e. I have had very definite views on ıis subject for 50 years.

"As I have said, there are two things › be avoided for the protection of the ountry and the protection of the citizen. 'he country at large is interested in libel ecause it tends to disturb the peace. Wherefore, punitive damages are quite easonable to impose upon the accused ewspaper proprietor.

"And the victim of the libel is likewise ustified in claiming all of the damage ıental, physical, or financial that he has ıffered from the publication.

"My view is that the law should draw sharp line between the two characters f offence—the one against the state and ıe other against the individual—but the ıw does not do so. Quite the contrary, permits the plaintiff in a libel suit to sk for punitive damages entirely over ıd above the personal damages suffered.

"This is made use of by many litigants › blackmail the newspaper. The really nocent victim of a libel as a rule hesi-tes about bringing an action because ven if he wins, it proves in nine cases ıt of ten a pyrrhic victory. The pub-city of the trial may do him more ımage than the original publication. Therefore, I think a very large per-ntage of the libel suits are brought by ersons of no fine feeling, either to ex-rt money, or to threaten to extort money om the newspaper.

"Punitive damages should always go the state and private damages should appraised fully and fairly and ac-ırded the individual sufferer. Punish-ent is a function of government and ıt of an individual.

"Even though I feel that the William radford, Quaker printer, was by no leans perfect, I think we do well to spect his memory and I think the New York Historical Society has done a worthy thing by putting tablets on the scenes of his New York activities."

Mr. Stone traced the beginning of the free newspaper press to William Bradford.

"I think it only fair to say that in large measure his contribution to our welfare was unwittingly rendered," he said. "He quarreled with his fellow-Quakers when he was still a young man. He published certain aggressive tracts against the New England churches. In 1691 having been cited and having a quarrel with the authorities for having printed his 'Appeal to the People,' and other tracts, he was arrested for seditious libel and his press, forms, materials and publications were confiscated. He was tried on a charge of having printed a paper tending to weaken the hands of the magistrates, but, conducting his own case with shrewdness and skill, escaped punishment through the disagreement of the jury. He contended in his defense, in opposition to the ruling of the court directing the jury to find only as to the facts of the printing, that the jurors were judges of the law, as well as of the fact and competent to determine whether the subject matter was seditious, a point that in after times was much controverted in similar cases. Having incurred the displeasure of the dominant party in Philadelphia, he received an invitation from Governor Burnet, to come to New York, and establish a semi-official journal, and the New York "Gazette" was started here by Bradford on November 8th, 1725, to serve as an organ of the English administration of the Colony. He left his paper in Philadelphia in the hands of his son, Andrew, but continued as a partner in that enterprise. He was appointed Public Printer in the Colonies of New York and New Jersey with a salary of fifty pounds a year.

"A few years later a former employe of his, John Peter Zenger, established a competing paper in New York called the *Journal.* There was a fierce contest between the two and finally Zenger, who bitterly opposed Governor Cosby, the British Provincial Governor, was arrested and brought to bar for libel of the Governor. Bradford, in his paper, the Gazette, was entirely controlled by the Governor. Then an American lawyer, born in Scotland, one Andrew Hamilton, and whose home was in Philadelphia, was called in to defend Zenger. Of course he knew all about the trial of Bradford and Bradford's own successful defense of himself, and he adopted Bradford's policy, defended Zenger in one of the most notable cases ever tried in this country, and achieved a great victory, notwithstanding the attitude of the Judge who denied the right of the jury to be judges of both the law and the fact. Who and what this old Andrew Hamilton was has never been known.

"All this resulted in an entirely new view of libel in this country."

Mr. Mitchell told of William Bradford's "memorable failure," which occurred two years before he started his Gazette. He said:

"A runaway Yankee printer boy besought a job in the Hanover square establishment. 'Conceiving myself a pretty good workman,' the rejected applicant wrote afterwards in his memoirs, 'I offered my services to a printer of the place, old Mr. William Bradford. . . . He could give me no employment, having little to do and hands enough already,' And so young B. Franklin was passed on to Philadelphia to make that second-choice settlement the headquarters of an immortality of fame.

"If the worthy old William Bradford could have known! If he could have foreseen! If he could have understood that at critical times it may be less a question of hands enough already than of brains enough already! There, asking only to be admitted and to go to work, was the first real journalistic genius developed anywhere in the Colonies. There, right on the doorstep of the forthcoming Gazette, was the all-around newspaper man capable of making it, or any other periodical, a power and a financial success; all the qualities there in that embryo that have counted in the two centuries—Greeley and Raymond and Bennett and Dana and Pulitzer and Godkin and Arthur Brisbane and the rest of the more modern practitioners tied up in embryo in one parcel, and that to be had for the asking.

"Consider what Bradford missed, as well as what he did."

Chester S. Lord, former managing editor of the old *New York Sun* under Charles S. Dana, who was scheduled to speak was unable to attend and his address was read by Robert Livingston.

Mr. Lord declared he was particularly sorry he was unable to attend for the reason that he is a direct descendant of William Bradford. His great grandmother, Jerusha, was a sister of Noah Webster, the lexicographer, and they in turn were great-grandchildren of William Bradford, the Pilgrim.

Mr. Lord called attention to the vastly superior work newspapers are doing now compared with the old days. He cited the way the November elections were covered as an example.

"In the famous Blaine-Cleveland election of 1884, the Sun was a four page paper with ten columns only alotted to the news of the day. On the morning after election it printed six and a half columns of election returns. On Wednesday morning, Nov. 4, the *New York Times* printed about 30 columns.

"The public can hardly appreciate the painstaking labor necessary to such a result—the mass of detail to be overcome, the system of collection involved. It was not until about 1882 that the newspapers made much attempt to print election returns promptly. About that time John Reid, managing editor of the Times, and the managing editor of the old New York Sun got into sharp competition to give the best election results. These two managing editors invented, each, a system of collection in the attempt to beat each other and it is from their efforts that the present greatly improved system has grown. Their first real test was in that same Blaine-Cleveland campaign, but even then it required the official count, one week after the voting, to verify the announcement of these two newspapers that Cleveland was elected. Most of the other newspapers insisted up to the last moment of the official count that Blaine was elected."

He advised critics who condemn the press for printing so much news of crime to urge the newspapers to print more, rather than less.

"If the newspapers do not print the details of crime the people cannot know the extent to which crime exists. It is through widespread publicity that evil is stamped out. And so I say to our complaining clergymen and to our criticising reformers; 'Advise the newspapers to expose crime, not suppress it or minimize its hideousness!'"

About 140 New York newspaper men and their friends attended the Newspaper Club dinner. At each place was a spindle on which "takes" from each morning newspaper concerning the event were spiked, and also a poem by Henry Edward Warner quoted from EDITOR & PUBLISHER.

"PRESS VITAL AID TO FREE THOUGHT," SAYS COOLIDGE

"The White House,
"Washington, D. C.

"Nov. 7, 1925.

"Mr. Dwight S. Perrin,
"President Newspaper Club.

"I am glad to have an opportunity to participate in the services in commemoration of the two hundredth anniversary of the issuance of The New York Gazette and in tribute to William Bradford, its founder.

"Whatever may have been the limitation imposed upon him by the Government under which William Bradford lived, his contribution to the cause of liberty is none the less real in the life and career of his descendants and those who worked with him in the establishment of the Gazette.

"It is almost prophetic that the very order of the Crown, which aimed to stifle liberty of thought and expression, should have contained the words: 'Great inconvenience may arise by the liberty of printing,' for the press of America has ever been an inconvenience to bigotry and oppression and the vital aid of free thought and aspiration.

"I ask that you will extend to those gathered with you my most cordial greetings.

"CALVIN COOLIDGE."

SCENE AT PIONEER'S RESTING PLACE



Placing the Newspaper Club wreath on the grave of William Bradford in Trinity Churchyard. Left to right: Dwight Perrin, city editor *New York Herald Tribune* and president, Newspaper Club; William Bradford VIII, lineal descendant of William Bradford; William P. Beazell, assistant managing editor, *New York World,* vice-president, Newspaper Club; Robert L. Livingston, chairman, arrangements committee; James Melvin Lee, second vice-president; Rev. Alfred W. Treen, curate of Trinity.

NEWSPAPER MAKERS AT WORK



War or Waste—CHARLES H. NEWELL

CHARLES H. NEWELL, vice-president and general manager of the *Dallas* (Tex.) *Dispatch* is a former editorial man who after achieving success in that field of newspaper work, changed to the business side and found it none the less interesting.

"The job of selling advertising from an editorial man's standpoint is applying common sense," he declared. "The gap between the two fields is not as wide, in my opinion, as many believe.

"The resourcefulness of news men is their chief asset in selling advertising. If they can't get in the front door they get in the back."

There are two classes of space buyers, Mr. Newell said. First merchants who cannot afford an advertising department for preparation of their copy. This class appreciates solicitors who come to them with definite copy ideas, and give them the benefit of their advertising experience The second class, consisting of firms which have copy departments are more interested in service than ideas. Both must be efficiently served.

The question of free publicity is one of free determination in each city, Mr. Newell believes.

"If one publisher gives free space the matter should be taken up and settled locally, he said. Local publishers agreements in regard to free publicity will do much to eliminate the evil.

"The greatest weakness in the newspaper profession is that publishers are the slowest group to cooperate to eliminate waste," Mr. Newell declared.

"The most obvious and most costly waste is that caused by laxity in advertising copy deadlines.

"If every publisher would make a rule that no copy would be set on day of publication more money would be saved than by the yearly solemn argument with the unions over wages."

Paraphrasing direct mail letters of local business firms Mr. Newell has found a good way to call attention to the merits of newspaper space.

"For instance, at the time of an important local football game a men's clothing store sent out a letter urging the purchase of a new hat to wear to the game," he explained. "We wrote the letter telling about what a fine story on the game the Dispatch would carry, and suggesting that the firm might want to capitalize on the interest in that story to place an ad in the paper."

Mr. Newell began newspaper work on the old *Oklahoma Times-Journal,* now the *Times.* He attended the University of Oklahoma, leaving in 1907 to join the *Oklahoma City News.* Later he went to the *Cleveland Press* and *Akron Press.* From Akron he went to Denver as editor of the *Express.* He was editor of NEA at Cleveland in 1920. In 1922 he bought into the *Dallas Dispatch* owned by A. O. Andersson.

CHICAGO PRINTING GAINING

Association of Commerce Reports on Growth of Industry

Chicago challenges the supremacy of New York as a center of printing and publishing in a partial report just issued on the survey conducted as part of a general inventory of industry and commerce by the Association of Commerce as part of its 21st anniversary celebration.

"While Chicago is not in first place," the report concedes, "it is forging ahead more rapidly than New York. In fact in the twenty years period from 1899 to 1919, Chicago had advanced 96 per cent in this respect while New York showed an increase of only 42 per cent."

Some 500 papers and periodicals are published in Chicago and more than 200 of these are trade papers.

The report estimates that the value of the products of the printing industry in Chicago is more than $275,000,000 a year.

The committee responsible for the report is composed of W. Frank McClure, chairman, Homer J. Buckley, Bernard J. Mullaney, J. H. Scherm, Clifford R. Hunn, T. E. Donnelly, William Eastman, W. W. Buchanan, Burley B. Ayers, Charles H. Stoddart, Lawrence M. Brady, R. C. Jacobsen, Herman Fabry, W. E. Shoemaker, George R. Schaeffer, Stanley Clague, George K. Kroeck, Robert J. Kane, A. W. Shaw, Merritt Lun, Edward W. Houser and Carroll Shaffer.

200 ATTEND DINNER

Jewish Telegraphic Agency Celebrates Sixth Anniversary

More than 200 attended the dinner held Nov 5, in New York, celebrating the sixth anniversary of the founding of the Jewish Telegraphic Agency, Inc.

Adolph S. Ochs, publisher of the *New York Times,* who was to have been guest of honor, was unable to attend. A letter written by Mr. Ochs, and read at the dinner praised the ability, enterprise and impartiality with which the agency was conducted.

Speakers paid tribute to Jacob Landau, founder and director of the agency. The news service now maintains bureaus in London, Paris, Berlin, Warsaw, and Jerusalem.

80 Years a Reader

The *Peekskill* (N. Y.) *Highland Democrat* claims the "Oldest Subscriber" in the person of David J. Reed, 91, of Adams Corners, who declares he started reading the paper when it was first published 80 years ago.

COOPER DEFINES NEWS

A. P. Manager Says It Has Two Elements—"Surprise and Substance"

News was defined as having two elements "surprise and substance," by Kent Cooper, general manager of the Associated Press, in an address before Oklahoma A. P. members recently.

In part he said: "Substance offers opportunity for fine treatment, the application of intelligence in its preparation for the market, that it may not be a crude product, and, of course, it must be the truth in order to have any substance at all. Sound and sane treatment of the substance in news, therefore, accentuates the element of surprise. Being a creditable product, it never dulls the desire for the surprise so far as the reader is concerned. On the other hand, stressing the element of surprise lowers the quality of the substance. Any one can cry 'wolf' once where there is no 'wolf.'"

Cooper said of the requirements of a reporter: "Of all the requisites for a good reporter, I put first a mental urgency, an intense, compelling force from within that brings contentment while on the job and fretfulness when not."

DAILY BUYS TOLL BRIDGE

St. Petersburg (Fla.) News Then Reduces Charge to Users

The *St. Petersburg* (Fla.) *Daily News,* tabloid, has purchased the long bridge reaching from St. Petersburg to the islands off the coast in the Gulf of Mexico. It is the only connection between the peninsula, on which St. Petersburg is situated and the bathing beach

The first act of the Daily News after the purchase was to reduce the toll on all automobiles and to make the bridge absolutely free to children from schools and orphan asylums or Sunday schools when accompanied by an attendant.

The Daily News had been fighting excessive tolls to the bathing beaches, and in order to be consistent with their fight on this subject, purchased the wharf bridge and brought the toll down.

The Daily News is owned by Frank F. Pulver, and published by Maj. Alfred Birdsall.

QUEER LITTLE GRAFT

Two Chicago Schemers Working Free Copy Game in West

Publishers in the middle west who have been puzzled by a large number of requests for "sample copies of your paper" from distant cities will be interested to learn that a couple of Chicago schemers are promoting a "home clipping service" and for $1 sell to prospects a list of 1,000 newspapers, advising their custimers to ask the publishers to furnish free sample copies, from which the home clipper may extract items to sell to persons appearing in the news. The matter has been brought to the attention of the authorities.

To Enter Daily Field

The *Oshkosh* (Wis.) *Republican* which recently began publication as a weekly will appear as a daily in the near future according to its publisher, Paul F. Deh

The Day Jacksonville Became A Billion Dollar City

Bank Clearings from Jan. to Oct. 30, 1925 *were* $1,115,022,692.12

The sound of hammer and saw grew louder—

Real estate developments became more extensive—

The hosts passing through the gateway paused—stopped!

Today Jacksonville—the entrance to Florida—is the mart for every commodity of a progressive civilization.

Largest state and city circulation of any publication in Florida.

THE FLORIDA TIMES-UNION

DAILY - - 55,000
SUNDAY - 70,000

Read of Florida's weekly development in our weekly bulletin. Copy upon request.

National Representatives—BENJAMIN & KENTNOR CO.

New York, Chicago, Los Angeles, San Francisco.



Daily contact with 32,522 homes

The Youngstown Telegram Leads

1. The Youngstown Telegram is FIRST in total circulation.
2. The Youngstown Telegram is FIRST in local circulation.
3. The Youngstown Telegram is FIRST in total advertising.
4. The Youngstown Telegram is FIRST in local advertising.

The radius of the suburban territory of Youngstown is only 14 miles. The eight nearby towns, with one exception, have no big stores. These towns have grown with Youngstown into one big metropolitan community—into one continuous city.

City and suburban circulation, i.e., Local circulation, is therefore comparable with "city" circulation in other markets; and country circulation compares with what is called "suburban" elsewhere.

According to the latest available figures, the circulations of Youngstown newspapers are:

The Telegram	**32,522**
Daily Vindicator	**30,768**
Sunday Vindicator	**29,720**

The Youngstown Telegram

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

NEW ENGLAND LEADERS HONOR R. L. O'BRIEN

Boston Herald Editor Guest of Honor at Dinner Celebrating His Fifteenth Year of Editorship

Leaders in community life in New England—journalists, educators, clergymen merchants, financiers, lawyers and public officials—gathered at the Algonquin Club Nov. 5, at a dinner in observance of the fifteenth anniversary of the *Boston Herald* under its present management and the editorship of Robert Lincoln O'Brien.



ROBERT LINCOLN O'BRIEN

Prominent among the guests were Gov. Alvan T. Fuller, whose father was composing room foreman on the Herald when the governor was born; U. S. Senator William M. Butler; Mayor-elect Malcolm E. Nichols, former Boston newspaper man; Kent Cooper, general manager of the Associated Press; President Ernest M. Hopkins of Dartmouth College; Bishop Charles L. Slattery; George S. Mandell, *Boston Transcript;* Rear Admiral Francis T. Bowles, representing the family which has published the *Springfield Republican* for the past century; Philip S. Marden, *Lowell Courier-Citizen;* Major Frank Knox, *Manchester* (N. H.) *Union;* Richard Hooker, *Springfield Republican;* Maurice S. Sherman, *Springfield Union;* Theodore T. Ellis, *Worcester Telegram and Gazette;* E. W. Preston, Harold F. Wheeler, Philip Hale, George B. Ryan, Edward E. Whiting, John Clair Minot, Burton Whitman, Thomas Carens and Frank W. Buxton, all of the Boston Herald. Charles F. Choate, Jr., presided as toastmaster.

Brief addresses were made by Gov. Fuller, Senator Butler, Mayor-elect Nichols and Messrs. Cooper, Marden and Bowles in which they paid high tribute to Mr. O'Brien for the part he has played in the upbuilding of the Herald in the past decade and a half. They paid tribute to the newspaper itself, and to the place that it holds in New England, with references to the rapid strides it has made in the past 15 years, during which the circulation has almost trebled in that period.

In responding to the greetings and best wishes of his friends, Mr. O'Brien declared that the men who had been associated with him for the past 15 years were more deserving of credit than he for what the Herald has done in that time. He review the paper's history in the past decade and a half, telling of the unhealthy condition in which he found it, and of its steady growth since that time.

In closing Mr. O'Brien said in part:

"We have much to be thankful for in America in the institutional spirit of our journalism, in distinction from that which is petty, and personal, and factional, and commercial. When you look at the journalism of France for example, at the 106 daily newspapers in Paris, each one in almost every case the recognized organ of some man, or group, or financial interest, each with an axe to grind, each more or less discounted on this account, you realize what an enormous advantage our civilization enjoys in the tradition of journalism which we have in America, and I hope in some small degree, in the Boston Herald. We do not think of it as a paper for the editor and his associates to expound their views, or even for the directors, or the owners, or for any party or other factional group; but rather we think of it as an institution growing out of a great body of New England tradition, responding to its best impulses: in no sense a monarchy of its editor, or an oligarchy of its owners, but rather, a republic of its readers.

"We must never let our journalism become petty, or personal, or factional, or partisan, but rather we must keep it broad in world outlook and free in expression. For without such an agency in the great cosmopolitan community we have become, with its diverse racial groups and antagonistic business and social interests, our community breaks into a scrap heap. From such a fate the newspaper, more than any other institution of modern times, can save us. It furnishes the unifying force that the modern era needs. It ranks among our great educational establishments. It is in a sense the light of our modern democracy."

NEW AIR MAIL ROUTES

Contract Let for Five New Lines by Postmaster New

Postmaster General New on Nev. 7, signed contracts with private corporations and individuals to operate air mail service on five commercial routes throughout the country, as follows:

Boston to New York via Hartford: Colonial Air Lines, Inc. Naugatuck, Conn.

Chicago to St. Louis, via Springfield: Robertson Aircraft Corporation, St. Louis.

Salt Lake City to Los Angeles: Western Air Express, Inc., Los Angeles.

Chicago to Dallas and Ft. Worth: National Air Transport, Inc. Chicago.

Elko, Nev. to Pasco, Washington: Walter T. Varney of San Francisco.

Carmichael Editing New Daily

Claude Carmichael has been named editor of the *Okemah* (Okla.) *Ledger,* which was converted into a daily following its purchase recently by Raymond Fields and Edward M. McIntyre, publishers of the *Guthrie Daily Leader.* William O. Loftus, formerly circulation manager of the *Oklahoma City News,* has been named business manager. Arnold Brown of the Guthrie Leader staff goes to the Ledger as mechanical superintendent.

Oklahoma Papers Consolidated

The *Bristow* (Okla.) *Weekly Record* and the *Bristow Tribune* have been consolidated, the Record Company purchasing the Tribune outright from E. M. Skaggs. R. C. Wright has purchased the mechanical equipment of the Tribune and will move it to Blackwell, Okla., where he will start a new semi-weekly.

Foreign Writers Hold Luncheon

The Association of Foreign Press Correspondents, New York, held its first fall luncheon Nov. 11 at the Lawyers Club. M. Julean Arnold, United States commercial attache who has just returned from Peking was chief speaker. Annual dinner of the Association will be held Nov. 19, place to be selected.

Young Joins Philadelphia News

T. J. Young, merchandising manager of the *Philadelphia Public Ledger* has joined the *Philadelphia Daily News,* tabloid, as national advertising manager.

Our Customers Write Our Ads

The Lockport, New York, Union-Sun and Journal SAYS:

"Our DUPLEX TUBULAR press **is so simple and easy to handle** that our boys have always been able to get 100% efficiency in production throughout each day's run."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

SMALL DAILY AIDS TO NATIONAL FIRMS

Six Points Offered in Answer to How Much Merchandising Service Advertisers Should Expect from Country Papers by A. G. Mayse

How far can a small daily go on merchandising service to a national advertiser?

Six points in answer to this question were offered recently by A. G. Mayse, vice-president and general manager of the *Sherman* (Tex.) *Democrat.* Mr. Mayse was addressing the annual convention of the Texas Daily Press League at Dallas.

The six points were:

"1—We can and should protect the national advertiser with good position, a good, clearly printed advertisement on a page of live news.

"2—We should promptly send checking copies and statements and be diligent in these essentials which he naturally expects.

"3—We should be willing to cheerfully furnish information and a reasonable survey and other data on the market which we offer for the various products.

"4—Letters to the trade, broadsides and other service of this nature on good sized schedules where the cost does not exceed five per cent of the amount of the schedule.

"5—To be willing always to endeavor to obtain window displays and in some exceptional cases assist in putting in windows and to encourage interior displays on the products advertised.

"6—To be willing, on any sized ad, to advise the local dealer concerned about the schedule, its size and duration in your publication."

Previously in his address, Mr. Mayse said it was the theory of one of the best Texas publishers that he can afford to give service to the national advertisers when the cost does not exceed five per cent of the total price of the schedule.

"It is his opinion that this servicing of foreign advertising has been an important factor in moving national accounts to the newspapers," he said.

"Here is a publisher, who has given almost every kind of service asked for.

"The other day we received 1,100 lines for one insertion with the request that the publisher send out letters accompanied by proof of the advertisement, to obtain show window displays and to give any other cooperation possible. Needless to say that was too far for him to go. And yet because of this unreasonable request he would not change his policy, for to his mind, it is essential for the publisher to use every reasonable means to insure the maximum results for his national advertisers, for, as he said, it is results that the advertiser seeks and our national business must of necessity be governed by the results we get for our patrons."

Ad Writing Contest Via Radio

The Dallas (Tex.) Advertising League, of which Alfonso Johnson is president, is conducting an advertisement writing contest to start Nov. 24, from Station W. F. S. S., of the *Dallas News and Dallas Journal.* The article to be advertised is to be announced and described over the radio, and contestants asked to submit advertising copy not later than Nov. 30. In judging the winners, choice of words, selections of selling arguments, conciseness and grammar will be the main points taken under consideration.

The Cincinnati Department Stores Furnish a Cross Section of Business

The department stores in Cincinnati are prosperous and busy. No class of business houses in this city can boast of a more consistent, a more uniformly maintained prosperity over equally long periods of years. And department store prosperity in Cincinnati has been secured and maintained primarily by means of consistent local newspaper advertising.

Like the grocery business and the clothing business, the department stores of Cincinnati place more display advertising in the Times-Star than in any other medium in the Cincinnati trading area. In fact, the Times-Star carries more department store advertising than the three other Cincinnati newspapers combined, including the Sunday editions of the morning papers.

There are two outstanding reasons why this should be so. First is the fact that the Times-Star reaches more homes, more families in Greater Cincinnati than any other newspaper. Second is the fact that the Times-Star makes the strongest appeal to the members of these families. Quantity plus quality—a winning combination.

When you realize that the Times-Star carries more food advertising, more clothing advertising and more department store advertising than any other publication in Southern Ohio you will readily understand why it also dominates its field in general display advertising, both local and national. The newspaper that pays the grocer and the clothing merchant and the department store can be relied on to pay the manufacturer of automobiles, or of roofing and building materials, or of radio sets, talking machines, pianos or electrical goods. It will pay the railroads, the steamship lines, the tourist companies, hotels and banking houses.

So you see there is no mystery about Times-Star leadership in display advertising.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

A New Record In Advertising!

445 COLUMNS

The New York Evening Journal today (Friday, November 6th) prints 445 columns of paid display advertising (Brooklyn and Harlem and Bronx Sections included). This is MORE than was ever published before in any regular issue of a New York evening newspaper.

"Nothing succeeds like circulation"

The following editorial by Arthur Brisbane is reprinted from the November 6th issue of the New York Evening Journal.

Read the Advertisements

The Evening Journal Today Prints 445 Columns of Advertising

Copyright, 1925, by New York Evening Journal, Inc.
Registered U. S. Patent Office.

We do NOT apologize to our readers for the crowded condition of the paper. On the contrary, we CONGRATULATE them.

For, this extraordinary collection of advertisements, representing the greatest and most enterprising firms, contains the news that readers—and especially women that do the buying—want and NEED.

Advertising in the Evening Journal today not only eclipses the records of all other evening papers, which is usual, but it eclipses all records for the EVENING JOURNAL itself.

Frank A. Munsey, owner of our bright little contemporary, the Evening Sun, says very earnestly, "Money tells the story." Yes, and in those few wise words, Mr. Munsey tells the story. The amount of money invested by intelligent advertisers in today's Evening Journal is a good deal more than double the amount invested in Mr. Munsey's Evening Sun or any other evening newspaper.

Business men of intelligence know that GREAT CIRCULATION counts. They offer to the Evening Journal readers their best inducements. They know that the Evening Journal is read by millions of women and that the careful, discriminating buyers do their ADVANCE SHOPPING in the Evening Journal.

Women are advised to look through every advertising page of this paper. The economy news that they want is there. While the Evening Journal carries in advertising more than double that of any competitor, it spends revenue—much more than double what any competitor spends—to interest its readers and give them the best.

To produce the Evening Journal costs more than three times what it costs to produce any other evening paper.

For instance on the Evening Journal one single editor is paid a salary greater than the combined salaries of all the editors on the Evening Sun—and a great deal more.

Mr. Munsey might call that wasteful. We don't. The Evening Journal plan is to use the money that readers and merchants contribute TO MAKE A BETTER EVENING JOURNAL.

That is why the Evening Journal has DOUBLE the circulation of the Evening Sun plus 123,337.

That is why the Evening Journal is carrying today more advertising than it ever carried before—more than any evening newspaper ever carried, even among the Journal's cheaper competitors, and that's why the Evening Journal leads successful journalism in New York.

The circulation of the Evening Journal, for instance, is double the circulation of the Evening Sun, plus 123,337, as shown by Government reports of Oct. 1st.

It is true, as Mr. Munsey says, that money tells the story in some things. But more important to merchants is the fact that CIRCULATION GIVES THE RESULTS.

NEW YORK JOURNAL

America's largest evening newspaper circulation—and at 3c a copy

DOUBLE THE CIRCULATION OF ANY OTHER NEW YORK EVENING PAPER

Favorite Recipes of Famous Editors

Dainty Dishes That Will Please Hungry Readers

By CHET JOHNSON

INCENDIARY SALAD

(By Mike McArson, City Editor *The Morning's Morning.*)

TAKE one cigaret dropped to carpet in any rooming house, causing small amount of smoke, unnoticed by guests, and property damage of about $1.34. Mix well with imagination. Add generous portions of adjectives and all available bromides. Strain carefully, removing facts. Beat until mixture sizzles, flavor with 8-column bull lines and serve hot in first editions:

500 PERILED IN HOTEL FIRE!

Scores of Guests, Scantily Clad, Flee Fashionable Hostelry in Terror

EARLY MORNING BLAZE CAUSES PANIC

Heroic Work of Firemen Prevents Heavy Death Toll and Property Loss.

BROMIDE COCKTAIL

(By Gilbert Goofus, Head of the Copy desk of *The Evening Exaggerator.*)

To one small safe robbery add six parts bunk, diluted with nitro-glycerine. Mix quickly in city and then transfer, still hot, to hills outside. Scour surrounding country with hastily organized posses and add several dashes for liberty. Sprinkle with bloodhounds and throw out dragnet Add yeast until loot is raised to at least $50,000. Sift all clues, garnish with cordons of police and imminent clashes and serve in wood type:

YEGGS FLEE TO HILLS AFTER BOLD ROBBERY; GUN BATTLE IMMINENT

$50,000 Taken from Vault Shattered By Blast; Every Road Guarded; Grim Man Hunt Under Way.

"SHOOT TO KILL!" CHIEF'S ORDER

Bloodhounds Lead Hastily Organized Posses; Detectives Comb City for Daring Safe Crackers.

WAR CLOUDS AU GRATIN

(By Percy Piffle, telegraph editor *The Evening Blah.*)

Take two dispatches from Southern Europe, (written in New York,) and stir in three drops essence of ultimatum. Beat until mixture is pregnant with the possibilities and crisis looms. View situation with alarm and flavor to taste with clashes on frontier. If richer mixture is desired stir up several mobilizations and wild demonstrations. Rush to stereotyping rooms and steam quickly before mixture falls:

WAR CLOUDS HOVER OVER BALKANS!

Mars Girds on Sword as Freece and Gulgarians Clash; "Apologize or Fight!" Demand Both Nations.

PEACE PERILED AS CRISIS LOOMS.

Tiny Spark of Hatred Threatens New Conflagration in Europe; Britain Rushes Warships to Egypt.

RAGOUT OF RUM RINGS

(By J. Semicolon McSniff, editor the *Sunday Wail and Squawk.*)

Take one small prohibition raid and beat rewrite man on back. Add "prominent higher ups," international plots and mysterious rum ships. Pour in banana oil and beat vigorously until mixture will drop easily from typewriter keys. In separate machine prepare following mixture of fake interviews with dry chief, Anti-Saloon league heads prominent politicians and unnamed bootlegger. Spice each with several slices of bologny. Then put two mixtures together and serve with lots of applesauce:

INTERNATIONAL RUM RING BARED BY RAID ON HEADQUARTERS HERE!

Dry Agents Obtain Names of Higher Ups in Sensational Bootleggers Round-up

PROMINENT MEN FACE ARREST

Conspiracy With Ramifications in Canada, Mexican and Guam Revealed by Seized Papers

Tuckahoe Citizen-Bulletin Sold

The *Bronxville Press,* new community weekly which started last February in Westchester County, N. Y., this week purchased the *Tuckahoe* (N. Y.) *Eastchester Citizen-Bulletin,* and the printing and publishing plant of A. H. Seaman & Co. of Tuckahoe. Both newspapers will be continued, the Bulletin on Wednesdays and the Press on Fridays. Maj. C. E. Lovejoy, who started the Press, is also publisher of the Tuckahoe Bulletin.

CLASSIFIED SERVICE MEETS SUCCESS

Edward Green, Director of National Business Bureau, Reports Newspaper Publishers Approve of New Work —Probed 208 Advertisements

Success of the classified advertising service being offered newspaper publishers by the National Better Business Bureau, Inc., was reported this week by Edward L. Green, managing director.

In a statement to Editor & Publisher covering the first two months of operation Mr. Green declared letters from newspapers characterize the new work as "the most practical and valuable service so far offered to publishers by the truth in advertising movement."

The bureau sends out a bulletin service to classified managers reporting on advertisements which have appeared in newspapers. Advertisements are printed together with the responses the bureau has received to them. A survey is made of classified pages in key cities of the nation.

During September and October, the National Better Business Bureau sent out 58 bulletins to a list of 1,200 newspapers. Investigations of classified copy numbered 208, and a total of 271 inquiries on classified advertising from newspapers, Better Business Bureaus and Chambers of Commerce were answered, Mr. Green said.

His statement follows in part:

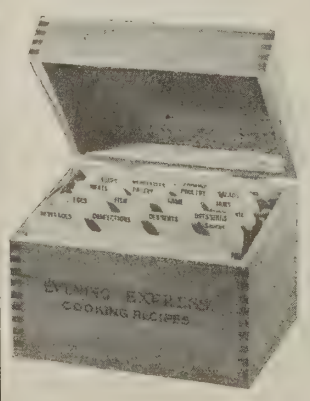
"Since the inception of the service, the National Bureau has received from newspapers alone almost 150 requests for information on classified copy submitted to them for insertion.

"The service has apparently stimulated a desire on the part of several classified managers to censor copy submitted to them more rigidly. In one case, a newspaper frankly admitted that much copy upon which we have reported had previously been carried in the classified columns, inasmuch as they had no way of knowing what the offer was as made to respondents. Several smaller newspapers have asked us for suggestions for censoring copy, and were desirous of learning in what way the larger newspapers handle this work.

"To sum up the whole situation, it seems to me this: newspapers are now receiving a service never before rendered by an organization except by the Association of Newspaper Classified Advertising Managers to its members in a limited way. Newspapers have not always had time nor inclination to investigate thoroughly the proposition as offered to their readers through classified advertisements, their interest being solely to see if it was misleading or objectionable on its face. The service is a time saver to the classified manager, a protection to his readers, and a good will builder for his newspaper."

K. C. M. Million Dollar Postal Class

Postal receipt figures for the 50 selected cities for October, 1925, made public by Postmaster General New, disclose that Kansas City, Mo., for the first time, entered the million-dollar-a-month-class. The total receipts for the 50 cities were $32,489,042.23 as compared with $29,118,862.75 for October, 1924, an increase of $3,370,179.48, or 11.57 per cent. Jacksonville, Florida, led the list in percentage of gain with an increase of 33.10 per cent.



Get Your Readers to build their own cook books in a card index box out of the columns of your paper.

A card index box with the name of your paper on it and a card index recipe on your woman's page. Think that over. Now being used by 50 leading newspapers of America. Write us for terms and particulars of our plan.

THE U. P. C. NEWS SERVICE, Inc.
243 West 39th Street, New York

The MIAMI HERALD

Has Published

515,945

(7,124,026 Lines)

Paid Classified Advertisements During the First Ten Months of 1925 Ending October 31st, Showing an Increase of

97%

Over the same period 1924

This remarkable increase is due entirely to the fact that The Miami Herald gets results for its advertisers.

And since advertisers realize that classified leadership is a reliable standard by which to judge a "result getting" medium, this record should convince the space buyer that The Miami Herald is the choice of the Miami public in the use of classified advertising.

The MIAMI HERALD

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

Love
Glory
Heartache
Pain



The Author

Jealousy
Loneliness
Applause
Despair

"SPINSTERHOOD"

By Virginia Swain

(Copyright, 1925, NEA Service, Inc. All Rights Reserved.)



The Girl



The Mar

To Be Released November 23rd



The Other Girl

Love or Loneliness?
A Man or a Career?

An army of girls will make their decision this year. NEA's great newspaper novel "Spinsterhood" tells what happened to one girl who made the choice.

Every married woman and every girl, and nearly every man will read it to the end---and that means circulation!

NEA SERVICE, Inc.,

1200 West Third Street **Cleveland, Ohio**

The World's Greatest Newspaper Feature Service

OLDEST JERSEY DAILY CHANGES HANDS

Trenton State Gazette, Published Continuously Since 1792 Sold to F. W. Roebling, E. C. Rose and Frank D. Schroth

TRENTON, N. J., Nov. 9.—The oldest newspaper in continuous circulation in New Jersey has passed into new hands, with the sale announced recently of the *Trenton* (N. J.) *State Gazette* to take effect Nov. 30. The newspaper, a morning publication, has been purchased from the State Gazette Publishing Company by Ferdinand W. Roebling, Edward C. Rose and Frank D. Schroth, all natives of Trenton who have for years been prominently identified with the business life of the city.

Mr. Roebling is vice-president and treasurer of the John A. Roebling's Sons Company. He is the son of the late Ferdinand Roebling and grandson of the late John A. Roebling, father of the Brooklyn bridge. Mr. Rose is head of the investment house of Edward C. Rose & Co. and is also vice-president of the First National Bank. Mr. Schroth is at present secretary of the State Board of Taxes and Assessments. There are no other stockholders.

In addition to the newspaper, the purchase carries with it proprietorship of the job printing plant. A book bindery is also included. The purchase price is understood to be approximately $600,000.

Mr. Schroth, who is a newspaper man of long experience, will serve as editor and will also direct its business management. He received his early training on the *Trenton Times* and for more than 15 years was political writer for the *New York Tribune* and the *Philadelphia Record.*

It is anticipated that Mr. Rose will be president of the company under the new ownership and, with Mr. Roebling, will be actively identified with its administration.

The State Gazette has been published by the State Gazette Publishing Company consisting of Henry W. Comfort, president; Charles B. Case, secretary; and Charles H. Baker, treasurer and general manager, for almost 25 years. During this period it has been under the personal management of Mr. Baker.

Under the terms of the sale, the new owners purchase all of the stock of the State Gazette Publishing Company, and as Mr. Baker, Mr. Comfort and Mr. Case own all of the stock, they will retire from the company.

Ever since the Republican party was founded the State Gazette has always been a staunch supporter of the principle of protection. According to an announcement made by Mr. Roebling the paper would continue to be a Republican newspaper in national affairs. The first paper under the auspices of the new owners will be issued Dec. 1, and following this date it is understood that extensive improvements will be made to both the job printing and newspaper departments.

The State Gazette was founded in 1792. Matthias Day, a practical printer, issued the first number of the *State Gazette and New Jersey Advertiser.* The memories of the older generation concerning it go back to John L. Murphy and Charles Betchel, who purchased the newspaper in 1869. For many years the old home at the northwest corner of State and Broad streets was one of Trenton's familiar establishments.

The last owners purchased the State Gazette from the John L. Murphy Publishing Company.

Commenting on the sale the *Trenton Sunday Times Advertiser* and *Evening Times* said iditorially:

"For the new owners of the State Gazette, as for the old, the Sunday Times-Advertiser and the Trenton Evening Times have the most kindly feeling. In this solid community there is room enough for us all. And glory enough, too! Rivalries and differences between decent newspapers are largely fanciful. They are much like the fictions between opposing counsel.

"The days of abusive personal journalism are happily gone forever. Publishing a newspaper is now too costly and carries with it too much public responsibility for that sort of thing. It is no longer possible for the rollicking adventurer to launch a lasting newspaper. Success only comes where there is business stability, character and a lively interest in human affairs.

"Ferdinand W. Roebling, Jr., Edward C. Rose and Frank D. Schroth bring to the property a deep sense of civic duty, business acumen and first-rate integrity. All natives of Trenton, they have seen the city prosper and they have grown with it. We are frankly glad to see the Gazette in such excellent hands."

SPARTANBURG SUN SUSPENDS

South Carolina Afternoon Paper Forced to Quit Nov. 9

The *Spartanburg* (S. C.) *Sun,* afternoon newspaper which has been published since March 1924, under the caption "The Sunset" announced its suspension Nov. 9.

The Sun was started first as an afternoon and Sunday morning newspaper, but after a few months the Sunday morning issue was suspended. A. M. Carpenter, editor, resigned recently.

George Koester, formerly with the *Columbia Record* and later with the *Greenville Piedmont,* was publisher.

Lack of revenue was given as the cause of the suspension.

CLUBS BACK REFORESTATION

Every A.A.C.W. Member Club to Be Asked to Boost Forest Week

Every Advertising Club in the United States and Canada will be asked by the Associated Advertising Clubs of the World to co-operate with the program of the American Forestry Association in carrying out plans for American Forest Week, which probably will be observed in April of next year. Malcolm Muir, vice-president of the McGraw-Hill Company, New York, and chairman of the Association's Committee on Reforestration, stated following a meeting of the committee at the Advertising Club of New York.

"It may be recalled," said Mr. Muir, "that the Executive Committee of the Associated Advertising Clubs, at its Detroit meeting in January of this year, gave full and hearty endorsement to the plan of the American Forestry Association for increasing the number and extent of our national forests.

"We believe that the Advertising Clubs last year were a very important factor in creating public interest in this important subject, through their observance of Forestry Week. We trust that every Advertising Club in this country and Canada will stage a forestry week this coming year and I have reason to believe that the vast majority, at least, will do so.

"We will appreciate the full and hearty co-operation of all the interests represented in organized advertising."

This is Mr. Muir's second year as chairman of the Association's Reforestation Committee. Other members of the committee are: William F. Rogers, Gilbert T. Hodges, J. C. McQuiston, James Wright Brown, F. D. Zimmerman, Shirley Walker, Harry C. Macdonald, and F. W. Stewart.

PLAN NEW OHIO DAILY

Semi-Weekly Press to Appear As Evening Paper

The Steubenville (O.) Press Publishing Company, Inc., organized last week, is planning to make an evening daily of the *Press,* semi-weekly, now published by the company, James J. Weir, publisher of the Press stated this week.

Plans are going forward for the installation of a modern mechanical plant.

The press entered the field when Louis H. Brush and Roy Moorr, publishers of the *Marion Star, East Liverpool Review* and the *Salem News* purchased the *Steubenville Herald-Star* from Charles D. Simeral last July.

Incorporators of the Press Publishing Company are James J. Weir, John D. Gardner, Harry A. Cooper, Carl F. Allebaughm and A. G. Gardner.

Dramatic Critic as Trial Witness

Edward H. Crosby, dramatic critic of the *Boston Post,* was called as witness in New York last week in the plagiarism trial brought by William Henry Roberts. British naval officer, who charges Mme. Olga Petrova, actress and playwright, appropriated the plot and characters for her play "The White Peacock" from his play "La Rubia." Mr. Crosby has written 15 plays and has had nine of them produced.

Bristol to Raise Ad Fund

The Bristol (Va-Tenn.) Chamber of Commerce on Nov. 23, will launch a campaign to raise a fund of $25,000 for one year, $10,000 of which will be used for the purpose of advertising Bristol to the country.

PEGLER JOINS CHICAGO TRIBUNE

United News Special Feature and Sports Writer Takes New Post

Westbrook Pegler, since 1919 with the New York staff of the United News writing special features and sports has joined the *Chicago Tribune* as Eastern sports representative.



WESTBROOK PEGLER

Mr. Pegler has been given a roving commission to cover the major sports contests in the East and Middle West. His headquarters are at the *New York Daily News* office, and his daily articles are carried by the Chicago Tribune Press Service.

The New Chicago Tribune writer obtained virtually all of his newspaper experience with the United Press Associations, his first newspaper work having been done in the Chicago office of the United Press. From there he went to the staff of the *Des Moines News.*

Subsequently he served as bureau manager for the United Press in St. Louis, Dallas, Denver and New York. During the war he served in the U. P. London bureau, and since 1919 has been a member of the United News New York staff writing signed daily features. One of his first assignments for the Chicago Tribune was covering the Chicago-Illinois football game at Chicago last Saturday.

New Paper at Oakfield, N. Y.

The *Oakfield* (N. Y.) *Independent* made its first appearance recently with an issue of 16 pages. Peyton R. Holt is editor and publisher. Charles C. Avery is president of the publishing corporation. Roy C. Searles is vice-president.

Oh, Boy! Gum

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

7 Reasons why

You Should At Least Try Our

CERTIFIED DRY MATS

(1) they are easily conditioned WITHOUT steaming

(2) they do not crush standing type

(3) they are readily molded, giving deep, sharp, even impressions

(4) they have "stayback" which requires only a minimum of packing

(5) they do not stick to the plates

(6) they shrink UNIFORMLY

(7) they enable stereotypers to produce perfect printing plates.

We invite you to make a trial of Certifieds in your own plant at our expense—samples are yours free of any charge or obligation.

Now is a good time to get acquainted!

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For "wet mat" printing with DRY MAT facility—use Certifieds.

Made in the U. S. A.

October in Los Angeles....How the various papers fared....and what it means to national advertisers

Without verbosity, let us get right down to figures pointing the advertising trend in Los Angeles

COMPARISON OF ADVERTISING GAINS AND LOSSES IN LOS ANGELES MORNING FIELD, OCTOBER, 1925, OVER OCTOBER, 1924

	Los Angeles EXAMINER	2nd Morning Paper	3rd Morning Paper
LOCAL DISPLAY GAIN	**110,085 Lines**	Gain . . . . 14,115 lines	*Loss* 100,965
FOREIGN DISPLAY GAIN	**14,480 Lines**	Gain . . . . 7,182 lines	*Loss* 4,046

THE Los Angeles EXAMINER at the end of October was the ONLY newspaper in Los Angeles that showed a GAIN in Local Display Advertising in the first 10 months of 1925. . . . Here is something significant for space-buyers throughout the land to think about. . . . If Los Angeles merchants, month in and month out, put an increasing amount of their advertising in The Examiner, it is because, being on the ground floor, they know where they are getting results. . . .

In the four months of July, August, September and October, The Los Angeles Examiner GAINED 5,986 new average daily subscribers. The next morning paper LOST 3,747 average daily

Place your advertising in the Los Angeles paper that is not only constantly gaining advertising because of its pulling power, but readers because of its superiority

More Than 165,000 Daily; More Than 380,000 Sunday

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

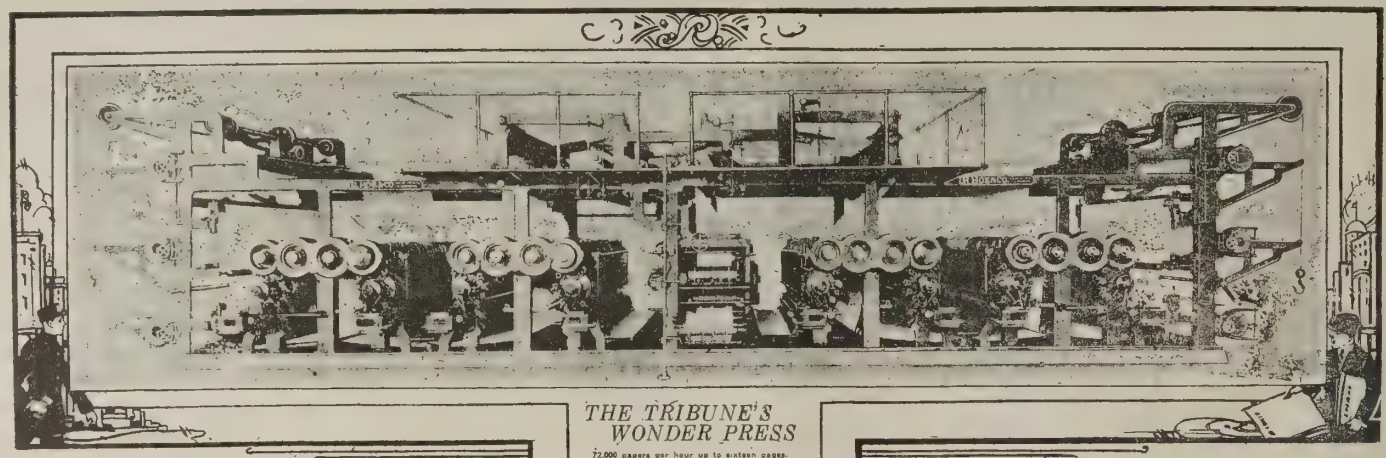
LARGEST morning & Sunday circulation west of St. Louis

Joseph Connell
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. Chew
Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Wm. H. Wilson
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

TRIBUNE'S NEW PRESS IS MECHANICAL WONDER



Turns Forty-five Miles of Paper Into Finished Newspapers in Hour

Weighs Seventy-Five Tons, Measures Fifty Feet Long and Eleven Feet High and Required Four Cars to Bring It Here

THE TERRE HAUTE TRIBUNE, having found that its rapid growth and steadily increasing circulation required greater printing facilities, has purchased a new heavy-design unit-type octuple newspaper printing press from R. Hoe & Co., Inc., world famous printing press manufacturers of New York City. This machine is one of the most modern types manufactured and will enable The Tribune to print complete news papers at the following running speeds:

24,000 newspapers of 4, 8, 10, 12 or 14 pages an hour.

12,000 newspapers of 16, 20, 24, 28, 32 or 36 pages an hour.

8,000 newspapers of 40, 44, 48, 52, 56, 60 or 64 pages an hour in two or four sections.

It required four cars to transport the press to Terre Haute.

It required twenty months to build the press in the Hoe factory.

It required seven weeks to erect the press in the Tribune building.

The automatic ink pump distribution is hailed as the greatest advance in newspaper printing presses in 40 years.

The majority of the leading newspapers and magazines throughout the country are printed on Hoe presses.

A somewhat detailed description of this huge printing machine and the way in which it produces the following results should interest the reader. First of all, it is composed of four distinct printing sections or units, two of which are at one end and two at the other with the super-speed double folders coming in the middle. Each of these four units is composed of two plate cylinders and two impression cylinders, the purpose of the former being to carry the curved stereotype plates from which the actual printing is done and of the latter to press the web of paper up against these plates. Every plate cylinder carries eight stereotype plates, each the size of a full page of the newspaper and as there are two plate cylinders to each printing unit and four printing sections, the entire press has a capacity of 64 plates. As a plate weighs about 70 pounds the "fully dressed" press carries approximately 2¼ tons of stereotype metal on it in the form at whatever rental of the Tribune.

Ink Pumped In.

In addition to the plate and impression cylinders the printing units are all equipped with R. Hoe & Co., Inc., new patented pump system of ink distribution, one pump for each plate cylinder by means of which the ink is pumped from a central supply tank directly to the ink distribution cylinder.

This patented improved method of ink distribution is the greatest made in newspaper press construction since the introduction by R. Hoe & Co. of the inimitable former folder 44 years ago the invention of which made the modern newspaper possible. The pump system of ink distribution eliminates the ordinary type of ink fountain with its ductor or inking rollers. Each pump consists of 32 small pumps at work in unison and is mounted with its controls, in a small box on the end of a long transverse bar or rail in a position outside of the press permitting easy and convenient adjustments by the pressman. The rail contains 32 small brass pipes connected to the 32 small pumps, through which the ink is conveyed to each column of the four 8-column plates on the plate cylinder. Each pump-box has four rows of control screws for regulating the flow of ink to the plates, one row for each plate, one screw for each column and a master screw for each row. Through these control screws the flow of ink can be shut off or regulated for a single column or an entire page as desired by the simple adjustment of only one screw.

Unfailing Ink Supply.

The pump-box also contains a float for keeping the ink at a constant level so that the supply is regulated automatically without any attention to the pressman. The pump itself is directly connected to the distributing roller, which is in turn driven from the plate cylinder to supply an amount of ink fed to the plates at all times, automatically proportionate to the speed of the press. This improved method of ink distribution is an unmistakable improvement in newspaper printing, insuring a better printed newspaper, and saving time in getting editions on the street.

The 72-inch white paper, in rolls weighing six feet wide and 22 inches in diameter, is placed on rolls below the press sections and runs in continuous webs through the sections, passing over the plate and impression cylinders where it is printed first on one side and then on the other or perfected, as it is called. Having been printed upon, it is then led over rollers to the "superspeed double folders and here the collected webs, after being slit in the center, are led down two "V" shaped "formers" where they receive their first longitudinal fold. The folded webs are then led through nipping rollers to the folding cylinder where they are held by sharp, movable steel pins and cut to the proper length by a special form of knife on the cutting cylinder, which revolves against this folding roller. At the same time the papers receive their second or half-page fold and are then delivered on an endless belt entirely finished, ready for distribution. By an ingenious mechanism on the press every fiftieth paper is pushed out a little in advance of the others thus showing at a glance the number delivered and saving time and trouble which would be required to count them singly.

To perform all these operations at the tremendous speed at which the press runs it is necessary that these folders should be very perfect mechanisms, and capable of functioning properly at an almost unlimited speed. For this purpose R. Hoe & Co. Inc., has designed and patented a special folder which they call their "superspeed internal gear folder," in which the motion is entirely rotary and at the same time continuous. This does away with the use of cams and tapes and will fold the paper accurately and positively at a speed restricted only by the limitations of the paper, ink composition rollers and other conditions of printing. Some idea of the wonderful speed and accuracy of these folders can be obtained from the fact that while the course of an hour a reel of paper about six feet wide and approximately 45 miles long goes through the press and folders to be turned into finished newspapers.

All the plate and impression cylinders are constructed from a special design, perfected by R. Hoe & Co., Inc., and they are all carried in roller bearings. The main driving shaft below the bed plates runs in self-oiling pillow blocks which are so arranged that the supply of oil is automatically controlled and regulated without the necessity of a man constantly watching to lubricate them. The press is equipped with locking roller sockets, quick acting plate clamps, transverse collecting arrangement, enabling many special products to be run, independent nipping roller drive, etc.

As will be seen from the illustrations of the press, it is a particularly desirable pattern since all the printing sections and the two folders are easily accessible from all sides, thus making it a convenient press to plate and handle. A good idea of the size of the machine can be obtained from the fact that it occupies a floor space of approximately 50 feet long by nine feet wide and is 11 feet in height. It weighs approximately 75 tons and is composed of many thousands of parts.

A WEEK IN EPIGRAM.

Sixteen has produced units two great national organizations; title of those is Jane music and the other is the newspaper.—Irvin Kahn.

If you give up beer and wine, anything may happen.—Hilaire Belloc.

I have come to the United States to see a 400 price fight, a good horse race, a good play and to swim in Long Island sound.—Donna Byrne.

Nothing never hoses me, Maria, queen of Rumania.

For persons who care about equality, Switzerland has enthroned on her Alps, like a beacon light, by which all her neighbors might do well to examine some of their own shortcomings.—Sir Ezra Howard.

The deepest secrets of life are hard to discover because they are so obvious.—Bishop Brent.

The new hazard which the professional journalist has to fear is the episode of the highly genuine amateur.—Lord Oxford.

Hindenburg is above all an honest man.—James W. Gerard.

The best way is to try to interfere as little as possible with other people, to cultivate a broad spirit of tolerance and cheerfy and let people live their own lives.—Clarence Darrow.

The world without a conception of evolution would be a place in which men of strong mind could only despair.—George Bernard Shaw.

Nations cannot understand each other, and they cannot help disliking what they do not understand.—Viscount Cecil.

We have no right to comparison with the things that are fundamental. Some idea of the wonderful speed and accuracy of these folders can be obtained from the fact that.—Lord Haig.

Dad's Request.

"Son," said the father to the lad just starting for college, "it is going to cost me a lot of money to send you to the institution of learning and I want to make just one request of you."

"What is that dad?" inquired the son.

"That while you are there you try to learn something besides the college yell."

THE TRIBUNE'S WONDER PRESS

72,000 papers per hour up to sixteen pages.

36,000 papers per hour up to thirty-two pages.

18,000 papers per hour up to 64 pages.

Patented automatic pump system of ink distribution.

Self-oiling bearings and gears.

Printing cylinders of each unit separated in couples.

Patented tubular folding cylinders.

Improved folding roller drive, accommodating sixty-four pages.

Patented safety bayonet-locking cylinder knife boxes.

Independent vertical shaft drive.

Patented flash safety plate lock-up.

HUM OF THE PRESS THEIR DAILY MUSIC

Story of the Husky Fellows Who Start the Editions On Their Ways.

The reporter found Mr. Roscoe Mason, pressman, down in the room lovingly wiping an imaginary speck off of one cylinder of this splendid new octuple press and you can just bet your last dime that Mr. Mason was sure he had secured this "best word" in production of a daily newspaper for about 22 years. He started in to learn the game right here at The Tribune in 1902 when he took up work as an apprentice with Phillip Eckhagen. It fascinated him so he has never stopped. He worked here for five years, was away awhile and since his return has been foreman for eight years. His assistant is John P. Finan.

"What do we do? Well, we are on the job for eight hours. We come on early and fill up the fountain which by way of being intermeted means we get the ink ready and into the machine.

"We oil up the press and clean it up. Then we get the paper ready, go to the paper house, get the roll, take off the wrapper and then adjust it on the spindle and she's ready to start. When the forms begin to come from the stereotyping room we are ready for them and lock them into the press.

"You see they come in halves, and when the whole cylinder is complete it makes one page of the paper—and thirty-two of them were locked on the old press.

"It is quite different now with this new 'baby,' and you are reminded that there is nothing 'baby-like' about this great iron and steel 'horse' which harnesses, through its mechanism, the outside reading world with The Tribune newspaper. However it is a 'baby' to this pressman, who is second only in his pride to the owners of the plant.

"The old quadruple Hoe press which has just been discarded has been in use for thirty years. When the press was run on the 22 page seven-column width, it turned out 12,000 papers an hour. The new press, which turns out 64 pages eight columns wide and 22 inches long, will produce 36,000 of these an hour.

"Sixteen-page papers it fairly eats up, showering out 72,000 sixteen-page papers per hour.

"It is going to be different all the way around. We can come down in white shirts and stand-up collars if we want to. With the old mach nery we had to submerge in overalls, which were always generously splattered with ink and grandure as well as paints, ink, for of course we had to clean the press and it was operated with the old style belt system with no oils. The belt would get greasy and slip off, then it was up to the pressman to put her on and get started. The start and stop lever caused the shifting of the belt on the motor by the old system.

"The paper on the old press was placed by hand power, while an old-fashioned lockup slackened the plates. An old folder with tape carriers was eliminated on the new.

According to the pressman, Mr Mason, who declares that there is nothing like his new press this side of New York City. The press is 45 feet long and eight feet wide, standing 10 feet high. Its weight is 13,000 pounds and the pages can be produced either in "book" or in sections.

It has an automatic control governed by compressed air, with an automatic paper hoist, run by two 50-horsepower motors and a Cutler-Hammer electric control. There are 14 control stations. "Count 'em," declared Mr. Mason, who pointed out the value in starting and stopping the press by these, and the patent lock-up for the plates and the electric brakes.

"See, this is the very latest model that the R. Hoe company of New York had produced. Let's see a 'dirty 5' and again Mr. Mason went to smoothing up the glittering machine.

He stopped long enough to say "This is a great time-saving device; the plant will save a lot of time and money by it, and it is indeed with pleasure that I meet my duties as pressman each day with the splendid new equipment to work with. It is the crowning pinnacle of my 22 years of service as a pressman, and when I approach my day's work it is indeed not with lagging feet, but with inspiration."

AEROPLANES QUIETER.

A new research, now yielding significant though secret results, aims to silence the propellers as well as the engines of airplanes. When an aero-engine is silenced the noise of the whirling air screws, previously drowned by the roar of the motor, becomes penetrating and facreaching.

The first step, taken recently was to experiment with propellers having a number of small blades instead of two large ones. The noise reduction that resulted was appreciable. The new phase also deals with the shape as well as the size of the blades. Prolonged tests, closely guarded, now show that by the adoption of certain curves the stress noise can be further lessened. Difficulties are many, but the importance of the quest, it must be admitted, is great.

Mechanical Genius Who Set Up New Press Has Been Doing Same Task In Different Parts of the World for 36 Years

H. A. Collins.

Installing a press, especially one the size of that which has just been installed in the Tribune press rooms, which is slightly too big to be handled conveniently by one person, is not the job of a newspaperman, and so the job of telling about our new press and its installation was left to Victor Seelander, who was in charge of the installation for the R. Hoe company, of New York and London, of whom the press was purchased.

Mr. Seelander installed the old press, which has just been replaced for the Tribune seventeen years ago and it is an evidence of the faith that his company has in him that he was sent back here after that long a time to install the new one.

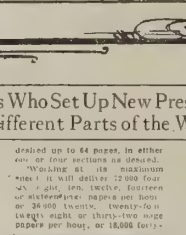
Mr. Seelander has been with the R. Hoe company for a period of thirty-five years, during which time he has spent twenty-five years in the installation of presses. "This work has naturally taken him over a wide territory, and in addition to installing presses in every state in the union, he has worked on the same job in Paris, Paris, The Republic of Argentine, Cuba and several other countries in all corners of the globe.

His story is as follows

"The press which has just been installed in the Tribune press rooms is the latest model press on the market today. I do not hesitate to say this, as thirty-five years experience has given me the right to speak from the standpoint of an expert in this line of work.

"The press is an octuple, high-speed, heavy unitype press, capable of delivering any size paper desired up to 64 pages, in either one or four sections as desired.

"Working at its maximum speed it will deliver 72,000 four, six, eight, ten, twelve, fourteen or sixteen-page papers per hour, or 36,000 twenty, twenty-four, twenty-eight or thirty-two page papers per hour, or 18,000 forty-



VICTOR SEALANDER.

eight, fifty-six or sixty-four page papers per hour, and any of these can be delivered in one, two or four sections as desired.

"The running parts of the press are travelling and roller bearing. The cutting parts are so designed that the largest paper listed above may be delivered without any undue strain on the press or the cutting cylinders. The cylinders themselves are of solid cast steel.

"The press is driven by two fifty horse-power Cutler and Hammer motors with direct drive shaft of the press by means of lineal chains. These motors are controlled by the Cutler and Hammer control system, which permits the operator to handle the machine from any one of sixteen control stations, with which the machine is equipped.

"The press is equipped with a Hoe automatic inking device, which may be operated for each of the four units of the press from a separate station located on each unit. The ink is sprayed onto the cylinders by compressed air instead of by the old roller system, and is mechanically operated by a device on the press itself.

"I don't know how many pieces there are altogether. I never counted them. There must be a million at least, it seems so.

"The press weighs about 150,000 pounds and rests on a solid concrete base 45 feet, ten inches long by 9 feet, 6 inches wide. The press itself is the same dimension as the base and stands ten feet one inch at its highest point.

"It took us approximately sixty days from the time we started until we were ready to print the first paper to install the press. It is a big job and I had some very exceptional help from Jack Sovern, which I appreciated very much.

As a last word, I want to say that the Tribune has a press now which will give them a metropolitan paper in every sense of, paper in the world today can claim a more up-to-date press than the one just installed here, the word and no metropolitan

SPEED'S OWN KIN; TRIBUNE MAILERS

When the Edition Is Off, These Nimble Fingered Fellows Escort It to the Mails.

Earthquakes and typhoons have some speed, but they haven't a thing on a good, handy, slippy newspaper parlay.

The mailing room of The Tribune is indeed an interesting place, an adjunct to Uncle Sam's domain, a kingdom ruled over by Gordon C. McLaughlin, mail man, upon whose efficiency depends the getting of the paper out on time to the rural districts and surrounding cities.

Mr. McLaughlin has had 18 years experience in his duties, which begin at 10 o'clock in the morning when he arrives to prepare the agent's wrappers, make corrections and apply the mail lists, tag the sacks and have everything in readiness to get out the bull dog.

What do we mean by bull dog? That is the first edition from the press and it is hastily sent out for street sales. When the press begins to roar and each revolution turns out its quota of folded newspapers, these are grabbed and wrapped and tied into bundles saved to drivers of the wagons which start on their runs to the bus terminals, the post office and traction station and then—the mail man goes to dinner. From dinner he hastens back to get ready for the pre-date edition, which goes up all the rural cities, and then Mr. McLaughlin gets ready for the third and home edition of the newspaper.

This department will be affected but little by the advent of the new press, as it will not change the schedule, and Mr. McLaughlin's duties will remain the same.

It will be up to him to get out papers for delivery in the towns where The Tribune is read for 100 miles each way from the office.

He said: "While the old press was no fancy speeder it gave us a brisk run for our money in the mailing room, once she started. But this new press starts a paper flood from the folder any minute she's started."

SPEED OF A HORSE.

Doubt Expressed About Racers of Former Days Being Faster.

In the meeting of the British association, Prof. A. V. Hill, University of London, said that "the horse of 150 years ago could run just as fast as its modern successors in racing." This statement may be doubted.

Much may be made of the alleged feat of Flying Childers, credited with having run four and one-fifth miles in 7 30 in 1721, working out about 7.12 for four miles. That time has been beaten, but by so little as almost to sustain Dr. Hill's view. But four miles, a great distance for the horse, and slow for the spectators, is not much used in modern racing; and, as the Encyclopedia Britannica hints, timing horses was not in 1721 very accurate.

We have records of the British derby since 1852. It is unfair to make comparisons year by year—in 1857 there was snow on the course; in 1925 it was a quagmire. But before 1889 the time of the famous race, for one mile four furlongs 28 yards, was on three Derby days more than three minutes. The average time of the first five Derbys was 2.57, of the first five of the present century, 2.42. In the first 50 years the record was tied or broken 13 times.

What happened in harness racing in the United States is familiar. Dexter never beat 2.17. Maud S was sold for $21,000 on a record of 2:17¼, which she afterward bettered. Nancy Hanks, Alix, Cresceus, Lou Dillon, Peter Manning knocked 20 seconds off the record; part of this may be ascribed to better equipment and tracks—but give the horse some credit. More intensive breeding for another century and a half does count for something.

If Flying Childers were racing today he might be a profitable purse-winner in minor contests. It is doubtful if he would be placed in the front rank.—New York World.

He Relief To Married Men.

Henry Ford believes that vegetable fuel will be produced on American farms before long. Now we see where carrots and spinach are going to have a chance to be useful.—Houston Post-Dispatch.

The style of beauty that a man prefers generally depends upon the girl he is with.

SOME FACTS AT A GLANCE OF THE TRIBUNE'S NEW PRESS

ACTUAL RUNNING SPEED CAPACITY

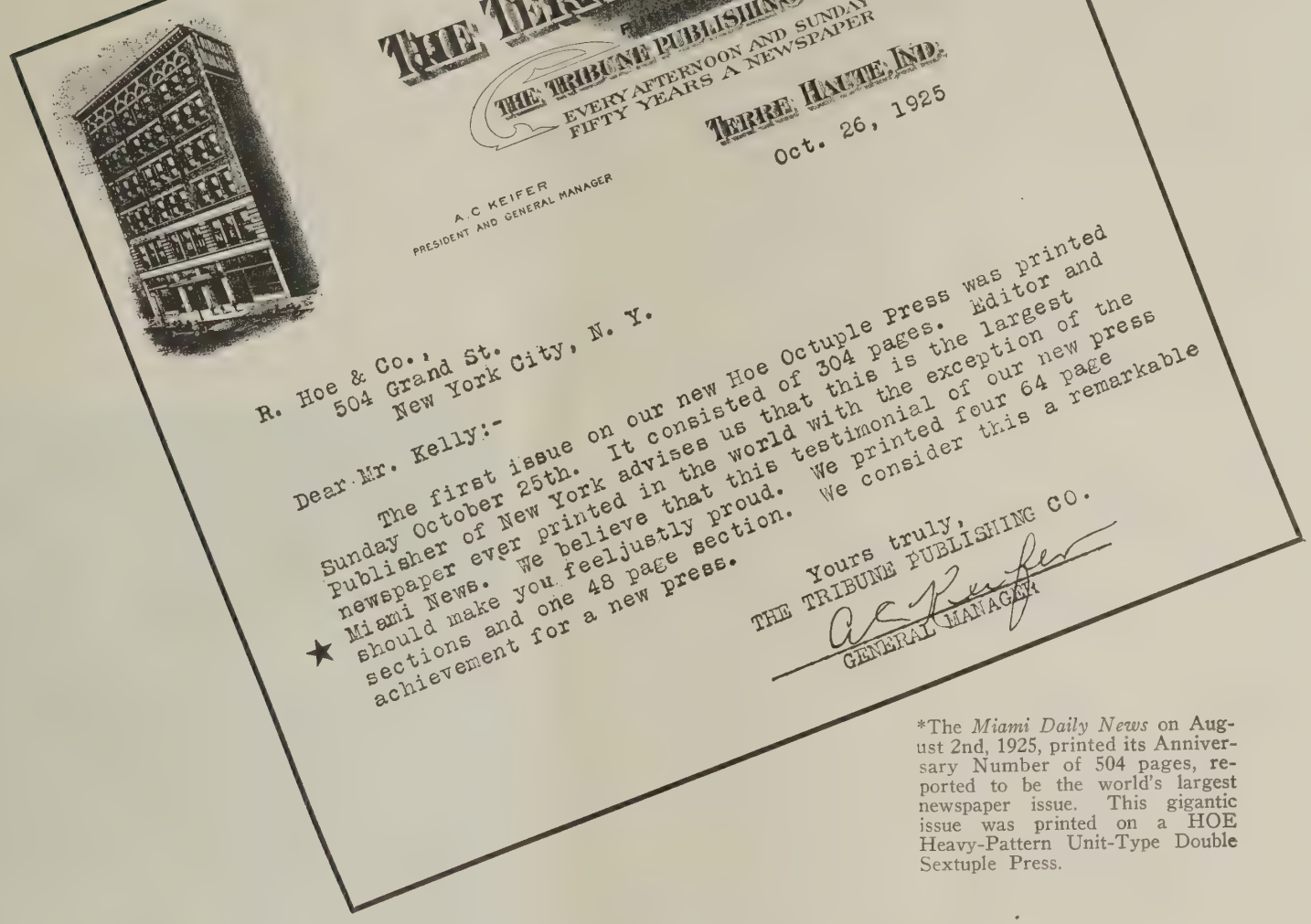
72,000 Papers per hour of—— 4, 6, 8, 10, 12, 14 or 16 pages, inset
36,000 Papers per hour of 18, 20, 22, 24, 26, 28, 30 or 32 pages, inset
36,000 Papers per hour of 18, 20, 22, 24, 26, 28, 30 or 32 pages, inset
18,000 Papers per hour of 36, 40, 44, 48, 52, 56, 60 or 64 pages, collected

NEW AND DISTINCTIVE FEATURES

Patented Automatic Pump System of Ink Distribution.
Cast-Iron plate and Patented Tubular Impression Cylinders running in Self-oiling Bearings.
Printing Cylinders of each Unit separated in couples, thus reducing the liability of breakage of gears, localizing the damage in case of accident and minimizing the breakage of paper webs between the cylinders.
Cast-Iron Gears for Printing Cylinders.
Independent Vertical Shaft Drive.
Shearing Hubs for Press and Folder Drives.
Patented Quick-Acting Safety Plate Lock-Up.
High-Speed Rotary Folders with Internal-Gear Folding Mechanism and Spur Gears for driving the Folding Cylinders.
Patented Tubular Folding Cylinders.
Steel Cutting Cylinders.
Independent Nipping Roller Drive.
Nipping and Folder Roller Adjustment by Hand Wheel outside of Folder Frames.
Improved Folding Roller Drive, accommodating sixty-four pages.
Roller Bearings for all free running Pipe Rollers for Web after passing through Printing Cylinders.
Locking Roller Sockets.
Adjustable Turning Bars.
Impression Cylinders elevated.
Wedge Adjustment for setting the Impression while Machine is working.
Vertical Shaft Drive to Drag Roller at top of Formers.
Patented Safety Bayonet-Lock Cutting Cylinder Knife Box.

Reproduction of page from the *Terre Haute Tribune*, 50th Anniversary Number, October 25th, 1925. The issue consisted of 304 pages—the second largest newspaper ever printed in the world—and was *the first issue* printed on a *new* HOE Heavy-Pattern Unit-Type Octuple Press.

Another World's Mark Set on Hoe Presses



*The *Miami Daily News* on August 2nd, 1925, printed its Anniversary Number of 504 pages, reported to be the world's largest newspaper issue. This gigantic issue was printed on a HOE Heavy-Pattern Unit-Type Double Sextuple Press.

The *first issue* printed on The Tribune's *new* Hoe Heavy-Pattern Unit-Type Octuple Press was 304 pages—the *second largest newspaper issue in the World.*

Dependability of Performance, Quantity and Quality of Output are the Invariable and Enduring Characteristics of Hoe Machinery

R. HOE & CO., INC.

504-520 GRAND STREET, NEW YORK CITY

BOSTON : CHICAGO : LONDON : DUNELLEN

N. A. N. A. ELECTS NEW FOREIGN MEMBERS

Exclusive Feature News Co-operative Organization Extends Membership to Europe, Egypt, and South America—Further Plans

The North American Newspaper Alliance has extended its membership internationally and now includes in addition to its American and Canadian members 19 newspapers in Europe, Egypt, Cuba and South America, Loring Pickering, general manager, announced this week.

The Alliance is a co-operative organization of newspapers for the gathering and distribution of news features, reporting to its executive committee. Mr. Pickering announced that the total circulation of its members was now approximately 22,000,000.

Plans are under way for the admission of important newspapers in Asia and Australasia.

The Alliance's London offices and staff have been enlarged to care for the European members. H. J. J. Sargint, formerly telegraph editor for Reuter's Ltd., has been appointed foreign editor.

The new foreign members of the Alliance are:

Vienna, Neue Freie Presse; Brussels, L'Etoile Belge; Havana, Diario de la Marina; Prague, Ceske Slovo; Copenhagen, Berlingske Tidende; Helsingfors, Uusi Suomi.

Paris, Petit Parisien; Berlin, Berliner Tageblatt; Budapest, Pesti Naplo; Milan, Corriere della Sera; Rotterdam, Nieuwe Rotterdamsche Courant; Oslo, Tidens Tegn; Warsaw, Gazeta Warszawska Poranna.

Lisbon, Diario de Noticias; Madrid, Prensa Espanola; Stockholm, Dagens, Nyheter; Zurich, Neue Zurcher Zeitung; Buenos Aires, La Prensa; Alexandria, Egyptian Gazette.

Membership on the North American continent is to continue limited to 71 newspapers, with the possible addition of one more.

Maj. Pickering's announcement was made exclusively to EDITOR & PUBLISHER following his return to this country from a four months' trip abroad, during which he concluded negotiations with the new European members. It was first decided to extend the Alliance's interests abroad last April. Details, however, were kept secret and were not revealed until this week, when Maj. Pickering submitted a report to the executive committee of the Alliance.

Operation of the Alliance as an international membership organization has been functioning for the past two months, Maj. Pickering revealed.

Future plans call for the appointment of a similar administrative executive in New York to direct dealings with members in Asia, Australasia, and South America.

"We found first of all that three-quarters of our feature stories were international in scope," Maj. Pickering declared in commenting on the expansion program.

"We had correspondents abroad, whom we will continue to maintain, but we believed the addition of foreign newspapers as members would give us added protection, and would aid materially in arranging the gathering and distribution of the feature stories."

Members of the executive committee of the N. A. N. A. to whom Maj. Pickering's report was submitted, include: J. R. Bone, *Toronto Star;* Robert McClean, *Philadelphia Bulletin,* George E. Miller, *Detroit News;* Ralph Pulitzer, *New York World;* and C. E. L. Wingate, *Boston Post* and J. Edwin Murphy.

PROBING FAKE POLICE CARDS

New York District Attorney's Office Investigating Forgeries

The New York district attorney's office is investigating the appearance of spurious newspaper police cards among persons not entitled to carry them.

One of the cards to the attention of the District Attorney reads:

"Official; International News Service, members of the Associated Press. The bearer is an accredited representative of this service and any courtesies shown him gathering news will be highly appreciated. New York, San Francisco, New Orleans, London, Paris, Montreal. (Signed) C. W. Willis, superintendent field service. F. H. Worthington, managing director."

The absurdity of the forgery is seen in the wording at the beginning which makes the International News Service a member of the Associated Press. The two names appearing on the cards appear to be mythical persons, neither the Associated Press nor the International News Service having any one with these names associated with them.

Waukegan Editor Marries

The marriage of William J. Smith, editor of the *Waukegan* (Ill.) *Daily Sun* and *Lake County Independent* and Eula S. Clark of East St. Louis took place Nov. 11, at the home of the bride's parents in East St. Louis. The bride is a niece of A. T. Spivey, editor of the *East St. Louis Journal.*. Mr. Smith is president of the Illinois Press Association.

Turns Readers Into Proofreaders

The *New York Evening World* this week asked its readers to list errors in each day's paper for cash prizes of $50, $25, $15, and $10. A woman won Tuesday's contest with 340 errors, the majority of them typographical. In explanation the paper stressed the speed of newspaper publishing.

Herbert E. Ehlers Dies

Herbert E. Ehlers, 57, city editor of the *Newark Sunday Call* for the past 20 years, died at his home in Newark Nov. 12. He is survived by his wife and three sons.

HUMORIST TELLS 'EM WHAT IS NEWS

Neal O'Hara, Syndicate Columist, Says Dana's Epigram Has Changed—Explains Why to Young Men Entering Journalism

Neal O'Hara, who writes the daily column "Telling the World" for the New York World Syndicate, took occasion last week to furnish young journalists with "the latest dope" in answer to the question "What is News?"

In his column he wrote, in part:

"Fifty years ago an editor defined news. 'If a dog bites a man,' he said, 'that is not news. But if a man bites a dog, that IS news.'

"A lot of journalism has flowed into the waste basket since that wise crack was got off. News is a different article today. The old epigram changeth.

"Young men who are rushing into journalism nowadays should get hep to the following dope:

"If somebody robs a gasoline filling station, that is not news. And if a gasoline filling station robs somebody, that isn't news, either.

"If Miss America appears in a half-piece bathing suit, that is not news. But it would make a swell picture for a rotogravure section.

"If John D. Rockefeller gives $10,000 to a hospital, that is not news. But is he gives a dime to a traffic cop, that is news.

"If a widow parts with her life's savings, that is not news. But if Valentino parts his hair on the side, that is news.

"If Prohibition is a success that is news to everybody.

"If Jack Dempsey says he is raring to fight, that is not news, even if he bites a dog to prove it."

"If Morris Gest imports a new theatrical troupe, that is not news, but you have a tough time keeping it out of the paper.

"If the Meat Trust announces That giving turkeys will be cheaper this year that is news but there's a trick clause in it somewhere.

"If a visiting British author says America is wonderful, that is not news. But if he says America gives him a pain in the neck, it will be under a London dateline.

"If a bandit robs a bank of $10,000 that is not news. But if Gerald Chapman's old pals are suspected, it will have a place in the paper somewhere.

"If President Coolidge has nothing to say, that is not news. But the Washington correspondents will make a column and a half out of it."



An interesting situation in "Love Bound." The wife solving the mystery of the gold vanity case.

LOVE BOUND

BEATRICE BURTON'S

latest and best newspaper serial is now ready for release. Better than her "THE FLAPPER WIFE," which was a circulation sensation. Mrs. Burton's newest serial—"Love Bound"—is an amazing and intimate story of the business office girl who in a few short months knows "husbands" better than the wives who have lived with them for years.

Immediate wire order is necessary. FIRST COME—FIRST SERVED.

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N. B. Leading papers in New York, Baltimore, Washington, Syracuse, Chicago, Buffalo, Pittsburgh, Cleveland, Toledo, Cincinnati, Youngstown, Memphis, Springfield, Ills.; Omaha, New Orleans, Louisville, Seattle, Tacoma, Portland (Oregon), Spokane, New Haven, Reading, Wichita Falls, Gastonia, N. C. Have bought "Love Bound"

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Educational Value of The New York Times

AN intelligent and clear understanding of the day's news is an absolute necessity in present-day business and social contacts.

Each day the true newspaper asks arresting questions. It is alive with suggestions toward a fuller insight into the ways of man and his universe. In the broad sweep of the news, it deals in a single day with many of the great problems that confront the world. In its pages there is a wealth of human drama; there are many facts far stranger than fiction; there is an abundance of interest and a multitude of directions for extending your information.

What do you get out of your newspaper?

The news, of course.

But do you get out of it also—

a knowledge of current history,
a clear picture of the course of great events,
a multitude of suggestions for building up your information,
a stimulus to thought,
a method of arriving at sound judgments—

In short, does your newspaper contribute vitally to your education?

If it does not, you are getting only a small part of what the true newspaper can give you; for the time you spend on newspaper reading you are receiving only half a return. The New York Times will give you a full return, if you will use it as it can and should be used.

Newspaper reports of governmental and industrial affairs give the reader current material for the study of political science and economics.

Investors, bankers and brokers find in its pages a continuing course in finance. The business man is daily given the facts of industry and commerce.

In the Magazine Section of the Sunday edition are illustrated articles on the outstanding subjects of the hour, both in this country and abroad.

The Book Review Section is a compendium of authoritative information on current literature.

Students at schools and universities find The New York Times valuable in courses of history and current events.

Those interested in foreign affairs obtain light from The Times on the political and economic problems of Europe.

The New York Times *is a day-by-day history of events—important as a means of giving the reader a conscious part in the life of the whole world.*

Once you begin to follow the unfolding of history day by day in the newspaper, there will be aroused a curiosity that will lead you deep into the reference books. If you will give to the newspaper only the application and the reflection you accord to your simplest problem, the questions it raises will carry you eagerly into your library.

To answer these questions is to broaden your information immeasurably; to consider their significance is to train your powers of analysis and reasoning and thus to arrive at sound judgment.

The process is simple. The only requirement is that you read the important news thoughtfully, not merely scan headline and text. If you will do this, you will possess the facts; without such possession sound judgments are not possible.

The largest group of intelligent and thoughtful people in the country, professional men and women, leaders in educational groups and in business read The New York Times regularly. It is kept on file in college and public libraries and in business institutions. Students of current history, politics, economics, public speaking and allied subjects use The Times as a textbook. *When you quote* The New York Times *you speak with authority.* The New York Times is the newspaper preferred above all others by leaders of education.

There are few more helpful influences in shaping the course of educational progress toward larger and better things in school work than the editorials on educational topics that appear in The New York Times, from time to time. Unlike so much of the editorial comment in the newspapers on school and college conditions, The Times editorials show a clear and comprehensive understanding of present-day needs and tendencies in American education. From October issue "American Education," Albany, N. Y.

EDITORIAL

APPLAUSE

NEVER has the crying need of standards in newspaper mechanics been better exposed than during this week at the mid-season convention of the American Newspaper Publishers' Association. We urge our readers to closely examine and ponder the proceedings, printed on other pages of this issue.

The A. N. P. A. has never done a better job in its existence than in calling this conference for a showdown on the long-neglected question of newspaper waste and lost motion. Some of the cleverest experts in newspaper manufacture, speaking there, were in perfect agreement that the time had come for the organized press to do something to bring order out of chaos, to stop wasteful, uneconomic practices, to get mechanics of the daily press under the supervision of the engineer, to supplant harum-scarum methods with order according to the dictates of modern science.

The resolutions adopted at White Sulphur Springs are to be applauded by the press in general. The April convention will most certainly put the big enterprise in motion. The A. N. P. A. is chartered for large service to the daily press industry, and those in command of it are determined that it shall function to full capacity. The White Sulphur Springs resolutions strike a new and happy note.

What must be the thoughts of a reader of a Sunday newspaper which contains 300 *pages, impossible to read short of two or three days of constant application?*

PRESS AGENT ON THE RUN

THERE is substantial evidence that the industrial press agent graft is having hard sledding. Grafters who for years have had easy picking in some daily newspapers and many weekly papers are not finding it so easy these days to place their deceitful "news" and "feature stories." Their employers are awakening to the fact that the game has been as much at their expense as the press, the great bulk of the material sent out representing pure waste. Editors, publishers and advertising men are adopting the policy of candidly informing heads of reputable business concerns of unethical and in instances scandalous methods of press agents operating in their names. Press agents are losing their accounts.

That the press agent is squirming is shown by such incidents as the following: A Chicago advertising agency, which also conducts an industrial press agent business, has abandoned the method of sending free advertising direct to editors, but now hands the stuff to the special advertising representatives of newspapers, which helps a little as the special may with one sweep of the hand toward a waste basket save a whole group of editors from the trouble of opening the futile mail. Other press agents are mailing their stuff in envelopes which bear no printing. Another game is to induce a local advertiser or local agent to hand the copy in to the editor. The demand to get the stuff printed is increasingly frantic, indicating that the press agent is hard pressed.

Some of the grafters are growing ugly. One of the smoothest of the tribe attempted this week to get EDITOR & PUBLISHER to print a subtle attack, intended to impugn honesty, upon a mid-west newspaper editor who recently made an address charging press agents with fraud. When EDITOR & PUBLISHER refused to comply the press agent became insulting.

Editors: Stop using all press agent material; get your own news or go without it; make national distributors of merchandise who employ press agents buy their space on even terms with local advertisers; meet the spirit as well as the letter of the law which, for the protection of readers, demands that advertising be labelled as such!

Advertising executives: Send the stuff back, not to the press agent, but to his employer and frankly expose the graft!

Publishers: When you see a piece of press agentry in your columns find out who put it there and who was paid!

The press agents are on the run—keep 'em running, say we.



Wisdom strengtheneth the wise more than ten mighty men which are in the city.
For there is not a just man upon earth, that doeth good, and sinneth not.—Ecclesiastes, VII; 19, 20.

PATTEE'S DIRECT MAIL

J. G. PATTEE, sales director of the Newcomb-Endicott department store at Detroit, continues to boost the direct-mail business. We notice an article by him contributed to *System*. He tells how his company sold $21,608 of merchandise for 4.4 per cent for advertising.

Fortunately, for those who hold that direct-mail advertising does not compare in efficiency or economy with newspaper advertising, Mr. Pattee reproduces with his article facsimiles of letters he sent by mail to the store's customers offering merchandise. These letters explain much. One describes oriental rugs of amazing beauty, valued at from $65 to $125, for only $38. The letter is one of the most alluring sales arguments we have seen in a long time. It would melt a heart of stone. Who would ever dream of being able to buy a $125 Persian rug for $38? Mr. Pattee, as a lure to the store's "best customers," even put a "card of admission" into the envelope—think of it, a card of admission to a private sale of cheap rugs!

Mr. Pattee's sensational letters naturally pulled a high average of trade, but such tricks soon wear out, according to time-tested experience. When his store wants to move its legitimate merchandise, not at sensational bargain prices and with such doubtful expedients as a "private sale," but for true values, it uses newspaper columns.

In the lead of the *System* article the gentleman states that his firm is traditionally committed to "only honest merchandise at a fair price," so it must be true that those Persian rugs were actually worth two or three times the price asked for them in letter advertising. Such startling bargains might be sold on sight, without advertising of any kind. Put the Persian rug described in Pattee's letters in any high-class store's display window marked: "This Persian rug is worth $125; price today, $38," and we submit that police reserves would be called to preserve the peace.

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James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
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Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

SATURDAY ADVERTISING

THERE is no better example of what can done with Saturday newspaper advertising th is offered in *The Philadelphia Bulletin*. V have just been noticing the issue of November 7, 48-page paper, produced normally, without special e fort. It contains 165 individual retail store adve tisements, as well as the announcements of all t department stores that advertise in the paper on oth days of the week.

There are also approximately 4,200 separate class fied advertisements in the issue.

The Bulletin's half million circulation does busine for the merchants who advertise on Saturday, just the same circulation does business for those who a vertise on other days of the week. William Simpso business manager, tells us Bulletin advertising clien are well satisfied with Saturday results.

Saturday editions of newspapers of merit that a unprofitable are simply not being sold. Much bus ness is more suitable for a Saturday edition than th more crowded Thursday or Friday numbers. Satu day advertising is a subject that must be intensive studied. It is a newspaper problem that can be solv by management, indeed, is being solved by enterprisir executives on many newspapers.

Christmas is coming—for Newsboys, who make possible the success of daily journalism.

RADIO ADVERTISING

EDITOR & PUBLISHER has come in for co siderable censure during the past two years f its editorial attitude of objection to radio broa cast advertising. In some quarters our motives ha been regarded as merely partisan to the newspape As a matter of fact we have objected to radio adve tising for the sound seasons: (1) In its indirect for it is deceptive and an imposition on the public; (2) cannot obtain direct-advertising results; (3) it vi lates the long-sought ethical rule that advertising mu be labelled; (4) in that it cannot, by its nature, d liver substantial values to advertisers, it is a menac to the advertising business; (5) it is not only unfa to established media but is a blow at the fine ne science of communication, radio, a blessing if properl used, a curse if abused.

EDITOR & PUBLISHER this week calls attention to th resolutions adopted at Mr. Hoover's radio conferen at Washington, published in full in another colum officially confirming all we have been contending fc two years.

"Christian Science Monitor" recently published an Ohio special edition which might be used as a model for such enterprises—a special edition of such editorial merit as to warrant permanent filing.

A NOVEL CONTEST

PRIZES to readers who detect errors in the new editorial or advertising columns, are being of fered by the *New York Evening World*. Th sum of $50 is paid for the longest list of inaccuracie in a single issue, $25 for the second, $15 for the thir and $10 for the fourth. Errors in punctuation d not count. But if a reporter mis-spells a name o intersects parallel streets, or if an editorial write mixes his dates in historical reference, or a printe transposes or makes a typographical blunder, it i valid for a count. Any statement of fact may b challenged.

This is a novelty and nothing could be better cal culated to stimulate newspaper makers in the ceaseles quest of accuracy. That the contest is interesting t the public was shown by the large response the Worl received from its first contest issue. Hundreds o keen-eyed readers reported an error in a date an also a reporter's slip in reference to the celebratio of a Saint's Day. World writers have not only t pass the copy-desk, but run the gauntlet of a critical throng of readers who are well paid for th detection of errors. In the meantime the Worl builds an enviable public reputation for accuracy.

PERSONAL

CLARENCE W. BARRON, publisher of the Boston News Bureau and *Wall Street Journal,* sailed Nov. 7, from New York on the liner "Paris" for a European tour.

John L. Stewart, publisher of the *Washington* (Pa.) *Observer and Reporter* and president of the Pennsylvania Newspaper Publishers' Association, sailed this week from San Francisco for a trip around the world. He will return next April.

Oscar Woodruff, editor and publisher of the *Dansville* (N. Y.) *Express* for the last 50 years, observed his 86th birthday recently.

Grove Patterson, executive editor of the *Toledo Blade,* and Mrs. Patterson have been touring Florida and the southern battlefields.

IN THE BUSINESS OFFICE

A. MORRIS has resigned from the *Danville* (Va.) *Register and Bee* staff to become circulation manager of three Florida papers, the *Palm Beach World, Delray Daily Press* and *Boca Raton News.*

Donald F. Grey, formerly assistant business manager, *Portland* (Me.) *Express-Advertiser,* and recently of the *Worcester Telegram and Gazette,* has succeeded Everett B. Harvey as business manager of the *Quincy* (Mass.) *Patriot Ledger.*

R. B. Deane, for two years with the foreign advertising department of the *Syracuse* (N. Y.) *Journal* has been named manager of foreign advertising, *Miami* (Fla.) *Herald.*

Emile F. Freniere formerly with the *Boston Herald* and lately with the *Worcester Telegram-Gazette* is now advertising manager of the *Hudson* (N. Y.) *Daily Star.*

IN THE EDITORIAL ROOMS

M. W. DICKEY, managing editor of the *Springfield* (Mass.) *Union,* is conducting a class in Journalism for the State Division of University Extension in Springfield.

L. Thomas Simonyi, formerly on the staff of the *Wall Street Journal* is now with the brokerage house of Shearson, Hamill & Co., members of the New York Stock Exchange.

Theodore H. Townsend has resigned as assistant editor, *Dairymen's League News,* to become editor and business manager of the *Waterville* (N. Y.) *Times.*

Bruce Copeland, turf writer, and formerly connected with the *Chicago Daily Journal* and *Chicago Evening American* is now on the editorial staff of the *Chicago Daily News.*

"Pop" Boone, sports writer on the *Fort Worth Record* prior to its sale to Amon G. Carter of the *Star-Telegram,* is now writing sports on the *Fort Worth Press.*

J. W. Robson of the *Dayton Daily News,* was awarded $100 by *Liberty Magazine* last week for his tip on the act of bravery that won the publication's weekly $1,000 prize.

Harold Allegree, has been made telegraph editor of the *Wichita Beacon* succeeding James Joyce.

Aubrey Cossar, former Louisville newspaper man was recently elected sheriff of Jefferson county. He was at various times with the Associated Press, *Louisville Courier-Journal and Times, Louisville Herald,* and the Ohio Valley News Service.

Sam Kopp, formerly with the *Newark Sunday Call* and the *Newark Ledger* is now news editor of the *Palm Beach Times,* going there from the rewrite desk of the *Tampa Times.*

Hazel Fletcher, reporter for the *St. Paul Daily News,* has resigned.

Miss Margaret Morrison, society editor of the *Centralia* (Ill.) *Evening Sentinel,* was severely injured when she fell from the running board of an automobile.

Dick Hutchenson, *Houston Press* reporter, has returned to Rice Institute to complete his course.

Burton Davis, writer of the "Sidewalk Revue" for the *Houston Chronicle,* has gone to the *New York Evening Post.*

Fred H. Strong is now assistant city editor, *St. Paul Daily News.*

Arthur J. Shannon, column conductor on the *Seattle Daily Star,* and Mrs. Shannon, are parents of a daughter, born Nov. 1.

William Corbett of Waynesboro, Pa., formerly circulation manager of the *Hagerstown* (Md.) *Herald-Mail,* is now state editor of the *Philadelphia Inquirer.*

Norval N. Luxon, city editor of the *Canton* (O.) *News,* is improving after a seven weeks' illness in a Canton hospital.

R. A. Dickerson has joined the copy desk staff of the *Des Moines Register.*

Chauncey H. Derby formerly with newspapers in Wilkes-Barre, Scranton and Altoona, Pa., is now managing editor of the *Staten Island Advance,* New York, succeeding St. John McLean who has purchased a paper at Hamburg, Pa.

John B. Long, Jr., city editor of the *Omaha Bee,* has resigned to join the publicity department of the Northwestern Bell Telephone Company.

J. Maxwell Beers, of the editorial staff, *Elmira* (N. Y.) *Advertiser,* was recently elected to the city council.

HOLDING NEW POSTS

EARL D. JENCKES, from reporter, *St. Paul Dispatch-Pioneer Press,* to publicity director, St. Paul Association of Public and Business Affairs.

Miss Florence M. Brown, from *Minneapolis Journal,* to feature writer, *St. Paul Daily News.*

Frank Dooley, from city staff, *Buffalo Evening News,* to *Buffalo Courier.*

James Trainor, from city staff, *Buffalo Courier,* to *Buffalo Evening News.*

Sidney Curtis, from district man, *Lynn* (Mass.) *Telegram-News,* to reporter, *West Palm Beach* (Fla.) *Times.*

Don Hinga, from assistant news editor, *Fort Worth Record,* to assistant city editor, *Houston Press.*

Max Jacobs, from police reporter, *Houston Press,* to *Houston Post-Dispatch.*

Arch MacDonald, from *Minneapolis* (Minn.) *Tribune* to editorial staff, *Des Moines* (Ia.) *Register.*

Glenn Rohrbach, from manager of classified, *Moline* (Ill.) *Daily Dispatch,* to advertising staff, Deere & Co., Moline.

James Keefe, from *Minneapolis Daily Star,* to copy desk, *St. Paul Daily News.*

PRESS ASSOCIATION NOTES

M. M. OPPEGARD, St. Paul correspondent of the Associated Press, and Mrs. Oppegard are parents of twin girls.

Joseph L. Jones, United Press foreign editor sailed from New York for London, Nov. 7, to join the London U. P. staff. Larry Allen, London manager, arrived this week in New York to take charge of the foreign desk.

Ralph Turner, news manager of the United News, New York, visited the United News Washington bureau this week.

CHANGES OF OWNERSHIP

ROSCOE H. LARSON, has purchased the *Irene* (S. D.) *Tri-County News,* succeeding W. W. Myreholt, Nov. 1.

F. H. Plumb of Bagley, Ia., for the last year a partner with H. E. Hankins in the publication of the *North Guthrie* (Ia.) *News* published at Bayard, has sold his interests to Mr. Plumb and will retire.

George S. Peck, who with C. F. Brown of Palouse, purchased the *Lacrosse* (Wash.) *Clipper* in the early summer, sold his interest in the paper to his partner recently.

FOLKS WORTH KNOWING

AMONG the many progressive publishers of small growing Florida newspapers, is H. H. Hudson, publisher of the *Titusville* (Fla.) *Star Advocate.*



H. H. Hudson

Mr. Hudson entered the newspaper business in 1914 as classified solicitor on the *Des Moines News.* After a year in that capacity he was transferred to the display staff where he remained nine years. The last year he was with the News he was manager of the advertising department.

In the fall of 1922, he was transferred to the *Cleveland Press,* where he served nearly three years in the advertising department.

Just recently, he realized an ambition he had long held in the purchase of the Star Advocate.

L. E. Eskelson has taken charge of the *Pukwana* (S. D.) *Press-Reporter,* succeeding J. W. Jackson, who has gone to Nebraska.

Robert Good, of the *Cawker City* (Kan.) *Ledger,* and former assistant state business manager, has purchased the *Ottawa* (Kan.) *World,* Democratic weekly.

R. L. Barnard, one of the owners of the *Ketchikan* (Alaska) *Chronicle* since it was established five years ago, has sold his interest to his partner, E. C. Morrissey.

Fred Zeigler, Jr., editor of the *Greencastle* (Pa.) *Echo-Pilot,* owned by the late William J. Patton, has purchased that paper.

Selah (Wash.) *Optimist* was sold, Oct. 29, by Roy C. Irvine to John Simonson, former newspaper man and now a fruit ranch owner.

WITH THE SPECIALS

FREDERIC A. KIMBALL has joined the staff of the S. G. Lindenstein, Inc., publishers representatives, New York. He has been in the newspaper representative business in New York for the past 20 years.

Paul F. Clark formerly with the *Portland* (Me.) *Press Herald* has joined the staff of Carroll Swan, publisher's representative, Boston.

Photoplay News, illustrated weekly newspaper has appointed the following representatives: New York, Michael Altschuler; Chicago, E. H. Moran; Kansas City, J. H. Miller.

NEW PLANTS AND EQUIPMENT

AKRON (N. Y.) JOURNAL, published by J. C. Murphy, will be moved soon into the Buchner building on Main street. The property has been purchased by Mr. Murphy.

Buenos Aires La Prensa has ordered a second 16-page Hoe intaglio press for rotogravure printing.

Elrod casters have been installed by the following papers: *Cincinnati Times-Star, Daytona Beach* (Fla.) *Journal, Deland* (Fla.) *News, Evangelical Messenger,* Cleveland, and the *Calcutta Statesman,* India.

Brooklyn Times has ordered two 16-page press units and one double folder from R. Hoe & Co.

MARRIED

SOUTHARD P. WHITING, for eight years with the advertising department of the *Des Moines Register and Tribune-News* to Miss Florence M. Blount recently. Mr. Whiting is now with the advertising department of the Ford Motor Company.

Ralph M. Rhoderick, editor of the *Middletown* (Md.) *Valley Register,* to Miss Mildred M. Speak of Middletown, Oct. 31.

Gilson B. Gray, Jr., formerly of the *New York Herald Tribune,* and now with Barton, Durstine & Osborn to Miss Mary Frances Buffum of Louisiana, Mo., recently.

SPECIAL EDITIONS

LAKELAND (FLA.) LEDGER, 224-page Tourist edition, Sunday, Nov. 1.

Lebanon (Ind.) *Reporter,* 32-page edition in connection with annual Corn Carnival.

Ottawa Citizen, 22-page edition in connection with Eastern Canadian Laundry Owners Association convention, Nov. 5.

Minneapolis Daily Star, 40-page Progress of Minneapolis edition, Oct. 31.

Duluth News-Tribune, 68-page Enclosed Car edition, Nov. 1.

Cobleskill (N. Y.) *Times,* 26-page Progressive New York edition, Nov. 6.

Atlantic City Press-Union, 64-page Know Your City Day edition, Nov. 6.

ASSOCIATIONS

NEWSPAPERMEN'S GOLF CLUB OF BOSTON held its last tournament of the season at the Bellevue Golf Club last week. Thanksgiving turkeys were given to the winners. They were: Class A, C. S. Jacobs, *Boston Post;* Class

Figures Don't Lie!

IF YOU want to know the name of the most popular daily illustrated feature news service, take a look at the figures we are going to give you in a series of advertisements in the Editor & Publisher, of which this is the first.

Central Press is dominant in the dominant states.

Consider North Carolina, for instance.

The newspapers with the largest circulation and widest influence in this important key state are the Charlotte Observer, the Raleigh News and Observer, the Greensboro News and the Winston-Salem Sentinel.

All four are using the Central Press Association's full daily general service in making and holding readers.

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Manager

P.S.—We produce the world's best daily picture page.

B, Alex Kennedy, *Globe;* Novice class, J. J. Hallahan, Globe.

Woman's Press Club of Denver has inaugurated a series of evening "Shop Talks," to be held once a month informally about the club fireplace. At these gatherings established writers will discuss magazine and syndicate markets and allied topics.

Medina (N. Y.) Advertising Club has elected these officers: President, Raymond Feller; vice-president, Frederick Neff; treasurer, D. A. Barnes; secretary, Percy Krompart.

Missouri Republican Editors' Association will hold its annual session at Jefferson City, Nov. 20-21. Walter S. Dickey, publisher of the *Kansas City Journal-Post* and president of the Association will preside.

Advertising Club of Danbury, Conn., was organized recently with the following officers: President, Harry S. Palmer; vice-president, Joseph S. Landsman; secretary, Harold J. De Puy; treasurer, Leopold Levy; board of directors, E. R. Barnard, Frank W. Hanson, Leonard Brady, Jesse W. Hill, Fred C. Brown, C. J. Fisher, William A. Deakin, R. F. Foster, E. Janeway, R. E. Landers, Miss Katheryn Lane.

Aurora (Ill.) Advertising Club, inactive for several years, has been reorganized with 43 members and the following officers: C. W. Hoefer, *Aurora Beacon-News,* president; W. F. Hitchcock, vice-president; J. M. Strotz, secretary; and C. H. Curtis, treasurer.

First district conference of the **Iowa Press Association** was held at Cherokee, Iowa, last week with publishers and editors from 15 counties attending. Justin Barry, Cherokee, was elected president; W. J. Stearns, Inwood, vice-president, and Otto Bartz, Sheldon, secretary-treasurer.

Advertising Club of Baltimore heard an address by Robert K. Leavitt, secretary-treasurer of the Association of National Advertisers at its regular meeting, Nov. 11. Mr. Leavitt spoke on the preventable wastes in advertising.

ASSOCIATION CHIEFS

BECAUSE he thought the work interesting, C. E. Blewer, circulation manager of the *Binghamton Press,* became a newspaper man 15 years ago. His interest carried him beyond mere routine office work, and into association endeavor. A few weeks ago, he was elected president of the New York State Circulation Managers' Association.



C. E. Blewer

Mr. Blewer started newspaper work in 1910 on the Press, his only newspaper connection. After three years as outside traveling agent, he was promoted to his present position, which he has held since.

"Harmony and co-operation," Mr. Blewer said, "are the two words which mean most, when translated into action in a newspaper circulation department.

"I favor the independent carrier system," he added, "because I believe the psychology of co-operation it produces is conducive of greater effort and better service by each carrier to the subscriber."

Before his election as association president, Mr. Blewer was first vice-president of the New York State Circulation Managers' Association.

ON THE MECHANICAL SIDE

ERNEST ROBBINS, foreman of the stereotyping department, *Salt Lake City Deseret News,* has gone to southern California on a visit.

Charles Thomas has joined the composing force, *Des Moines Register and Tribune-News.*

FLASHES

Now is the time for the press agent to begin explaining why turkeys will be higher this year.—*New York Telegram and Evening Mail.*

In Wilkes-Barre, at any rate, the journalist has the proverbial lean and hungry look, according to the *Times-Leader, which* says that there will be excluded from the press box "all but bonified newswriters."—*F. P. A. in New York World.*

New Pest Attacks Florida Palms.—*Headline.* What is it? Itch?—*Little Rock Arkansas Gazette.*

A man can smell with his nose, but that's where a woman shines.—*Columbia Record.*

A resort is a pleasant strutting ground where nobody knows how unimportant you are at home.—*New York Telegram and Evening Mail.*

If only philanthropists would give it back to the same people they took it from.—*Roanoke World-News.*

Increase of autos suggests propriety of changing national flower from golden-rod to car-nation.—*Wall Street Journal.*

Still, the modern girl knows as much about a needle as the modern boy knows about a bucksaw.—*Wichita Falls Record-News.*

"If Shakespeare were alive to-day he would be looked upon as a remarkable man."—*Lecture.* Sure, he would be over 300 years old.—*Chicago Herald-Examiner.*

It would be fine if clothing manufacturers would sew on buttons with the same care that is devoted to the affixing of size and price tags.—*Florence* (Al *Herald.*

Nobody is more aroused to rebellio comment, when intolerance menaces h manity, than Prof. Heywood Broun. H theory is that when the man bites t dogma, that's news.—*F. P. A., New Yo World.*

Armored cars will evidently have be sent under convoy.—*Springfield R publican.*

London now boasts of titled typists. they can spell they certainly are ladi of quality.—*J. R. Wolf, in Milwauk Journal.*

"What shall we do with sewage Well, let's not dramatize it.—*New Yo Telegram and Evening Mail.*

Did the moths enjoy your overcoat la summer?—*Columbia Record.*

Furniture Ad Standards Adopted

Advertising standards for the sale furniture were this week adopted by th furniture dealers of Washington, D. C the Better Business Bureau announce The campaign to correct any wrong im pression in the advertising of furniture known as "Name the Woods" progra The program provides for the naming advertising of articles of furniture th actual woods composing the expose surface of the piece of furniture. Wash ington is one of the first cities to ado this program. The Washington Furn ture, Carpet and Upholstery Associatio which has approved these new adverti ing standards, has appointed a committe to co-operate with the Better Busine Bureau.

WHAT'S WHAT IN THE FEATURE FIELD

Rev. S. Parkes Cadman, D.D., Becomes a Syndicate Writer—"Great Love Moments" in Picture, New Ledger Offering—McClure Preparing "The Review of the Year"

REV. S. PARKES CADMAN, D. D., noted Brooklyn clergyman, has decided to enter the syndicate field as a writer for the New York Herald Tribune Syndicate, Harry Staton, syndicate manager, announced this week.

A contract was signed by Dr. Cadman late last week. He will begin writing a daily feature Jan. 1, 1926.

The name of the Cadman feature has not yet been decided. As described by Mr. Staton, it will endeavor to be a sort of "clearing house of human emotions."

"Dr. Cadman will answer five questions each day submitted by newspaper readers," Mr. Staton said. "These questions are not to be religious or controversial, but regarding the readers' own problems, ethics, and human and social conduct."

The clergyman on Sundays occupies the pulpit of the Central Congregational Church, Brooklyn, but is known to a wider audience, because of his addresses over the radio. He is said to have "stepped into the shoes" of Henry Ward Beecher.

Ledger Syndicate, Philadelphia, announces a new illustrated series under the caption "Famous Sweethearts, Love Stories of Life and Fiction," by Blanche Greer.

Preparations are now under way for "The Review of the Year," offered annually by the McClure Newspaper Syndicate. The same syndicate announces "Who Began It," a new daily service relating the origin of inventions.

Joseph F. Hanratty has resigned as promotion manager of the Christy Walsh Syndicate, New York, and is now in the promotion department of King Features Syndicate, Inc., New York.

Beatrice Burtan Morgan has gone to Hollywood to complete her newspaper serial "Love Bound," which is being distributed by Johnson Features, Inc., New York.

Christmas stories announced this week by the McClure Newspaper Syndicate include: "Lyn's Way" and "The Great Man," by Fannie Hurst; and "A Christmas Story," by Margaret Sangster.

N. T. N. Robinson has written a series of six daily articles on the inside of the Shipping Board for Current News Features.

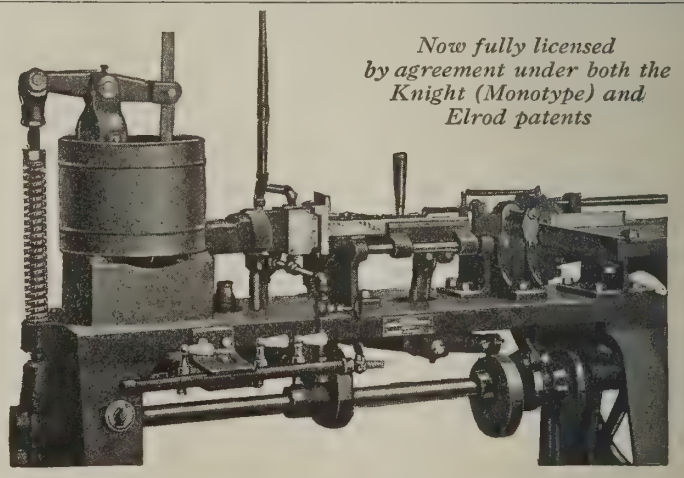
"Judge Rummy," a comic strip by T. A. Dorgan, has been revived by King Features Syndicate.

William Allen White, editor and publisher of the *Emporia* (Kan.) *Gazette,* will write a special Christmas editorial for the United Feature Syndicate.

A two column novelty cartoon, the "Name-Me Game" drawn by Darrell McClure is recent addition to the list of the Premier Syndicate, New York.

George Herriman, creator of "Krazy Kat," has returned to New York after a long stay in the West.

Jack Hornday, King Feature Service, is making a swing through the Southwest visiting clients. He recently spent two months in Florida.



Now fully licensed by agreement under both the Knight (Monotype) and Elrod patents

Elrod Slug Caster

for Leads, Slugs and Plain Rules

THIS machine will cast leads, slugs and plain rules of various point sizes, any length desired, at less than the cost of distribution.

It is so simple no expert operator is needed, and so automatic it requires no constant attendant.

Elrod material is solid and it stands up under the most severe press and stereotyping conditions.

Learn how you can save money by producing your spacing material in your own plant from regular slug metal.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

"The Proof Of The Pudding Is The Eating"

In October, 1925, The Birmingham News carried the largest volume of paid advertising ever printed in a single month in the paper's history

During October, The News, in addition to carrying the largest volume of paid advertising in the history of Alabama newspapers, broke all records for local advertising, all records for national advertising since 1920, and twice during the month broke the all-time record for total advertising carried in a regular week-day issue. The following figures tell the story, and prove beyond doubt, that The News produces results for its advertisers at minimum cost:

	THE NEWS		AGE-HERALD		POST	
	1925 October Lines	1924 Lines	1925 October Lines	1924 Lines	1925 October Lines	1924 Lines
Local	1,194,102	1,133,132	501,578	541,044	436,590	272,230
Classified	166,152	154,266	136,892	137,032	29,260	21,364
National	288,918	236,936	114,380	122,514	59,640	45,388
Total	1,649,172	1,524,334	752,850	800,590	525,490	338,982
	Gain 124,838		Loss 47,740		Gain 186,508	

Widening the Margin of Advertising Supremacy

The progress of The News has been steady and consistent. For five years, however, October, 1920, stood as its banner month. The figures below serve only to widen the margin of supremacy between The News and its competitors. The Birmingham Post was not established until January, 1921, hence no figures are shown on it.

	THE NEWS		AGE-HERALD	
	1925 October Lines	1920 Lines	1925 October Lines	1920 Lines
Local	1,194,102	1,076,404	501,578	611,254
Classified	166,152	160,202	136,892	134,540
National	288,918	363,580	114,380	173,516
Total	1,649,172	1,600,186	752,850	919,310
	Gain 48,986		Loss 166,460	

Net Paid Circulation now Greater than

75,000 Daily **87,000 Sunday**

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO. New York — J. C. HARRIS, Jr. Atlanta — KELLY-SMITH CO. Chicago

ADVERTISING AGENCY AFFAIRS

Cole-McDonald-Wood, Inc., Formally Opens Detroit Office—Sulcer Heads A.A.A.A. Western Council—New Manager of McCann's Denver Office

FORMAL opening to the public of Cole-MacDonald-Wood, Inc., Detroit's newest advertising agency, with headquarters in the Metropolitan building, was held Nov. 10.

The company is headed by Col. Walter C. Cole, who for years was secretary of the Detroit Board of Commerce. Col. Cole has also been general manager of two other Detroit national agencies and a direct-by-mail house.

The vice-presidents of the company are Edmund D. Wood, and Arch H. MacDonald.

Mr. Wood for several years was connected as sales and advertising executive with several large automobile manufacturers. He was, for four years, metropolitan distributor of motor cars.

Mr. MacDonald is a Detroiter and has been connected with the *Detroit News*, the United States Rubber Company and Devoe & Raynolds, paint manufacturers in New York.

Associated with these three will be Russell E. Brown, formerly office manager and assistant treasurer of McManus Inc., and Power, Alexander & Jenkins; H. M. Hastings, space buyer, formerly with C. C. Winningham, Hudson Motors and Power, Alexander & Jenkins; A. F. McCrea, account executive, formerly with Campbell-Ewald, Brotherton Company and Velie Motors Corporation; Paul H. Bruske, copy chief, formerly with Studebaker, Maxwell and Power, Alexander & Jenkins. W. C. Dudgeon, creative department, formerly with Campbell-Ewald, Gardner Advertising Agency, St. Louis, and Power, Alexander & Jenkins.

Henry D. Sulcer, president of Vanderhoof & Co., Chicago advertising agency, was elected chairman of the western council of the American Association of Advertising Agencies at a recent Chicago meeting. Mr. Sulcer was for many years western advertising manager of the *Chicago Tribune*.

James A. Henderson has been appointed manager of the Denver office of the H. K. McCann Company. For the past three years he has been with McCann's San Francisco office.

C. I. Heikes is now with the Betram May Advertising Agency, Philadelphia. At one time he was associated with the Frank Presbrey Company.

The De Forrest Porter Advertising Service, Inc., Buffalo, announces the appointment of Willard A. Pleuthner as account executive.

Col. Walter C. Cole, president of Cole-MacDonald-Wood, Inc., Detroit advertising agency announced this week that his agency had established a radio broadcasting advertising department. Harold M. Hastings, space buyer, has been named manager.

Col. Cole was a delegate this week to the Fourth National Radio Conference in Washington. He said the concensus of opinion at the conference was that advertising has a place in radio programs after a concern has built a solid background of good-will by using newspapers and magazine space to such an extent that the mention of their name over the radio will recall the product. He is emphatic in the belief, however, that no one should be allowed to broadcast pure advertising.

Frank E. White, formerly dramatic editor of the *Denver Post* and more recently advertising manager for a Denver amusement park, has been made vice president of the Conner Advertising Agency, Denver. White was engaged in advertising in New York City for five years before coming to Denver.

Phil Jarnagin, formerly of the *Storm Lake* (Ia.) *Pilot Tribune*, has joined the staff of Fairall & Co., Des Moines advertising agency, as copy writer.

E. D. Ring, formerly with Marquis Regan, Inc., sales counsellors of New York, has bought an interest in the St. Paul Advertising Company, of which he is now vice-president.

Willard A. Pleunther has been appointed account executive of the DeForest Porter Advertising agency at Buffalo.

Alan Lehmann has joined the staff of Barton, Durstine & Osborne at their Buffalo office.

WHEELER LEAVES LIBERTY

Editor of Chicago Tribune's Magazine Announces Resignation

John N. Wheeler, editor of *Liberty Magazine* since it was launched by the *Chicago Tribune* in 1924, announced his resignation this week.

No successor has yet been appointed, it was stated at Liberty's New York office. Harvey Deuell, managing editor, is acting as editor.

Mr. Wheeler during his editorship of Liberty continued as president of the Bell Syndicate, New York.

Ferguson to Canandaigua

J. W. Ferguson, at one time general manager of EDITOR & PUBLISHER and for years with the old *New York Herald* has joined the *Canandaigua* (N. Y) *Messenger* as associate manager.

WITH THE GENERAL ADVERTISERS

Electrical Society Booming Christmas Newspaper Advertising Calumet Discusses Ad Program With Jobbers—The Story of "Simon the Pieman"

THE Society for Electrical Development, Inc., 522 Fifth avenue, New York, this week announced plans for organizing the electrical industry for special advertising efforts during the Christmas season.

The plan is divided in two parts:

First:—Promotion of the idea that electrical products make excellent Christmas gifts. Dealers are being urged to purchase newspaper space to tell this story. Members of the society are being furnished with advertising mats to be placed in paid space in local newspapers.

Second:—Promotion of the Community electrical Christmas tree idea.

The society is sending out several thousand copies of a full page advertisement for insertion in newspapers. The proofs carry a caption to the effect that the advertisement may be signed and paid for by a local electrical league or electrical concern.

Consider the story of "Simon the Pieman."

Simon Hubig opened his first baking plant in Fort Worth, Tex., eight years ago. He began and maintained a policy of continuous newspaper advertising.

The quality of pies he produced and the consistent policy of newspaper advertising had made possible a program of expansion, which today is being chronicled as among the big business successes of the country.

During the eight years, Simon Hubig Company Pie Bakeries have been opened in Dallas, San Antonio, Houston, New Orleans, Birmingham, Atlanta, Memphis, Cincinnati, and Louisville. These plants will produce 25,000,000 pies this year.

One feature of the Simon Hubig Company advertising program is the way the opening of a new plants is announced. The complete opening campaign is prepared in advance and opening announcements appear daily for six or seven days before the plant actually begins operation.

Mr. Hubig expects to carry on his policy of persistent newspaper advertising in 108 cities in which he plans eventually to install his bakeries.

To use of advertising "not as a temporary sales stimulant, when business is poor or when there is an overproduction of pies, but as a method of building up a permanent business," Mr. Hubig attributes much of his success.

Copy is being placed by the Wimberly Advertising Agency, Fort Worth.

The Calumet Baking Powder Co. pany discussed the power of newspa advertising in a recent letter mailed jobbers of the United States. The let emphasized the potency of newspa advertising as compared with magaz space.

"Compare the Calumet advertis found in your newspaper with the 'off' mediums advertising other brands baking powder. Calumet invites customer to buy at your custome store," it read.

Calumet is one of the largest us of newspaper advertising in the count

---

Williamson Candy Company, Chica is planning a new campaign for its pr uct "Oh Henry," a candy bar. T Brennan-Phelps Company handles account.

ROAM THE EARTH
SAIL THE SEAS

EXPLOIT AND ADVENTUR

PIERCE THE DEPTHS
FLY THE SKIES

Excursions on the Wings of Darin

Splendidly Illustrated
EVERY WEEK

Served as Setting Copy and Mats of Illustrations or in Full-Page Mat Form

METROPOLITAN
NEWSPAPER SERVICE
Maximilian Elser, Jr., Gen. Manager.
150 Nassau Street, New York City

The
DES MOINES
CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

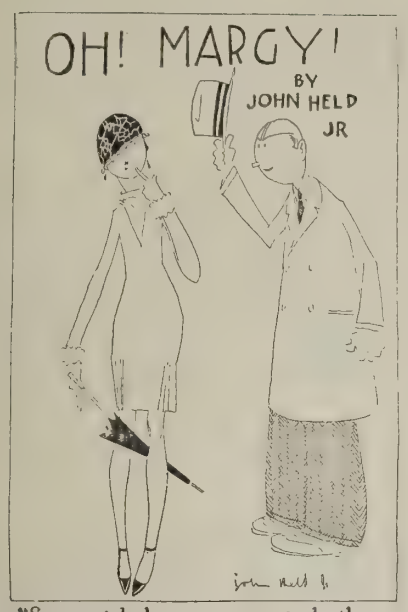
Combination Advertising Rates for 12 Insertion Contract

Full Page.....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page .... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

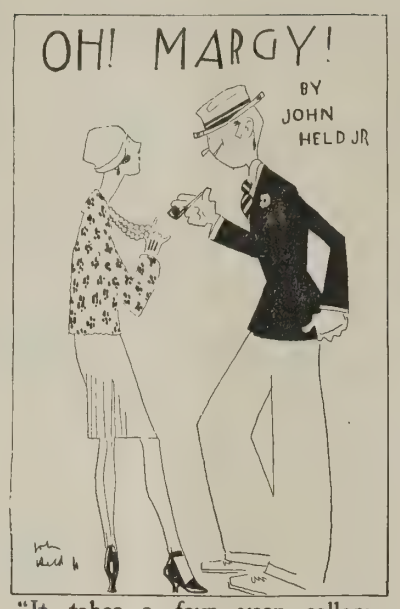
Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON



"Some girls have canoe minds, they are so easily upset," says Margy.

Reg U. S. Pat. Off.
Copyright by United Feature Syndicate, Inc.



"It takes a four year college course to learn how to sell bonds to the men who never got an education," says Margy.

Reg U. S. Pat. Off.
Copyright by United Feature Syndicate, Inc.



Margy says: "A lot of girls who visit beauty parlors never do seem to have been waited on."

Reg U. S. Pat. Off.
Copyright by United Feature Syndicate, Inc.

"JOHN HELD, JR., is the foremost chronicler of youth and beauty in the world today; he understands and sympathizes with the flapperian viewpoint, and his drawings reflect the most advanced thought in undergraduate circles."

"LIFE," Oct. 24, 1925

Now is the time to start Held's great newspaper feature OH! MARGY! and tune in with the new generation. Pungent humor, unexcelled art, a famous name, and the keenest understanding of what *young* people, whether they're fifteen or fifty, will appreciate and look for: these become a part of your paper when you print OH! MARGY! regularly.

Margy is a regular feature in such papers as the Washington Post, San Francisco Chronicle, Birmingham Age-Herald, Pittsburgh Post, Buffalo Express, Omaha News, Columbus Journal, Philadelphia Inquirer, Louisville Times, Minneapolis Tribune, Portland Journal, and others.

OH! MARGY! service consists of a daily single column piece as shown above, and a big Held drawing, which we make either half-page size or five columns wide, for Saturday or Sunday. Also, some excellent promotion pieces, drawn by Held himself.

UNITED FEATURE SYNDICATE

World Building **New York, N. Y.**

RED HEADED GIRL AND TRAFFIC COP KEEP BALTIMOREANS LAUGHING

Clark S. Hobbs Character Creations in "Good Evening Column" a Permanent Fixture of Baltimore Sun—"Sometimes a Frankenstein," He Says

FOR four years Clark Simpson Hobbs has written "The Diary of the Traffic Cop" as a part of the "Good Evening Column" of the *Baltimore Evening Sun.*

And in that time the cop, his boarding house lady, the red-headed girl and the adventures in which each of the three react on the other have become as much a part of the daily lives of thousands of Baltimoreans as are their meals. Mr. Hobbs writes the whole of the "Good Evening" column which includes short poems and humorous flings at fads of the moment. But the characters in the diary have, through familiarity, become actual persons always good for a laugh for those who follow them.

The cop is of course a bachelor. He lives in a boarding house kept by a widow. And, in the main, he travels from his semaphore downtown to his boarding house. He takes the widow or the red-headed girl to circus or church supper or dance or theater. Or he discusses with them the burning issues of the day. Since both the red-headed girl and the boarding house lady have their minds on marriage and the pay envelope of the cop and since the cop is wary, the situation is full of complexities. The question of how it will be decided in the end, the question of who will finally land him, is one of the most interesting problems offered to the newspaper readers of Baltimore. And the antipathy of the cop to flivvers and flivverites and the adventures he has with them at his post entertain those who drive flivvers, those who drive more costly cars and those who drive none at all.

The "Diary" occupies one third of a column. The "Good Evening Column" is a full column first page feature except in the final sporting edition. In each third of a column there are at least three incidents. That means that in the more than four years Hobbs has been writing, he has invented about 4,000 incidents.

It began when J. Edwin Murphy, managing editor of the Evening Sun, assigned Hobbs to write a diary of the traffic cops' troubles at a time when Charles street, which runs past the buildings of the Sun and the Evening Sun was being torn up for repaving. Hobbs was then a reporter. He had been in the business for several years and, in the line of his daily work, had proved his gifts as a humorist.

One day after the Soviets took charge of Russia and adopted the red flag as their emblem a tip to the effect that the red flag which had formerly been used by contractors as a sign of danger had been replaced by a yellow flag because some business people objected to the use of the symbol of radical Russia. The Evening Sun, in line with its policy of laughing such things to death, sent Hobbs out to find a yellow flag in use.

It happened that the city was at the moment in the grip of a two-day sleet storm with temperatures well below zero. The streets were covered with ice and as slippery as glass. Hobbs didn't find the yellow flag, but his story of his slipping adventures as he tried to find it landed him in the "Good Evening" editor's chair. The chair was brand-new. It was created for him.

Many comic incidents have grown out of the column. The traffic cop who was on duty at The Sun corner when the column began is said to have been actually worried about how the thing would be taken at home. He was a big, good-natured Irishman, but he didn't know about this red-headed girl stuff. He didn't know how the Missus was going to take it. Finally he quit traffic and went back to his post. No; it wasn't the column. He didn't like standing so much.

"There is one element about this occupation of being a humorist to which I have never grown accustomed," says Hobbs. "I meet people who have read my column and have found it funny. They look at me and I heard them whisper 'Is *that* the fellow who writes the traffic cop?' Then they take a long breath. Then they say 'I can't believe it. The traffic cop's funny'. You see Nature has constructed my physiognomy along solemn lines. When I feel funniest I look most serious. And I have been told that much of the time I look like an undertaker.

"Wherever I go in Baltimore I am asked how the red-headed girl or the boarding house lady or the traffic cop is until sometimes I feel myself almost as if they were members of my family. It is so natural to thank a friend for inquiring after their health.

"Real enough they are sometimes. They are Frankensteins. You remember Shelley's story of the scientist who built a man synthetically out of chemical materials and who was driven almost into insanity by his own creation? They don't drive me crazy. But imagine getting up in the morning with the certain knowledge that you've got to invent three incidents that day involving three certain characters, that there is no sleep for you that night until you have done that! Imagine keeping it up year after year!

"I get down to the office around 9 a. m. I leave it at about 11 with the column for that day written. That's the easiest part of that day's work. I go home and then the hard part begins. I must think up incidents for the next day. Sometimes I sit on my porch alone for hours and just stare ahead of me. I find that my mind is wandering off. I bring it back to my Frankensteins and it wanders again. It gets off again and I haul it back. Finally I land the incidents. Now and then I finish at 2 o'clock in the afternoon. At other times I lie in bed at night and think about it.

"When I meet my readers I ask them if it isn't quite natural that I should look solemn—since I have to carry these three characters around with m wherever I go."

San Antonio to Use Newspapers

Advertising San Antonio as "Th Winter Playground of America," th San Antonio Chamber of Commerce wi place advertisements in 17 newspaper and eight magazines with national circu lation, as the result of a recent campaig which provided $51,000 to be spent o publicity during the year.

Westchester Group Plans Meeting

Means of obtaining more national ad vertising will be discussed by members o the Westchester County (N. Y.) News paper Publishers Association at a meetin to be held in White Plains, N. Y., Nov 16. Thomas Kennett, of the *Pelham Sun* is association president.

live
news-features
to dress your
newspaper

CURRENT NEWS FEATURES, INC.
STAR BLDG.
WASHINGTON, D.C.

PROGRESS
Is Reflected in
LINEAGE GAINS
THE
BALTIMORE NEWS
and
Baltimore American
GAINED
15,000 Lines
of National Advertising
Week ending Nov. 1st!

The News and American serve a greater number of readers than any other Baltimore combination.

Sold Separately or in Combination

Payne, Burns & Smith Co.
Eastern Representative.
G. Logan Payne Company
Western Representative.

Artcraft Bold

SCHEDULE
Each job has
48 Point
MODERNIZE
Equipment for
42 Point
COMPOSITORS
Introduce
36 Point
EXQUISITE
Bold display
18 Point
PRINTERS
Experiences
30 Point
INTERESTING
Ludlow typeface
14 Point
ARTISTIC IN
Outline details
24 Point
SORT HUNTING
Obsolete method is
12 Point
PERFECT LETTERS
No battered or broken
10 Point

FOR advertising and job composition --
The Ludlow system of matrix composition provides new, clear-cut printing faces on slugs for every job. Its speed, versatility, 6 to 60 point range in a wide variety of quality typefaces, including bold and extended, ranks it first for display and job work. Because you set matrices, not type, you secure your slug lines immediately, never running short of sorts for any job.

Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

ANNOUNCEMENT

Effective, November 1, 1925

Fort Worth Star-Telegram

announces the purchase of the

Fort Worth Record

The Publishers of the Star-Telegram will in future publish

FORT WORTH STAR-TELEGRAM
Evenings except Sunday

FORT WORTH RECORD-TELEGRAM
Mornings except Sunday

FORT WORTH STAR-TELEGRAM AND SUNDAY RECORD
Sunday Mornings

National Advertisers will find these mediums unexcelled for full coverage of Fort Worth and its trade territory, West Texas, one of the richest sections of the entire South in per capita and buying power. Over 1,000 cities and towns will be served, 95% in West Texas.

LARGEST CIRCULATION IN THE SOUTH

Daily Combination	Sunday Morning
120,000	125,000

RATES (FLAT)

Daily Combination	Sunday Morning
25 cents per agate line.	25 cents per agate line.

The best features of both papers will be retained and the morning Record-Telegram will be a complete, high class medium in every detail.

Market investigations made for National Advertisers. Merchandise Service rendered in accordance with established newspaper Standards of Practice.

Fort Worth Star-Telegram **Fort Worth Record-Telegram**

Fort Worth Star-Telegram and Sunday Record

Member Audit Bureau of Circulations

Amon G. Carter,
President & Publisher

A. L. Shuman,
Vice Pres. & Adv. Mgr.

COMPLETE PROGRAM OF ADVERTISERS MEET

Ten Minute Discussions Will Follow Each Address by Advertising Experts Before A. N. A. Convention in Washington, Nov 16-18

Robert K. Leavitt, secretary of the Association of National Advertisers, this week made public the complete program of the annual association convention to be held at the Mayflower Hotel, Washington, D. C., Nov. 16-18. Ten minute discussion will follow each address.

The program follows in full:

Monday Morning

Keynote of Session: Tying up advertising with sales.

Opening address by President Schumann.

Report of secretary-treasurer.

"Team Work," Tim Thrift, advertising manager, American Multigraph Sales Company.

"Merchandising Through The Jobber," H. W. Prentis, Jr., general sales manager, Armstrong Cork Company.

Monday Afternoon

Subject of Session: Retail distribution.

"Tendencies In Retailing," Professor H. H. Maynard, Ohio State University.

"The Outlook For National Advertising," Edward A. Filene, president Wm. Filene's Sons Company, Boston.

"The Need For Closer Cooperation In Department Store Distribution," J. R. Brundage, vice-president, White & Wyckoff Manufacturing Company.

"Where Are We Going In Dealer Helps?" Carl Gazley, assistant general sales manager, Yawman & Erbe Manufacturing Company.

Group meetings—Subjects: Selling Direct to User, chairman, Tim Thrifty; Selling Through the Jobber, W. S. Ashby; Selling Direct to the Retail Store, Mont. H. Wright; Motion Picture Advertising, N. S. Greensfelder.

Monday Evening 7:00 P. M., dinner dance and entertainment.

Tuesday Morning

Nomination and Balloting for president.

"What Are We Going to Do About Dishonest Substitution?," F. W. Lovejoy, Vacuum Oil Company.

Nomination and Ballotting for Vice-Presidents.

"What We Think of Radio Advertising and Why We Use It," D. D. Davis, secretary-treasurer, Washburn Crosby Company.

Nomination and Ballotting for Directors.

Visit to White House and Introduction to President Coolidge.

Tuesday Afternoon

Subject Newspaper Advertising.

"The Tabloid Newspaper," L. E. McGivena, manager of publicity, *New York Daily News.*

"Conservatism in Service," Don Bridge, manager, merchandising and national advertising, *Indianapolis News,* and secretary-treasurer, Association of Newspaper Advertising Executives.

"Newspaper Service Is of Real Value to the Advertiser," J. Thomas Lyons, formerly of *Baltimore Evening News.*

"The Logic of Higher National Rates," Marcellus Murdock, publisher, *Wichita Eagle.*

"Rates and Results," Don C. Seitz of the *New York World.*

"Recent Developments in the Standardization of Process Colors," G. A. Heintzemann, advertising manager, Dexter Folder Company.

"The Postal Outlook," R. N. Fellows, advertising sales manager, Addressograph Company.

Report of Resolution Committee.

Advisers' Service in Session—Committee under Chairmanship of W. K. Burlen, advertising manager, New England Confectionery Company.

Tuesday Evening 7:00 P. M.

Annual Dinner.—Speakers: Strickland W. Gillilan, of Baltimore; Merle Thorpe, editor, *The Nation's Business,* Washington, D. C.

Wednesday Morning

"Advertising and Distribution," Alvin E. Dodd, manager, Domestic Distribution Department, United States Chamber of Commerce.

"What We Think of Inquiry Advertising and Why We Use It," Lee H. Bristol, advertising manager, Bristol-Myers Company.

"What We Think of Institutional Advertising and Why We Use It," Martin P. Rice, manager, publicity department, General Electric Company.

"Installment Sales—Their Place in Distribution," William H. Grimes, president, Commercial Credit Company, Baltimore, Md.

BAN SPORT PROPAGANDA

Canadian Dailies Favoring Amateur Contests Over Professional

Professional sport promotors in Canada, who up until recently have had things all their own way as far as getting free sporting-page space is concerned, are beginning to get alarmed. Under the leadership of a number of journals including the *Vancouver Province, Ottawa Citizen, Halifax Chronicle, Toronto Globe, Toronto Star* and others, the press of the dominion is rapidly awakening to the necessity of differentiating between real sporting news and the propaganda material with which the newspapers have been flooded ever since the development of professional sport.

Several of these journals have recently made definite announcements that their policy from now on will be to restrict their columns entirely to authentic reports and comment, and to feature amateur rather than professional sporting activities.

POSTAL COMMITTEE MEETS

New Predicts Higher Rates Will Only Half Cover Wage Rise

At the resumption of the hearings before the Joint Subcommittee on Postal Rates of the Congress in Washington, on Nov. 9, the only witnesses heard were representatives of the Post Office Department.

The Postmaster General, Harry S. New, made a preliminary statement estimating the probable effect on this fiscal year's revenues of the increases in rate which became effective April 15, 1925. He explained that this was an estimate based entirely on revenues from the 50 largest post offices, covering the first four months of this fiscal year, and that it did not necessarily forecast the actual result under a full year's operation. He predicted that the increase in revenues from these rates would be $32,000,000, which is less than one-half of the wage increases granted by the last Congress.

Postmaster General New was followed by his executive assistant, Joseph Stewart, who referred to the various suggestions made by different interests at the hearings during the summer, and talked particularly upon the suggestions made then in connection with second class rates.

The only rate recommendation made by the Department was a reduction in the second-class transient rate which applies on newspapers and periodicals remailed by others than the publishers. This rate was increased on April 15, from one cent for each four ounces, to two cents for each two ounces, and the Department now recommends a rate of one cent for each two ounces, which is a reversal of the recommendation made by it in December, 1924.

The hearings adjourned until Tuesday, Dec. 8, at which time it is expected the Department will have additional figures, and other interests may be given an opportunity to present additional testimony. No final action is anticipated by the subcommittee until after the Christmas holidays.

NEW YORK DAILIES GAIN 2,000,000 IN OCTOBER OVER 1924

NEWSPAPER linage in New York showed a gain of 2,072,282 lines during October as compared with October, 1924, according to figures compiled by the statistical department of the *New York Evening Post.*

The 1925 linage totalled 17,387,908 agate lines as compared with 15,315,626 lines carried in October, 1924.

The Evening Post compilation follows:

COMPARATIVE LINAGE, OCT., 1925-1924

Pages 1925	Pages 1924		Percentage of total space	1925	1924	Gain	Loss
1,470	1,354	American	7.8	1,355,408	1,279,726	75,682	.....
1,554	1,314	Herald Tribune	10.2	1,774,878	1,397,140	377,738	.....
2,012	1,826	Times	16.7	2,897,642	2,563,230	334,412	.....
1,454	1,280	World	10.1	1,762,298	1,559,278	203,020	.....
924	828	*Mirror (Tabloid)	2.2	386,024	334,100	51,924	.....
1,452	1,156	News (Tabloid)	4.2	731,638	581,906	149,732	.....
1,008	....	*Evening Graphic	1.4	240,230	†.....	.....	.....
1,432	1,282	*Evening Journal	9.2	1,600,824	1,516,514	84,310	.....
834	806	*Evening Post	3.1	532,296	459,916	72,380	.....
876	810	*Evening World	5.6	967,504	854,992	112,512	.....
1,178	1,000	*Sun	9.4	1,642,102	1,382,630	259,472	.....
678	696	*Telegram	3.8	659,554	791,052	.....	131,498
1,268	1,178	Brooklyn Eagle	9.5	1,656,942	1,473,250	183,692	.....
678	578	Brooklyn Times	3.2	555,578	443,420	112,158	.....
642	646	Standard Union	3.6	624,990	678,472	.....	53,482
17,460	14,754	Totals		17,387,908	15,315,626	2,072,282 Net Gain	.....

*No Sunday edition.
†Evening Graphic first issue September 15, 1924.

COMPARATIVE LINAGE, OCT., 1925-1919

	1925	1924	1923	1922	1921	1920	1919
American	1,355,408	1,279,726	1,408,092	1,093,872	1,056,762	1,031,432	1,103,590
Herald	.....	.....	1,066,654	1,240,434	1,167,942	1,285,416	854,692
Herald Trib.	1,774,878	1,397,140	970,456	952,746	940,708	1,033,188	886,774
Times	2,897,642	2,563,230	2,438,942	2,504,096	2,154,542	2,234,254	2,084,150
World	1,762,298	1,559,278	1,654,118	1,826,518	1,405,766	1,682,738	1,692,936
Mirror (Tab.)	386,024	334,100	.....	.....	.....	.....	.....
News (Tab.)	731,638	581,906	495,346	329,318	324,884	209,570	†.....
Eve. Graphic	240,230	†.....	.....	.....	.....	.....	.....
Eve. Journal	1,600,824	1,516,514	1,567,228	1,187,118	1,081,276	1,028.202	1,085,464
Eve. Mail	.....	‡‡.....	798,620	579,432	590,152	607,106	582,890
Eve. Post	532,296	459,916	407,250	346,740	411,884	533,542	432,783
Eve. World	967,504	854,992	870,004	834,958	854.040	947,318	979,102
Globe	.....	.....	‡.....	753,302	718,454	765,398	981,850
Sun	1,642,102	1,382,630	1,231,822	961,796	789,506	870,724	985,036
Telegram	659,554	791,052	758,064	639,008	601.478	623,894	852,996
B'klyn Eagle	1,656,942	1,473,250	1,555,462	1,502,974	1,409,590	1,277,986	1,166,432
B'klyn Times	555,578	443,420	461,164	326,040	336,808	382,564	†.....
Stand. Union	624,990	678,472	782,918	792.610	657,726	787,566	741,550
Totals	17,387,908	15,315,626	16,466,140	15,870,962	14,501,518	15,300,898	14,430,245

†Figures not recorded.
‡Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‡‡Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

WASHINGTON FAVOR TOKYO ARMS MEET

Proposal of Scripps-Howard Newspapers to Hold Next Conferenc in Orient Welcomed at Capital

By Bart Campbell

Washington, Nov. 11.—Interest in o ficial and diplomatic circles here in t proposal made by the Scripps-Howa newspapers that the next world ar limitation conference be held at Tok has increased rapidly since Roy A. Ho ard broached the subject first in a rec cable dispatch from the Japanese capit

Advices reaching Washington ha shown that the Japanese press seized up Mr. Howard's idea as one that wou promote a better world understanding.

The *Japan Times,* an influential week publication, stated recently:

"Far Eastern problems too long ha been discussed at long range. Ev though the conference should not discu Pacific problems exclusively, or even pr marily, it should nevertheless meet whe the delegates may gain fresh knowledg and with greater profit than were th to gather in Washington, or in a Eur pean capital which offers nothing new

There are unofficial indications Washington that this is becoming the a cepted viewpoint in some sections official and diplomatic circles. The *Japa Advertiser,* foremost newspaper in Japa printed in English, gave Mr. Howard suggestion unqualified approval.

Mr. Howard is due to arrive at Sa Francisco from the Far East aboard th "President Wilson" Nov. 18. He spe much time in Japan, where he interviewe leading statesmen, business men and news paper men of that country and in Chir where he obtained two exclusive inte views of international scope. One inte view was with Marshal Chang Tso-lin once a bandit, now ruler of Manchuri The other was with Feng Yu-hsiang, th "Christian General" in command of th Peking forces.

NEW ENGLAND GROUP ELECTS

C. H. Hastings, Lynn (Mass.) Iter Publisher, Heads Newspaper Alliance

Charles H. Hastings, publisher of th *Lynn* (Mass.) *Item* was elected presi dent of the New England Newspape Alliance at its annual meeting held i Boston, Nov. 10.

Charles L. Fuller, business manage *Brocton,* (Mass.) *Enterprise,* was re elected secretary. Frank Almy, pub lisher of the *Fall River* (Mass.) *News* was re-elected treasurer.

The following advisory board wa named:—William H. Reed, genera manager, *Taunton* (Mass.) *Gazette* Robert L. Wright, general manager *Haverhill* (Mass.) *Gazette;* Timothy F Dwyer, advertising manager, *Providenc* (R. I.) *Tribune.*

Round table discussions of newspape problems proceded election of officers.

The next meeting of the Alliance wil be held the second Tuesday in December

NEW MEMBERS ELECTED

Ohio Circulator's Group Growing—Moorehead Chosen President

Four new members were added to the Ohio Circulation Managers' Association at the 18th semi-annual convention held at Columbus, O., Oct. 28.

They are J. A. Abey, *Lima Star;* P. W. Stiles, *Piqua Call;* C. V. Barr, *Cambridge Jeffersonian;* R. M. Caldwell, *Marietta Register.*

The convention elected T. S. Moorehead of the *Cambridge Jeffersonian* president of the group, with Thomas J. Dowling of the *Cleveland Press,* vice-president; and C. L. Sink, of the *Zanesville Morning Times Recorder and Evening Signal,* secretary and treasurer.

Mr. Moorehead served last year as secretary-treasurer. He succeeds Charles S. Wilson of the *Columbus Dispatch.*

Ever since the start of newspaper advertising—the inevitable question—

Where Do the Checking Copies Go?

If the Checking Proof Problem is ever to be solved it will be by co-operation between Publishers and Agencies thru a standardized medium that will give thought and attention to every detail in the interests of all concerned.

The individual Publisher may have a practical and efficient method for distributing his checking proofs—but to what avail, if it is out of harmony with the problem that confronts the agency?

No individual Publisher or Agency can find the practical and satisfactory solution to his "checking proof problem" unless he takes into account every existing condition that effects the entire situation.

When a publisher sends out a checking proof, does that end his problem or does it just begin? What control has he over the many other factors which go into the making of this problem? Newspaper and Agency service alike is no more efficient than the quality of its help, and human errors are inevitable.

We have solved this problem for over two hundred newspaper publishers, and we welcome the opportunity to prove our ability to solve the problem of every other newspaper publisher in the United States and Canada.—The Advertising Checking Bureau, Inc.

The Sioux City Journal
Sioux City, Iowa.

"We want to write you about how satisfactory your checking service is to the Journal. We have been receiving this service now for about a year. The complaints we receive from agencies and advertisers for missing copies has been practically done away with. We feel obligated to you for the opportunity to use a service that eliminates much detail and grief in our advertising department, and your promptness in delivering tear pages to advertisers should be greatly appreciated."

Yours very truly,
THE SIOUX CITY JOURNAL
John B. Perkins.

The Charlotte Observer
Charlotte, N. C.

"Your service in my opinion is a most valuable one to all Newspapers, and relieves them of one of the worst troubles that could come to them; that of looking up and bothering with checking copies.
Very few requests come to us now for checking copies, and formerly they were a torment; first because they took up unnecessary time, and secondly, because they told us our Agencies were not getting the attention they deserved and should have.
I think you win in your line, and hope you continue."

Yours very truly,
THE OBSERVER CO. C. J. Cook.

Press-Telegram
Sheboygan, Wis.

"After having used your service for the past year and one-half, we find that it efficiently and promptly takes care of all checking copy needs.
It would seem next to impossible to go back to former methods of supplying checking copies."

Very truly yours,
THE SHEBOYGAN PRESS
E. S. Gerlat,
National Advertising.

The Pawtucket Times
Pawtucket, R. I.

"We have now used your service for one year and desire to compliment you on the efficiency you have achieved in this very difficult work. Frankly, the writer did not believe when we took your proposition on trial, that your service would even approximate such a high degree of efficiency.

Previous to taking on your service, when handling the matter through this office we were sending out a large number of tear sheets by first class mail and also complete papers. We believe that our service was as efficient as the average, but the number of continual complaints regarding the non-receipt of proofs of insertion was as irritating to us as they must have been to the agency. At present we receive only a half-dozen or so requests for proofs of publication each month, with the result that many invoices which were formerly held up due to lack of proof, are now paid promptly and continual letter writing is avoided.

Wishing you further success and trusting that your service will be even more widely used during the coming year than it has in the past, we are,"

Very truly yours,
THE PAWTUCKET TIMES
Harry B. Adsit,
Advertising Manager.

The Boston Herald-Traveler
Boston, Mass.

"Since taking on your checking service, over two years ago, the results we have obtained from this have been more than satisfactory. We receive very few requests for checking copies now.
We would be willing to recommend this service to any newspaper, as it is the most efficient way of handling checking service and most satisfactory from an agency point of view, as well as ours."

Very truly yours,
E. W. Preston,
General Manager.

New Haven Journal-Courier
New Haven, Conn.

"Allow us to express our appreciation of the service of the Advertising Checking Bureau. As one of the first newspapers to send out tear sheets in proof of insertion and as one of the subscribers to your service at the time of its foundation, we are in a position to realize its value.
It not only eliminates the work of sending out tear sheets on each and every advertisement but also does away with the numerous calls for lost checking copies with which papers not affiliated are constantly pestered.
It also means that the agencies get their checkings on time so that there is no hold up of payments on that score. We would not be without it and cannot recommend it too highly." Yours very truly,
NEW HAVEN JOURNAL COURIER
Herbert Peterson,
Publisher.

The Duluth Herald
Duluth, Minn.

"We have given your service a thorough test during the past few months and unhesitatingly recommend it as the final solution of one of the most annoying problems in newspaper work, that of supplying advertisers with checking copies. The expense of your service is very little more than what it used to cost us for envelopes and postage and it relieves our office of an immense amount of detail work. There is now no excuse for delay in payments on the part of advertisers awaiting checking copies which they used to claim were not received.
Keep up the good work."

Sincerely yours,
THE DULUTH HERALD
J. L. Dorsey, Auditor.

Jacksonville Journal
Jacksonville, Fla.

"We are receiving wonderful service from your company on checking copies. We are having practically no complaints from foreign advertisers.
Hope that this service will continue and we will gladly recommend you to any newspaper needing a good checking bureau service."

Very truly yours,
JACKSONVILLE JOURNAL
Frank P. Beddow,
Business Manager.

OUR SERVICE IS OFFERED ON A TWO MONTHS' TRIAL TEST BASIS—WILL YOU ACCEPT IT?

THE ADVERTISING CHECKING BUREAU, Inc.

538 So. Clark St.
CHICAGO

15-19 East 26th St.
NEW YORK

SILVERWARE AND THANKSGIVING MEATS PRIZES FOR A.N.P.A. GOLFERS

Hawley Quier and J. P. Fishburn, Princeton Classmates, Low Gross Winners—Trainor Takes Low Net—Thomason's Raid on Stockyards

WHITE SULPHUR SPRINGS, W. Va., Nov. 12.—P. T. Barnum might have staged the A. N. P. A. Golf Tournament, but the honor goes to Maj. Allen Potts, *Richmond News-Leader.* It was one of those lotteries in which everybody wins. There was a prize for one of every pair with nerve enough to enter their names, and the whole crew won by blisters and sore muscles.

Twenty-six prizes were awarded last night, with Maj. Potts behind the table, which looked like a Jewelry shop-Delicatessen combination counter.

Lined up for inspection were silver loving cups, pitchers, and vases together with roast Virginia hams, roast turkey, and sides of beef. The edibles were of papier-maché, but inspection of the stuffing disclosed certificates entitling winners to real meat upon application to S. E. Thomason, *Chicago Tribune.* Mr. Thomason had raided the stock yards before coming to the Springs.

First prize winner called by Maj. Potts was Hawley Quier, *Reading* (Pa.) *Eagle,* who turned in a low gross of 79 for the eighteen holes. Junius Parker Fishburn, *Roanoke* (Va.) *World-News* was second gross winner, with his card showing 93 strokes. Fishburn and Quier were class mates together at Prineton. To Quier went a silver cup.

A. R. Trainor, *Saginaw* (Mich.) *News-Courier,* will carry back a handsome silver vase for winning the low net score of 74. Second to him was C. A. Webb, *Asheville* (N. C.) *Citizen,* also with a 74, but with a handicap of 20 strokes compared to Trainor's fourteen.

Other prize winners in order were Frank E. Gannett, Gannett newspapers; Guy Davis, Bureau of Advertising; Walter Dear, *Jersey City Jersey Journal;* Joseph A. Blondell, *Baltimore Sun;* J. A. Muehling, *Manchester Union-Leader;* President Thomason; Charles Osborne, *Auburn Citizen;* J. S. Douglas, *Toronto Mail & Empire;* F. I. Ker, *Hamilton* (Ont.) *Spectator;* D. P. Olmstead, *Perth Amboy Evening News;* L. B. Palmer, manager; Lafayette Young, *Des Moines* (Ia.) *Capital;* Elisha Hanson, A. N. P. A.; Victor Ridder, *New Yorker Staats-Zeitung;* Fleming Newbold, *Washington Star;* Rowe Stewart, *Philadelphia Record;* S. L. Slover, *Richmond Times-Dispatch;* Major J. O. Adler, *New York Times;* E. J. Stackpole, *Harrisburg Telegraph;* and A. C. Deuel, *Niagara Falls* (N. Y.) *Gazette.*

There was a rush to the golf course Tuesday immediately after lunch. Bright jerseys, checkered knickerbockers, and brighter stockings made a rainbow of Casino Walk between the hotel and the club house at the links. Hardened fans were first to arrive.

To Lafayette Young went the honor of the first drive. Despite the fact a camera was focused to catch his form, his drive made a good distance towards the green. With Young's foresome were President Thomason, E. H. Butler, *Buffalo News,* and Fleming Newbold, *Washington Star.*

Louis Wiley, New York Times, Edwin S. Friendly, *New York Sun,* and Charles F. Hart, Times, were a trio about last to get away.

And waving them in and waving them out was the major from Richmond.

The women on another course held their own tournament, from which Mrs. Charles Osborne, Auburn Citizen, emerged the victor with the best low net score and a silver vase to boot. Mrs. R. E. Lent, wife of the publisher of the *Passaic News,* took second low net and was presented a cook-book.

Mrs. William A. Thomson, wife of the director of the Bureau of Advertising, also took home a vase for the first low gross, with Mrs. D. Lamade, *Williamsport Grit,* her runner-up.

The booby prize, a roast ham, went to Mrs. E. K. Gaylord, *Oklahoma City Oklahoman.*

But the prize which caused perhaps the greatest sensation was won by Hilton U. Brown, *Indianapolis News.* So important was this award, that Mr. Potts called on Mr. Palmer to make the presentation speech.

On the prize loving cup was engraved: "To the worst player at the A. N. P. A. convention, from Charles H. Taylor of the *Boston Globe.*"

Mr. Taylor kept safely distant. He is in Europe.

SCHMID SPEAKS ON CIRCULATION WASTE

(*Continued from page 9*)

It has been the salvation of many. Meet your competitor face to face. Forget petty grievances.

To illustrate the point about the reckless spending of money, I desire to draw attention to publishers in one of our large cities, who offer prizes to carriers who increase their routes, costing the publisher $12 for five six months subscribers, net ting him at the wholesale rate, only slightly more than the cost of the prize. Not to be outdone, one competitor offered a prize costing $16.50, for five new six-months subscribers. Another paper charging $7.80 a year to city subscribers offered his paper six days a week to rural subscribers for about $3.00 and gave as many as five magazines in addition. There is no sense in doing business that way, and publishers must sooner or later realize it.

The amount of white waste varies greatly. Much depends on the care in handling it at the mill, enroute, or while in storage. Whatever the white waste may amount to, it may usually be put to good use. It may be cut up for proof or copy paper or used in the job room.

The running of special trains, cars or trucks in order to beat a competitor into a certain locality, is often a waste of money. So-called exclusive service of this kind is usually of short duration, as the competing publishers either meet the situation by similar service, or by going the other fellow "one better," all, however, at a tremendous cost.

Would it not be better to join together, and give the service at half the cost, by a division of expense? It certainly would help to reduce waste of money.

The same thing applies to other practices, where one publisher tries to out-do the other, and is perhaps sorry afterwards for having started something he couldn't stop.

Any great loss in circulation collections, is waste. City carriers and newsboys should pay cash upon deliverv, for their supply.

Newsdealers and large country agents should be made to pay weekly, while the small agent may be allowed to pay monthly.

By keeping in close touch with out of town dealers through traveling representatives, and by correspondence, losses may be cut to a minimum.

The practice of daily payment by city carriers, brings about more regular collections from subscribers, and a minimum of disputes and loss of regular readers.

An outstanding asset to any circulation department is the permanency of its organization. Labor turn-over in the department is expensive. A man, who has been trained in the territory knows the country, the routings, means of transportation, is acquainted with all of his agents, knows the people in the district, and in a general way, has a knowledge of their wants, is valuable.

It has been our experience, that no man with a complete knowledge of these things can be replaced by another without the necessary training, for less than four or five hundred dollars. This figure is not a mere guess.

The turn-over cost in the city is considerably less, as supervision over a new man's work is more readily obtained.

You might ask, "Why is a circulation man thoroughly trained in a particular field harder to replace, than a man in enther the editorial or advertising departments?"

A good reporter, or a good advertising solicitor can be transferred from place to place, and can make good more readily than a circulation man. I don't, of course, refer to the canvasser, who knocks on doors and rings bells day after day, but a man who appoints agents, collects, routes, opens new avenues of circulation, and who does the bigger things in circulation work. Hold your trained circulation men, save turn-over costs.

Turn-over can be avoided to a gr extent by inaugurating bonus and pens systems, group insurance, sick and accic benefits, establishing loan department, perhaps limited profit-sharing. Our pa has established some of these features, our turn-over is extremely light.

Newspapers with large mail subsc tion lists in near-by localities, can s much mail room expense, labor and t by appointing agents or dealers in to where delivery could be made to s scribers, or where the paper would called for, instead of sending individ copies through the mail at great exper

The number of packages would greatly reduced, and in most cases, circulation could be taken out of the ma and sent by baggage, bus, or by truck

first! in OHIO

17,363,857 Lines

Dispatch advertising record first ten months of 1925 exceeding other Columbus newspapers combined by 2,908,834 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer

ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St New York

Woodward & Kelly 360 N. Mich. Ave. Chicago

Would you save a life if you could?

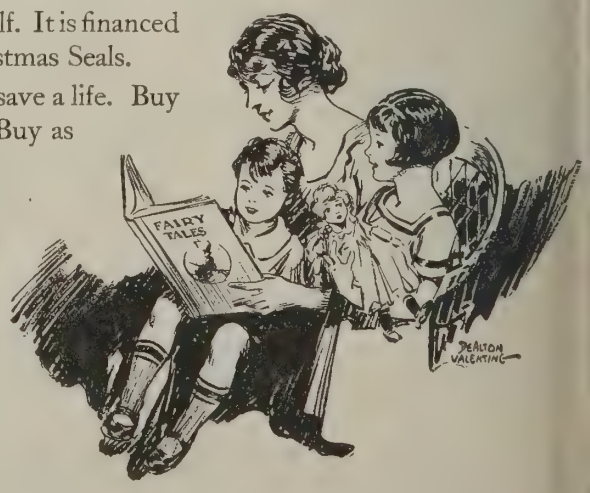
WOULD you reach out and snatch a child from under the rushing wheels of a motor car? Of course you would—and you can help save a life in a simpler, easier way than that.

Tuberculosis is a constant threat to you and your children. It takes an annual toll of thousands of lives. Yet other thousands of lives are saved every year by the organized warfare against tuberculosis carried on by the tuberculosis crusade. That organized fight against the dread disease has cut the tuberculosis death rate in half. It is financed by the sale of Christmas Seals.



Stamp Out Tuberculosis with this Christmas Seal

You *can* help to save a life. Buy Christmas Seals. Buy as many as you can. Christmas Seals save thousands of lives every year. Your help is needed. Buy Christmas Seals.



THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATION OF THE UNITED STATES

2529 4⅜ ins. ins. ★

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

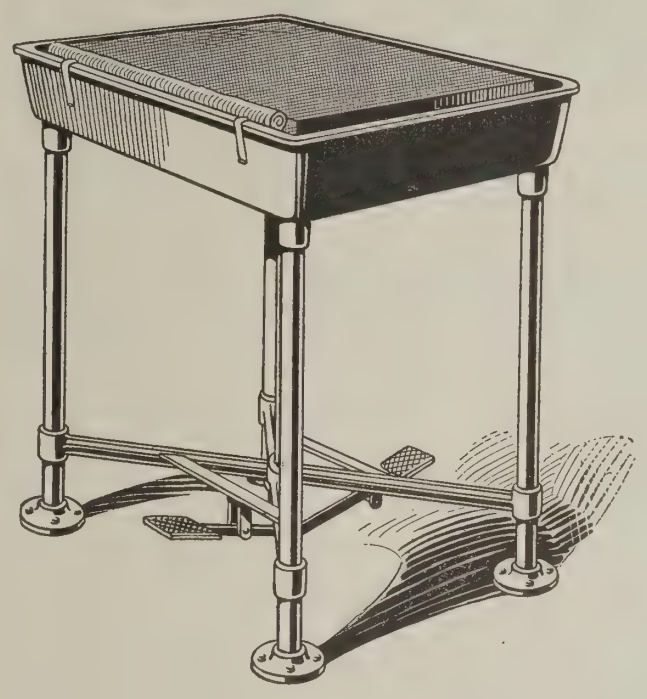
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is $350



The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
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Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
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Chicago Daily News	N. Y. American	San Francisco Bulletin
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COOK TELLS EYE-WITNESS STORY OF "FALSE ARMISTICE" DISPATCH

Washington Star Writer, An Officer at Brest in 1918, Heard Admiral Wilson Tell Roy Howard the War Had Ended, According to Paris Embassy

(*By Telegraph to* Editor & Publisher)

WASHINGTON, D. C., Nov. 12.—Justification for the news dispatch from Brest which was responsible for the "False Armistice Day" excitement on Nov. 7, 1918, may be read in a two column article in the *Washington Star,* describing in detail the dramatic circumstances under which the dispatch was cabled.

The article, written by C. Fred Cook of the Star's editorial staff, relates how he personally observed Admiral Henry B. Wilson, U. S. N., furnish Roy Howard, of the Scripps-Howard newspapers, who sent the dispatch, with official information that the world war was ended.

Cook was Base Adjutant of Base Section No. 5, A. E. F., with headquarters at Brest. He states in part:

"During the early afternoon of Thursday, Nov. 7, an orderly announced that Gen. Harris desired to see me. I stepped to his office, to be introduced to Mr. Roy W. Howard, president of one of the press associations in the States,' as a newspaper man I had heard of Mr. Howard, of course, but had never met him.

The General continued:

" 'Mr. Howard is sailing for home. He is anxious to meet Admiral Wilson before he leaves. Please arrange to present him to the Admiral.'

"We started at once for the navy 'flag office,' about five city blocks distant from Army Base headquarters. The Navy occupied a tall building facing the Place President Wilson, a public square which had been renamed in honor of the president of the United States.

"There being no elevator, Mr. Howard and myself climbed the stairway to the fifth 'deck' of the flag 'ship,' and entered the office of Ensign Sellards, Admiral Wilson's personal aide, confidential secretary and interpreter. I introduced the visitor and explained our mission. Ensign Selards departed, returning a moment later with the statement that the Admiral would see us 'in just a little while.'

"Suddenly the door between Ensign Sellard's room and Admiral Wilson's office was opened. We turned from the window as the Admiral stepped toward us, a paper in his hand. Before I could utter a word, he said:

" 'Hello, Cook; how do, Mr. Howard. Here's a telegram from Jackson, in Paris, saying the armistice was signed at 11 o'clock this morning, effective at 2 o'clock this afternoon.'

"We all were aware that Jackson was Commander Jackson, the naval attache at the United States Embassy in Paris. There was absolute silence for a second or two. The announcement seemed to have paralyzed the vocal chords. Finally, Howard managed to blurt:

" 'Admiral, may I use that?'

"Admiral Wilson hesitated, as though in doubt how to reply. At length, he said, slowly and hesitatingly:

" 'Why, I suppose so.'

"With a hasty 'I'll see you later,' to me Howard fairly jumped down that stairway. He must have touched only about every tenth step. From the window I watched him as he ran across the Place President Wilson to the French Post Office, which was also the telegraph and cable office, located on a corner diagonally opposite the Navy flag office.

"In my judgment, the most remarkable incident of 'the false armistice' was the fact that the message filed by Mr. Howard was dispatched immediately, and without question. There was no demand, so far as I am aware, that it be censored and approved. No other message, personal or official, ever was sent from the office unless it bore the censor's stamp of approval. I happen to know for the reason that I was the custodian of that all important stamp—for the army. I stood at my point of vantage, the open window, gazing down while a warrant or petty officer was summoned and directed to 'break out the big flag' which when 'broken out,' stretched from the admiral's 'deck' almost to the sidewalk; I stood there, and looked and listened, while an announcement was written and sent to the bandstand and read to the populace. I saw from my post a bulletin as it was placed on the display in front of the office of *La Dépèche,* a french afternoon newspaper; I followed the french people with my eyes as they gathered in front of that bulletin to read the 'news' that the war was over. I heard the first shouts of joy and exultation, and then I observed —pandemonium.

"Other writers have touched on the probability of German propaganda having been at the bottom of the false armistice. Some one telephoned the United States Embassy in Paris that morning. He claimed to be speaking officially for the french ministry of war. As a result the telegram was ultimately sent to Admiral Wilson. By one chance in a thousand Mr. Howard happened to visit Admiral Wilson in Brest just as the telegram was received. By chance I was 'among those present.'

"The foregoing is the true story based on my recollection of the details as I observed and heard them—not on hearsay —of the actual transmission to the United States of the 'news' of 'the amazing armistice,' which completely upset this country, Thursday, Nov. 7, seven years ago."

A. N. P. A. APPROVES NEW ACTIVITIES

(*Continued from page* 3)

vention, R. L. P. Wallace, of Wallace, Delany & Co.. New York tax consultants, spoke before the convention Thursday on "Taxation Problems."

"The invested capital problem, which newspaper publishers thought especially applicable to themselves," he said, "and which many accountants and some publishers thought was settled by promulgation of the ruling providing for the restoration of surplus of invested capital of expenditures made to build circulation, has been up again and again in manufacturing and trading cases.

"Officials of the Treasury Department claim that not more than 1 in 20 newspaper publishers had any justification for looking to this ruling for relief. Most of you had to go to the special assessment section for relief. By this proceeding your profits tax was determined on the basis of competition with representative firms in your own line of business, and it may be some consolation to you to know that the rates established for your trade are 15 to 20 per cent below the high rates at which many other lines were taxed. Outside of court and tax board cases, I do not know of any one else to whom relief of this kind has been extended."

With the exception of Mr. Wallace's address the keynote of the final day's session was better advertising.

R. E. Lent, *Passaic News,* one of the speakers, went so far as to suggest that a special bureau be established by the A. N. P. A. to aid newspapers in the smaller cities to improve the appearance and sales-producing power of the advertising from their home merchants. His suggestion was taken under consideration.

Other speakers, included William Donohue, *Chicago Tribune* and Louis Wiley, *New York Times,* A. R. Michener, *Harrisburg Telegraph,* and J. M. Schmid, *Indianapolis News.* Mr. Schmid was unable to attend and his paper was read.

The Thursday meeting ended in paeans of praise. Tributes were paid to Mr. Bryant, chairman of the program committee, and the board of directors. is now certain that the Fall A. N. P. meeting, outside of New York, will be regular feature.

Lafayette Young, *Des Moines Capi* in moving to thank Mr. Bryant and board, suggested that the next meet be held in the Middle West. He wo be delighted, he said, to return to Wh Sulphur Springs, or any similar reso however.

The motion was seconded by Noyes and carried unanimously by rising vote.

That a vote of thanks be especia extended to the president of the assoc tion and to the members of the board directors for inaugurating this excell innovation in the career of the assoc tion.

The motion was regularly second Mr. Wiley putting the question, at request of the president, and it was c ried.

To L. B. Palmer, association mana equal praise was accorded.

of directors, and Mr. Palmer had arrived Sunday and on Monday had greased the wheels so that everything would run smoothly during the three convention days.

Delegates were enthusiastic at the success of this convention and vote at the session was unanimous for repetition of the event in the fall of 1926.

Some small city or secluded resort such as this probably in the Middle West, will be selected by the board of directors.

Particular praise was given W. B. Bryant, *Patterson Press Guardion,* chairman of the program committee on his choise of topics and selection of expert speakers.

The only guest speaker of the con-

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 Daily World — Evening World readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

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CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY NAME SERVICE FAME
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Why They Write For Information

One of the concerns asking EDITOR & PUBLISHER for information this week says:

"I shall appreciate this information very much, especially as I fail to find any such house advertising in your current issue."

There is the point. This man wanted to purchase certain products for use by the circulation department. A salesman was not in his office. He reached for his copy of EDITOR & PUBLISHER only to find that the Manufacturers of the required product were not advertisers.

Then he wrote a letter and we replied, giving him the name of a concern we believe to be reliable.

Equipment, Supplies and Services should be listed on the classified page of

EDITOR & PUBLISHER

BUSINESS CONDITIONS IN NEW ENGLAND

OF IMPORTANCE TO ADVERTISERS

The steady gains in nearly all lines during the Fall Season have fulfilled and in some instances surpassed expectations.

New England shoe factories are booking more contracts. Colder weather has given a new stimulus to retail sales of dry goods and clothing. In various commercial channels frequent purchases by dealers are necessitated by the enlarging demands from consumers. The constant repeating of orders by distributors shows plainly that stocks of most kinds of merchandise are moderate and the buying, though still chiefly to cover actual requirements only, is of sufficient magnitude to maintain or raise the rate of operation at most manufactories.

New Englanders are noted for their conservatism and reports of steady trading in this territory can be taken as an assurance that merchandising conditions are ideal.

Sales promotion—creating consumer demand—can be best accomplished with the cooperation of local merchants and newspapers.

It is the most direct way. It is the most economical way.

The newspapers listed below cover the New England market thoroughly and at an exceedingly low cost.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&E)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
**Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
**New Bedford Standard Mercury (M&E)	33,115	.10	.10
**New Bedford Sunday Standard (S)	27,552	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

**Augusta Kennebec Journal (M)	11,382	.05	.05
†Bangor Daily Commercial.(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

**Concord Monitor-Patriot...(E)	5,258	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
**St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
**Hartford Courant .....(M)	32,459	.08	.08
**Hartford Courant .....(S)	52,769	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Meriden Record .....(M)	7,640	.045	.03
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.12
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.08	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican ...(S)	15,284	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

T. E. NILES, EDITOR, DIES IN PROVIDENCE

General Manager of Providence News Was for Many Years Managing Editor of the Old New York Mail

Theophilus E. Niles, general manager of the *Providence News,* and for many years managing editor of the *New York Evening Mail,* died at his home in Providence, Nov. 8. Ten weeks ago he had undergone an operation and was making progress until Saturday, when heart trouble developed.



T. E. Niles

Mr. Niles began newspaper work on the old *New York Sun,* when that newspaper was under the editorial direction of Arthur Brisbane. He came to the Sun from a school teaching position on Long Island, which he had accepted, following graduation from Wesleyan College, Connecticut, in 1888.

Later Mr. Niles joined the staff of the old *New York Mail and Express,* under Col. Shepherd, which later became the Evening Mail. He remained on that newspaper until it was sold to Frank Munsey in 1924. Altogether he was for 16 years managing editor of the Evening Mail, beginning in 1898, but his service on that newspaper was interrupted on various occasions.

For a time during that period, he was associated with the office of the District Attorney in New York, and then became successively managing editor of the *New York Tribune,* member of the *New York Globe's* editorial staff and managing editor of the old *Newark* (N. J.) *Daily Advertiser,* until it was purchased by Col. George Harvey.

It was while he was managing editor of the Mail that he employed and held Franklin Pierce Adams, now conductor of the "Conning Tower" for the *New York World,* Gratland Rice, noted sports writer of the *New York Herald Tribute,* Rollin Kirby and Rube Goldberg, cartoonists, although he was frequently ordered to discharge them.

Because he gave these men, and other present journalistic celebrities work and kept them on the Evening Mail, when other New York managing editors turned them down, Mr. Niles has been given credit for "discovering" them.

Arthur Brisbane wanted Goldberg to come from the Evening Mail to the *New York Journal,* but the cartoonist remained loyal to Mr. Niles. The same was true in regard to F. P. A., to whom Lord Northcliffe made a brilliant offer.

Once in an interview in Editor & Publisher, however, he was quoted as saying:

"I get a lot more credit than I deserve. I just didn't prevent their coming through, that was all."

In January 1925, Mr. Niles became general manager of the Providence News.

FREDERICK E. POND

Rod and Gun Editor of N. Y. Herald Tribune Dead

Frederick E. Pond, 69, conductor of the rod and gun column in the *New York Herald Tribune* under the name of "Will Wildwood," died recently in a New York hospital.

Mr. Pond was born in Packwaukee, Wis., April 8, 1856. He was educated in Montello, Wis. His boyhood passion for fields and streams remained with him, and as a lifework he turned to writing about them. He came to New York in 1881 as field editor of *Turf, Field and Farm,* one of the first outdoor magazines. In 1888 he started his own publication, *Will Wildwood's Magazine,* which later was merged with Turf, Field and Farm. After several other magazine posts, he became rod and gun editor of the *New York Herald,* and then of the New York Herald Tribune after the merger. He was buried at Warwick, Orange County, N. Y.

T. H. PRESTON DEAD

Brantford (Ont.) Expositor Publisher Was Prominent Liberal

T. H. Preston, proprietor of the *Brantford* (Ont.) *Expositor,* died at Brantford, Nov. 7.

Few Canadian newspaper men have been known throughout the dominion then was Thomas Hiram Preston. Born at Mount Vernon, Ind., on Oct. 22, 1855, he came to Canada when quite young and was educated in Ontario schools.

He began his apprenticeship as a printer in the office of the *Woodstock Sentinal,* and completed it on the *Stratfor Beacon.* He was a compositor on the *Toronto Globe* in 1871. Later he removed to the United States, but returned to Canada in 1874 and joined the staff of the *Ottawa Free Press.* After having been a member of the Press Gallery at Ottawa for some time, Mr. Preston became night editor of the *Toronto Globe.* This was in 1881. Afterwards he represented the Globe and other newspapers in the House of Commons press gallery. In 1882, he became connected with the *Winnipeg Sun.* He made a fine record for enterprise for his newspaper during the Northwest Rebellion in 1885. Shortly afterwards he represented the Canadian Press at the Durbar in Delhi, India.

He was elected to the Ontario legislature as a Liberal for Brant South in 1899 and re-elected in 1902 and 1904. He retired from membership in the legislature in 1908 voluntarily for private reasons. In 1906 he was offered the leadership of the Liberal party in Ontario, but declined it.

EDWARD E. BRITTON

Well Known Newspaper Writer, Once Secretary to Josephus Daniels, Dies

Edward E. Britton, widely known Washington newspaper correspondent died Nov. 9, in Washington after an illness of only three days.

Mr. Britton came to Washington in 1917 as private secretary to Josephus Daniels, then Secretary of the Navy. For a long time previously he had been associated with several North Carolina newspapers. He was editor of the *Wilson Daily News* from 1899 to 1901 and succeeded Mr. Daniels as editor of the *Raleigh News and Observer* when the latter entered the Cabinet.

Since the Wilson Administration's close Mr. Britton had been Washington correspondent for the Raleigh News and Observer and the *Greenville* (S. C.) *News.* He had been prominent in southern politics for many years and was permanent secretary of the Democratic National Convention in Baltimore in 1912.

T. M. HOLLINGSHEAD

Veteran St. Louis Globe-Democrat Business Manager Dies

T. M. Hollingshead, 68, business manager of the *St. Louis Globe-Democrat* for more than 25 years of his 39 years' connection with that newspaper, died in Mullanphy Hospital, St. Louis, on Monday, following an operation the previous Thursday. He had been in failing health for about a month.

Mr. Hollingshead was born in Cincinnati. He went as a young man to Fargo, N. D., and worked in a bank, but shortly returned to his home and engaged in the printing business. From Cincinnati, he went to St. Louis with his two elder brothers, the late Mark and Murdock Hollingshead, and all entered the employ of the Globe-Democrat. T. M. Hollingshead was employed in the auditing department for six years before being transferred to the business office.

He is survived by his widow and two sisters. The body was cremated and returned to Cincinnati for burial.

Obituary

Martinez Lujan, chief of the telegraph department of *La Prensa* of Buenos Aires, was killed there Oct. 26, in a street car accident.

Edward B. Duffy, for 50 years a press telegrapher, died recently at La Crosse, Wis. Mr. Duffy was one of the oldest Associated Press operators in the service having started when long hand reception was the rule. He was stricken with apoplexy while at his key in the office of the *La Crosse Tribune.*

John William Marksbury, 58, until two years ago editor of the *Portsmouth* (O.) *Sun* died in Columbus recently after a long illness. He founded the *Frankfort* (Ky.) *State Journal* and later worked for the Associated Press in Columbus. At one time he was a member of the editorial staff of the *Louisville Courier-Journal* under the late Henry Watterson.

J. W. A. Jenson, 57, owner and editor of the *Mountain Lake* (Minn.) *Tribune,* committed suicide Oct. 31. He is survived by his widow and six children.

Harry James Barnbrook, 33, of the Basil L. Smith System, Inc., died at Philadelphia Nov. 3. Mr. Barnbrook had been with the Smith System since 1919.

M. R. Jackson, editor of the *Tipton* (Ia.) *Conservation* for 49 years, died his home last week.

Edward Day Stuart, three-year son of James A. Stuart, managing ed of the *Indianapolis Star* and former e orial director of the *Rocky Moun News* and *Denver Times,* died at Ind apolis, Nov. 1.

Mrs. Ted Ashby 23, wife of Ted A by, reporter for the *Des Moines Cap* died Sunday after a short illness v pneumonia.

D. B. Hosse, 51, pressman for *Columbia* (S. C.) *Record,* was killed a street car recently.

Frank J. Erskine, 57, press te rapher for the Associated Press Consolidated Press Association, died cently in St. Paul.

T. D. Harman, 73, for 25 years pr dent of the *National Stockman* and F mer publishing Company of Pittsbu died at his home there Nov. 9.

Robert Goeting, sporting editor of *McKeesport* (Pa.) *Daily News* died N 10.

Frank B. Dallam Dead

Frank B. Dallam, 56, veteran ne paper man, who had worked on m papers in New York and other cit died Monday in New York, after an ness of many months. Mr. Dallam be his newspaper career in 1895 on *Chicago Times.* Later he was with *Louisville Courier-Journal.* He star in New York on the *World,* later wo ing on the *Sun, Tribune* and in 1912 the *Times.* Recently he had been on *American.*

Rapid Growth In Church Advertising

Church Advertising in newspapers is growing with great rapidity.

There is ten times more of it today than when we first printed these advertisements in EDITOR & PUBLISHER four years ago.

The growth in church attendance in the United States last year is reported to have exceeded the growth in population.

Get your churches to avail themselves of our congregation-building service. A new series of Come-to-Church advertisements will soon be released. They have been written by men and women prominent in business and in public life in the United States, and they appeal to those of every faith.

Let us help you with your church page.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

FOOTNOTES FROM A. N. P. A. MEET

(*Continued from page* 4)



Chicago in the majority here, showing (left to right), E. W. Parsons, *Chicago Tribune;* E. M. Antrim, *Chicago Tribune;* W. A. Thomson, Bureau of Advertising; and W. E. Donahue, *Chicago Tribune.*

ivers plant. A ride to remember, it ems, up the St. Lawrence river.

* * *

Publishers here are not sobbing over e $5 a ton reduction in newsprint heduled for 1926 contracts. Opinions ffer regarding the suggestion of Joseph earing, vice-president of International, at the $65 a ton price would cause me American mills to shut down, increase demand, and result in a concomint upshoot in charges. Majority of group of paper experts questioned, lwever, were of the opinion newsprint ms sould well afford the promised slash.

* * *

Jay E. Klock, president of the *Kingston* Y.) *Freeman,* has his town's population on his tongue tip. He is proud of recent growth.

"Twenty-eight thousand and sixty-ne," he said, "by the latest count."

* * *

The stenotype reporter engaged to ke a stenographic report of the busiss sessions got caught in a traffic jam New York, he telgraphed, and was able, therefore, to arrive before Tuesy evening. Despite this accident, the ly trade press reporter present was still cluded from the convention floor.

* * *

Golfers confident of winning prizes ought extra luggage with them. Might ll have carried refrigerators. Some izes were Virginia hams and roast ickens—made of papier mache.

* * *

Those attending convention sessions inded:

J. O. Adler, Charles F. Hart, Louis iley, *New York Times;* E. P. Adler *venport Times;* E. M. Antrim, W. E. nohue, E. W. Parsons, *Chicago Tribne;* J. A. Blondell, W. F. Schmick, *ltimore Sun;* W. B. Bryant, *Paterson* (. J.) *Press-Guardian;* E. H. Butler, *ffalo News;* Louis H. Brush, *East verpool* (O.) *Review;* Hilton U. Brown, *lianapolis News;* F. G. Bell, *Savannah ws;* F. J. Burd, *Vancouver Province;* P. Bole, C. C. McConkie, George M. gers, *Cleveland Plain Dealer;* Harry Brown, *Cincinnati Commercial Tribne;* D. H. Biddle, T. R. Biddle, F. W. sh, S. M. Johnson, *Athens* (O) *Messnger;* C. K. Blandin, *St. Paul Dispatch* al *Pioneer-Press.*

. B. Cortell, *Lewiston* (Me.) *Sun;* illiam O. Dapping, Charles Osborne, *burn* (N. Y.) *Citizen;* A. C. Deuel, *Niagra Falls Gazette;* F. Guy Davis, Bureau of Advertising, Chicago; J. S. Douglas, *Toronto Mail & Empire;* Walter Dear, *Jersey City Jersey Journal;* M. M. Donosky, *Dallas* (Tex.) *News and Journal;* Mrs. Zell Hart Deming *Warren* (O.) *Tribune-Chronicle.*

Joseph B. Finan, *Cumberland* (Md.) *Evening Times;* J. P. Fishburn, *Roanoke* (Va.) *Times;* F. W. Flagg, A. N. P. A.; Edwin S. Friendly, *New York Sun;* E. K. Gaylord, *Oklahoma City Oklahoman;* Elisha Hanson, Washington representative, A. N. P. A.; P. S. Huber, *Norfolk* (Va.) *Ledger-Dispatch;* F. I. Ker, *Hamilton* (Ont.) *Spectator;* H. N. Kellogg, A. N. P. A.; H. J. Grant, *Milwaukee Journal;* Jay E. Klock, *Kingston* (N. Y.) *Freeman;* J. Lyle Kinmonth *Asbury Park* (N. J.) *Press;* Dietrick Lamade, *Williamsport* (Pa.) *Grit.*

R. E. Lent, *Passaic* (N. J.) *News;* M. M. Lazarus, and Hyman Lazarus, Jr., Sydney A. Lazarus, *Bayonne* (N. J.) *Times;* E. J. Lynett, *Scranton* (Pa.) *Times;* P. W. Leisenring, *Allentown* (Pa.) *Call;* W. F. McLean, Jr., *Philadelphia Bulletin;* A. R. Michener, E. J. Stackpole, Jr., *Harrisburg* (Pa.) *Telegraph;* Thomas H. Moore, Bureau of Advertising; J. A. Muehling, *Manchester* (N. H.) *Union & Leader;* L. K. Nicholson, *New Orleans Times-Picayune;* Frank B. Noyes, *Washington Star;* D. P. Olmstead, *Perth Amboy* (N. J.) *News;* A. A. Parkes, *Poughkeepsie* (N. Y.) *Star and Enterprise;* Hawley Quier, *Reading* (Pa.) *Eagle.*

C. H. Rembold, *Cincinnati Times-Star;* Elzey Roberts, *St. Louis Star;* Victor Ridder, *New York Staats-Zeitung;* H. D. Slater, *El Paso* (Tex.) *Herald;* Rowe Stewart, *Philadelphia Record;* L. B. Tobin, *Lincoln* (Neb.) *Star;* W. Brydon, Tennant, *Richmond* (Va.) *News-Leader;* A. R. Treanor, *Saginaw* (Mich.) *News-Courier;* F. E. Tripp, *Elmira* (N. Y.) *Star-Gazette,* William A. Thomson, Bureau of Advertising; R. L. Smith, *Charleston* (W. Va.) *Gazette.*

Charles A. Webb, *Asheville* (N. C.) *Citizen;* M. S. Weisiger, *Memphis* (Tenn.) *Commercial Appeal;* T. R. Williams, *Pittsburgh Chronicle-Telegraph;* Lafayette Young, Jr., *Des Moines Capital.*

COMPLAINT AGAINST RAILROADS

Washington Trade Union Weekly Protests Newsprint Charges

Alleging overcharging in rates and charges on shipments of newsprint paper from points of origin in Maine and Canada to Washington, *Labor* a trade union weekly, asked the Interstate Commerce Commission this week to institute an investigation into the reasonableness of the rates complained of. Fifteen railroads are named as respondents in the complaint.

The complaint declares the railroads named have levied unjust and unreasonable rates on shipments of newsprint paper since Sept. 21, 1923, to the extent that the rates charged exceeded the rates contemporaneously in effect from the same points of origin to Baltimore plus a differential of 1 per cent per 100 pounds.

The complaint asks establishment of reasonable rates and seeks reparation in the sum of the alleged overcharges. A similar complaint by the Washington Publishers' Association and several Baltimore newspapers is pending before the commission.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

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Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Use the
COMBINATION RATE
OF
The Gazette Times
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Chronicle Telegraph
(Evening)
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Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
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122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.



Why Terre Haute Unanimously Chose the Plus Plan

THREE Terre Haute, Ind., newspapers—The Star, Post and Tribune were unanimous in choosing the Imperial Plus Metal Plan to serve their type metal. The publishers of these three Hoosier papers know type metal problems. They are fully aware of the fact that type metal becomes unbalanced through continual use and if not properly cared for, in time becomes unfit and must be replaced by a new supply. They also know that type metal troubles and replacements are hard on overhead expenses.

That's why they chose the Plus Plan.

The Plus Plan (used by hundreds of newspapers) keeps type metal in its highest state of efficiency and prolongs its working life for many years. Users of the Plus Plan call it an Economy Plan.

Have You a Definite Metal Plan?

Is your metal being cared for by a definite, systematical and economical Plan? If so, the Plus Plan invites comparison. If not, send for a copy of the plan today.

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



WHAT THEY ARE SAYING

AN EDUCATIONAL INFLUENCE

"IF merchants are to sell more goods they must advertise their wares more extensively and must describe them faithfully. The buyer must be informed accurately as to the nature of the goods, for advertising is not only a selling, but an educational influence."—Charles W. Myers, Director of Trade Relations, Armour & Co., Chicago.

* * *

TALK TO THE ENTIRE COMMUNITY

"USE of newspaper advertising costs money but it doesn't cost much in consideration of what you get, which is the opportunity to talk to the entire community, to say just what you want to say, when and how you want to say it."—M. S. Sloan, President, Brooklyn Edison Company.

* * *

GUARD AGAINST DISCOURTESY

"THOSE who believe that they are putting on an armor against attack by buying advertising space in a newspaper are apt to have a rude awakening when least expected. A discourteous representative of a business can easily undo all that has gone before toward the making and holding of friends."—Robert E. Livingston, director of public relations, Consolidated Gas Company of New York.

WEEK'S AD TIPS

N. W. Ayer & Sons, 308 Chestnut street, Philadelphia. Placing orders with newspapers in various sections for the Encyclopaedia Britannica, Inc., New York City.

George Batten Company, 383 Madison avenue, New York. Placing orders with newspapers in selected sections for Booth Mills, toweling, Lowell, Mass.

Williard H. Bond, Inc., 247 Park avenue, New York. Has secured the accounts of Julia Hoyt Moles, Inc., New York, Lock Insulator Company, Baltimore, and Piper & Salerno Company, "Craigleigh" top coats, New York.

Callaway Associates, Inc., 121 Beach street, Boston. Placing orders with newspapers that have rotogravure sections for Fairclough & Gold, Inc., "Bedford Scrim" Boston.

Campbell-Ewald Company, 360 North Michigan avenue, Chicago. Has secured account of Capper & Capper, exclusive men's furnishing stores.

Cecil, Barreto & Cecil, 12th & Bank streets, Richmond. Reported to have started newspaper campaign in selected sections for Smithfield Products Company, "Honey Fruit Gum," Richmond.

S. A. Conover Company, 99 Chauncey street, Boston. Placing orders with newspapers in large cities for Sanford Mills "Velmo" mohair, Sanford, Me. Also placing account of Charles N. Miller Company "Mary Jane" and "Dearo" candy, Boston.

Critchfield and Company, 223 West Jackson Boulevard, Chicago. Now handling the advertising account of O'Cedar Mop and Polish Company.

Drury Company, 681 Market street, San Francisco. Placing orders with newspapers in various sections for the Oceanic Steamship Company, San Francisco.

Ferry-Hanly Advertising Company, 441 Lexington avenue, New York. Again placing orders with newspapers in various sections for the Priess Radio Corporation, New York.

Albert Frank & Company, 14 Stone street, New York. Again placing orders with newspapers in various sections for the United American Lines, New York.

M. P. Gould Company, 450 4th avenue, New York. Again placing orders with newspapers in selected sections for Boals Rolls Corporation, laxative, New York.

Charles C. Green Advertising Agency, Estey Building, Philadelphia. Has secured account of the Philadelphia office of Theodore Prince & Company.

Hanff-Metzger Company, 95 Madison avenue, New York. Again placing orders with newspapers generally for the Columbia Phonograph Company, New York.

Henri, Hurst and McDonald, 58 East Washington street, Chicago. Placing schedules in newspapers generally on Pierce Motor Car Company, Buffalo.

John L. Jones Company, 332 South Michigan boulevard, Chicago. Placing contracts with newspapers on Herbert H. Frost, Inc., of Chicago.

Ralph H. Jones Company, 171 Madison avenue, New York. Placing orders with newspapers in selected sections for Chas. D. Jaffee, cravenette, New York.

H. W. Kastor and Sons Company, 14 East Jackson boulevard, Chicago. Sending out copy on Brooks Appliance Company of Marshall, Michigan.

Joseph Katz Company, Franklin street and Park avenue, Baltimore. Making contracts with newspapers generally for the Maryland Pharmaceutical Company, "Rem" cough remedy, Baltimore.

Kirtland-Engel Company, 646 North Michigan avenue, Chicago. Placing schedules on Maybelline Company of Chicago, Illinois.

Lord and Thomas, Wrigley Building, 400 North Michigan avenue, Chicago. Sending out full page copy to be used in Sunday papers for Brunswick-Balke Company. They will use phonograph and record copy. Preparing regular list on Pepsodent Company.

Lewis H. Mertz Adv. Company, 400 North Michigan avenue, Chicago. Sending out copy on Pines Winter Front Company to towns where they have distributors on a 50/50 basis.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Reported to have secured account of the Home Yeast Company, Chicago.

John F. Murray Advertising Agency, 598 Madison avenue, New York. Again renewing some newspaper contracts for the Wyeth Chemical Company, New York.

Z. L. Potter Company, Clark Music Building, Syracuse. Placing orders with newspapers in various sections for the Brewer-Tichener Corporation "Pioneer" auto shutter, Cortland, N. Y.

Schultz-McGregor Corporation, 270 Madison avenue, New York. Placing account of the Atlantic Spark-Lin-Ginger Ale, New York.

Frank Seaman, Inc., 470 4th avenue, New York. Placing orders with small city newspapers for the Charles William Stores, Inc., mail order, Brooklyn, N. Y. Also placing account of the Amalgamated Silk Corporation, New York.

Shuman-Haws Advertising Company, 230 East Ohio street, Chicago. Sending copy to some papers in Illinois on Orchard Pudding Company.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing orders with newspapers that have rotogravure sections for the Howlett-Hockmeyer Company, "Zip-on" leggings, New York.

Williams and Cunningham, 6 North Michigan avenue, Chicago. Planning a large campaign on Wallace Institute, Chicago, Ill. Some small city newspapers have been added to the list.

Post-Dispatch Hearing in New Orleans

Hearing of the appeal of the *St. Louis Post-Dispatch* from a recent decision of United States District Judge Hutcheson of Houston, denying a writ of injunction restraining the Houston Printing Company from using the name "Post-Dispatch" on a daily newspaper, has been transferred to New Orleans, where it will be placed on the January docket of the United States Circuit Court of Appeals.

Davis Joins Tampa Tribune

Don Davis, formerly circulation manager of the *St. Petersburg* (Fla.) *Daily News,* has joined the *Tampa Tribune* as promotion manager. Before joining the News, Mr. Davis was circulation manager of the *Jacksonville Journal.* Fred W. Idler, formerly of the circulation department of the *Rochester* (N. Y.) *Times Democrat* will succeed him on the News.

Clapper Back on Job

Raymond Clapper, Washington bureau manager of the United News, who was taken ill with typhoid shortly after returning North from covering the Scopes trial at Dayton, Tenn., has recovered and resumed his duties in Washington this week.

Folks in

Indiana

Are Real Home Folks

Indiana people are home people with typical American homes and a high percentage of native-born whites. These folks constitute an ideal market for American products.

Indiana people are industrious, with an income in wages and salaries from manufactures exceeding $400,000,000 and incomes from agricultural productions amounting to nearly $500,000,000.

Indiana people are thrifty, as indicated by bank deposits of $725,000,000. Indiana people are pleasure loving and have one automobile to every five persons in the state.

Indiana people read their daily newspapers and are responsive to advertised offerings of nationally distributed foodstuffs and other necessities, and can buy luxuries in proportion to any other state in the country.

Cultivate Indiana through these newspapers

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
††Decatur Democrat	(E)	3,194	.025
**Fort Wayne Journal-Gazette	(M)	32,662	.08
**Fort Wayne Journal-Gazette	(S)	34,487	.08
**Fort Wayne News-Sentinel	(E)	42,860	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
**Lafayette Journal & Courier	(M) 7,915 (E) 13,302	21,217	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E & S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
††Government Statement, March 31, 1925.

ASSOCIATED CLUBS ACT ON REVENUE PROBLEM

75 Per Cent of Money Raised to Go to Better Business Bureaus, 25 Per cent to A. A. C. W. Activities

How revenue shall be divided between the Associated Advertising Clubs of the World and the National Better Business Bureau, Inc., the vigilance body of the A.A.C.W., was outlined by resolutions passed at a recent meeting of the executive committee of the A.A.C.W. held in New York.

The following resolution was passed:

"FIRST: That funds and revenues for all purposes and activities of the Associated Advertising Clubs of the World be raised by the A.A.C.W. and be allocated to the various purposes and activities of the Associated Clubs including the work of the National Better Business Bureau as may be determined and provided by budgets to be approved and controlled by the executive committee of the Associated Advertising Clubs.

"SECOND: That any solicitation of funds for the Associated Advertising Clubs including the funds for the work of the National Better Business Bureau shall be on some unified plan determined and established by the executive committee of the Associated Advertising Clubs of the World to the end that duplication of effort in soliciting be avoided."

This resolution had the endorsement of E. Allen Frost, William H. Hodge, Charles R. Frederickson and Maurice Saunders, a special committee of the National Advertising Commission, whose counsel was sought, and past president, A. D. Gibbs of the president's Advisory Committee.

In formal discussion the directors of the National Better Business Bureau, those present being, Lou E. Holland, C. K. Woodbridge, Henry L. Doherty, Lewis E. Harriman, Herbert S. Houston, Paul T. Bollinger and William S. Patton, emphasized the value of vigilance work as part of the A.A.C.W. activities, and it was the opinion of the Board that present methods of enlisting support be followed and the following resolution was adopted:

"That there shall be a definite division of sustaining memberships of the Associated Advertising Clubs on the present basis of 75 per cent net to the National Better Business Bureau and 25 per cent net to the Associated Advertising Clubs of the World, with the exception that in special cases in specific industries the National Better Business Bureau shall be allowed to solicit funds and to use 100 per cent net of such funds for work by the National Business Bureau in such industries, subject to the consent of the President of the Associated Advertising Clubs of the World; and that selling expense is to be deducted from the gross amount of sustaining memberships and that the balance then be divided as agreed."

The Board appointed the following committee to devise ways and means of raising money: Lou E. Holland, president of the National Better Business Bureau; Edward L. Greene, managing director of the National Better Business Bureau; C. K. Woodbridge, president, A.A.C.W., Earle Pearson, general manager A.A.C.W.; W. Frank McClure, chairman, National Advertising Commission, and Robert A. Warfel, executive secretary, National Advertising Commission.

Those attending the meeting included C. K. Woodbridge, Lou E. Holland, Ethel B. Scully, William S. Patton and Jesse H. Neal.

DONOHUE ON TRAINING OF ADVERTISING SALESMEN

(*Continued from page 6*)

test whether or not an advertising campaign will be successful and I think this yard stick is bullet proof. I call it the five-point rule and the salesman is given a great deal of instruction on how to use it.

The five point rule is as follows: Is the Medium right? Is the Time proper? Is the Copy right? Is the Merchandise right? and is the Management of the proposition right?

The medium: The test on the medium is not the volume of circulation alone, but the volume plus the territory it covers, the kind of people that read the paper, their shopping habits, their buying habits, their buying power and their responsiveness.

The time: The time as to Seasons—The time as to days—The time as to climatic conditions—and the time as to events.

The copy: The copy must be a traveling salesman for the house it is sent out by and must have all the requisites of a good salesman. A salesman must sell himself, his Personality—The House he represents and the contents of that house. Therefore, the copy should insure attention, create interest, create desire and compel action.

The merchandise: Is the merchandise right? Is there a market for it? Will the public buy it? Is it priced right?

The management: Is the management efficient? By management I do not mean the officers or the executives of the company, but everyone connected with the firm from the office boy to the president.

The salesman is instructed in the Who, What, When, Where, Why and How rules of salesmanship. He is schooled in the buying and selling of merchandise—in the wholesale market—in the jobbing market—in the retail market. In the markup and turnover of merchandise and in retail store service the management. Also how to compare his merchandise, that is the newspaper he represents, with that of his contemporaries, because things are great or small only by comparison. He is warned never to oversell and to realize that after all the man who pays his salary is really the merchant whose advertising he solicits. He is advised against exaggerated statements in order to sell a client, because by bad advice while he may gain temporary linage he may kill a permanent advertiser. He is instructed to be truthful in his statements, be honest with himself, the house he represents, and the merchant on whom he calls.

He is taught how to analyse circulation figures and not merely quote them, is coached in the mechanics of advertising. Hypothetical sales problems are put to him with a fellow salesman placed against him so that he may recognize the points of contact and the course to pursue in order to dominate from that point, so that he may carry the conversation to a successful sale and he is warned to get out when he has the order for fear that he may talk himself out of it again. After he is released from the school he is assigned for a period of about 20 days with salesmen, being changed each day so that he can see how the other fellow works. Then at least twice a week he sits in with a group of salesmen at which time sales talks and sales instructions are given. In these meetings as well as at the end of each day he is being instructed, he is required to talk on his feet, thus giving him confidence in himself and aiding him to get rid of his timidity if he has any. This is done because more and more we are compelled to sell a group of individuals such as the president, general manager, sales manager and advertising manager, where a few years ago we were selling individuals. From time to time his mistakes are pointed out to him, thus aiding him to improve his ability to execute.

I have spent twenty-seven years in the newspaper business, the greater part of twenty-one years with the Chicago Tribune, thirteen of which I have occupied the position of Local Advertising Manager. I have worked in the editorial, auditing, circulation and mechanical departments, as well as the advertising department of newspapers.

Due to the generosity of my superiors who have allowed me the time and paid my expenses, I have been able to study merchandise and merchandising both here and abroad. I have sat in with buyers of dresses, coats, and suits and millinery at that New York market and I have made trips with furniture buyers and with buyers of men's wear. I have been through the New England and Brooklyn shoe factories. I have been through piano factories. I have followed the merchandise from the manufacturer to the consumer because I have worked in retail stores and as I have studied retail store service and management, and the markup and turnover of merchandise, I know something about overhead and the meaning of the words "net profit," and am well acquainted with The Chicago Tribune and the Chicago territory.

When men are needed to sell national advertising, they are taken from the Local Display Department and put through a training of investigating market, gathering data, etc., then they move to merchandising service and then into the National Advertising Department. A family spirit is always present, a spirit which not only prevails in the advertising department, but throughout the entire Tribune family—and that spirit is kept alive by our dynamic and democratic but firm business manager, S. E. Thomason, who sets the pace and who never fails to compliment good work done.

E. W. Parsons, our Advertising Manager and the guiding star of the department, as well as every sales executive in the department, is a graduate of the Want-ad Department. The volume of advertising carried year after year, coupled with the fact that we have been able to build the Cathedral of all buildings on upper Michigan Avenue in Chicago—The Tribune Tower—out of the earnings of that great newspaper, would seem to indicate that we have succeeded in a large measure in the elimination of lost motion and wasted energy from our advertising sales force.

Police Reporter Sues Traction Co.

George Stayton, police reporter for the *Houston Chronicle*, brought suit last week against the Houston Electric Company for $5050 for damages sustained in an auto-street car crash last summer. Stayton was riding in an ambulance when it crashed with a street car. He sustained severe injuries.

QUICK STICK PASTE POWDER



For Single and Bundle Wrapping

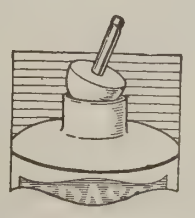
For the mailing room of a newspaper Quick-Stick has no equal. It is mixed in a minute—possesses greater strength than the paper itself and when once applied it will not let go. Use Quick-Stick for single and bundle wrapping. Mixed thin and strained it forms a highly efficient paste for facing and backing matrices.

No. 705 A Superior Paste for the Mailing Machine



A smooth, easy flowing white paste that permits the fastest labeling possible. It will not sour or mould regardless of weather conditions and will not clog or gum up the fountain. It will pay you to give No. 705 a trial in your mailing machine.

COPASCO



Let the boys use it

Copasco is a convenient desk paste—economical—never dries out—never needs water—won't cake—spreads smoothly and evenly at all times. Let the men at the desks give Copasco a trial.

THE COMMERCIAL PASTE CO.
Makers of the Largest Line of Adhesives
DEPT. 51 COLUMBUS, OHIO

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Invest in Pennsylvania---
Advertising space in the
Norristown Times Herald
pays big dividends in sales
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

The Market--Kansas
The state that raised the biggest crops in 1924—154,253,000 bushels of wheat and 137,241,000 bushels of corn, plus other big grain yields.
The state where the cash gain on wheat and corn alone is $160,000,000 this year—one third of the increase on these two crops now reported for the entire United States.
The Medium --- Daily Capital
The only Kansas newspaper that covers the entire state.
It gives co-operation of the finest kind to advertisers and has heavy coverage of Topeka and the Topeka trade territory. Circulation 36,000. Member A. B. C.
Topeka Daily Capital
Topeka, Kansas
Arthur Capper, Publisher
Marco Morrow, Asst. Pub.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION
An organization specializing solely in newspaper building design, manufacturing and production problems.
S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
2 West 42nd Street New York

TRADITION CAUSES CIRCULATION WASTE

By A. R. Michener

(General Manager *Harrisburg* (Pa.) *Telegraph*)

Address This Week at A. N. P. A. Convention

IN a department, the operation of which is so much a matter of detail as the circulation department, there is so much possibility of waste that it is almost impossible to point out any specific item. It seems to me, however, that the two things, more than any others, that cause waste in the operation of the circulation department, are these—tradition and turn-over. I will take up turn-over first.

Every newspaper, every year, attracts to it sufficient new readers with practically no effort of its own to show a healthy growth in circulation, if all its old subscribers were retained. The loss of subscribers is so great, however, that constant promotion effort must be put forth to show a constant growth.

On one paper of less than 50,000 circulation that I know, in a single year it was necessary to write fifty-two thousand new six-month and yearly contract subscriptions to maintain this circulation and show a gain of a few thousand copies. On another paper of much the same circulation, in one year thirty thousand subscribers were written. In the first case the turn-over was more than 100 per cent and in the other over 75 per cent. The waste in such turn-over is staggering.

A few years ago we decided on our paper that instead of stressing circulation promotion effort so much, we would endeavor to eliminate waste by reducing the circulation turn-over. In the year that this decision was made, we had written thirty thousand new contract subscriptions to maintain our circulation of forty thousand, and show a gain of only a few thousand copies. During the following year we wrote but seventeen thousand new subscribers and maintained the same circulation growth. And the third year less than 20,000 contract subscriptions were written.

In approaching this problem our attention was first turned to a study of the kind of features which subscribers want. By questioning circulation road men, district men, and canvassers, we found the type of features that were desired according to the views of readers as reflected to these representatives with whom they came into intimate contact. Instead of giving our readers the kind of features we thought they wanted, we are giving them the kind that the readers themselves tell us they want.

The local city news report was next placed under the microscope, and we found that it did not come up to the expectation of our readers. Here again we endeavored to give the readers what the readers wanted.

These changes naturally cost money—but, in order to make certain that our experiment would be properly conducted, every time that we increased the cost of the material we were giving the subscriber in the columns of our paper, we reduced by a similar amount the money allotted to circulation promotion work.

Another way to reduce turn-over is to make certain that your new subscriptions are properly written.

Too many newspapers, when they want to increase circulation, hire the cheapest kind of road men and solicitors and send them out with no training.

And, in this connection, I might venture the opinion that the best kind of subscription orders and the ones with the smallest turn-over are—first, orders obtained by carriers, agents, and newsboys on merit alone. Second, by carriers, agents and newsboys spurred on by prize offers. And, next the subscriptions that are obtained through solicitors.

And, last but not least, in maintaining a low ratio of turnover it is highly important that you look to the delivery service of your carriers, agents and newsboys. Every subscriber wants his or her paper at the same place, at the same hour, each day, and when he or she so receives your paper the reading of it becomes a fixed habit and cannot easily be changed.

We will next take up tradition. Failure to adopt new methods, particularly in delivery, are today costing newspapers all over the country thousands of dollars.

Most of us are still using the heavy weight craft paper in wrapping our bundles, although we all know that we can save money by using spoiled copies.

Truck lines today offer an economic means of transportation. Yet, very little study has been placed on this method of distribution by most publishers. I checked up on some of the shipments out of our city and was surprised to learn that within a distance of 50 miles we could just about break even on delivery cost by truck and save money should the railroads succeed in their efforts for higher rates for newspapers transported in baggage cars. If you will look to your home transportation possibilities, I am sure you can save money.

Another possibility of reducing circulation cost is in the consolidated delivery by papers in the same city. This is now being worked out in Pittsburgh very successfully. I know of no greater example of tradition causing waste expenditures in circulation departments than in the matter of money paid railroad companies for transporting newspapers in baggage cars. When you keep in mind that the newspapers in Pennsylvania pay about $750,000 a year to the railroads you can figure what tradition has cost these publishers in this one case alone.

Had the newspapers of Pennsylvania accepted the now proposed further increase in rates of 66 2/3 per cent in the same manner that previous increases have been accepted, these papers would now be paying more than half a million dollars a year increased baggage rates. The protest filed in Harrisburg and in Washington last March with its postponement of the effective date has at least resulted in a saving of more than three hundred thousand dollars to the newspapers of Pennsylvania already.

CAMPAIGN FOR STEEL

Advertising for Magazines, Publicity for Newspapers Is Reported Plan

WHITE SULPHUR SPRINGS, Nov. 12.—The American Institute of Steel Construction started its annual convention at the Greenbrier Hotel while the meeting of the newspaper publishers was still in progress.

Possibility of inaugurating a national cooperative advertising campaign was one of the topics discussed, after the report of the publicity committee by George E. J. Poster, chairman.

Questions were referred to W. H. Page, and D. McConaughy, representatives of N. W. Ayer & Son, advertising agency which prepared the report.

Several delegates to whom EDITOR & PUBLISHER'S reporter talked declared it was the hope of the institute to start a national campaign like that of the Portland Cement Association. It was said the campaign proposed use of large magazines with free publicity for the newspapers. This was denied by the Ayer representative.

Newspaper publishers, however, are well acquainted with the fact that N. W. Ayer & Son are at present sending out "free news" and "free features" for the steel group.

GANNETT BUYING ANOTHER

Empire State Group Chief Negotiat for N. Y. State Daily

WHITE SULPHUR SPRINGS, W. V Nov. 12.—Negotiations are under v for the purchase of another New Y State daily to add to his chain of ne papers, Frank E. Gannett, president the Empire State Group of newspap told EDITOR & PUBLISHER here today.

Mr. Gannett, at the A. N. P. A. c vention here declined to divulge name of the property he expected to b He declared, however, that the deal virtually completed, and indicated definite announcement might be made n week.

Gannett newspapers are: the *Roche Times-Union; Elmira Star-Gazette, mira Advertiser,* and *Telegram; Ith Journal-News; Utica Observer-Dispat* and *Newburgh News.*

ASHTABULA Is An Island

— commercially speaking — just far enough away from a big city to be isolated from the influences of big city's newspapers.

There is but one way to properly reach the homes of ASHTABULA and that is through the columns of the

ASHTABULA STAR - BEACON

Ashtabula, Ohio

Member A. B. C. — Ohio Select List

National Representatives
ROBT. E. WARD, Inc.
New York — Chicago

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's *Picture Paper,* has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

Daily News — ST. PETERSBURGS — PICTURE PAPER

Morning Sunday News — ST. PETERSBURGS — PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

MICHIGAN and the BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

The Amount of Attention an Ad Gets

from the readers of

The Evening Star

Franklin, Ind.

makes it more certain

OF RESULTS

than the largest sign-board in the world.

Dominant and headed upward in the rich Louisville field

The Courier-Journal
THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special Agency

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY.

RECORD NEWSPAPER LINAGE RESULTS IN RECORD SALE FOR GIMBELS

Department Store, Operating in Three Cities, Reports Net Sales of $13,300,000 for October, Gain of Nearly $2,000,000—Employed Multiple-Page Advertising

A REMARKABLE story of successful department store advertising was told ıewspaper readers in New York, Phila-ɛlphia, and Milwaukee, on Nov. 6. On hat date Gimbel Brothers, Inc., an-ounced in half-page space that net ales for the month of October were ·13,300,000, a net gain over the same ıonth last year of $1,900,000.

October each year is "Gimbel Month," nd the 30-day sale is annually backed 'y large newspaper advertising.

"Our investment this year in news-aper space was larger than ever be-ɔre in our history," Sheldon Coons, ad-ertising director, informed EDITOR & 'UBLISHER in an exclusive interview. And the results speak for themselves."

Gimbel linage during the month in 15 ıorning, evening and Sunday newspapers ·as given as 510,210 by a reliable New ·ork checking service.

Of the 15 newspapers used in the ıonth's campaign, four were evening ɛwspapers; four were standard size .orning and Sunday; two daily tabloids; ıd one Sunday tabloid.

Basing his optimism on the October ɛsults, Mr. Coons predicted that the hristmas retail business would be ɔigger than ever" this year.

"Our policy is virtually confined to use f newspaper advertising," Mr. Coons ıid. "We do little or no direct mail dvertising, although that is no index ıat we disapprove of this form of ad-ɛrtising in some cases.

"One feature of our October news-aper campaign was our return to mul-ple-page advertising, that is, the pur-ıase of several successive pages in a ngle edition. Years ago this was com-on department store practice. Because seemed to have lost its pulling power, owever, Gimbel Brothers together with her department stores, broke away om its use. For the past several years e have opened our annual October sales ith several pages, but this year we ɛed multiple pages more than usual.

Prior to "Founders Day," which, com-g Oct. 17, is the peak of the sale ɔnth, Gimbel Brothers employed multi-e-page advertising on a particularly rge scale. As high as seven pages ere purchased in a single newspaper.

"As a result, we did the largest day's siness in the history of our company," as Mr. Coons' comment.

Gimbel Brothers, advertising men int out, is one of very few depart-nt stores in the country which can ccessfully sustain public interest for sale extending over a month's time. Ir. Coons said the last day of this year's le was as good as the first, amazing roof of the efficiency of daily news-per advertising.

During the progress of the Anniversary le last month the 15,000 employes ho constitute the Gimbel organization re called upon to work at increased ed and for longer hours. The de-nd for the advertised goods was so at that it was impossible to care for t customers in the usual shopping iod. Not only did housewives avail mselves of the bargains offered, but large sales were reported to Federal, State and Municipal institutions throughout the country and to clubs, hotels, railroads, and steamship lines.

Anticipating lasting benefits from this year's sales the management has prepared for enlargements and extensions in the three cities where it has stores.

In Philadelphia, the Market street store is being doubled in size. In Milwaukee a large addition has just been completed, while in New York, the 18-story Cuyler building across 32nd street from the Gimbel store has been acquired. Three floors of this building are already in use and two more will be opened shortly.

The story of the successful month, believed to be a record in American retailing was told newspaper readers in the half-page copy written by Mr. Coons as excerpts from which follow:

"The impressive figures published here are set down in the belief that they constitute a new record in American retailing.

"Coincident with their publication Gimbel Brothers wish to publicly express their appreciation to their patrons in New York, Philadelphia, Milwaukee—and to the 15,000 co-workers in the Gimbel organization whose diligence and energy sustain the business.

"October and the Gimbel Anniversary sales of 1925 are but a memory.

"But the 'largest purchasing power' of this organization will continue to provide merchandise of quality at lower prices every day in the year."

PREDICTS LOWER POSTAL RATES

Hanson Say Drop Will Come Before Coming Congress Adjourns

WHITE SULPHUR SPRINGS, W. Va., Nov. 12.—Newspaper publishers today were told to expect a reduction in second class postal rates by Elisha Hanson, Washington representative of the A. N. P. A. In an interview with EDITOR & PUBLISHER, he predicted postal charges would drop before adjournment of the coming congress.

"I look for a return of the 1919-1920 scale long advocated by the A. N. P. A." he said. "That is a cent and a half per pound in nearby zones as compared with the present rate of two cents, which went into operation last winter, following the raise of post office department pay."

Mr. Hanson arrived here from Washington, fresh from what was to have been the final hearing of the Joint Congressional Committee. According to plan, the postmaster general was to have presented figures to show results from the last "emergency measure" raise in rates which newspapers have been fighting for.

Postmaster General New, however, called on his aid, Joseph Stewart who said he could not submit figures on the results. Stewart asked and was granted a delay until Dec. 8. It understood that at this later date a further extension will be asked until the middle of February. Allowing more than eight months trial of the fifty per cent increase on second class matter.

"We have conclusively proved to Senator Moses and his Joint Committee that the increase in second class has resulted rather in a withdrawal of newspapers from the mails, then increased revenue to the Post Office Department," Mr. Hanson said.

"The new law has not produced the revenue expected. Several billion pounds of newspapers have been diverted from the mails.

"The publishers are not going to sit on the end of a limb and let it be sawed off by the Postmaster General."

TRIBUTE TO WAR DEAD

Publishers Interrupt A. N. P. A. Convention for Silent Moment

(By Telegraph to EDITOR & PUBLISHER)

WHITE SULPHUR SPRINGS, Nov. 11—Sixty seconds of silence was observed here today, as an Armistice Day tribute to the soldier dead in the World War.

The business session of the A.N.P.A. convention was interrupted, while W. B. Bryant, chairman of the program committee, made a fitting address, and the delegates sat with bowed heads, during the brief period devoted to the departed heroes.

"The hour is now 11 o'clock," Mr. Bryant said.

"Seven years ago at this time Armistice Day was born.

"The poet said: 'The path of glory leads but to the grave.' Can this be true? Are we who sacrificed sons, brothers, husbands, fathers, to be satisfied with ignominious death as finale to their efforts?

"In their glorious stand for Liberty they perished and so passed from the finite to the infinite.

"On this day let us show how immortal is their glory by standing in silent reverence to the unfading memory of our heroes."

Staff "Hard Times" Party

Employes and executives of the *Cedar Rapids* (Ia.) *Evening Gazette* enjoyed their annual Hard Times recently. John L. Miller and Harry L. Marshall were judges and prizes were awarded for best costumes.

Haskell Leaves International Paper

W. E. Haskell, vice-president of the International Paper Company, New York, since 1919, has resigned.

THE
EVENING JOURNAL
Martinsburg, W. Va.
covers a prosperous manufacturing and fruit growing field.
Gorton's Cod Fish
Carter's
Piso
and many other accounts are now going into Martinsburg for the first time.
The Journal is the only paper published in Martinsburg and it maintains a real service department for national advertisers.
Represented Nationally by
The DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

Last call for the 1925 Shop-o-scope!
SEND YOUR ORDER TODAY!
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Bldg. Philadelphia

America's most complete newspaper
The New York Herald Tribune

EVENING HERALD
Los Angeles, Calif.
ained 7,505 Daily Average Circulation Sworn Government Statement, Six Months ıding Sept. 30, 1924, 174,280 Daily. Six onths, Ending Sept. 30, 1925, 181,785 Daily. crease in Daily Average Circulation, 7,505.
'T COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
W. Moloney, 604 Times Bldg., New York. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

You Know It's
The Beacon Journal
In Akron, Ohio
No one disputes that fact. But do
You Know
that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.
Run Your Campaign in a Live Paper, in a Live City.

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

LETTERS FROM OUR READERS

Checking Copies

To Editor & Publisher: I want to congratulate you and the writer of the article which appeared in Editor & Publisher, entitled "Where do the checking copies go?"

This is a true statement of conditions in our office, and I have no doubt that it is general.

Keep up the good work.

The Ohio State Journal Company,
W. H. Rible, Business Manager.

Fire Insurance Advertising

To Editor & Publisher: Your issue of Oct. 31 carried an article called the "Latest Insurance Advertising Trend." This was a report of the Insurance Advertising Conference meeting in Boston. This article ran from page 20 to page 42, and in the first three or four paragraphs on page 42, reference was made to the magazine advertising done by the Hartford Fire Insurance Company. Then the article went on to say, "The agents are not expected to rely solely on the magazine advertising," etc. And "Just hinted at in the prize book is the free publicity obtained through the annual fire prevention week, of which the Hartford Company is one of the originators. Quite generally among insurance companies at the present time efforts are being made to obtain free publicity in newspapers, while, as described by Mr. Collins, the 'experimental stage' of insurance advertising, using magazines is under way," etc.

It seems to me that there is a possibility that your readers may infer that the Hartford Fire Insurance Company is endeavoring to pick up crumbs of free publicity, and there is just a hint in the copy that there is something wrong in the fact that we are using magazines instead of newspapers.

It appears to me rather unfortunate that your article should have conveyed this impression, for I feel that I will not be disputed when I say that no insurance company has done more to increase the amount of paid advertising space used by individuals engaged in the insurance business than has the Hartford. We doubt, for example, if you can find any insurance company that has in its agency Handbook twelve pages of copy telling how to use local newspapers and how the Company will, through writing copy, supplying mats, cuts, etc., help an agent make his newspaper advertising effective. We doubt if you will find any other insurance company that supplied over 200 full-page mats to large city papers that netted these papers a page of paid space that they never would have sold during Fire Prevention Week were it not for the mat that we furnished them. In the great majority of these pages not even a credit line was used to protect a copyrighted drawing that we had heretofore kept for our exclusive use. Neither the name of the Hartford Fire Insurance Company nor the trade-mark of the company appeared in most of these advertisements. We did, however, by sending out this mat, permit a great many agents and other local concerns to get back of a very effective fire prevention message.

And as far as our own agents' newspaper advertising goes, we have actual proof (for we function like an advertising agency) of the insertion during the year 1924 of $104,916.01 worth of newspaper advertising for which we furnished cuts, copy, layouts, schedules and everything else that an agency would furnish for the advertising of his clients.

We venture to say not a quarter of this advertising would have been run were it not for the fact that we sold our agents on the desirability of using paid space to advertise themselves, and, incidentally advertise the fact that they represent the company whose national pression of what the Hartford Fire Insurance Company is trying to do, and we feel that we are right in assuming that the author of your article wished to take a gentle crack at us. We do hope that he may be set right by this letter.

Cordially yours,
J. W. Longnecker,
Advertising Manager.

Evolution Theory

To Editor & Publisher: There has been so much said about teaching science of evolution in the schools that when I read Walter Lippmann's speech in the October 24 issue, I thought I had to express briefly my opinion in the matter.

In the first place, evolution is not a science as yet. It is only a theory. And while a theory might be taught to persons of mature mind without injury, the teaching of it would have effect on immature minds.

But that is not the thing that grouches me. The thing that I object to is the continual harping on the short comings of the Tennessee Legislature in barring the teaching of evolution and never a word said about the barring from the schools the reading of the Holy Bible.

I am not certain, but I think that the Bible has been banished from the schools in every state in the Union. And if a majority of the people by vote either direct or by legislature could banish the Bible and it is a perfectly all right proposition, why isn't it a perfectly all right proposition for them to prevent the teaching of evolution until it really becomes a science.

In all the efforts to get evolution into the schools, I have not seen a single article that insisted at the same time that the Bible should go into the schools like when you and I were boys.

Regarding Mr. Evjue's opinion about big business influencing newspapers in the same issue of the E. & P. I don't believe that the gentleman can name any specific case where the editor of a newspaper has violated his own conscience and gone against his own opinions in what he has published about any of the different things cited by him as evidence that the newspaper's opinion is controlled by the business office.

I rather think that Mr. Reisner in the same issue of the E. & P. has advanced a good idea, but I think that the way to try it out would be for Mr. Reisner to prepare copy carrying out his idea and have some syndicate manager try putting it on the newspaper market. If he can sell the idea to the syndicate manager, I have an idea that it would go; or, the syndicate men know the kind of stuff that will appeal to newspaper publishers.

J. K. Groom,
Aurora, Ill.

"No Propaganda Year"

To Editor & Publisher: I snickered when I read that recent suggestion from one of your good readers—a newspaper publisher—about the good that might come from having a "No Propaganda Week."

The press agents would "lay off" that week, and the other fifty-one weeks of the year would show the usual amount of free puffery that comes alone or as a part of a display contract.

If the publishers are really in earnest about this matter—which some of us have to doubt when we measure the free stuff appearing constantly—they should try a "No Propaganda *Year,*" and then take stock of their progress.

I am one of those advertising agents that manages to get along without asking publishers for a free line, but I see the publishers in almost every part of the country handing out the free stuff in good-sized chunks, apparently without realizing that they are providing a type of unfair competition for the agent who is not imposing on their easy natures.

S. Roland Hall.

Must Publish City's Financial Reports

Detailed statements showing the receipts and expenditures of cities and towns of Kansas must be published quarterly under the state law, Attorney-General C. B. Griffith has ruled. The ruling was made at the request of O. W. Little, field secretary of the Kansas Press Association. A statute enacted in 1913 by the legislature made provision for publication of all city financial reports.

INTERNATIONAL STOCK SPLIT-UP APPROVED

Shareholders Ratify Project For $10,000,000 Additional Capital—Mills to Be Developed and Production Cost Cut—New Investment

Readjustment of the capital structure of the International Paper Company was approved Nov. 6, by stockholders. The readjustment was proposed by the paper company's management.

The company's common stock will be changed from shares of $100 par value to shares without par value, and the number of common shares will be increased from 500,000 to 750,000. The preferred stock will be increased from 500,000 to 750,000 shares of $100 par value each.

Of the 500,000 shares of common stock of $100 a share par value, 250,000 shares are outstanding. The management intends to exchange 250,000 shares of the new no par value stock for the outstanding common stock on a share for share basis, and to offer an additional 250,000 shares of no par value common stock to present shareholders on a share for share basis at $50 a share. The sale of this stock will give the company an additional $10,000,000.

About $4,000,000 of this new money will be used to acquire an interest in the New England Company, a holding corporation for the New England Power Company, and part will be used to develop further the company's paper mills, especially the plant on the Gatineau River in Canada, which is being modeled along the lines of the famous Three Rivers Mills. Development of these properties is expected to reduce the company's cost of production.

Subscription warrants entitling stockholders to subscribe to the new stock are expected to be mailed in a few days, as they expire at the close of the month. Payment for the new stock may be made either in full or in four quarterly instalments on Nov. 30, 1925, March 1, June 15, and Aug. 1, 1926. The Board of Directors intends to start dividend payments on the new no par value common stock at the rate of $2 a share annually, beginning Aug. 15, 1926.

Advertising Man Sentenced

Brom Ridley, well known advertising man of South Texas, now located in Denver, was fined $1000 and sentenced to six months in jail for his connection with the promotion of the Southern Motors Association by Federal Judge J. C. Hutcheson in Houston, Tex., last week. Ridley's jail sentence was suspended. Nine defendants were found guilty and received fines and suspended jail sentences.

District 14 Sets Convention Date

The second annual convention of District 14, Associated Advertising Clubs of the World has been fixed for May next year at Blackpool on the invitation of the Manchester Publicity Club.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

The Beaumont Trade Territory Is Not Controlled by Cotton
Southeast Texas and Southwest Louisiana are in good shape. The Fifth Market for Texas and the Third Market for Louisiana is covered only by the
Beaumont Enterprise
AND
The Beaumont Journal
Ask Beckwith—he knows!

The
Dispatch-Herald
Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.
ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

Facts
The Dallas Journal has the largest A. B. C. circulation among Dallas evening newspapers.
Four-fifths of it is city and suburban.
The Journal is a clean, bright and aggressive paper that appeals to the more intelligent and prosperous classes of the city.
The average milline rate of The Journal is the lowest among Dallas evening papers.
The
Dallas Journal

Detroit
Fourth Largest City
Complete coverage wit one paper.
The Detroit New
Offers advertise unusual opportuniti

Buffalo, The Wonder City of Ameri
Buffalo — A Profitabl Market for Advertise
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEW
Read in 4 out of 5 Buffalo hom
Edward H. Butler, Editor and Publish
Kelly-Smith Company, Representativ
Marbridge Bldg. New York, N. Y.
Lytton Bl Chicago,

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer C
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York



Our Own World of Letters

By JAMES MELVIN LEE

OR various reasons "Everyman's Genius" by Mary Austin (The Bobbs-rrill Company) deserves at least pass- mention in this department. As a ult of a talk which she gave before of the Journalism classes which John rar, editor of *The Bookman,* teaches New York University, arrangements e made for publication in that maga- e of a series of articles giving her ervations on the interior phases of ting life—"as a corrective to the mech- ation of creative processes, following the recent practice of including rses in creative writing as part of ular university courses."

Maxwell Aley, fiction editor of the *man's Home Companion,* contributes appendix in which he tells how he l the series of artcles—now put into k form—in the Journalism class which teaches at New York University. smuch as Mr. Aley pays a nice trib- to myself in this Appendix, I feel ier embarrassed to do anything more n merely mention the volume. But he author has drawn so many of her strations from the field of letters I perfectly safe in bringing the book the attention of the reporter who ts to do good creative work.

n the section "Notes On Personal hods" I want to mark those pages which Ryan Walker, the cartoonist he *New York Graphic,* tells how he es his cartoons.

* * *

a note to the review editor the Bell- an Company of Minneapolis, frankly attention to the fact that "The al of Gold" by William C. Edgar is arily a history of the Washburn by Company, but at the same time an authoritative account of the de- lopment of the milling industry in the ed States and especially in the North- . Mr. Edgar, the author, has been more than forty years editor of *The thwestern Miller.* The text consists 70 pages with some 60 odd illustra- s.

he volume deserves mention in this rtment for several reasons. In the s place, Mr. Edgar holds a high place e journalism of the Northwest. For mber of years in addition to editing h Northwestern Miller he conducted *Bellman*—one of the finest literary ellies ever printed in America. When ased publication American literature red a distinct lose: no other peri- ul has arisen to take its place.

hapter XIV justifies the mention of book. This chapter might have been ed "Gold Medal Plus Printer's Ink." ls the story of a phrase made famous advertising—"Eventually—Why Not ?" Of this phrase which broke into print at an initial cost of 5000 Mr. Edgar says:

> In an incredible short time the perpetual obgation became a by-word. If anyone med to say "Eventually," another would with "why not now?" and "Gold Medal" would be brought to the minds of both. men used it with telling force in their s, clergymen slyly incorporated it into sermons, newspapers aptly employed it in headlines and editorials, children lisped it in their talk, mothers sang their babies to sleep with rhythmic repetitions of it, while other advertisers, at home and abroad, tried in vain to adapt it to their own purposes, lacking the brains to invent something for themselves. In all the history of advertising few catch-words or phrases equalled and none exceeded it as an instantaneous and permanent success.

More than a million dollars is now spent annually to keep this publicity before the American people. The phrase, as Mr. Edgar points out in chapter XIX, suggested the title for the magazine printed in the interests of employes of the Washburn Crosby Company—*The Eventually News.* Those who edit house organs or employes' magazines will find the chapter just mentioned of special interest.

In the last place, "The Medal of Gold" deserves space on the shelves of the newspaper library because of the valuable information contained about the milling industry. The author has a passion for accuracy. I know because I used to write a weekly Gotham letter for him when he conducted *The Bellman.*

I am tempted to say a few words about the literary charm of the volume but I am afraid readers would think my opinion may be biased because of my connection with The Bellman. But the book needs no puff or editorial boost. It stands on its own bottom like the barrel of flour which in a certain sense of the term it advertises.

* * *

ARTICLES on newspapers have appeared so frequently in *The Kiwanis Magazine* that they almost constitute a brief study of American journalism.

In the current issue Erie C. Hopwood, editor of the *Cleveland Plain Dealer,* prints one of the ablest articles on newspaper ethics that has yet appeared in type. The best thing about this discussion by Mr. Hopwood is the logic of his deducations. He answers the question, "How Far May a Newspaper Go?" by saying that "the right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare."

One of the pivotal points of the article is the discussion of the regulation of the press. "One of the characteristics of the generation," says the editor of the Plain Dealer, "is the degree to which everybody concerns himself with everybody else and undertakes to regulate his life, liberty, and pursuit of happiness."

Both the pedantic and the practical students of newspaper editing and making will agree with Mr. Hopwood when he says that "anyone who will study newspaepr history with an open mind will be convicted that newspaper morals have generally gone along pretty well with the morals of the times and usually a little ahead."

In some respects—and these the most essential—"Newspaper Ethics" by Erie C. Hopwood is the most important magazine article of the month for members of the working press.

To an earlier issue of The Kiwanis Magazine O. R. Smith of the *Milwaukee Journal* contributed "The Metropolitan Newspaper." In this article Mr. Smith wears the stock and frock of his press-pulpit and preaches a sermon on the verses found in Mathew VII :24-25. Mr. Smith too touches upon the matter of newspaper ethics as he discusses accuracy in reporting.

In speaking of the influence of the editorial he makes this pertinentcomment:

> Whenever the newspaper is in discussion, someone invariably speaks of the declining influence of the editorial, and in the same breath recalls the halcyon days of Charles A. Dana and Horace Greeley, when personal journalism flourished and the editorial was a potent influence. This someone never reasons that the newspaper of any generation is part and parcel of the society in which it exists. If something of the personal touch has left the newspaper, so likewise has it left the entire field of American industry, with the increasing use of machinery and organization for machine production. If there has been any loss by the change it is the price we pay for a civilization that won't stand still.

In a recent issue of this same magazine Lou E. Holland, retiring president of the Associated Advertising Clubs of the World, takes up the matter of ethics in advertising in answer to the rhetorical question, "Why Truth in Advertising Means Better Business."

IN my little chat about *McNaught's Monthly* for November and the newspaper men and women who contributed to it I overlooked one of its most charming features, "A Splendid Young Woman," by Roxana B. White who is connected with the *Hagerstown* (Md.) *Daiy Mail.* The author evidently has many friends among her readers of EDITOR & PUBLISHER—to judge by the number of times I have been reminded of my sin of omission.

* * *

WALTER LIPPMANN, chief editorial writer of the *New York World,* is the author of "The Phantom Public" (Harcourt, Brace & Co.)—a book that will be reviewed more in detail in a later issue.

Gannett Goes to China

Lewis S. Gannett, one of the editors of *The Nation,* sailed from San Francisco Nov. 10, for China where he will report the Chinese situation for his publication.

GEORGE JEAN NATHAN

Weekly Dramatic Review

Now Furnished by
THE BELL SYNDICATE, INC.
JOHN N. WHEELER, PRES.
154 Nassau Street, New York City, N. Y.

The Country's Best Dramatic Feature

ROBERT QUILLEN

"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WILLIS, is well over seven million daily.

Associated Editors, Inc.
440 S. Dearborn St., Chicago

Talks

Joe Mitchell Chapple is in old Spain getting some new little talks with big people.

THEY WILL INTEREST YOUR READERS

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

fashions

Authentic
Inclusive
Sparkling

FAIRCHILD
Newspaper Services
8 East 13th St. New York

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

FREE!
A WEEK'S RELEASE
of
RADIO DOINGS
"NEWS FROM THE AIR"
To prove to you it's the livest and best radio feature of the season.
AN INSTANTANEOUS HIT!
No obligation *Write or Wire*
AUDIO SERVICE
30 N. Dearborn St., Chicago
(More than 160 newspapers use our radio programs. Write for samples and prices.)

Editorial Research Reports
is an independent research organization. It is not subsidized. Its support is entirely from newspapers and magazines, through the sale of its service.

Its wholly impartial reports are prepared expressly for the use of editors, publishers and special writers.

Its clients include more than sixty of the leading newspapers and magazines of this country, and American correspondents of important foreign newspapers.

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828 18th St., Washington, D. C.

ETTER PUZZLES

at's why BOSTON Advertiser

has just resumed our

Cross-Words

E INTERNATIONAL SYNDICATE
Baltimore, Md.

The Market Place of Opportunities

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS
(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.

Special rates quoted for 13, 26 and 52 insertions.

The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Newspaper Promotion
Special Editions — Special Pages

BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices

BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion — Distribution
Premiums

EDITORIAL
Business News — Correspondents

Syndicate Features
Art Pages — Radio
Comics — Sports
Fashion Pages — Statistical
Fiction — Wire News
News Pictorial — Women's Pages

EMPLOYMENT
Help Wanted — Situations Wanted

MECHANICAL
Engraving
Equipment For Sale — Equipment Wanted

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

BUSINESS OPPORTUNITIES

Brokers

Consolidations, Sales—Omar D. Gray, Sturgeon, Mo., specializes in consolidating newspapers—has for sale half million dollars dailies and 189 weeklies.

Evening Newspapers—One in New York; one in Pennsylvania; one in Ohio; one in Indiana; one in Illinois, and one in Florida. All occupying exclusive fields and earning dividends warranting the price asked. J. B. Shale, Times Building, New York.

Newspapers For Sale

Daily Newspaper for Sale; to settle estate. 18,000 circulation and growing, in Middle West. Well equipped plant. Rare opportunity. Address A-970, Editor & Publisher.

Daily—Half or whole interest in Pacific Coast daily for sale to capable newspaper-man. Fine property making money. Address A-976, Editor & Publisher.

Newspapers Wanted

Evening Daily—Wanted to buy controlling interest in small daily evening newspaper, preferably in Middle West. Box A-959, Editor & Publisher.

The Publisher and his executives read EDITOR & PUBLISHER. This page never loses its interest for them.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Weird Words from the West—New feature for daily and weekly publications. 50c per column. Not profound. But occasionally sparkling. It's homespun philosophy and comment on every subject. Doesn't take itself too seriously. Sometimes tart, sometimes ridiculous, but always intriguing. Going over big in Middle West. Couched in plain, blunt language of the plains. Might make easterners sit up and take notice. Written by Carl Brown, writer of "Globe Sights" and "Snort Column" in Atchison, Kans., Daily Globe. Samples on request. Brown-Martin Syndicate, 524 Q street, Atchison, Kans.

EMPLOYMENT

Help Wanted

Assistant Circulation Manager—Wanted: Young man; must be ambitious and willing to work. Opportunity for immediate advancement to position as circulation manager. Previous experience necessary. Position offers unusual training and fine prospects. City of 20,000, circulation 4,000. Give full details and salary expected. Webster Evening Times, Webster, Mass.

Advertising Salesman, experienced, wanted for a Metropolitan newspaper. One capable of developing business through promotion and merchandising experience. A-960, Editor & Publisher.

Business Manager wanted at once, with real experience, for daily newspaper in the East. Must have had advertising and circulation experience. Splendid opportunity if successful. Address A-977, Editor & Publisher.

Business Manager—A morning paper in a midwest city with a population of 80,000 desires contact with a capable, experienced business manager. The man desired must be thoroughly conversant with the business affairs of a newspaper and at the same time have had sufficient advertising experience to be able to conduct advertising if necessary. He will head the advertising department and his advertising experience must be such as to enable him to direct his men. The salary is liberal enough to attract capable, experienced men; the position is prominent and offers opportunities to the right man in the way of salary increases. Address with a record of your experience and your references to A-975, Editor & Publisher, New York City.

Circulation Manager—During the last six years we have placed a large number of former newspaper circulation managers in lucrative managerial positions in our large national circulation organization. The progress in the expansion of this organization enables us to place additional capable men from time to time. We prefer men over the age of 30 and those who have had not less than five years' experience in the hiring and training of house to house canvassers. To such men, who have the ability and good character required, we offer the opportunity for a permanent location with an assured good income. Answer with full particulars regarding yourself. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York City.

Combination Pressman and Stereotyper wanted, for Goss Comet Flat Bed. Will pay $35 per week to start. Best working conditions. Address C. L. Atwood care The Morning Call, Key West, Florida.

Combination Machinist and Proofreader wanted. Four machine plant. Models nine, fourteen, three and nineteen. A-967, Editor & Publisher.

Reporter—Desk Man—I want a young man for a position on a morning newspaper in the middle west. Must be a good reporter, fairly good desk man, steady, with some idea of responsibility and some ambition to pep up and develop and improve a newspaper. There is a good steady position for such a fellow if he will win his spurs by hard work, loyalty to the organization and attention to detail. He will work into a job by degrees, and a knowledge of basketball and other sports will help him at the outset. His salary will never be over $50.00 for the next three years at the top. It will start from $32.00 to $37.00. Address A-980, Editor & Publisher.

EMPLOYMENT

Help Wanted

Positions Now Open—Artists; Photoengravers; Camera Men; Zinc Etcher; Pressmen; Stereotyper; Advertising, Editorial and Circulation Men. Publishers' Placement Service, Seitz Bldg., Syracuse, N. Y.

Rewrite and Copy Reader, wanted by afternoon daily. Must be 24-25 years old, good personality, not afraid of work. Good community, fine working conditions. $40. Particulars first letter. A-978, Editor & Publisher.

Stereotyper, union, wanted immediately. Scale forty-three dollars and overtime. Wire or write Jacksonville Journal, Jacksonville, Fla.

Syndicate Salesmen—High-class, alert men in every territory to handle complete line new features on liberal commission. Opportunity to build good permanent income through connection with long-established publishers now entering newspaper field. Answer fully, experience, references. A-965, Editor & Publisher.

Operators and Printers, experienced, wanted for daily morning paper. Union shop with best working conditions. Address The Morning Call, Key West, Florida.

Situations Wanted

Accountant—College graduate, Christian, 34, now employed in executive capacity; thorough knowledge of newspaper accounting. Has instituted system for prominent newspaper. Seeking connection with newspaper or periodical. Highest references. A-983, Editor & Publisher.

Advertising Manager—Assistant.—Eleven years' experience, executive, solicitor, copy writer. Splendid record. Aggressive. Five years present position. Age 32. Married. Seek connection with daily offering permanency and future. A-968, Editor & Publisher.

Advertising Manager, thoroughly trained newspaper executive; on present work has increased linage 75 percent on a 20 percent production cost. Specialist developing readers' interest and general promotion. Field analyst and merchandiser on local and national. Endorsement by present metropolitan publisher; American; protestant; forty years old; married. A-986, Editor & Publisher.

Business Executive—A competent $10,000 executive contemplates change for more desirable opportunity after January 1st. Under forty, thoroughly experienced. Morning, Evening, Sunday. Gaining this year at rate of $200,000 per annum as compared with 1922 on evening in community of 100,000. Will consider reasonable proposition. Salary and bonus or profit-sharing basis preferred. I thrive on difficult tasks and opportunity. Address Box A-976, Editor & Publisher.

Cartoonist, art Director, Feature Illustrator. Front page topics. Humorous illustrated current columnist and sports. Also commercial art experience. Available after 20th. A-973, Editor & Publisher.

City Circulation Manager with 5 years' experience on metropolitan newspaper wants position. Can show good record in a very competitive field. Knows promotion, distribution and A. B. C. records. A-974, Editor & Publisher.

Circulation Manager or will accept offer as city or country circulator. References from past employers direct to you will prove honesty, ability and successful record. Years of varied experience from bottom to circulation manager with Scripps-Howard and Clover-Leaf Group; Independent papers and manager publishing office. Age 39. Member I. C. M. A. Wire or write. Will talk terms, long distance. C. M. Platzer, Hotel Armistead, Baltimore, Md.

Composing Room Foreman or Superintendent is available to publishers willing to pay commensurate with results obtained. A-963, Editor & Publisher.

Classified Advertising Manager, thoroughly experienced, desires position offering better chance for advancement. Writes good promotional copy, directs and develops sales of contracts, multiple ads and white space. Understands training of counter clerks and telephone operators. Familiar with bookkeeping systems and detail work. A loyal, hard worker who is qualified to take charge of classified department on large newspaper. Neat appearing, clean habits, college education, age 28. Past record as steady and consistent producer. Best references. A-979, Editor & Publisher.

Desk or Street—Wide experience both large and small papers. Good on make up. Seek desirable connection in Texas or Southwest. A-984, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Feature writer, editorial executive, go-g... looking for permanent connection with l... or small daily anywhere. Nine years' ex... ence, married, 27. Anything considered. A... able now. A-985, Editor & Publisher.

Mechanical Superintendent and Compo... Room Executive with record of except... accomplishment, desires connection with publ... expecting unusual results. A-962, Edito... Publisher.

Newspaper Composing Room Foreman—S... connection; 40 years old, 20 years executiv... some of largest papers in country; ex... lisher, shrewd executive, efficiency ex... maximum producer, organizer of help; mar... union; any size daily paper; East prefe... but will go anywhere remuneration warr... Box A-981, Editor & Publisher.

Pressroom Foreman—Experienced on both ... and Hoe presses, reels, wet and dry mats. ... print and give production. Box A-957, E... & Publisher.

Reporter, experienced on weeklies. Also ... ough editorial and makeup, daily adverti... Wants feature or reporting on daily, anyw... A-982, Editor & Publisher.

Reporter, one year's experience. Unive... graduate. Good at features. Want po... on New York, New Jersey or Connec... daily. A-987, Editor & Publisher.

Social and Woman's Page editor, three y... experience, university graduate, desires ... tion in Eastern states, city of seventy ... thousand or more preferred. A-988, Edit... Publisher.

MECHANICAL

Equipment For Sale

Goss Press, High Speed Straight Line ... Deck, 2 plates wide, combination three ... and black top deck. Extra former above ... for associating products from upper and ... decks. Detachable quarter page fold. Cap... rate by Goss: 36,000 per hour 4 to 16 ... by twos. 18,000—20-24-28-32. Printed co... 22¼ inch, cut off 23.56, 7 or 8 columns. ... equipment 40 HP 230 volt direct cu... Press can be seen in daily operation. ... ness Manager, Milwaukee Herold, Milwa... Wis.

Goss Press, Standard Speed Straight Line ... tuple with combination three color and ... top deck, two folders and two quarter ... detachable mail folders, Capacity 50,000 ... hour 4 to 12 pages in twos; 25,000—14 ... pages in twos. Printed column 22¾ in... cut-off 23.56, 7 or 8 columns. Motor e... ment 230 volt direct current. Address ... ness Manager, Milwaukee Herold, Milwa... Wis.

Hoe 24-Page Web Press—This press is ... plates wide, three decks high, with extra ... on the top deck. Prints papers of 4, 6, 8 ... 12, 16, 20 or 24 pages 7 or 8 columns ... paper page 21½ inches long. Will print ta... papers up to 48 pages, 10¾ inches wide by ... length page desired. It could easily be arra... to print comics and magazine sections in c... Has motor equipment for 220 volt direct cu... Also supplied with stereotype equipment. ... outfit produced entirely satisfactory work ... newspaper ceased publication. Can be see... New York City. Baker Sales Company, ... Fifth Ave., New York.

Job Presses, Paper Cutters, Wire Stitc... etc.—A complete line. Overhauled and ... anteed machines at bargain prices. ... terms. Hoffmann Type & Eng. Co., 11 ... 13th St., N. Y. City.

Lafayette-Anderson Folder, for sale. Sli... used, Style 77. Gives one fold to sheet 17 ... Equipped with ⅛ H.P. Robins and Myers ... tor. The Courier, Newark, New York.

Linotype Bargains—We have many Model ... 4, 5, 8, K and L, some with electric ... These machines will be sold very cheap ... spot cash. We also have a number of used ... graphs of various models, which will be ... cheap for cash. If you want a real bar... write or wire, stating model preferred. De... ment A, The Linograph Company, Daven... Iowa.

(Continued on following page)

MECHANICAL

Equipment for Sale

lotor for Sale: 5 horsepower Westinghouse 0 rpm motor, 220, three phase. In good con- tion, used only short time. $100 f.o.b., aducah, Ky. The Paducah (Ky.) Sun.

rinters' Outfitters—Printing Plants and busi- ss bought and sold. American Typefounders' oducts, printers' and bookbinders' machinery every description. Conner, Fendler & Co., Beekman St., New York City.

ype—For sale, font 12 point Cheltenham wide id bold mats in very good condition. At- actively priced. The Minot Daily News, inot, N. D.

sed Goss Mat Roller for wet mats only, for le cheap. The Goss Printing Press Co., 1535 . Paulina St., Chicago, Ill.

Equipment Wanted

ulletin Boards—Wanted: Name of a concern anufacturing newspaper bulletin boards. 989, Editor & Publisher.

ases, Form Tables—Eight 8-column News- per Stereotype Chases, inside measurements 5/8" x 17¼". Also four steel top Form Tables. ate price, Eagle Publishing Co., Pittsfield, ass.

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.
PALMER
DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES
POSITIONS NOW OPEN
for COPY READERS
REPORTERS
ADVERTISING SOLICITORS
and DEPARTMENT HEADS
WITH GOOD NEWSPAPERS IN SOUTH, EAST, and MIDDLE WEST.
Registration free. Confidential service. No obligation to apply for positions offered.
FERNALD'S EXCHANGE, INC.
THIRD NAT'L. BLD'G., SPRINGFIELD, MASS.

You can make that favorable "first contact" through the advertising pages of
Editor & Publisher

GOSSIP CASE STILL HOT

Citizens Back Covington Post Editor in November Election

The arrest last July of Bruce I. Susong, editor of the *Kentucky Post*, a Scripps-Howard newspaper on a charge of violating the state's "gossip" law, in the printing of facts concerning the finances of the city of Covington, is still attracting attention in Kentucky.

In October in the city primaries, Judge L. L. Manson who found the editor guilty and fined him $15, a sum not appealable in Kentucky, was defeated at the polls, running a bad fourth in a five cornered race and the brother of the mayor seeking to be one of the eight nominees for city commissioner was overwhelmingly defeated.

In the November elections the city administration which for two years had been controlled by Mayor Daniel O'Donovan, with two other votes in a commission of five, went down to defeat when one of the two supporters of the mayor finished sixth among eight nominees, and the man supported by the Post polled more votes than had ever been polled by a candidate in Covington before.

But while the people in two successive elections have practically driven out of office, those who participated in the gossip case, the courts continue to balk the effort of the editor to get legal justice.

Judge M. L. Harbeson of the Kenton-Circuit court has just refused to review the case. However, the way has been paved for the case to be carried to the court of appeals, and this step is to be taken at once.

The $15 fine has not been paid, a stay of execution having been issued pending further court action, and the case is being fought out to the limit to protect newspapers of the future in their right to print the news.

Supplies and Equipment

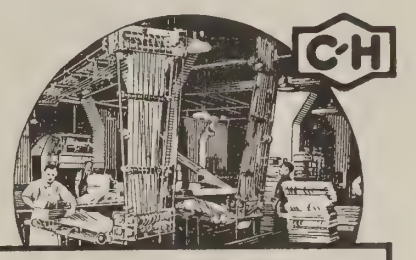
MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

USED NEWSPAPER PRESSES
Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black or color work.
HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.
DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.
POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.
Available For Early Delivery.
WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - - Monadnock Block

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City



Newspaper Conveyors
speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.
CUTLER-HAMMER

GOSS
STEREOTYPING MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

THE constant strain and wear on equipment due to modern high-speed production necessitates replacements, oftentimes when least expected. Exceptionally rapid growth also creates unforeseen demands. Your salesman always present is your advertisement in
EDITOR & PUBLISHER

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

CANVASS some of your larger industrial firms and business houses and as certain what make of typewriter is in predominent use. You can make this the basis of an ad series by the local agency for that machine.—B. A. T.

The heading, "Special Christmas Offers" on the classified page early in December allows many small advertisers to get their messages before the public at low cost.—Fremont Kutnewsky.

Credit losses mean a great deal to many merchants and a series of well written advertisements on "KEEP YOUR CREDIT GOOD" can be sold cooperatively or to the credit association. They should be run just before the first of the month.—Donald O. Ross, *Washington* (Ia.) *Democrat.*

Instead of having the society editor call the same list of persons have her vary it and call 10 or 12 non-subscribers each day. We tried it and not only added new names to our news columns but also added many new subscribers.—Thora Eigenmann, Bloomington, Ind.

Out of his diamond-lore, every dealer in diamonds can give a write-up man material for a highly interesting series of three or four articles on the difference between the many different grades of diamonds, methods of cutting and polishing that add or detract from their value, flaws and their detection, etc. These articles run in the center of a group of ads by the reputable jewelers of your town, are certain attention-getters and make the sale of the page easy, as they reflect prestige and honesty on the advertisers. Now is the time.—M. S. M., Denver.

The *San Antonio Express* recently ran two entire double center pages of bank statements under the last call of the Treasury Department with a double page spread head, using the left-over spaces for bank advertisements. The results were a fine showing for the city and for the banks, and incidentally nice linage for the Express.—W. H. M., Austin, Texas.

On one of the first of the real cold fall days send a reporter to linger around the mitten and heavy underwear counters in department stores. Observations as Mother buys articles for the entire family will add color to the otherwise routine weather story of the day.—E. H. Derby, Greensburg, Pa.

"NEW RADIO SETS AT $50 AND UNDER."

That sort of a heading in your paper would attract a lot of attention. Put that heading on a page and then solicit advertising from local radio concerns that are handling such low priced sets.—Frank H. Williams.

Under the caption: "Service Stations" the *Monrovia* (Cal.) *Daily News* ran a page of advertisements around the service idea. Cuts were used in the ads which called attention to the stores specializing in service.—Harold J. Ashe.

"The Most Interesting Christmas Gift I Ever Received" would be a stimulating theme for a column to run early in the fall. It would help bring on the holiday spirit in good time, and be a spur to early advertising.—Fremont Kutnewsky.

INDIANA A.P. REELECTS HORST

Ed Fehn of Evansville Courier-Journal Named Vice-President

R. H. Horst, managing editor of the *South Bend Tribune,* was re-elected president of the Indiana Associated Press Editors' Association at the recent annual meeting in Indianapolis. Ed. J. Fehn, managing director of the *Evansville Courier-Journal,* was chosen vice-president, and G. D. Seymour, Indianapolis correspondent of the A. P., was named secretary-treasurer. Fred A. Miller, publisher of the South Bend Tribune, was named Indiana representative on the central division advisory board.

Kent Cooper, general manager of the A. P., attended the meeting. He is a native of Indiana and this is his first visit to the state since his elevation to his present office.

Resolutions on the death of John L. Stuart, for nine years Indiana correspondent, who died early last summer, and Charles G. Sefrit, pioneer publisher of the *Washington* (Ind.) *Herald,* were adopted and copies were sent to the families of both men.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

Many people say that the fellow or girl who in business does a bit more than they are paid to do and who is always willing to work and see the job through is the one to get ahead. Some people, however, tell you from their own experience that such people are always taken advantage of and never get the reward that they expect. Interview men and women in your city and find out what has been their experience. Names would probably have to be left out but the story will have genuine reader interest.—R. R. Voorhees.

"Would You Marry Your Husband Again?" is a subject that was thoroughly expounded by the women readers of *Capper's Weekly,* Topeka, Kan. While these letters were all writen by women the subject was of such a nature that men "just couldn't keep from reading them."—B. F. Clark, Hutchinson, Kan.

What would happen if the police were to enforce all the ancient and unrepealed "blue laws" on your city statute books? A study of the ancient laws in most instances will show that enforcement of them now would probably wreck business and cause tremendous protest in modern cities.—E. V. R.

Who is the best paid official in your state? One newspaper conducted an investigation and found that there were many anomalies in the public payroll. For instance, the governor was the third highest paid official while the president of the state university received the highest salary. Various public officials were then listed with their salaries.—A. L. F., St. Louis.

Christmas will be rolling around very shortly. The plants have turned out a lot of new toys and novelties for this season. Tell the boys and girls about them now so they can get their in to Santa Claus early.—B. A. T.

Have the auto and the porch forced the hammock manufacturers business? A few years ago every had to have a hammock during the mer months—now you seldom see Interview retailers who handle the did formerly and find out how sales dropped off and to what they attribu slump.—Bruce Cole.

Marble Heads Kansas A.P. Meml

George W. Marble, editor of th *Scott* (Kan.) *Tribune-Monitor,* wa elected president of the Kansas Ass ed Press members at the annual me in Kansas City. R. A. Harris, e owner of the *Ottawa Herald* was n vice-president; R. H. Heppe, K City, A. P. correspondent, secre treasurer; and Hugh J. Powell, *C ville Journal,* member of the Ce Division Advisory Board.

Reno Daily Changes Page Siz

The *Reno, Nevada, State Journal,* its issue of Nov. 4, increased its pag from 7 columns to 8 columns, decre the column width from 13 ems to 12

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

World Building, New York

The 1925 *Wonder-Serial*

SANDY

By ELENORE MEHERIN

Author of "Chickie" and Other Popular Hits

Get the best-selling newspaper serial of the year—

Ready for release—Wire NOW!

KING FEATURES SYNDICATE, Inc.

241 West 58th Street

New York City

THOS. W. BRIGGS CO.

Columbian Mutual Tower

MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

Illustrated Full-Page

CHRISTMAS

and

NEW YEAR STORIES

by

Fannie Hurst

Margaret Sangster

Mary Stewart Cutting

Ask for Samples

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

IN THE FEATURE WORLD—

PRE-EMINENT

for

Distinction of Names

Popularity of Ideas

Readability of Treatment

PRE-EMINENT ARTICLE SERVI

A Commanding Feature

Which Has Set New Records and Attained a New Level in Appeal to Newspaper Readers

"A Lustrous Name, An Arresting —Every Week"

EXCEPTIONAL ILLUSTRATION

Metropolitan Newspape Service

Maximilian Elser, Jr., General Manag

150 Nassau Street, New York Ci

"Wits and the Woma

By Violet Irwin

A Great Serial Story Illustrated With A Two Column Spread

Wire Us For Samples And Pric The New

WHEELER-NICHOLSON FICT SERVICE

Wheeler-Nicholson, I

15 West 44th Street New

Advertise In Pennsylvania For Results

Pennsylvania with immense manufacturing, mining, agricultural and financial interests, with trade sufficiently diversified to warrant attractive advantages to National Advertisers, is a merchandising and sales promotion territory worthy of intensive cultivation.

Commercially a leader, and leading in individual wealth, this great commonwealth is becoming richer and richer in prospects.

In this market of unusual trade advantages the local daily newspapers offer marketing and territorial information that are of great value and assistance to National Advertisers in the sales promotion of their merchandise.

The local merchants, alert to the interest of their clientele and to their own personal trade advantage will, by responding to consumer demand, cooperate in the distribution of products that are persistently advertised.

The market is here, in Pennsylvania, the merchants are ready to stock up on your merchandise and the daily newspapers will carry your message into the home of the consumer in the urban, suburban and rural districts.

These Daily Newspapers Offer Exceptional Cooperative Service

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
†Bloomsburg Press.....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker....(E) / †Hazleton Standard-Sentinel.(M)	19,721	.07	.06
*Mount Carmel Item .....(E)	4,343	.025	.021
**Oil City Derrick .....(M)	6,377	.035	.035
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0285	.0285
†Stroudsburg Record (E) Press...(M)	7,401	.045	.045
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
**Warren Times-Mirror .....(E&M)	8,780	.04	.04
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.
**A. B. C. Publishers' Statement, March 31, 1925.
†Government Statement, Sept. 30, 1925.

FIRST IN NATIONAL ADVERTISING

IN October The Sun published *414,120* lines of *National Advertising*, leading the second New York evening newspaper by *130,814* lines. The Sun shows *a gain* of 137,112 lines over October a year ago.

FOR the first ten months of 1925 The Sun published almost *Three Million* lines of National Advertising—a *gain* of approximately *Six Hundred Thousand* lines, compared with the corresponding months of last year—a gain greater than the combined gains of the next four New York evening newspapers.

NATIONAL advertisers recognize The Sun as one of the greatest selling forces in the New York market.

A Very Rigid Censorship on Advertising is Maintained

The Sun

280 BROADWAY NEW YORK

WASHINGTON, D. C. Munsey Building
BOSTON Old South Building
CHICAGO 208 La Salle St.
LOS ANGELES Van Nuys Building
PARIS 49 Avenue de l'Opera
SAN FRANCISCO First National Bank Building
LONDON 40-43 Fleet Street

THIS ISSUE:—COMPLETE REPORT OF NATIONAL ADVERTISERS' CONVENTION.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 26 **NEW YORK, NOVEMBER 21, 1925** By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign **10c Per Copy**

Chicago Tribune
FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES
WEEKLY
Woman's Special Page
Embroidery Page
Sport Page
Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden *by Frank Ridgway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

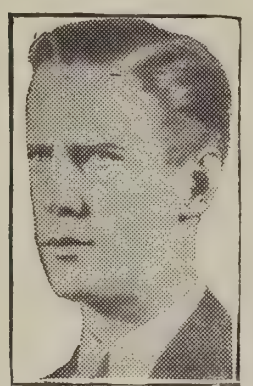
PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Parks Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

THE SPORTING GOODS
By WESTBROOK PEGLER

JOURNALISM LIBRARY
Not to be taken from this roo

WHEN the football season is over, it might be a useful idea to trot out a few conspicuous bull-baiters among the faculty, under-grads, and alumni of some schools and run a few plays over them with the full varsity.



WESTBROOK PEGLER.

In the seizure of a wild desire for victory, a professor at the University of Chicago insulted the Maroon squad in public just before the Illinois game. He called them "ladies."

A piece in the papers reports that when the Harvard team entrained for Princeton and another licking, there were scarcely enough rooters present to man the stations of a four-part song.

The Maroons had been beaten precisely once in two seasons up to that time, but that makes no difference. They were the varsity of their school, and if they had any insults coming, their coach, A. A. Stagg, could have attended to the matter. That's one of the things a coach is paid for, and football men who have served under Stagg assert that he has great gifts and a soft, sour manner for these duties.

———o-o-o———

LAUGHING IT OFF

When I read a certain portion of the papers,
And discover that a million is the price
For a single demonstration
Of the art of mutilation,
The sentiments I feel are not so nice.

Full of indignation, anger and resentment,
I prepare to write an essay rough and cross;
But my wrath is temporary,
For I apprehend that very
Likely this is what is known as applesauce.

I suspect that much of what we see presented
Concerning Mr. Dempsey and his plans—
If the truth were but reported—
Is, to say the least, distorted,
And intended for the pleasure of the fans.

So I try to take my reading with a giggle
And control the urge to holler, boo and hiss.
After all, the guy is skidding
And his chatter's idle kidding,
And, as maybe you've suspected, so is this.

Westbrook Pegler is now writing for The Chicago Tribune

WESTBROOK PEGLER, formerly of United News Service, is now writing for The Chicago Tribune. His humorous articles on sporting events and sports characters have made him one of the most widely read sport writers in the east. He is familiar with all popular forms of American sport from baseball to six-day bike racing and roque. He can even write an absorbing report of a chess tournament. His wide acquaintanceship among sportdom's elite gives him abundant material for feature articles.

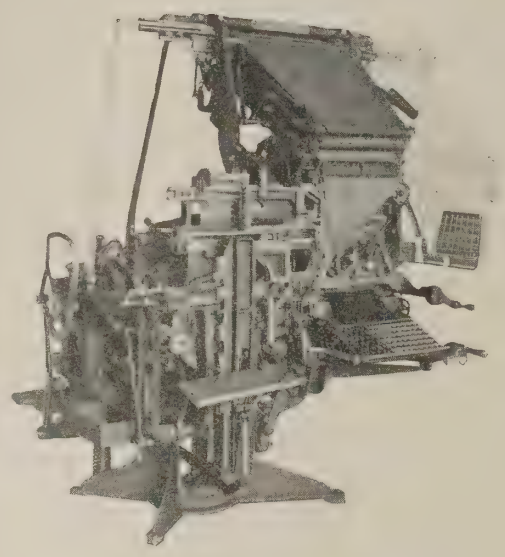
It is these feature articles that are being syndicated in the form of a weekly letter entitled "The Sporting Goods." Westbrook Pegler's stuff is funny, authoritative and contains that much-sought-for quality, human interest.

* * * *

Your sporting department is a very important part of your paper and by adding Westbrook Pegler to your staff you can immeasurably increase circulation and prestige.

Wire immediately for rates and proofs.

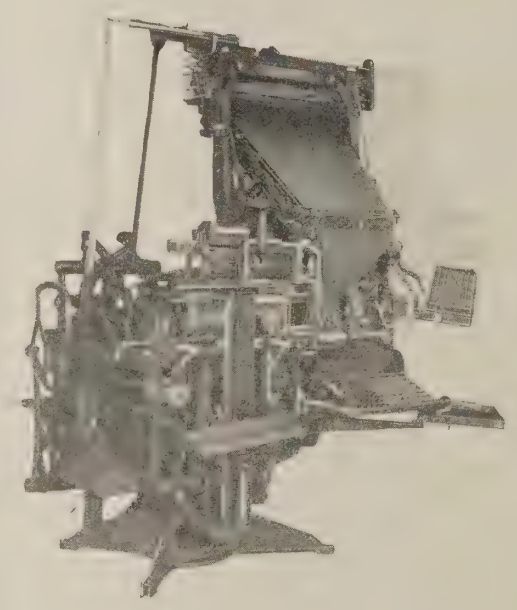
THE CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square . . . CHICAGO



SINGLE DISTRIBUTION

The MODEL 8 *can be equipped with either one, two or three Standard Main Magazines.*

The MODEL 14 *is just like the Model 8 with the addition of a Standard Auxiliary Magazine.*



MULTIPLE DISTRIBUTION

The MODEL 25 *is equipped with two Standard Main Magazines.*

The MODEL 26 *is just like the Model 25 with the addition of two Standard Auxiliary Magazines.*

[*Can be supplied to cast either 30 or 42 pica maximum measure*]

FACES FROM ALL MAGAZINES MIXED IN THE SAME LINE

A Linotype Exactly Suited to Your Purpose

All Using Standard, Interchangeable Magazines, Matrices, Molds and Liners
All Operated from the Same Standard Power-driven Keyboard
All Magazines Quickly Changed from the Front

The Linotype principle of standard, interchangeable equipment means that each machine unit can be precisely adapted to its primary purpose and still be instantly available to help out on any other work for which it might be required. It means a completely flexible battery with the greatest possible production from every machine and man.

A Linotype may be equipped with one, two or three main magazines; single or multiple distribution; either 30 or 42 picas maximum measure, as required for headings, body matter, classified or display advertising.

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

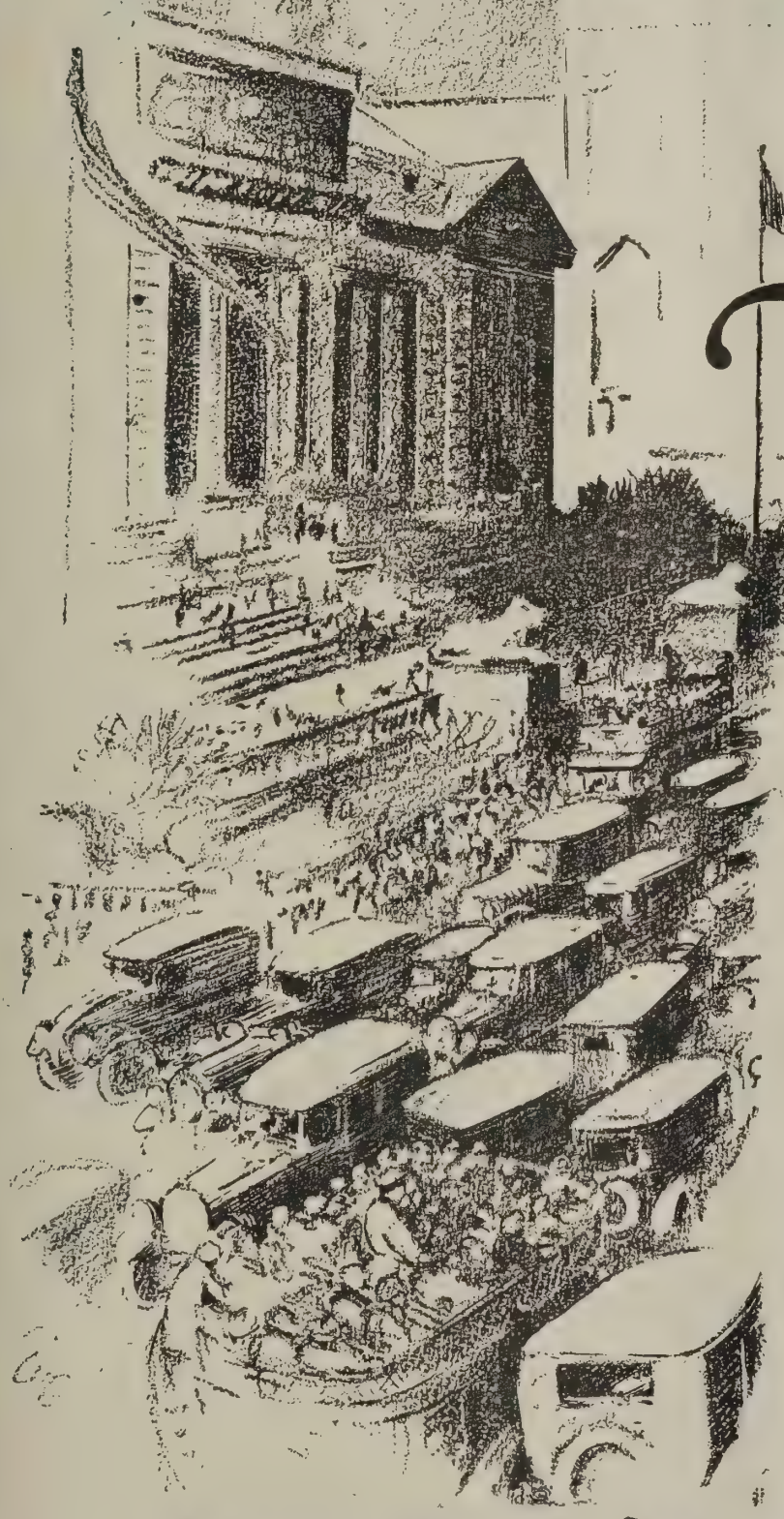
SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

532.25.9-F

In New York



First
in advertising gains

Second
in total advertising lineage

In October, 1925, the New York Herald Tribune gained 377,738 lines of advertising over October, 1924—*a greater gain than any other New York morning or evening newspaper.*

The Herald Tribune's total advertising lineage for October, 1925, was 1,774,878 agate lines, which volume was exceeded by but one New York newspaper, thereby placing the Herald Tribune *second* in total volume of advertising.

IN LOCAL DISPLAY ADVERTISING the Herald Tribune carried 1,146,130 lines *and led the field in gains* with 176,910 lines.

IN NATIONAL ADVERTISING the Herald Tribune carried 459,632 lines and *led the field in gains* with 183,454 lines.

IN AUTOMOBILE ADVERTISING for the first ten months of 1925 the Herald Tribune with 747,808 lines gained 252,534 lines—a greater gain than *all* other New York morning newspapers *combined*, and more than *all* New York evening newspapers *combined*.

And this is the reason — For the six months ending September 30, 1925, the Herald Tribune was the only morning newspaper of standard size in New York to show a circulation gain as compared with the same period of 1924.

New York Herald Tribune

AMERICA'S COMPLETE NEWSPAPER

Selling Confectionery IN PHILADELPHIA

Philadelphia, having the third largest population in the United States, is naturally a very important market for the manufacturing confectioner.

Advertised brands of chocolate, candies and other confections have first call in the 2033 retail and wholesale confectionery shops of "the city of homes," and the alert manufacturer who wants to increase his business will find here attractive possibilities.

Telling all the Philadelphia public about your confectionery is easy if you will use the newspaper that goes into nearly every home in Philadelphia, Camden and their vicinity—THE BULLETIN.

Send for a free copy of THE BULLETIN ROUTE LIST OF CONFECTIONERY SHOPS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, NOVEMBER 21, 1925 No. 26

Free Publicity System Is Denounced by Studebaker Corporation Chief

In Clear, Cold Business Terms Erskine Lays Wasteful Practise at Publishers' Door—Studebaker Will Not Discriminate Against Any Newspaper That Discards All Press Agent Material

By MARLEN PEW

A SMASHING blow was struck this week against uneconomic, inequitable, distorted industrial "free publicity" which has developed into the leading destructive force in the newspaper and advertising business of the United States.

The new champion of the clean newspaper and sound advertising practice is Albert R. Erskine, president of the huge Studebaker Corporation.

This clear-sighted business man on Nov. 13, broadcast to leading newspaper publishers a letter on the subject of "free publicity" which is the most enlightened document that EDITOR & PUBLISHER has encountered in its long campaign against the press agent evil.

The letter was designed to inform newspaper publishers that one great advertiser, investing more than two million dollars per annum in the newspaper press of the United States, does not approve of harum-scarum publicity methods that sections of the American press are not only tolerating but encouraging. He denounces the confusion that has resulted from irresponsible press agent activity. His company will not discriminate against any newspaper that eliminates free publicity entirely, but any paper that gives disproportionate free space to the rivals of Studebaker will lose Studebaker advertising. The gaunlet is thrown down in these terms, and Mr. Erskine says: "We are as much opposed to free publicity as any editor. It is wasteful from the standpoint of the advertiser as well as the publisher.

Mr. Erskine speaks for himself so clearly that his letter needs no interpretation here. His circular communication, dated at South Bend, Ind., which EDITOR & PUBLISHER is privileged to reproduce, follows.

"As the publisher of a newspaper, you have doubtless read, listened to, and possibly been the author of, denunciations of the 'Free Publicity Evil.' In such discussions (among publishers, editors and advertising managers of newspapers) the automobile industry usually figures as chief culprit.

"This letter is to express the attitude of the Studebaker Corporation of America on this subject.

"Newspapers have done a splendid patriotic work in promoting good roads, improved traffic control, etc. Newspapers render great service to their readers by suggesting routes for pleasant tours, and by collecting and distributing road information. As long as this material is not associated with the boosting of any particular car, accessory, manufacturer, or dealer it is not 'free publicity.'

"At times, of course, there are items of real news connected with a business institution the size of Studebaker. These should find a place in the main news or financial section of every paper regardless of advertising schedules. But such genuine news can stand on its own feet with city editor and financial editor. It is not what we mean by 'free publicity.'

"'Free publicity' is the material which newspapers print about automobiles, accessories, dealers, factory officials, only because it is sent to them by the advertising department of an automotive advertiser. It is designed merely to get the name of an automobile, a man, or an accessory in the news columns.

"We are as much opposed to 'free publicity' as any editor. We consider it an evil and would be glad to see it eliminated. There is no more reason why you should print pictures of automobiles than of pianos and washing machines. Gossip of the automotive trade is no more entitled to space than gossip of the department stores.

"The practice of giving free publicity along with automobile advertising has been instrumental in increasing the rates for automobile advertising without proportionate return. It seems to us wasteful from the standpoint of advertiser as well as publisher.

"Therefore, we assure you that we shall not discriminate against any newspaper which eliminates free publicity entirely, but we do intend to insist more strictly than ever on receiving our full share of free publicity in those newspapers which give it.

"We do not believe that any automotive advertiser places such a large proportion of his total appropriation in newspapers as does Studebaker—last year exceeding 90 per cent. We are surely entitled to a square deal from newspapers. We are not receiving a square deal if competitors who buy a similar amount of advertising space are given a larger volume of space in the news columns.

"We, therefore, intend in the future to check this matter carefully and to discriminate against those papers which are discriminating against us.

"In other words, we are quite content to receive no free publicity whatever, if all competitors are treated in the same manner; but if publicity is being used we believe that no competitor should receive a line more than Studebaker, except as he uses more advertising space.

"Very truly yours,
"A. R. Erskine,
"President."

Manifestly this forward-looking attitude of the Studebaker Corporation puts the publicity evil strictly on the doorstep of the newspaper publishers of the United States where EDITOR & PUBLISHER has long maintained it belongs.

From the outside the journalistic industry is told to clean up its own household.

President Erskine is merely representative of many intelligent business men, in control of America's greatest industries, who discountenance uneconomic practises in any industry and naturally revolt at participation in the press agent orgy which has so distorted both advertising and editorial functions as to menace the whole structure of the press. But President Erskine is the first of the Captains of Industry to proclaim so clearly his convictions and indicate to newspaper publishers a disposition to cooperate in a clean-up.

Following the news that the circular letter had been sent to publishers across the country EDITOR & PUBLISHER, through R. H. Horst, managing editor of the *South Bend Tribune*, Wednesday obtained from President Erskine an interview in amplification of his letter. He said:

"Newspaper advertising constitutes one of the major expenditures of the Studebaker Corporation of America. We pay more than two million dollars a year for space in American newspapers, not to mention our regular schedules in Amsterdam, Bagdad, Buenos Aires, Cape Town, Shanghai, Tokio, etc.

"Naturally, we are interested in buying advertising in the same scientific, business-like-way that we buy alloy steel, mohair or plate glass.

"Every expense of the Corporation must be paid by the ultimate purchasers of Studebaker cars. Therefore, we must get the utmost value for every dollar we spend in order to maintain high quality at reasonable prices.

"We can no more afford waste in our advertising appropriation than we can afford to pay double the market price for white ash or to pay the market price and receive inferior quality or a deficiency in quantity.

"There are characteristics inherent in advertising space and particularly in newspaper space which make the task of business-like purchasing most difficult. We cannot weigh it and test it as we do other commodities. It is essentially different in each community and in each newspaper. Even in the same paper it varies with daily and Sunday issues.

"At best, this is a difficult, complex problem. It is needlessly complicated by the practice of giving the advertiser an indefinite bonus or rebate in the form of free publicity.

"It is usually the weaker paper, of course, that offers the most free publicity. But the weaker paper may be well worth using if the rate is low enough.

"But when rates are cut by giving free publicity it is difficult to determine what the net rate actually is. From the standpoint of a business man looking at the newspaper business from the outside, it would seem that more space could be sold and more profit made by the publisher if he would cut out the free publicity bonus and make the reduction in his card rates.

"Let me take a parallel instance from the automotive field.

"You are about to buy a new car and wish to trade in your old one on it. The old car has an actual market value of $500. If you advertised it, spent considerable time interviewing prospects and

A SHOW-DOWN ON PRESS AGENT ORGY

HERE is one great American advertiser, employing $2,000,000 of newspaper space per annum, who has no illusions regarding the press agent evil. It is wasteful, uneconomic, unfair, unjust and its abuses fall equally upon newspaper and advertiser.



ALBERT R. ERSKINE

President Erskine's action calls for a show-down! It is a challenge to publishers who encourage practices which not only distort the whole scheme of space selling, but grossly impose on the reading public and make editorial responsibility farcical.

Reputable business in America does not expect or respect destructive advertising methods. Hundreds of high executives of industries are totally ignorant of crimes committed in their names by irresponsible press agents.

Responsibility for the condition is chargeable, not to industry, but to newspaper and advertising men who countenance free publicity and yield to the wiles of the here-today-and-gone-tomorrow press agent.

The ringing rebuke of the president of the Studebaker Corporation is: Clean house! No newspaper will be discriminated against for this sane and honorable course. Untangle advertising rate systems and bring this great industry out into the light of the ordinary equitable terms of commodity trading. Do business with equal justice to all advertising customers.

EDITOR & PUBLISHER, in behalf of the rank and file of newspaper and advertising men, applauds the sentiment and hails the sign of a new order.

agreed to take $200 down and notes for the balance you could probably obtain $500.

"You take the car to a Studebaker dealer and he offers to buy it from you for $450. If you buy a new Studebaker. He expects to sell it for $500, but it will cost him $50 to do so.

"You take your automobile to a dealer who sells an assembled make of car, less economically made than Studebaker, higher priced, carrying a higher discount to the dealer, and you are offered $1,000 for your old machine.

"How can they do it? They can't possibly get more than $500 for your car and it will cost them rent, overhead, advertising and salesman commission. How can they allow you $1,000?

"Only by placing an excessive price on their new car in the first place can the excessive price be paid for the old car.

"The excessive differential between local rates and automobile rates, which some newspapers demand, is a matter which I need not go into at this time, except to point out that it merits serious consideration from publishers who wish to build their business on the sound foundation of equitable treatment of customers. That this differential is often unjust, illogical, unfair, could easily be demonstrated to any impartial judge, jury or arbitrator.

"Since the high rates charged for automobile advertising are frequently defended as necessary to compensate for the space wasted in free publicity Studebaker has pointed out that this waste is entirely in the control of publishers.

"For years, Studebaker sent out publicity because it was the customary routine in the industry, but made no effort to see that it was used. We have been forced to a new attitude by the large volume of free space given to others who buy less advertising . This means that in certain papers we are buying the largest amount of space and paying the highest rate.

"Studebaker will not discriminate against any newspaper which eliminates free publicity entirely, but we shall check all publicity carefully in the future and withdraw our advertising from papers which discriminate against us by giving more publicity to competitors who use less space.

"We believe that free publicity should be eliminated. It results in a different rate for every advertiser, a rate dependent not upon the volume or continuity of his advertising but upon the skill of competitors, press agents, the whim of automobile editors, or the urgency of his dealers in badgering newspapers for stories.

"Surely, publishers should find this an unsatisfactory basis for selling their product, which is at best intangible.

"Certainly, it makes needlessly difficult the wise expenditure of money for newspaper advertising."

Senator Copeland Sells His Paper

Senator Royal S. Copeland, former New York City Health Commissioner, announced in an edition of the *Nyack* (N. Y.) *Daily News,* which he purchased a year ago, that he had turned over the controlling interest in the paper to John W. Martin, advertising manager. Mr. Martin is a native of the Senator's home town, Grand Rapids, Mich.

WELLIVER WITH OIL CONCERN

Washington Writer Joins American Petroleum Institute

Judson Welliver, newspaper and magazine writer, has stepped from the White House, where he had been in charge of the Bureau of Information since he was appointed to the position by President Harding, to the office of director of public relations for the American Petroleum Institute.

In the latter part of 1916, he went to Europe as European manager and London correspondent for the *New York Sun,* remaining there a year and a half.

Returning to Washington, he resumed newspaper work until he was drafted in the campaign of 1920. He was an aide to Harding, following the latter's nomination.

HOWARD SEES TOKIO ARMS PARLEY A STEP TOWARD WORLD PEACE

Theater of World Affairs Will Move to Pacific, Says Scripps-Howard Chief on Return from Three Months in Orient—Discusses Problems of Far East

(*By Telegraph to* Editor & Publisher)

SAN FRANCISCO, Cal., Nov. 18.—Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, arrived here from a three months' trip through the Far East enthusiastic over a new idea for world peace.

It is that the next disarmament conference, broached as an American venture, should be held in the capital of Japan. Mr. Howard sees a shifting of the center of world interest from the Atlantic to the Pacific Ocean. With the moving of three-quarters of the American fleet to the Pacific the machinery of peace should be moved hither also, he says.

"The theater of world affairs and world interest will be along the China coast and throughout the Far East in the next generation," Mr. Howard said, on his arrival from the Orient.

"If a conference is to be held as has been indicated, it should be held in Tokio. From conversations I have had with prominent Japanese statesmen and business men, such a conference would be more than welcome. The only possible drawback I could see would be the lack of hotel accommodations in Tokio, a situation that could be met by opening up some of the palaces to the visitors, or by holding it at one of the big summer resorts."

Mr. Howard believes that such a conference would not only do much toward preventing an armament race between the two strong nations on the Pacific but it would open up a new world, a world practically unknown to the newspaper reading public of America.

"We are densely ignorant of what is transpiring in the Far East," he said. "For instance war between the United States and Japan is, in many person's minds, a remote possibility. I am satisfied that this is the last thing Japan wants. There is a possibility that Japan might go to war with a powerful neighbor to protect her trade with the United States—but not to destroy it. War with



Roy W. Howard
Photographed at Tokio

the United States would not only spell the difference between prosperity and poverty for Japan, it would spell economic ruin for Japan.

"The great bulk of Japan's export trade is silk, and I am told that about 80 per cent of this silk trade is with the United States. There is only one possibility of war as I see it and, while remote, this is strong enough to justify our continued attention to coast defences. Russia is turning towards Asia, not towards mid-Europe. If Bolshevism took possession of any great part of China, as is possible, Japan might be its next objective. In that case, Japan might seek an external war to prevent radical revolution within. At present there is considerable radicalism in Japan among the unions. This is not to be confused, however, with the Bolshevism that the rulers of her empire fear.

Japan's present attitude toward America is better than in years but the Japanese were and are bewildered by the recent American Exclusion Act. Every Japanese politician and business man is a propagandist against the Act—not because it excludes Japanese immigration, but because of the manner in which it accomplishes that end. I expected to find rancor. Instead I found bewilderment over the fact that the great United States should have found it necessary to legislate against Japanese as a nation and a race when the same results could have been accomplished otherwise.

"The Oriental civilization stresses what we call 'a saving of face' above anything. It is in fact a high sense of honor. They feel that they have been humiliated before the world. They have 'lost face.'

"As to war, with the exception of a few jingo papers of no standing with the government or ruling classes, Japanese are, in my judgment, as strongly disinclined toward hostilities as we are."

Mr. Howard sees a need in the Orient of better wire news facilities, more high type American news writers and a better machinery for interpreting the teeming nations of the Far East to the United States. These ends would be given big impetus by a conference at Tokio, he said just as they have been enhanced by the recent Pacific Relations Conference at Honolulu.

"Nothing is going to stop the American economic invasion of the East," he said. "We are in to stay. Each year sees with better American steamship lines, new trade possibilities open between the United States and China, Japan, and other Oriental nations. For instance, American automobiles are seen all over the Far East. With such expansion mapped by destiny for us, we should know more about what is going on in China.

"Most Americans have a feeling that the so-called uni-lateral treaties should be abrogated. Yet a close-up of China opens a serious question whether it would be advisable at this time.

"A prominent Chinese politician of the highest type told me that to abolish extra territoriality now would plunge China into chaos. China is a republic only in name. It is a loosely conferedated nation of little principalities ruled over by a group of powerful military despots who exercise absolute dictatorship.

"But China is changing rapidly and may soon become a nation of newspaper readers. Just as it is essential that we should understand China better, it is essential that they should understand us."

Mr. Howard found the Chinese much more friendly toward the United States than toward Great Britain. The British work in close cooperation with Reuters, which news agency has a practical monopoly on the Chinese coast. The Chinese newspapers in Shanghai and Pekin want world news through channels that are independent of British bias.

Mr. Howard brought another definite impression as to the future of the Philippines. This is that for Uncle Sam to "pull out" now would jeopardize the good already accomplished and almost certainly subject the Islands to aggression from less benevolent hands.

Congress, he said, at its coming session, definitely should declare this nation's policy toward the Philippine Islands, to end the present uncertainty.

The most influential of the Island leaders, he asserted, are agreed that the immediate exodus of America would be highly undesirable to both native and foreign business interests alike. They place the period in which this nation might safely leave at about eight years.

From the viewpoint of an American newspaper publisher, Mr. Howard was impressed particularly with the Manila newspapers, which, he said were the best in the Orient for news content.

During his trip Mr. Howard covered a vast range of territory. Accompanied by Mrs. Howard, he left Victoria only three months ago. By boat, auto and train he visited all the leading Japanese and Corean cities, Mukden, Harbin, Pekin, Shanghai, Honkong, Manila and Honolulu.

FORD MOTOR POLICY DOES NOT FIX ADVERTISING BY PRESS AGENT STANDARD

A LETTER written by Snyder Atwell, of the advertising department of the Ford Motor Company at Dallas, Tex., reproduced in facsimile in EDITOR & PUBLISHER, Nov. 7, drew a gratifying response this week from George W. Cushing, secretary of McKinney, Marsh & Cushing, of Detroit.

EDITOR & PUBLISHER readers will learn from this authoritative source that Mr. Atwell did not act in the Ford policy when he suggested that a record he is keeping of free publicity published in the press concerning Mr. Ford and his enterprises had "a wonderful bearing in the preparing of our schedule contracts for the coming year."

On Sept. 19 EDITOR & PUBLISHER called attention to a letter J. J. Callan, a Ford advertising man at Milwaukee, had broadcast among editors in his sales district, which was almost identical with that sent out to Texas editors by Mr. Atwell. At that time EDITOR & PUBLISHER said editorially: "We are inclined to believe that a minor official in the Ford concern has blundered and that if the matter were brought to the attention of Mr. Ford he would end the practice."

This appears to be the exact fact. In a letter to EDITOR & PUBLISHER this week Mr. Cushing said:

"I am writing you today after reading a story that appeared in your Nov. 7 issue pertaining to a letter written by the advertising man at the Ford Motor Company branch in Dallas.

"We all agree with you that this letter should not have been written, and such practices are not condoned by the advertising department at the main office.

"I wish, however, that you could have brought the matter to our attention or at least to the attention of the Ford Motor Company in Detroit before broadcasting it as you did, particularly in view of the references made to the car as a 'Lizzie,' etc.

"I think you appreciate that the Ford Motor Company, last year spent nearly $3,000,000 in newspapers and while such a letter should never have been written, one does get out occasionally from an over-enthusiastic man in the territory.

"I want to assure you that we know there is no attempt on the part of the Ford Motor Company or anyone here in Detroit connected with its advertising policies to use any club over any publisher to get publicity."

NEWSPAPER RATES STUDIED AT A. N. A. MEET

dvertisers Hear Answer to Question of "Rate Differential"—Resolution Passed Urging Co-operation With A.N.P.A. for Readjustment—Hall, New President

By PHILIP SCHUYLER

EWSPAPER advertising rates came up for close study at the annual con-ntion of the Association of National dvertisers held in Washington at the ayflower Hotel, Nov. 16-18.

In two resolutions passed at the clos-g session Wednesday the convention nt on record as "unalterably opposed" combined morning and evening rates ld as a single unit, and in favor of con-nued co-operation by A. N. A. directors th the American Newspaper Publishers sociation and the American Association Advertising Agencies, looking towards linging about what the advertisers allege ould be "a more logical and equitable wspaper advertising rate structure to e end that this medium may be utilized national advertisers in a larger meas-e as a factor in more economical selling d distribution."

The latter resolution was aimed, dele-tes said, at the so-called differential ex-ing between local and foreign rates. g advertisers want department store vantages.

But newspaper men invited to present ir case to the nearly 200 delegates at-nding insisted that newspaper rates re not exhorbitant, that the differential, here it existed, was fairly arrived at, d that it was not what is paid for ad-rtising but the results obtained which unted.

'Pit results against rates and you ad-rtisers will find the newspaper charges f advertising fair and not exhorbitant," n Seitz, *New York Evening World*, sd in an address prior to passage of the olution.

The high cost of obtaining and keeping tional advertising, because of agency nmissions, merchandising services and e expenses were held responsible for t higher cost to national advertisers for ice than the charge to local merchants Marcellus Murdock, *Wichita Beacon*, ther newspaper speaker.

For years these advertisers, who as an ociation represent a total advertising restment each year of $150,000,000 have od opposed to what they declared was wide a differential between local and eign newspaper advertising rates. Sur-vs they conducted showed, they said, t this differential varied from 200 per t to 15 per cent.

Presenting the newspaper view of the stion, Mr. Murdock said that in ac-lity in most cases no differential ex-d. He maintained that since the cost getting national business and holding twas so much greater than the cost of aining local business, the two were alized.

"Newspapers," he said, "are part and rcel of their communities. No two wspapers are alike, except in the funda-ntals of presenting news, of service to ir communities, and of making a fit for themselves. This fact accounts re than any other for any differences newspaper rates that exist."

Mr. Seitz began his speech with a de-nciation of the present advertising ncy system.

"The agency is now paid by the news-per or magazine and works for the ad-rtiser," he said. "We have no author-it over him and I don't know how much u have. The agency should be definitely rs or ours and should work for the ow who pays him."

The tendency of advertising agents to ise the purchase of space in the *Satur-y Evening Post* "largely for conven-ce and personal profit" was also cited an "alarming factor" by Mr. Seitz.

"In a recent number of the Saturday Evening Post I counted up $1,000,000 rth of advertising," he said. "If this unt had been distributed among the wspapers it would have brought won-erful results.

"The trouble is the agencies and ad-rtisers have made an idol of conven-



Edward T. Hall

ience, and as a result there are fewer organs of expression, fewer people of different minds. It is turning us into a lot of Ford cars. It is standardizing everything."

Mr. Seitz declared it makes no difference what is paid for advertising it is results that count, and named two factors upon which results hinged. These two were, he said, advertising copy and a closer study of the field by the advertiser, in order that he can choose the best media for his product.

"Advertising copy," he advised, "should not be a flow of fine literature, but rather a simple statement of fact, short and sensible, telling what the product is and where it can be obtained.

"The extravagance of modern advertising makes one shudder," he concluded.

On Tuesday afternoon five newspaper men were allowed the platform to talk about their medium, the reason for advertising rate differential, the good and bad of merchandising services, and results obtainable from correct use of space in the daily press. The story of the tabloid was also told.

These speakers were L. E. McGivena, *New York Daily News*, Don Bridge, *Indianapolis News*, J. Thomas Lyons, formerly of the *Baltimore Evening News*, Mr. Murdock, and Mr. Seitz.

While all advertising angles and media were given due consideration during the three-day convention, particular significance was attached to the newspaper session in view of the fact it evidenced continuation of the policy inaugurated by A. N. A. in 1924 of closer co-operation with other advertising interests. Last year the magazine men were allowed the privilege of answering attacks on alleged circulation duplication.

E. T. Hall, of Ralston Purina Company, St. Louis, who was elected president, gave promise that this "co-operation policy" was now firmly fixed as A. N. A. procedure.

"We should try," he declared in his acceptance speech, "to put our feet under the same table with other big advertising interests."

With their feet under the newspaper table, the advertisers heard in brief these following points.

1. National advertisers are not paying an exhorbitant price for newspaper advertising.

2. It is not what is paid for advertising, it is what advertising pays that counts, and newspaper advertising pays highly, if rightly employed.

3. There is actually no differential between local and foreign rates, when the costs of obtaining the latter and other purely local factors are taken into consideration.

4. Merchandising services are valuable to advertisers and newspapers alike when conservatively and intelligently conducted.

5. The tabloid newspaper has a definite place and fills a gap in other existing media because of its convenience, its brevity, its news pictures, and its special features.

First newspaper men to speak were in order Mr. McGivena and Mr. Bridge, whose talks are reported extensively elsewhere in this issue.

Newspaper merchandising service, if intelligently conducted, is of value to the national advertiser was the theme of the address made by Mr. Lyons.

Three main points of service he stressed were the introduction of new products; contact with wholesalers and jobbers; and shopping in retail stores to see if established lines are being given proper display.

"When the manufacturer of a new product desires to enter a town, the newspapers should be called upon to find out first whether or not the people will accept it," he said. "An advertiser would waste money by going into a town, where resistance is great.

"A good newspaper does not want an advertiser's business unless he is sure it will profit the advertiser. The merchandising department should see first if the repeat merit is there before accepting a new account."

While jobbers and wholesalers may be on the wane, Mr. Lyons contended they were still of such importance that they should receive considerable attention from the service men working on the newspaper for the advertiser.

"If copy isn't pulling on old established lines, the agency should be notified." he declared, and concluded by saying that newspapers had no right to work for one advertiser to the detriment of another.

In addition to president, the convention elected three vice-presidents, W. K. Burlen, New England Confectionery Company, Boston; S. E. Conybeare, Armstrong Cork Company, Lancaster, Pa.; and A. D. Welton, Continental and Commercial National Bank of Chicago.

Directors are: Carl Gazley, Yawman & Erbe Manufacturing Company; Bernard Lichtenberg, Alexander Hamilton Institute; E. E. A. Stone, Standard Oil Company of New Jersey; P. B. Zimmerman, National Lamp Works of the General Electric Company; W. A. Hart, E. I. du Pont de Nemour; and G. R. Dickinson, Hupp Motor Car Corporation.

Mr. Hall succeeds Carl J. Schumann, Hilo Varnish Corporation, who has been acting chief of the A. N. A. since the recent resignation of G. Lynn Sumner, formerly of the International Correspondence Schools.

Full text of resolutions passed at the meeting were:

WHEREAS, The Association of National Advertisers has found among newspapers no consistent practice in the establishment of rates as between local and national advertisers, be it

Resolved, that this convention recommend to the Association's Directors that they continue their efforts by and with the co-operation of the A. N. P. A., the A. A. A. A., and other organizations interested to bring about a more logical and equitable newspaper advertising rate structure to the end that this valuable medium may be utilized by national advertisers in larger measure as a factor in more economical selling and distribution.

WHEREAS, the members of the Association of National Advertisers are extensive users of newspaper space and

WHEREAS, their use of such space

(*Continued on page 32*)

THE BIG MERCHANT'S PROBLEM

CHARLES W. Mears, recognized expert in marketing and advertising, has just written a penetrating analysis of present-day complexities in city retailing. It is a liberal education for advertising men and of great value to merchants who seem hopelessly confused by the swift cross-currents of modern merchandising and advertising.

See EDITOR & PUBLISHER *next week for the first installment of Mr. Mears' searching examination of the causes of success and failure in department store administration! It contains some amazing statistics concerning disproportionate costs of operation. What does it profit a merchant to organize a fine establishment, stocked with choice merchandise, if the people of a city do not know the store exists? What should he be willing to pay to gain and hold the interest of a community in his enterprise? Mr. Mears tells.*

WHEN THE ADVERTISERS GET TOGETHER

By PHILIP SCHUYLER

THESE advertisers get their golfing done early. Some few arrived here in Washington for a few rounds Sunday at the Congressional Country Club. But it was done very quietly, very modestly, and it was worth your life to find out the scores and even who won, if anyone.

The nights, however, were filled with music and dancing, likewise at the Congressional. And the business sessions, held all day at the Mayflower Hotel, were not without their opening and closing songs. The A. N. A. Canaries, "four human songbirds who never took a lesson in their lives, but whose marvelous sweetness is guaranteed to lull the savagest into complete gentleness"—so they were advertised—were the chief attraction at the dinner-dance cabaret, staged Monday evening. At this function, too, "Mr. America—the most beautiful advertising man in the world" was selected, more of which elsewhere.

Between dances and between speeches, delegates talked shop. I met T. A. Carroll, advertising manager of E. C. Atkinson & Co., makers of Silver Steel Saws, outside the convention floor. Mr. Carroll has had striking success, using special newspaper advertising campaigns in key cities to increase sales and add names to his dealer lists.

The method, he said, is very simple.

"We ask the newspapers," he explained, "and they usually agree, to check up the number of hardware dealers in their city. When the list is complete, we hold a meeting of our salesmen sent to the city for the special drive, and divide the names obtained among them. Each salesman is also provided with proofs of the advertisements which are to appear in the local newspaper or newspapers selected. They then go out and sell the dealer, before the advertisements appear.

"The next step is to obtain the cooperation of the jobbers' salesmen. We lay the plan of the special newspaper drive before the jobbers' salesmanager, and enlist his aid and sympathy in the undertaking.

"By following this method, we can usually sell 85 or 90 per cent of the dealers in a city.

"Take St. Louis, as an example. Here was a city of a million population, where we had less than two dozen dealers handling our product. Such a big city should obviously give us better representation.

"Well, we started a campaign as outlined above, using one of the local dailies. We carried on the drive for a period of eight weeks, with the result that we got more than 175 new hardware dealers to handle Silver Steel Saws.

"It is very simple, you see. When you can show dealers that you are going to help them obtain quick turnover and added profit by placing advertising in the newspaper or newspapers that their customers read every day, they listen to you. We also make a point to publish all the dealers' names in the advertisements we purchase in the local paper.

"After all, by using newspapers you can tell your story well, and reiterate it until it becomes a part of the consciousness of the prospect who is going to buy your goods."

Fleming Newbold, business manager of the *Washington Star,* returned from the White Sulphur Springs convention of the American Newspaper Publishers' Association in such good spirits that he arranged a luncheon and sightseeing tour for the ladies attending the A. N. A. convention. A bus called for them at 11 o'clock on Monday morning, and Mr. Newbold kept wives away from busy husbands, until late in the afternoon.



O. C. Harn, National Lead Company, and president of the A. B. C., greets Carl J. Schumann, Hilo Varnish Corporation, and acting A. N. A. chief.

J. F. Wallace, advertising manager of the Douglas Pectin Corporation, who is attending this meeting, told me his advertising campaigns conducted during the past year were most successful. His company makes "Certo," which is advertised only during the summer months. Both newspapers and magazines were used this year, with a total investment mounting to approximately $400,000. Results obtained from newspaper space, he said, were entirely satisfactory, and he intends to continue use of this medium. The Certo newspaper list last summer numbered 350. A special campaign was tried out in New York State using small town newspapers, which Mr. Wallace declared "worked out very well, indeed." The Certo account is handled by the J. Walter Thompson Company, New York.

Something new was inaugurated at this convention in the Advisors Service Bureau, of which W. K. Burlen of the New England Confectionery Company, Boston, was chairman. A group of nearly 30 advertising managers, recognized authorities on various phases of advertising, were gathered together and held available to answer questions or hold private consultations with delegates seeking advise on advertising problems. This group of experts was prepared to answer questions and give advice on a host of topics, including newspaper and magazine advertising billboards; dealer cooperation; direct mail, film advertising; trade papers; market analysis; postal problems; research work; sales conventions; branch offices; export advertising; mailing lists; house organs; radio advertising; plates and electros; street car space; cooperative advertising; house-to-house selling; and printing and lithography.

"Just the other day," said J. E. D. Benedict, advertising manager of the Metropolitan Life Insurance Company, this reporter, "I was looking over m scrap book and found it filled with clip pings about our company from newspapers all over the country. The clippings were of news items on particular big insurance policies, stories of son striking case showing the need of in surance, and features telling of the r search and welfare work our company doing.

"Yes, we send out a lot of free pul licity to newspapers.

"But we do not advertise in news papers. It is too expensive. Our prob lem is one of general health educatio and we use the magazines, particularl those which appeal to women."

Mr. Benedict said there were approx mately 20,000 Metropolitan Life Insu ance Company agents and that only handful of them invested in local new paper advertising.

Mr. Benedict has been advertisin manager for Metropolitan for six month Previously he was connected with Fran Seaman, Inc., New York advertisin agency.

"Is newspaper advertising expensive I turned and asked Merle B. Bates, a vertising director of Life Savers, Inc of Port Chester, N. Y. Mr. Bates ear this year decided to put newspapers u der the microscope to find out whethe or not use of newspaper advertisin columns would increase Life Saver sale He has already reported himself sati fied with results. At this convention h is one of the advisers, telling prospecti newspaper customers his experiences wit the medium.

"What a foolish question," was h reply to my question on expense. "Yo are putting newspaper advertising in a entirely wrong light, if you say it expensive.

"It is a relative matter, anyhow. $100 suit of clothes is too expensive fo some people, but it is a cheap suit fo others.

"Expense does and should not ente in to the question of newspaper adve tising. Whether or not this mediu should be used depends entirely on th product and upon market and sellin conditions."

Two by two on Tuesday mornin delegates filed through the White Hou and shook President Coolidge's han The party was arranged by G. Loga Payne, publisher of the *Washingto Times.* Two Amherst graduates wer photographed on the White House law when cameramen caught President Coo idge and President Hall together.

There came a crash of splinterin glass and a crestfallen look on the fac of W. K. Burlen, of the New Englan Confectionery Com pany. Mr. Burle at the Congre sional Club part had been vote "Mr. America" b the ladies attendin the conventio Cartoons of th handsomest men A. N. A. had bee flashed on a scree and from them th choice had bee made. The priz was to be awarde Grandly a tray sparkling "c glass" was bor across the room and dropped, ju before reaching M Burlen's hands. Th prize, he was late told, was purchase at Woolworth's.



Guests of Fleming Newbold, *Washington Star,* wives of delegates, were treated to luncheon and a sightseeing tour.

MANY FACTORS CAUSE RATE DIFFERENTIAL

Survey Discloses Intangible as Well as Tangible Reasons for Higher Charge to National Than Local Space Buyers—Prices Fair and in No Case Exorbitant

By MARCELLUS MURDOCK

Publisher of the *Wichita* (Kan.) *Beacon*

Excerpts from an Address Before the Association of National Advertisers

WITH a modest disclaimer of the plain simple and lucid logic of perfection, I proceed to give you what enlightenment I can on the reasons for the national advertiser being charged a little higher rate for his advertising than the local man. Of course, there is a lot of simple logic in the difference, for what, after all, is logic but reason.

First of all as a basis of better understanding, let me present some facts which I found in a study of this subject.

For preparation, I made a survey of newspapers from one end of the country to the other. I did not attempt to include all the country's newspapers. That was too big a task and seemed unnecessary. The survey included 40 newspapers. These newspapers are located in New York, Pennsylvania, Connecticut, Ohio, Indiana, Illinois, Iowa, Wisconsin, Minnesota, N. Dakota, Oregon, Washington, Missouri, Kansas, Nebraska, Colorado, Texas, Arkansas, Louisiana, Georgia and Tennessee.

The cities vary in size from 50,000 to 300,000 people for the most part with a couple of cities of the greatest size completing the list.

The first fact that discloses itself in this survey is one which many, if not all, of you know. No two sets of rate cards either per thousand of circulation or in requirements of linage are alike. This may on first thought seem strange and illogical but it is neither. It is both natural and reasonable. Keep this statement of mine in mind. It has a most significant bearing on any difference that exists between national and local rates.

This brings us to the second fact disclosed. It is misleading and incorrect to infer that newspapers are charging national advertisers more than they are local advertisers. What? Do you mean to say that newspapers are not doing this, charging higher national advertising rates than local?

No and yes. Some do and some don't.

I have divided the 40 newspapers surveyed into two groups, the most natural divisions that presented themselves to me.

One of these divisions is the newspapers that publish and charge the same rates for national as for local advertising. The second group is composed of those papers having rates that are higher nationally than locally, considerably higher when big local contracts of four or five hundred thousand lines are used in the comparison.

The first group, those charging the same for both national and local, are, according to my cross section survey, the largest centres. It is the second group in which we are most concerned and directly and properly comes under the subject of this dissertation.

There are three significant facts connected with this group.

First, the newspapers in this group, the group of newspapers whose published national advertising rates are higher than their local rates are situated in centres of population of from 50,000 to 300,000 people. In every case, the city of publication is not an entity in itself but a centre of population with a dependent circulation territory of from 100 to 300 mile radius—unlike the largest cities as publication centres.

Second, these newspapers are not in any one or two sections of the country. They are found in any state in the union.

Third, there is no standard or uniformity in the differential between the national and local rates of any three of them in an exactly determinable sense. There is almost as great a lack of uniformity in those newspapers circulations, their subscription prices, their expense accounts and their profits.



Three buyers of Big Newspaper Space at the Convention (left to right): S. E. Conybeare, Armstrong Cork Company; Verne Burnett, General Motors Company; and Merle B. Bates, Life Savers, Inc.

These three significant facts are fundamental in their bearing on the question before us. They prove that you cannot treat nor operate a newspaper property as you would a cotton mill or a collar factory. It may be a pity, but it is a fact never-the-less.

The newspaper is not just a counting house. It is not just a manufacturing concern. It is not just a business institution. It cannot be standardized like some businesses to a predominating extent, if newspapers are to retain their character and proper and effective place in the world's affairs. If they could be standardized to the nth degree, or ever are, as great a calamity would result as would were you to standardize the character, initiative and genius of the world's highest types of men.

Each newspaper is an exception to the rule. That fact is emphasized by the lack of uniformity in national and local advertising rates and the differentials existing between those rates; in circulations; and subscription prices.

Each newspaper is an exception to the rule of the newspaper business itself and by that very token a greater exception to the rule of general industry.

Each newspaper, particularly of the cross section we are considering, is a part and parcel of the city in which it is published. It is bone of that bone, blood of that blood, flesh of the flesh of its home city and that city's population and its suburban neighbors.

But however exceptional newspapers may be, there is one fundamental that must enter into all institutions that survive and is therefore equally applicable to the newspapers. Newspapers must secure a price for that which they have to sell which will net them a profit.

That makes the problem sound very simple—just find the cost and add a percent for profit and you have the correct selling price. But even in this, the newspaper cannot be figured as many other lines of a different character.

Many of the factors of cost are the same in all lines of industry. Be these what they may, let me tell you some of the additional factors that do enter into the cost and resulting selling price of advertising in a newspaper.

There are all those expenses, such as raw material, labor, sales overhead, common to us all. Then, in the case of the newspaper, weigh in these factors:

The size of the city of publication; the size of that city in comparison with the neighboring territory dependent on that newspaper.

The obligation of the newspaper to its home city and to the neighbors in that dependent territory.

The very foundations and avowed purpose of its existence to build its home city.

Its volume of circulation.

The selling price of that circulation.

The volume of local advertising and its potentiality for increases.

The importance of preponderant local linage as a selling factor both locally and nationally.

The volume of national advertising and its ever increasing cost to the publisher.

Granted, you say, but why charge one price to the national advertiser and another to the local merchant? What have all these things that you have been telling us got to do with the difference in national and local advertising rates. How do they prove or justify the difference in selling prices?

This is my answer. Every one of them has very much—almost as much as the price of newsprint or the wages of a compositor—to do with the determination of the advertising rates charged to the national and local advertiser. Every one enters into the justification or logic of the difference between the national and local rate.

In the problem of determining rates for advertising, a publisher has two general classes of display advertising; that from local merchants and that from national advertisers. The advertising rates he has started using in the beginning, with modifications as the years went by, were of the barter and trade kind.

He has recourse to his costs. Circulation receipts, the subscription prices varying during the years as mainly determined

(*Continued on page* 37)



With Coolidge at the White House, third from left: R. K. Leavitt, association secretary, Carl J. Schumann, retiring acting president, President Coolidge, E. T. Hall, Ralston Purina Company, new president.

FILENE SEES GROWING ADVERTISING VOLUME

Mass Selling and Distribution, Boston Merchant Predicts to A. N. A. Will Come with Era of Super Competition Between U. S. and Europe for World Trade

By EDWARD A. FILENE

Address This Week Before Association of National Advertisers at Washington

I BELIEVE that big advertising is a social service and not a social evil. At its best, it will result in a great good to all concerned, so that nothing I am about to say should be construed as being against big advertising, either local or national. On the contrary, I am convinced that the maintenance and further development of big advertising will directly promote the necessary reorganization in production and distribution, and indirectly will help solve many of our social and political problems.

Let us examine briefly the conditions under which business and industry must operate during the coming years. I will constantly refer to mass production and mass distribution the principles as adopted and applied by Henry Ford. I use Ford as an illustration because he has more than any other producer in the world demonstrated in his business what seems to me to be the principles upon which American business and industry will be forced to build in the days ahead. Ford has demonstrated the relation of mass production and distribution to the reduction of prices and the raising of wages. He has done both to a degree unapproached by any other producer and made enormous total profits in the process.

For some years to come, American business men will devote their surplus energy to a keener competition for domestic business. Super-competition will result, that will tend to drive American business and industry into mass production and mass distribution. It will bring businesses together into consolidations and trusts. This supercompetition will force economies and efficiencies that will make possible a marked reduction in prices, for the main idea of mass production and mass distribution in the matter of profits is that the largest total profit is to be made from the sale of an enormous number of articles at a small profit per article. Mr. Ford has produced the best and cheapest article of its kind, at the same time paying the highest wages ever paid for like work. And he has made by it the greatest fortune any producer ever made, perhaps the greatest fortune in all history.

But this super-competition will also mean a domestic battle of price-cutting which will quickly lead to a campaign of drastic wage-cutting. The early period will be a fight for readjustment which will ultimately witness a ruthless weeding out of the businesses that do not go beyond mere price-cutting and wage-slashing. The survivors will be the businesses in which waste has been conquered and scientific methods introduced.

For some years to come European nations, as a result of the war, will be under the greatest conceivable pressure to export their goods—a pressure never before equalled in the history of commerce. They will produce them under a scale of living lower than ours, lower than their own pre-war scale. Before the war exports in Europe stopped when profits stopped. Under the pressure of present conditions exports will continue even after profits have stopped. This pressure will have a vital reaction upon our domestic business and we shall find it increasingly difficult to find adequate outlet in the markets of the world for our surplus products.

The nations of Europe will be forced into supercompetition between themselves. This is understood by the financial and industrial leaders in Europe, but in a close study of economic conditions there, which I have recently made, I found that the remedies which they were proposing began at the wrong end. Three remedies were generally proposd:

1. Reduction of wages.
2. Prolongation of working hours.
3. Exportation of surplus population.

These remedies are not practical, in my judgment. There is no certainty that increasing hours of work will mean greater production. Reducing of wages not only brings with it a reduction of purchasing power, but will also result in very great opposition, both industrial and political, on the part of organized labor. Finally, there probably is no need for exporting surplus population anywhere in the world, provided that the right methods of production and distribution are applied.

When discussing these matters with leading people in the different countries of Europe, I asked them what would happen if all prices could be reduced overnight to one-half. They agreed that this would mean the solution of most of the present difficulties in Europe, not only in trade and industry, but in politics also.

For it must be borne in mind that the basic difficulties in Europe are lack of work and of the ability to export. The solution is through the introduction of mass production and mass distribution, which will reduce prices for the necessities of life by cutting down the profit by piece and by increasing wages, and thereby the purchasing power of the masses to use up the surplus. At the same time this will allay the political discontent of the masses by satisfying their legitimate wants.

Fortunately, decrease in prices is not a dream, but is achievable in practice in this country and in Europe by the adoption of the principles of mass production and mass distribution. The investigation carried out by Secretary Hoover's Commission on the Elimination of Waste in Industry definitely showed that preventable waste is one-half the cost of production and further established that it costs about the same amount of money to transfer a product from the factory to the consumer as it costs to produce it.

Finally, it should be borne in mind that mass production can live only through mass distribution—and mass distribution means a mass of people who have buying power. The introduction of mass methods will greatly increase the buying power of the people because there result two effects from mass production which have not actively dominated production until now.

The first is that it pays to pay higher wages because the difference, under mass production where a great number of things are produced, between a high wage and a low is not reckonable on the average sale price. And the second is that even the static wage is increased, if its buying power is increased.

It is apparent, I think, that mass production and mass distribution will be better prepared to meet the coming supercompetition than production and distribution not organized on mass lines. Nationally advertised products are made under conditions of mass production and national advertising has performed a real service in the development of mass methods in production and distribution. It is plain that mass production is dependent on mass selling and it will be an important servic of national advertising to educate th public to this vital principle.

National advertising now needs to tak the necessary step forward and apply th basic principles more completely. Na tionally-advertised products produced un der mass production can obtain market incomparably greater than at present provided they apply the further principl of mass production, namely the productio of articles that are not only desirable but that will sell at the lowest price Mass production will sell standardize articles in enormous quantities if quality and prices are right, but in order to sel in enormous quantities quality and pric must both be right.

If nationally advertised articles adop these principles—and use creative thinking that is, of the Ford kind—they will mee and beat competition by offering a bette article at a lower price than ordinary competition can supply. They will also estab lish a basis where price maintenance is unnecessary. Cutting their prices will be a self-defeating measure for any retailer that tries it, because the public will know that the regular price gives only the smallest legitimate profit, and that a cut price is unprofitable, and must be made up by an illegitimate profit on other goods.

I should like to mention the very important contribution which advertising has made to the good work of the modern newspaper in this country. There is a difference in the newspapers of a country where advertising is general and large, and a country where ad-

(*Continued on page 36*)



Group of officers of the A. N. A. (back row, left to right): R. H. Fellows, Addressograph Company; J. S. Wichert, Mellons Food Company; W. K. Towers, Paige-Detroit Motor Company; S. E. Conybeare, Armstrong Cork Company; H. V. Jameson, American Steel and Tin Plate Company; (front row, left to right): Robert K. Leavitt, secretary,; Philip Thompson, Western Electric Company; Carl J. Schumann, Hilo Varnish Corporation; Walter S. Ashby, Western Clock Company; and Bernard Lichtenberg, Alexander Hamilton Institute.

HOW A NEWS MAN CLIMBED TO PUBLISHER'S CHAIR

ohn E. Cullen, Once Special Delivery Boy, Then Cub Reporter, Now Directing Baltimore News for Hearst—Received First Executive Post from Charles H. Grasty

WELVE years ago John E. Cullen was the star reporter on the *Baltimore m.*

Ten years before that he was a special livery boy employed in the Baltimore stoffice. He carried special delivery tters at 8 cents a letter.

Today he is publisher of the *Baltimore ews* for William Randolph Hearst and said to receive in the neighborhood of 0,000 a year.

The changes are characteristic of the an. He has a flair for quick and star- ng contrasts; for doing things in a way nich knocks the wind out of his friends. Cullen's career is a proof that self-made en are still possible in this country in ite of the changes which have taken ace since the 90s and the first decade the present century. In those days if successful man could not say that he as self-made he felt that there was me flaw in his career.

"Jack," as his intimates call him, was rn in South Baltimore. He was an ly child. When his father died Jack nt to work.

The ambition to become one of those ar reporters who run through the lines fires showing their badges and defying e police who stop other people but who ave the newspaper man through was a ther natural ambition for a special de- very boy. Cullen was bitten by it. haracteristically he went after the job star reporter.

He worked for a short time on the *altimore World,* around 1905. It was small paper, still remembered in Bal- nore for the pep of its news columns id its editorials. Any reporter on it as likely on short notice to find half the assignments on the assignment ook dumped on him—and with the ex- ctation that he would cover them. One the virtues of the paper was that, since was irresponsible, much latitude was lowed its writers. Cullen learned to rite on this paper and attracted the at- ntion of men on the Sun.

It happened, however, that at this pe- od, he was then less than 20, he was ed by an ambition to become an actor. nother man would have mooned about dreamed, and in the end concluded at it was unwise to try it. In a month ullen was on the boards, playing the le of a grave Roman Senator in a road mpany presenting "The Sign of the ross" in the cotton belt states. He was ender and pale, with what might be lled a spiritual face in those days. nd it is said that, with his tall form d stern face and dignified manners, he as well on the way to becoming a mati- e idol. Then the star reporter bug bit m again. It was helped out by an ill- ss which laid him up in a hospital for veral week, far from home and friends.

He returned to Baltimore and got a job the *Baltimore American.* There, it is id, he learned that star reporters don't ake quite the salaries movie stars make d thereupon took himself off in a cor- r and agreed with himself that it asn't a star reporter that he wanted to , but a publisher. He told himself, so is said, that he wouldn't say anything out it for a while.

From the American he went to the n. There he became a star reporter fact. With the assistance of numer- s cubs, he "covered" the Halethorpe iation meet, probably the first aviation eet ever held south of New York. His per paid Hubert Latham $5,000 to fly er Baltimore in the first over-city ght ever made in this country. Jack ote pages about it.

When Charles H. Grasty came back m his experiment in St. Paul journal- m and began his negotiations for the m a year or two before this meet, llen was the reporter who saw him ring the negotiations and wrote "pieces for the paper" about his activities. Cullen's method of covering the aviation meet would have attracted Grasty's attention under any circumstances. For Cullen can write, write exceptionally well. He has imagination to see things and an unusual gift for putting what he sees on paper.



John E. Cullen

It wasn't long after the meet that the star reporter of the Sun was made the city editor of the Evening Sun, then only a year or two old.

Cullen had married just a short time before this. His wife was Catherine Fay, a Baltimorean like himself. And perhaps he made up his mind that a married man should speed up that process of becoming a publisher. As city editor he was always thinking up some new stunt for the local staff to do. He was the despair of lazy members of the staff and the delight of those who wanted to be out shaking up the town and getting the adventure which is the real appeal in a reporter's life.

When he passed on up to become managing editor of the Evening Sun, he left in the seat he had vacated a city editor who had learned a lot of tricks from him. Incidentally that man, Philip B. Perlman, is now the city solicitor of Baltimore.

Cullen quit the managing editor's job after about a year and went into the advertising department of the Sunpapers. It was at a time when the papers were beginning to pick up advertising in a much larger way than they had ever done before in their history. Cullen saw this development and helped accelerate it. He stayed about a year, then went to New York.

His first job was with a commercial concern. But he didn't stay long. He was on his way towards the publisher's chair he was after. He became managing editor of the *Mail.* From managing editor he became general manager and remained in that position until the Mail was suspected of pro-German leanings. Then he quit and returned to Baltimore to join the United Railways and Electric Company as assistant to the president. He ironed out several difficulties which had been bothering the management.

About three years ago the announcement was made that he had signed as publisher of William Randolph Heart's Milwaukee papers. He stayed in Milwaukee about a year and then returned to Baltimore when Mr. Hearst took over the *News* and the *American.* His ambition was realized. He was a publisher, and a publisher in his own home town at that. When he first took charge the windows of his office looked down on the doors of the postoffice, out of which he had popped many a time in his boyhood hurrying to deliver special delivery letters at 8 cents a letter.

"Jack" is still well under 40. He has five children. He takes his responsibilities as a husband and father very seriously.

But he hasn't "settled down." Those who know him, know he never will. He's too dynamic—that overworked word is the right one to apply to him. He is always doing the unexpected thing.

SONGS OF THE CRAFT

(*Written Exclusively for* EDITOR & PUBLISHER.)

By Henry Edward Warner

THE PERFECT SHEET

If I were a millionaire,
I know what I would do:
I'd buy myself a printing press
And a linotype or two,
And get a little paper out
Just for myself . . . and You.

I'd write my leads and heads
The way they ought to be! . . .
I'd never print a single line
Of fake, because, you see,
It really wouln't pay to fake
Just for yourself . . and Me!

I'd work for love, and count
The toil a lot of fun;
I'd never let an error pass—
No, not a single one!
And you would never think to quit
The paper I would run.

If I were a millionaire! . . .
I like the thought! . . . It seems
To have a cheerful sort of ring,
It smiles like pleasant dreams!
It warms me like the summer's sun
Or charms like Luna's beams.

But I'm no Croesus; I
Reach no ambition's star!
I'll have to make, you'll have to take
Your papers as they are!
Hand me a match, old thing—ah—thanks!
And light a fresh cigar!

LORD ROTHERMERE IN U. S.

Arrives in Boston Incognito Nov. 15—Plans Unannounced

Traveling under the incognito of "Smith," Viscount Rothermere of London, brother of the late Lord Northcliffe and proprietor of the *London Daily Mail,* arrived in Boston, Nov. 15, on the *Franconia* from Queenstown and Liverpool. He was accompanied by Ward Price, an English newspaper correspondent, who was with the Prince of Wales on his recent African trip.

Considerable secrecy surrounded the Viscount's visit. No announcement was available on his plans while in this country.

Texas Dailies Win Rate Case

Dallas and Fort Worth papers have been awarded reparation from railways for unreasonable rates charged on shipments of newsprint paper from Minnesota, Niagara Falls and other producing points. The Interstate Commerce Commission held that the present rates to the two cities were reasonable, but that rates in the past had been excessive.

TOTAL NEWSPAPER ADVERTISING, 30 PRINCIPAL CITIES FOR OCTOBER

A LINAGE gain of 11,748,092 was registered during October, 1925, as compared with October, 1924, by 133 newspapers in 30 principal cities of the country, according to a report just issued by the Statistical Department of the New York Evening Post. Only four cities of the 30 showed a linage loss. Total 1925 linage was 141,584,481 against 129,836,389 lines carried in 1924. The totals collectively and by cities follow:

SUMMARY OF ADVERTISING BY CITIES

30 cities listed — 26 show gain — 4 show loss
133 papers listed — 99 show gain — 30 show loss
4 no comparison.

	1925	1924	
†New York	17,387,908	15,315,626	2,072,282 Gain
Chicago	8,825,275	7,710,093	1,115,182 Gain
†Philadelphia	8,521,057	8,121,604	399,453 Gain
Detroit	6,067,096	5,238,044	829,052 Gain
Cleveland	4,467,675	4,091,625	376,050 Gain
St. Louis	4,904,920	4,624,620	280,300 Gain
Boston	7,428,586	6,322,543	1,106,043 Gain
Baltimore	5,341,261	4,730,515	610,746 Gain
Los Angeles	7,503,481	7,573,177	69,696 Loss
†Buffalo	4,601,002	4,100,392	500,610 Gain
San Francisco	5,168,506	4,994,337	174,169 Gain
Milwaukee	3,619,312	3,336,248	283,064 Gain
Washington	4,183,741	4,645,538	461,797 Loss
Cincinnati	3,842,700	3,545,400	297,300 Gain
†New Orleans	4,119,984	3,317,839	802,145 Gain
Minneapolis	3,447,051	3,213,728	233,323 Gain
Seattle	3,020,066	2,827,118	192,948 Gain
Indianapolis	3,632,251	3,150,600	481,551 Gain
Denver	2,649,920	2,448,600	201,320 Gain
Providence	3,256,701	3,142,256	114,445 Gain
Columbus	3,959,144	3,624,579	334,565 Gain
Louisville	4,176,855	3,281,741	895,114 Gain
St. Paul	2,910,782	2,494,310	416,472 Gain
†Oakland	2,895,382	2,617,440	277,942 Gain
Omaha	2,085,075	2,363,298	278,223 Loss
Birmingham	2,927,512	2,663,906	263,606 Gain
Richmond	2,173,416	2,095,422	77,994 Gain
Dayton	3,533,950	3,245,270	288,680 Gain
Houston	2,717,610	2,743,790	26,180 Loss
Des Moines	2,216,362	2,027,018	189,344 Gain
Totals	141.584,481	129,836,389	11,748,092 Gain

† Note references under individual newspaper linage of these cities.

NEW YORK

	1925	1924	
American	1,355,408	1,279,726	75,682 Gain
Herald Tribune	1,774,878	1,397,140	377,738 Gain
Times	2,897,642	2,563,230	334,412 Gain
World	1,762,298	1,559,278	203,020 Gain
*Mirror (tab.)	386,024	334,100	51,924 Gain
News (tab.)	731,638	581,906	149,732 Gain
*Eve. Graphic	240,230	†	
*Eve. Journal	1,600,824	1,516,514	84,310 Gain
*Eve. Post	532,296	459,916	72,380 Gain
*Eve. World	967,504	854,992	112,512 Gain
*Sun	1,642,102	1,382,630	259,472 Gain
*Telegram	659,554	791,052	131,498 Loss
Brooklyn Eagle	1,656,942	1,473,250	183,692 Gain
Brooklyn Times	555,578	443,420	112,158 Gain
Standard Union	624,990	678,472	53,482 Loss
Totals	17,387,908	15,315,626	2,072,282 Gain

* No Sunday edition.
† Evening Graphic first issue September 15, 1924.

CHICAGO

	1925	1924	
*Daily News	2,124,361	1,890,732	233,629 Gain
Tribune	3,095,973	2,574,501	521,472 Gain
Herald Examiner	1,181,613	1,144,707	36,906 Gain
*Post	566,874	569,001	2,127 Loss
*American	1,403,955	1,134,813	269,142 Gain
*Journal	452,499	396,339	56,160 Gain
Totals	8,825,275	7,710,093	1,115,182 Gain

PHILADELPHIA

	1925	1924	
Inquirer	2,180,100	1,814,700	365,400 Gain
Record	909,900	737,100	172,800 Gain
Ledger	1,606,329	1,255,839	350,490 Gain
*Evening Ledger	1,635,328	1,418,365	216,963 Gain
North American		946,800	
*Bulletin	2,189,400	1,948,800	240,600 Gain
Totals	8,521,057	8,121,604	399,453 Gain

North American combined with Ledger May 18, 1925.

DETROIT

	1925	1924	
News	3,213,378	2,844,856	368,522 Gain
Times	1,258,320	1,040,284	218,036 Gain
Free Press	1,595,398	1,352,904	242,494 Gain
Totals	6,067,096	5,238,044	829,052 Gain

CLEVELAND

	1925	1924	
Plain Dealer	1,798,050	1,685,550	112,500 Gain
News Leader	1,230,450	1,139,100	91,350 Gain
*Press	1,439,175	1,266,975	172,200 Gain
Totals	4,467,675	4,091,625	376,050 Gain

ST. LOUIS

	1925	1924	
Post-Dispatch	2,441,320	2,211,720	229,600 Gain
Globe-Democrat	1,422,600	1,302,600	120,000 Gain
*Star	675,600	665,700	9,900 Gain
Times	365,400	444,600	79,200 Loss
Totals	4,904,920	4,624,620	280,300 Gain

* No Sunday edition.

BOSTON

	1925	1924	
Herald	1,528,732	1,172,041	356,691 Gain
Globe	1,433,591	1,312,207	121,384 Gain
Post	1,214,419	1,155,686	58,733 Gain
Advertiser	466,295	388,900	77,395 Gain
*American	515,615	477,240	38,375 Gain
*Traveler	1,235,493	893,915	341,578 Gain
*Transcript	736,524	625,657	110,867 Gain
*Telegram	297,917	296,897	1,020 Gain
Totals	7,428,586	6,322,543	1,106,043 Gain

BALTIMORE

	1925	1924	
Sun	1,714,315	1,531,601	192,714 Gain
*Evening Sun	1,846,421	1,693,994	152,427 Gain
American	576,996	437,984	139,012 Gain
*News	775,875	833,640	57.765 Lo s
*Post	427,654	233,296	194,358 Gain
Totals	5,341,261	4,730,515	610,746 Gain

LOS ANGELES

	1925	1924	
Times	2,295,818	2,305,730	9,912 Loss
Examiner	2,035,333	1,913,453	121,880 Gain
*Express	845,558	961,170	115,612 Loss
*Herald	1,638,518	1,501,318	137,200 Gain
*Record	441,252	533,274	92,022 Loss
News	247,002	358,232	111,230 Loss
Totals	7,503,481	7,573,177	69,696 Loss

BUFFALO

	1925	1924	
Express	554,470	449,540	104,930 Gain
Courier	782,514	646,018	136,496 Gain
*Post	125,366	148,442	23.076 Loss
Times	1,392,499	1,259,221	133,278 Gain
*Star	115,169	224,918	109,749 Loss
*News	1,630,984	1,372,253	258,731 Gain
Totals	4,601,002	4,100,392	500,610 Gain

Commercial, name changed to Post February, 1925.
Enquirer, name changed to Star February, 1925.

SAN FRANCISCO

	1925	1924	
Chronicle	1,006,250	916,650	89,600 Gain
Examiner	1,757,294	1,650,717	106,577 Gain
Bulletin	685,566	562,576	122,990 Gain
Call	880,726	892,738	12,012 Loss
News	705,138	764,792	59,654 Loss
*Herald	133,532	206,864	73,332 Loss
Totals	5,168,506	4,994,337	174,169 Gain

MILWAUKEE

	1925	1924	
Journal	1,776,936	1,661,800	115,126 Gain
S. T. & A. M. Sentinel	704,217	663,014	41,203 Gain
*Leader	313,177	300,557	12,620 Gain
*Wisconsin News	824,992	710,877	114,115 Gain
Totals	3,619,312	3,336,248	283,064 Gain

WASHINGTON

	1925	1924	
Star	2,130,465	2,426,707	296,242 Loss
Post	838,330	848,400	10,070 Loss
*Evening Times	684,067	750,693	66,626 Loss
Herald	350,558	490,307	139,749 Loss
*Evening News	180,321	129,431	50,890 Gain
Totals	4,183,741	4,645,538	461,797 Loss

CINCINNATI

	1925	1924	
*Post	910,800	774,600	136,200 Gain
*Times Star	1,466,100	1,357,500	108,600 Gain
Enquirer	1,199,100	1,112,700	86,400 Gain
Tribune	266,700	300,600	33,900 Loss
Totals	3,842.700	3,545,400	297,300 Gain

NEW ORLEANS

	1925	1924	
Times-Picayune	1,698,575	1,527,867	170,708 Gain
Item	906,033	968,838	62,805 Loss
States	871,297	821,134	50,163 Gain
*Tribune	644.079		
Totals	4,119,984	3,317,839	802,145 Gain

Tribune first issue December 16, 1924.

MINNEAPOLIS

	1925	1924	
Tribune	1,459,864	1,413,869	45,995 Gain
Journal	1,436,980	1,268,482	168,498 Gain
*Star	550,207	531,377	18,830 Gain
Totals	3,447,051	3,213,728	233,323 Gain

SEATTLE

	1925	1924	
Times	1,395,856	1,331,442	64,414 Gain
Post Intelligencer	868,098	702,352	165,746 Gain
*Star	649,194	660,366	11,172 Loss
*Union-Record	106,918	132,958	26,040 Loss
Totals	3,020,066	2,827,118	192,948 Gain

INDIANAPOLIS

	1925	1924	
*News	1,811,886	1,638,738	173,148
Star	1,223.436	1,065,975	157,461
*Times	596,829	445,887	150,942
Totals	3,632,151	3,150,600	481,551

DENVER

	1925	1924	
News	658,504	611,072	47,432
Post	1,385,188	1,296,148	89,040
*Times	606,228	541,380	64,848
Totals	2,649,920	2,448,600	201,320

PROVIDENCE

	1925	1924	
Journal	958,464	907,088	51,376
*Bulletin	1,338,698	1,330,212	8,486
Tribune	435,881	430,175	5,706
*News	523,658	474,781	48,877
Totals	3,256,701	3,142,256	114,445

COLUMBUS

	1925	1924	
Dispatch	2,084,344	1,890,086	194,258
Journal	798,917	784,444	14,473
Citizen	1,075,883	950,049	125,834
Totals	3,959,144	3,624,579	334,565

LOUISVILLE

	1925	1924	
Courier Journal	1,285,408	1,063,659	221,749
Herald Post	955,487	661,717	293,770
*Times	1,190,692	1,080,892	109,800
*Post	745,268	475,473	269,795
Totals	4,176,855	3,281,741	895,114

ST. PAUL

	1925	1924	
*Dispatch	1,039,780	893,312	146,468
Pioneer Press	984,872	815,318	169,554
News	886,130	785,680	100,450
Totals	2,910,782	2,494,310	416,472

OAKLAND

	1925	1924	
Tribune	1,784,510	1,716,204	68,306
*Post Inquirer	933,296	763,728	169,568
*Times	53,480		
*Record	124,096	137,508	13,412
Totals	2,895,382	2,617,440	277,942

Times inaugurated October 23, 1925.
Record discontinued October 24, 1925.

OMAHA

	1925	1924	
World Herald	1,144,528	1,188,915	44,387
Bee	485,177	607,642	122,465
News	455,370	566,741	111,371
Totals	2,085,075	2,363,298	278,223

BIRMINGHAM

	1925	1924	
Age-Herald	752,850	800,590	47,740
News	1,649,172	1,524,334	124,838
Post	525,490	338,982	186,508
Totals	2,927,512	2,663,906	263,606

RICHMOND

	1925	1924	
*News Leader	1,139,278	1,182,622	43,344
Times-Dispatch	1,034,138	912,800	121,338
Totals	2,173,416	2,095,422	77,994

DAYTON

	1925	1924	
News	1,685,978	1,558,662	127,316
*Herald	1,078,490	986,328	92,162
Journal	769,482	700,280	69,202
Totals	3,533,950	3,245,270	288,680

HOUSTON

	1925	1924	
Chronicle	1,235,808	1,359,316	123,508
Post Dispatch	931,980	811,132	120,848
*Press	549,822	573,342	23,520
Totals	2,717,610	2,743,790	26,180

DES MOINES

	1925	1924	
Register	722,919	601,762	121,157
*Tribune	871,391	811,216	60,175
Capital	622,052	614,040	8,012
Totals	2,216,362	2,027,018	189,344



TRAIL BLAZERS OF ADVERTISING

Writing An Ad For Buffalo Bill

by Chalmers L. Pancoast

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Chapter V

Writing an Advertisement for Buffalo Bill

The scream of the outlaw split the air,
As we tied him hard and fast,
o the snubbing post in the horse corral,
For his turn had come at last."

N the days of yore when the smoking of a Sweet Caporal cigarette was a ime that went hand-in-hand with read- g a Buffalo Bill dime novel, my hero of eroes was Buffalo Bill, and he still is, id always will be.

When physicians attending Col. Wil- am F. Cody, whose fame as "Buffalo ill" was nation-wide, said he could not cover a great depression came upon me. o me, who had interviewed him, he presented the last of the links con- ecting the present with those glorious ontier days.

Buffalo Bill, the Scout, Indian Fighter, uffalo Hunter and Show Man was a eat advertiser.

At the time I was a frontier reporter own in the Southwest I wrote a great lvertisement for Buffalo Bill without alizing I was doing it.

Tenderfoot that I was, I thought I was ise to all the tricks that had been put er on newspaper reporters, but the old out slipped one over on me.

When Buffalo Bill's Wild West Show me to Albuquerque my great ambition as to get an interview from this old ndian fighter himself. I had read every me novel about Buffalo Bill, and to me was about the greatest man in ex- tence.

It was a great moment in my life when permitted me to enter his private tent e morning the show arrived. After he id presented me with some "comps" to e show, he told me he had been very rtunate in getting back to Albuquerque. is first entrance into that city had been 1850 when he came in as an Indian out.

He told me confidentially, to give me scoop on the other papers, that he had st bought the most vicious outlaw onco, he had ever seen. He gave me e name of the Mexican rancher, and the wn, where he bought this untamable rse. The first attempt to ride him ould be made in the arena that night. e described this horse somewhat as arnum had described his "Woolly orse" which Col. Fremont had captured the wilds of Colorado.

If the horse Buffalo Bill had picked turned out to be a bad-bucker, and a nsation, he was going to name him Albuquerque." This he told me in eatest confidence, but I was to write e story for our paper, an evening blication.

The story came out, and it was a nock-out" as a publicity stunt for the ow. That night I had a ringside seat, d I was close by the exciting perform- ce. The desperate chances taken by the ers in saddling and riding the bucking onco thrilled me. Of course Albuquer- e, the new bad horse, was a star per- mer.

After many attempts, the cowboy of nderful nerve finally kept his seat. e wild outlaw gave a fine exhibition of vious jumping and bucking and threw daredevil rider over his head. He s on his feet in a moment and was dy for another attempt. The third e he stuck and the audience cheered al shouted. I wrote a great story about s bucking exhibition.

The attack on the stage coach by the age looking Indians, repulsed by the oting cowboys led by Buffalo Bill, himself, was just as picturesque and ex- ng as it had been described in the dime novels, although I really believe the dime novel accounts were more hair raising.

Buffalo Bill made his appearance all decked out in a buckskin suit, riding a beautiful black horse, and showed his skill by shooting glass balls tossed into the air. He hit eight out of eleven. Although at this time he was well along in years he proved the dime novel was not exaggerating his marksmanship.



It was in Beadle's Half-Dime Library that Buffalo Bill performed his most amazing feats to awe and thrill a generation of American youth. The thrillers advertised the white-haired Indian fighter from coast to coast.

You can imagine how my egotism was wrecked when the rival newspaper carried this story a day later:

"TENDERPOOT REPORTER FOOLED
BY OLD GAG
Buffalo Bill Gives "Scoops" Wild Yarn
About an Outlaw to be Called
Albuquerque—And he Falls

And here was the story that my rival reporter pulled on me:

"The splendid grey, which was reported to be a wild, vicious beast fresh from the plains, was a well trained bucker that will buck long and hard when required to.

"He is as kind as a kitten, and not the mean, ornery brute described by the tenderfoot. Had it not been for his lamb-like attitude as he walked out of the arena he would have deceived even some of we experienced Westerners.

"As it was, the tenderfoot reporter the hills to be named after the city, the bunch fell for it. But in Albuquerque there was one wise reporter who gave them the 'horse laugh.'

"However we sympathize with one guileless reporter who believed the story."

Well, all I had to say was that there were a lot of people who enjoyed the show more by believing my story. Like Barnum, I pulled a "humbug" but the people liked it better than acting. They enjoyed believing the performance was genuine, which I did, and I'll never lose the thrills of the bucking of my wild horse; or my long desired interview with Buffalo Bill.

Chapter VI

Sandwich Man for Uncle Tom's Cabin

IN youth my thoughts ran to adventurers bold, to those picturesque Soldiers of Fortune, Kings of Chance, Champion Rolling Stones and Daredevil Dicks of old.

In my imagination, which painted all thoughts with vivid, riotous colors, I saw the adventurer creeping stealthily through an African Jungle. He crouched behind a tree looking upon a band of ferocious cannibals, roasting alive his only companion. In the picture were also lions, tigers and cold-chill dangers.

My idea of existence was adventures, changes, pioneering and uncertainties—something to make the spectacle of life exciting. With this kind of an imagination I have found in the immense life of business much excitement and many thrilling adventures.

In the amazing twists and turns along the pathway of advertising I have discovered the things which perhaps I missed by not being born to a life in the African Jungles. If I had not become a wanderer in the jungles of business, I might have been a pirate bold, who did nothing more exciting than to terrorize the Spanish Main.

The best that I have been able to get out of life is to have found the advertising business a fascinating, thrilling and colorful adventure.

I started my advertising career in the high chair. As a mere infant I was attracted by advertising. The only thing that stopped my wails was an advertising puzzle. A Hood's Sarsaparilla Puzzle was my earliest toy. I came from the kindergarten school of Hood's, Arbuckle Coffee, Ivory Soap and Mail Pouch Tobacco. As I began to walk and talk I played store with empty packages of nationally advertised goods. I still retain the memory of the delicious smell of an Arbuckle Coffee package. It was then a ship on the sea of adventure and mystery. I learned my A-B-C's on a Star Soap box and other advertising packages.

As a school-boy I canvassed back doors urging housewives to buy Arbuckle's Coffee so that I could collect the travel and history cards. I made advertising pay without realizing it. I had the first complete set of Arbuckle's Coffee cards, and as a collector of these advertisements became the envy of the school yard.

I never ran away to sea like Moby Dick, or other adventurous boys I loved to read about. But I did run away from school one snowy afternoon and passed advertising hand bills from door to door to see my first show from the gallery of the old Music Hall.

When Uncle Tom's Cabin came to town I wasn't old enough to handle that most enviable job of leading the much advertised blood hounds. I blacked-up as a colored boy and carried a beautiful advertising banner, and also helped rock the cakes of ice—made of canvas.

There was a big thrill in this first adventure of being part of a street parade advertising such a celebrated show. On the second day I was promoted to a sandwich man following the brass band in the parade.

The sandwich man has ever been considered the original advertising man—the showiest at any rate. He has had to carry the burden of advertising entirely upon his shoulders. Thus, I qualify as an advertising man by having successfully served as a sandwich man—an animated billboard for Uncle Tom's Cabin.

The parade at the Fourth of July celebration, around the Public Square in our town, was the most exciting and colorful event of the year. Following the lure of advertising I always had a job of dressing up to represent some advertising character, or firm, and thereby getting a free ride on a beautiful float.

(Further Adventures of Mr. Pancoast Will Be Told Next Week)

A.N.A.E. SURVEY SHOWS BIG WASTES IN MERCHANDISING SERVICES

Don Bridge, Indianapolis News, Calls for Conservation, When Advertisers Replying to Questionnaire Tell Aid They Want

RESULTS of a survey conducted by the Association of Newspaper Advertising Executives among buyers of national advertising to determine just how much and what aid they wanted from newspapers in merchandising and selling their goods were made public this week by Don Bridge, *Indianapolis News* and A. N. A. E. secretary, addressing the Washington convention of the Association of National Advertisers.



DON BRIDGE

Through questionnaires answered by 165 big buyers of space, both advertisers and agencies, types of services they considered proper newspaper functions were classified according to advertiser preference and divided into three groups in the survey.

Twenty-one different types of services were arranged thus in chart form. Of the 21 it was shown that between 82 and 50 per cent of the space buyers questioned favored only six.

This fact, Mr. Bridge pointed out, proved that "extensive merchandising service" by newspapers is economically unsound.

"Replies to the questionnaires," he said, "indicate an astounding waste in expenditures by some newspapers for service that is of negligible value to the advertisers. The survey proved definitely there is a vast difference between the degree of service requested and the service that is expected or actually desired."

The chart appears in a box on this page.

"The conclusions from the figures given on the chart are obvious," Mr. Bridge said, "but I am going to risk the proposal to newspapers of several definite recommendations, as based upon a detailed study of the one hundred and sixty-five complete answers received to the questionnaire.

"1. Frankly admit that all merchandising service is included in the advertising rate in one form or another. Nearly every advertiser and agency man pointed out the fact that the cost must necessarily be a part of the newspaper's overhead.

"2. Since the cost of all service is in the rate, confine activities to those functions that the newspaper can perform cheaper or more efficiently than the advertiser can do them for himself. Eliminate as economically unsound, all functions that the advertiser can handle to better advantage for himself.

"3. Do not permit merchandising service to be the principal sales argument in soliciting national business. Any experienced buyer of advertising space knows that a salesman who has as sales arguments circulation, character, prestige, reader influence and confidence, dealer influence, advertising censorship, advertising linage and other fundamentals will not make merchandising service the backbone of his solicitation. If a salesman talks service as a primary argument he is merely notifying the buyer that his paper does not possess the fundamental factors that determine advertising results.

"4. Frankly tell the advertiser or the agency man what you will or will not do. The average buyer of space is satisfied if he is getting reasonable service and if it is all of the service that is available to any other advertiser under similar circumstances. A definite, but courteous, refusal usually is acceptable but an indefinite refusal opens the way for bargaining.

"5. Do not give service to the new advertiser that is not available to the old customer. Do not permit any advertiser to be justified in calling merchandising service 'taxation without representation' as one prominent national advertiser described it. Neither should service be given to the advertiser who is hard to sell if the same service is not available to the regular advertiser upon whose account the sales cost is already very low.

"6. Give honest and efficient service when it is promised and employ men who are capable of providing it. The most common complaints against newspaper merchandising service are that it is much more extensive in the promise than in the fulfillment and that important activities are placed in the hands of office boys and other inexperienced persons. The survey showed plainly that advertisers and agency men have the newspapers 'spotted' and they know where honest and efficient service is available and where the service becomes largely imaginary after the account has been secured."

Mr. Bridge discussed the charts in detail taking up each of the 21 different types of merchandising services. His comments on the six considered the best by advertisers follow.

"General market statistics," he began, "which ranked first in value to the advertiser, are also of tremendous value to the newspaper from the standpoint of constructive salesmanship. These general statistics in regard to characteristics of population, wealth, home ownership, home equipment, number of dealers, etc., are really as essential to the newspaper as a sales argument as they are to the advertiser.

"1. In discussing this form of service, the degree of accuracy was by all odds, the most important factor. Such figures are very valuable to the advertiser if they are accurate but they are worse than useless if inaccurate.

"2. Specific market surveys refer to the compilation of data by the newspaper concerning the relative position in the market of various competitive brands and other information of a nature applying only to a specific marketing field. This service ranked second in value to advertisers and it, also, is of tremendous value to the newspaper. The advertising salesman who can discuss the advertisers' marketing problems in an intelligent manner has an obvious advantage of tremendous proportions. In this form of service, accuracy is the prime requisite. An erroneous report not only is worse than useless to the advertiser but reacts to the disadvantage of the newspaper.

"3. The ranking of lists of retailers and wholesalers in third place is not surprising as these routings enable salesmen to cover all available outlets in the shortest period of time. A good route list creates good will for a newspaper while a poor list reacts to the disadvantage of the newspaper. The compilation of route lists by the newspapers is economically sound, even though the cost is included in the rate, because hundreds of advertisers are able to use the routing.

"4. Strictly speaking, the sale of advertising to national newspaper accounts is not a merchandising service but is classed as such by many advertisers. This form of service, which brings substantial additional advertising revenue to the newspapers, pays for itself.

"5. The publication of a trade paper to be circulated among retailers and wholesalers ranked fifth in importance. This form of service has become relatively more important during the past few years as indicated by the fact that trade papers ranked much farther down the list at the time a somewhat similar survey was made by the Indianapolis News in 1921. The almost universal endorsement of advertisers and agencies was

(*Continued on page 37*)

SERVICES SPACE BUYERS WANT

CHARTS obtained by the A.N.A.E. survey, and made public for the first time, follow:

Group A
(Considered Proper by 50 Per Cent or More)

Type of Service	Approved %	Ranked 1st or 2nd %	Willing to pay %
General Market Statistics	82	44	50
Special Market Surveys	73	48	50
Trade Route Lists	71	32	49
Selling Dealer Tie-Ups	64	24	42
Publishing Dealer Paper	53	7	29
Letters of Introduction to Trade	50	8	22
Group B			
(Considered Proper by Less than 50 Per Cent)			
Introducing Salesmen to a Few Key Dealers	48	13	20
Arranging for Window Displays	40	12	17
Providing Advertising Portfolios	33	5	12
Letters at Advertiser's Expense	33	5	..
Preceding Salesmen to Merchandise Advertising	25	10	14
Broadsides at Advertiser's Expense	24	5	..
Letters at 50-50 Expense	18	1	..
Group C			
(Considered Proper by Less than 15 Per Cent)			
Installing Window Displays	13	4	6
Broadsides at 50-50 Expense	11	1	..
Introducing Salesmen Generally	10	1	3
Broadsides at Newspaper's Expense	6	1	..
Managing Sales Crews	3	1	1
Selling Merchandise	2	1	1

Jacksonville

The Growth *of* Business

Read it in the hundreds of homes springing up—— . . .

In the erection of office buildings . . .

And clearest—in the daily calls for help wanted . . .

Largest state and city circulation —all news stands.

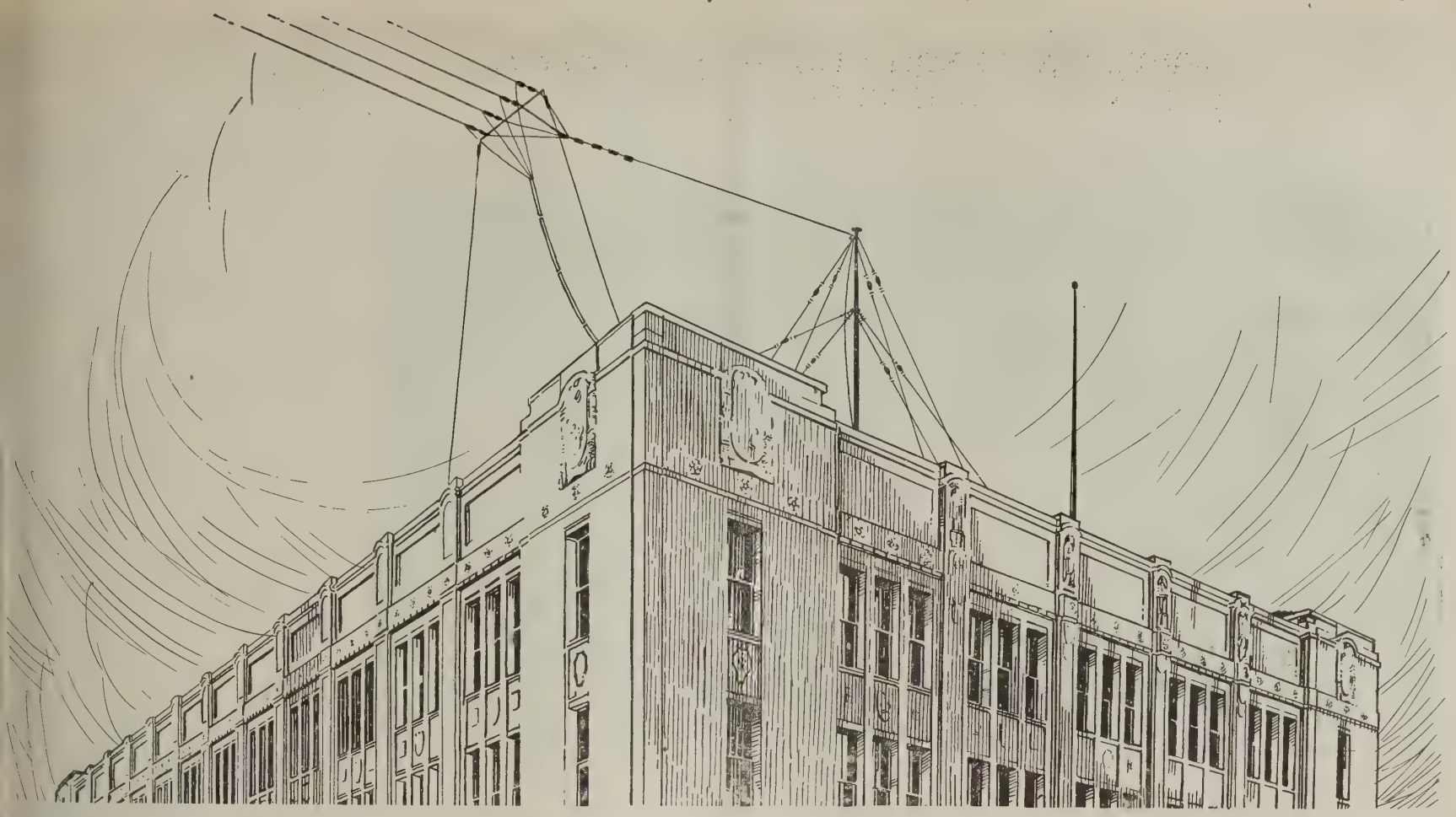
THE FLORIDA TIMES-UNION

DAILY - - 55,000
SUNDAY - 70,000

Read of Florida's weekly development in our weekly bulletin. Copy upon request.

National Representatives—BENJAMIN & KENTNOR CO.

New York, Chicago, Los Angeles, San Francisco.



Broadcasting
Radio Leadership
The Detroit News

FROM the beginning, in August, 1920, when WWJ, The Detroit News' radio station, was the only newspaper broadcasting station in America, The News was regarded by radio enthusiasts as their particular organ. It was natural, then, that it should take the lead in radio advertising.

Today, with the situation fast approaching the time when there will be a radio set in almost every home, The News is more than ever the radio medium of Detroit. During the first 10 months of 1925 The News published

384,692 Lines
of Radio Advertising

practically three times as much as the nearest paper. This achievement in the radio field, while significant of the advertising power of The News, is only one factor that contributes to the leadership of The News in total advertising. The News also shows equal dominance in practically every selling classification.

The Detroit News

Greatest Circulation, Week Day or Sunday, in Michigan

FIVE CLERGYMEN TO EDIT "TOLERANCE EDITION" OF MINNEAPOLIS STAR IN UNIQUE TEST

(*By Telegraph to* EDITOR & PUBLISHER)



From left to right—W. C. Robertson, editor of the *Star;* Dr. G. K. Stark, Emanuel Lutheran Church; Dr. H. P. Dewey, Plymouth Congregational; Father James W. Reardon, Procathedral; and Rabbi C. David Matt.

MINNEAPOLIS, Nov. 18.—An experiment unique in newspaper annals will be made on Nov. 24, by the *Minneapolis Daily Star* when it will print a "Goodwill" or "Tolerance Edition" which will be edited by four prominent clergymen representing in the broader sense all the divergent religious faiths.

The editors will be the Rev. James M. Reardon, Roman Catholic, Rev. H. P. Dewey, Congregationalist, Rev. G. K. Stark, Lutheran, and Rabbi C. David Matt and Rev. Roy L. Smith, Methodist. The latter, who in his younger days was a chalk talk artist on the Chautauqua circuit, will act as cartoonist.

Dr. Dewey will represent the Minneapolis Council of Churches which includes all Protestant dominations except the Lutherans. The pastor-editors will lay down the policy of the Star and pass upon every piece of copy for its news and editorial columns.

Each editor will furnish a signed editorial touching upon the virtue of tolerance from either the religious, racial, social, or political angle, and an effort will be made to issue a model newspaper from the standpoint of fairness to all classes and groups which make up our own citizenship and that of other countries.

Dr. Smith's cartoon will show the Spirit of Tolerance closing Pandora's Box and imprisoning again the evils of the world which intolerance permitted to escape.

Letters of commendation from Archbishops, Bishops, and other prominent clergymen and statements on the value of tolerance from prominent laymen, among them Charles Evans Hughes, will have a prominent place in the news columns.

The streamer headline will be placed on a news story announcing a dinner to which men representing various conflicting opinions have been invited for the purpose of forming a permanent Tolerance Club whose mission it will be to hold monthly meetings for the purpose of promoting respect for the sincerity of others who do not think as we do.

The idea of a permanent Tolerance Club was the outgrowth of Goodwill Week which was celebrated in Minneapolis last may as the result of an editorial in the Daily Star. Goodwill Week was proclaimed officially by Mayor Leach. Tolerance was preached from every pulpit in the city. Each night of the week tolerance addresses were delivered over station WCCO and the climax of the celebration came at a mass meeting addressed by twelve pastors all of different faiths.

W. C. Robertson, editor of the Star, who originated the tolerance movement said:

"When Goodwill Week was first proposed to a group of six ministers, repre-



Dr. Roy L. Smith, of Simpson Methodist Church.

sentative of various faiths, some doubt was expressed as to the practicability of the plan. An interview, however, with Archbishop Dowling of the Roman Catholic Church, Bishop Locke of t Methodist Church and Bishop McElw of the Episcopal Church showed plai the hearty cooperation the movem would and did receive.

"When the members of the commit which fathered the movement met to wi up their work regret was expressed all that they would no longer be able meet at luncheon twice a week as th had been doing and to enjoy the fi friendships they had formed there.

"A permanent Tolerance Club was pr posed. Action was deferred, howev until after the vacation period with t result that the project will be officia launched next Tuesday night.

"After asking clergymen of vario faiths to point out to individuals how th should conduct themselves in order deal fairly with their fellowmen, it w only natural that I should conceive t idea of asking these same ministers demonstrate how a newspaper should edited with proper regard for the feelin and the rights of all classes and con tions of men.

"They have accepted the invitation a the widespread interest manifested in t edition has convinced me it not only w be a fine thing for the Star but a fi thing for the community."

Haynes Joins Type Founders

Merritt W. Haynes, formerly educ tional director of the United Typothet of America, has joined the Education D partment of the American Type Founde Company, Jersey City, N. J. Mr. Hayn will devote his time to educational r search applied to instruction in printing.

For The Six Months Ending Sept. 30, 1925

the average net paid daily circulation of The Baltimore Sun (morning and evening issues) was

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814 —a gain of 1,783.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

All Advertising Records Passed On October 6th, 1925

34,106,030

Lines of Paid Advertising Published by

The Miami Herald

During First 10 Months of 1925

ON October 6th, 1925, The Miami Herald passed the world record held by The Detroit News, by publishing 30,617,741 lines of paid advertising as compared with the News' record of 30,604,518 lines established in 1924.

This new high record in advertising lineage indicates that The Miami Herald is the preferred newspaper of both local and national advertisers in the Miami field —now one of America's richest markets for the national advertiser.

The Miami Herald

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

How Gimbel Brothers Concentrate Their New York Store Advertising

GIMBEL BROTHERS

Incorporated

NET SALES

MONTH OF OCTOBER, 1925

$13,300,000

A Net Gain in Sales Over the previous October of

$1,900,000

Public recognition of the better values and greater savings produced by this organization with a purchasing power larger than any other department store group in America.

The above is an extract from an announcement published in the Evening Journal and other New York, Philadelphia and Milwaukee newspapers on Friday, November 6, 1925, by Gimbel Brothers, Inc. A reprint of the entire ad will be mailed on request.

IN THE

NEW YORK EVENING JOURNAL

Nothing can show more clearly the selling power of the New York Evening Journal than the proven experience of firms that use it.

Gimbel Brothers, Inc., America's largest department store organization, have used the Evening Journal consistently and dominantly for 15 years since the opening of their New York store in 1910.

During the record-breaking sales month of October, 1925, Gimbel Brothers, New York, concentrated more than half of their advertising investment among New York evening papers in the New York Evening Journal. The Evening Journal received more money than all the other evening papers combined! More money than all the New York morning papers combined! More money than all the New York Sunday papers combined!

During the year of 1924 Gimbel Brothers also spent more money in the Evening Journal than in all the other New York evening papers combined.

Gimbel Brothers' outstanding record of growth in sales volume, based on the manner in which they have invested their advertising dollars, has been closely linked with the largest and most responsive evening circulation in America.

Two million men, women and children in over six hundred thousand homes of Metropolitan New York read the Evening Journal every day. They look upon this modern family newspaper as New York's greatest buying and selling medium. It is the strongest sales factor any New York merchant or manufacturer can employ in America's largest market.

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation—and at 3c a copy

DOUBLE THE CIRCULATION OF ANY OTHER NEW YORK EVENING PAPER

BURN-SOFT-COAL WORK OF DAILIES APPROVED

Government Officials Applaud Newspaper Campaigns to Teach Public Use of Bituminous Coal as Anthracite Substitute

WASHINGTON, Nov. 18.—Reports reaching Washington this week would seem to indicate a rapidly growing popular response to the "Burn Bituminous" educational campaign being conducted by certain leading newspapers in the East.

To save their readers from the threatened fuel "pinch" of the anthracite strike these newspapers are engaged in teaching householders how easily soft coal may be substituted for hard coal in the family furnace.

At Newark the *Evening News* is conducting a bituminous "drive" in cooperation with the city government.

The *Washington Star,* with the cooperation of the local Coal Merchants Board of Trade, is devoting much space daily to instructing its readers on how to burn soft coal and coke. It is printing rules for preparation of equipment for any kind of coal; management of the furnace for bituminous coal; and for burning coke with small-size anthracite. The rules were prepared by Prof. L. P. Breckenbridge after an extensive study and research, both at Yale and Illinois universities, pertaining to the economical burning of different fuels in house-heating boilers.

"Evidences are increasing everywhere to show that the war on the hard coal industry, until it decides to settle its labor disputes for good and bring the price of anthracite down to reachable figures, is sweeping the whole East," The Washington Star stated Monday. It was pointed out that since the Newark News launched its bituminous campaign demands for demonstrations of soft coal burning being conducted by that newspaper are pouring in from all sections of New Jersey.

Three demontration stations were opened at Washington Tuesday under the auspices of the Star. Expert engineers were engaged to teach Washington householders "how easily bituminous coal can be made to do the same work as hard coal, with no more dirt and much less expense."

"So popular has become the campaign to teach the use of soft coal that many appeals have reached the Star from Maryland suburbs to assist in the establishment of similar stations within easy access of that great portion of Washington's real population," the Star also announced.

Editorially the Star stated on Monday:

"Anthracite miners and operators are offering every possible encouragement to experimental scientists who are supposed to be on the lookout for the fuel of the future. Prosperity prevails. The business outlook is favorable. The public has money to burn, but the privilege of transmuting coal into heat is arbitrarily denied. It is the psychological moment for the man in the laboratory who has specialized on utilizing new material and forces to replace the wastefulness of old-time methods of producing heat."

The *Washington Herald* a year ago instituted a bituminous-burning educational campaign. The interest of the public, gradually centered by Eastern newspapers upon the possibilities of soft coal as a practical substitute for hard coal, had became widespread already before the present anthracite strike began. Since the strike now threatens to drag along, and render hard coal scarcer and more costly, government officials stated to EDITOR & PUBLISHER that the use of soft coal is becoming increasingly general, and they welcome the effort of big newspapers in directing the attention of the public to anthracite substitutes.

Endorsement of the Washington Star's Bituminous campaign was given by the Washington Chamber of Commerce by the passage Thursday of the following resolution:

'Be it resolved, that the Washington Chamber of Commerce heartily approves of the attitude of President Coolidge in respect to non-intervention by the federal government in the present industrial dispute in the anthracite fields to the end that the differences may be settled within the industry and thus give promise of remaining settled; and endorses the cooperative work of the Evening Star of Washington and Washington Coal Merchants Board of Trade relating to a practical educational program through public demonstration of the burning of bituminous coal in various types of stoves and heaters."

PRESS AGENTS BARRED BY RADIO WRITERS

New Association Formed in Washington Last Week to Accept Only Legitimate News Men As Members

Press agents are strictly barred from the ranks of the newly organized National Association of Radio Writers. Membership is to be confined exclusively to bona fide radio editors and writers.

This has been agreed upon by those responsible for the formation of the association upon the conclusion of the Fourth Annual Radio Conference held in Washington last week under the auspices of the United States Department of Commerce.

Lamdon Kay, of the *Atlanta Journal,* chairman of the Committee on Constitution and By-laws, was instructed to have the constitution and by-laws of the association so framed as to exclude press agents from its membership.

"Our association is dedicated solely to the dissemination of legitimate radio news and information," Robert D. Heinl, formerly of the *New York Sun,* who is one of the organizers and author of "Listening In Upon the United States," told EDITOR & PUBLISHER. "Our association is intended to promote systematic gathering and distribution of radio news and information for newspapers and magazines, and closer co-operation between radio editors and writers toward bettering and developing the broad and growing news and editorial field we are engaged in. We have banned press agents for obvious reasons. Any bona fide radio editor or writer is, however, cordially invited to join our association."

Harry La Mertha, of the *St. Louis Globe-Democrat,* is president; Stephen L. Coles, *New York Herald Tribune,* vice-president; Thomas Stevenson, Washington, D. C., secretary; and Stuart C. Mahanay, *Country Gentleman,* Philadelphia, treasurer.

The Board of Directors is composed of the following:

C. B. Locke, WBAP, *Fort Worth Star-Telegram;* L. M. Lamm, *Radio Digest;* Washington, D. C.; Stephen L. Coles, *New York Herald Tribune;* Thomas Stevenson, Stevenson Radio Syndicate, Washington, D. C.; Charles H. Van Housen, radio editor, *Philadelphia Public Ledger;* Stuart C. Mahanay, radio editor, *Country Gentleman,* Philadelphia; Harry La Mertha and Robert D. Heinl, Washington, D. C.

G. V. Wilcox, "Radio Scope," Washington, D. C.; Carl H. Butman, Washington Radio News Service, Washington, D. C.; Adams Colhoun, radio editor, *Dallas News;* F. M. Rendelman, radio editor, *Houston Post-Dispatch;* W. R. Hedges, radio editor, *Chicago Daily News;* and Lamdon Kay, *Atlanta Journal.*

Paul J. Croghan, a veteran newspaper man, in charge of the pressroom at the United States Department of Commerce, was elected sergeant-at-arms, and A. J. O'Leary, of Mr. Croghan's staff, assistant sergeant-at-arms.

Staff Celebrates Publisher's Anniversary

George Hampton Evans, publisher of the *Chickasha* (Okla.) *Daily Express,* was tendered a surprise dinner by Mrs. Evans and the staff Nov. 3, celebrating the 22nd year of his ownership of the Express. A special edition telling the "inside story" of the growth of the Express was circulated at the dinner.

Pennsylvania Group Meets

Members of the sixth district, Pennsylvania Newspaper Publishers' Association met recently at Franklin, Pa., with 2 publishers in attendance. Speakers included John L. Stewart, *Washington* (Pa.) *Observer & Reporter,* president of the Association, and Albert Fell, Association manager. George A. Fahey manager of the *Franklin News-Herald* chairman of the sixth district, presided

Cincinnati Market Paper Sold

Walter Gabennesch, publisher for the past 15 years of the *Daily Bulletin,* official organ of the Cincinnati Grain & Hay Exchange and the Cincinnati Produce Exchange, sold his interest Nov. 1 to George Mossbacker and William A. Paulus, former employees. The name of the paper has been changed by the purchasers to the *Cincinnati Market Reporter.* Mr. and Mrs. Gabennesch have gone to Florida to reside.

Largest morning & Sunday circulation west of St Louis
Los Angeles EXAMINER

"VIGNETTES OF LIFE"
The Super-Art Feature
By FRANK GODWIN
UP TO THE MINUTE THEMES
in 7 or 8 Col. Full-Page Mats
7 or 8 Col. Half-Page Mats
Tabloid Page Mats
For Week-End Release
LEDGER SYNDICATE
INDEPENDENCE SQUARE, PHILA., PA.

VIGNETTES OF LIFE — *by Frank Godwin*


The INDIANAPOLIS NEWS

IN 1923 and again in 1924, The Indianapolis News printed more paid advertising than all other Indianapolis newspapers combined (six issues a week against thirteen). And then, breaking records that have stood since 1920, The News had in 1925 the largest October in its history.

By invitation, exclusive Indiana representative, The 100,000 Group of American Cities.

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

In Richmond, Virginia!

The advertiser in Richmond has an opportunity to get coverage that is only equalled in two other cities of over 150,000 in America—for the

NEWS LEADER

sells every afternoon one paper for every 3.4 persons—old and young rich and poor—in Richmond.

Because this saturation is equalled by only two other papers, the user of the News Leader gets a return for his appropriation that assures him of every possible reader—and purchaser—in Richmond.

If Richmond is to be covered, the News Leader is the way and—the News Leader is the only way.

Circulation, October, 62,007, A.B.C.

KELLY-SMITH CO.

NEW YORK
PHILADELPHIA
CHICAGO
BOSTON

J. B. KEOUGH, Atlanta

CANADIAN NEWSPRINT PRODUCTION SURPASSES U. S. IN OCTOBER

	Production: Average Tons *Per Day	Production: Actual Tons Per Month	Shipments, Tons Per Month	Mill Stocks
UNITED STATES MILLS				
1925—First half	5,588	126,744	125,000	31,864
July	5,553	121,113	119,149	34,079
August	5,553	120,902	119,752	35,077
September	5,553	121,019	127,409	27,326
October	5,553	135,225	142,204	20,446
Ten Months	5,577	1,258,723	1,258,515	20,446
1924—Ten Months	5,228	1,231,253	1,226,253	28,229
1923—Ten Months		1,246,990	1,242,165	21,911
1922—Ten Months		1,200,301	1,204,490	19,745
1921—Ten Months		1,012,754	1,014,502	23,015
1920—Ten Months		1,264,118	1,256,891	22,596
CANADIAN MILLS				
1925—First Half	5,169	124,407	123,918	23,965
July	5,252	121,664	122,305	23,258
August	5,252	120,656	120,272	23,564
September	5,252	124,704	124,689	22,864
October	5,252	137,506	139,982	20,328
Ten Months	5,179	1,250,974	1,250,748	20,328
1924—Ten Months	4,755	1,128,949	1,120,403	22,304
1923—Ten Months		1,058,463	1,044,907	20,125
1922—Ten Months		892,100	891,284	14,084
1921—Ten Months		655.590	651,186	13,399
1920—Ten Months		732,653	729,312	10,221
UNITED STATES AND CANADIAN MILLS				
1925—First Half	10,756	251,151	248,917	55,829
July	10,805	242,777	241,454	57,337
August	10,805	241,558	240,024	58,641
September	10,805	245,723	252,098	50,190
October	10,805	272,731	282,186	40,774
Ten Months	10,756	2,509,697	2,509,263	40,774
1924—Ten Months	9,983	2,360,202	2,346,656	50,533
1923—Ten Months		2,305,453	2,287,072	42,036
1922—Ten Months		2,092,401	2,095,774	33,829
1921—Ten Months		1,668,344	1,665,688	36,414
1920—Ten Months		1,996,771	1,986,203	32,817

* Represents average daily production during best three months of previous years, with allowances for changes in machines.

NEWSPRINT production in the United States during October 1925 amounted to 135,225 tons and shipments to 142,204 tons according to the monthly bulletin of the News Print Service Bureau. Production in Canada amounted to 137,506 tons and shipments to 139,982 tons, making a total United States and Canadian Production of 272,731 tons and shipments to 282,186 tons. There was also 12,314 tons of newsprint made in Newfoundland and 1,157 tons in Mexico in October, so that total North American production for the month amounted to 286,202 tons and for the first ten months of the year to 2,592,051 tons. The newsprint mills also made 1,919 tons of hanging paper, 462 tons of which were made in Canada. Stocks of newsprint paper at United States mills totaled 20,446 tons at the end of October and at Canadian mills 20,328 tons, making a combined total of 40,774 tons which was equivalent to 3.7 days' average production. During October the United States mills operated at 90.2 per cent of capacity and the Canadian mills at 97.0%.

Comparing production during the first ten months of 1925 with same period of each of the five previous years the United States mills made 2 per cent more than in 1924, and 1 per cent more than in 1923, 5 per cent more than in 1922; 24 per cent more than in 1921 and about the same as in 1920; the Canadian mills produced 11 per cent more than in 1924, 18 per cent more than in 1923, 40 per cent more than in 1922, 91 per cent more than in 1921 and 71 per cent more than in 1920.

The combined production of the United States and Canadian mills for the first ten months of 1925 was 6 per cent more than in 1924, 9 per cent over 1923, 20 per cent over 1922, 50 per cent over 1921, and 26 per cent over 1920. There was a production of 71,695 tons in Newfoundland and 10,659 tons in Mexico during the first ten months of 1925.

Miss Scripps Aids Cleveland School

Miss Ellen B. Scripps, one of the owners of the *Cleveland Press,* has given $25,000 as the initial endowment of Cleveland college. She is 90 years old. Miss Scripps is a sister of E. W. Scripps and was employed as a proof reader in a newspaper office until she was 45 years old. Her contribution enables night school students to obtain degrees as valuable as those granted in two other colleges of Cleveland with which Cleveland College is connected. She is a native of London.

That strange light in his eyes while you are giving advice means that he has at last discovered how little you know.—*Birmingham News.*

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, RICHMOND, ATLANTA, BUFFALO, PITTSBURGH, CLEVELAND, DETROIT, CHICAGO, CINCINNATI, ST. LOUIS, MILWAUKEE, MINNEAPOLIS, KANSAS CITY, DES MOINES, DENVER, LOS ANGELES, SAN FRANCISCO, PORTLAND, SPOKANE, WINNIPEG

NEW KELLY-SMITH BRANCHES

Offices Opened at Boston and Philadelphia and New Managers Appointed

The Kelly-Smith Company announced this week from New York headquarters the establishment of two branch offices, one at Boston and the other at Philadelphia.

The manager of the Boston office, which is located in the Waterman Building, 44 School street, is J. W. Cummings, who has been associated with the Kelly-Smith Company, in their New York offices, for more than six years. Mr. Cummings is a native of Fall River, Mass., attended Harvard University for two years, leaving in 1917 to enter the Army. In war service he was a first lieutenant with the First Division, at the front.



J. W. CUMMINGS



FRED D. STAHL

The new Philadelphia office will be managed by Fred D. Stahl, formerly of the Richard A. Foley Advertising Agency of Philadelphia. Mr. Stahl graduated from the University of Pennsylvania in 1915 and began advertising work with the Foley agency shortly afterward. His first eight months were devoted to a general study of advertising media. He became a space buyer in 1917, but enlisted in the Marine Corps and served until Jan. 31, 1919.

Returning to the Richard A. Foley Advertising Agency in February 1919 he became manager of the Plan and R Department with full charge of sp buying. He presonally bought all of t space from 1919 to 1923 on Velvet Smo ing Tobacco and other Liggett & My Products, running into an expenditure millions of dollars.

In 1923, Mr. Stahl became service a contact man on accounts and continued this work until 1924 when a cert amount of his time was devoted to act selling of Foley Service, resulting in ma new accounts.

The Kelly-Smith Company announc this week that Lawrence Dunlea formerly assistant to Mr. Pierson of Walter Thompson Company, at Chica had joined the Kelly-Smith Chica branch office, which has just been moved from the Lytton Building to t Chicago Tribune Tower.

NEW CHINESE PAPER

China Monitor, Semi-Monthly Pap Launched in New York

Ernest K. Moy, American correspon ent of the *Peking Daily News,* has pu lished a new Chinese newspaper, t *China Monitor,* a semi-monthly, w headquarters at 12 East 47th street, N York City, presenting Chinese and ge eral news, with pictures, in tabl form.

He claims that it is the first atter in this country to adapt American sta ards of journalism to a newspaper the Chinese language; and the chief a of the paper is the promotion of the i terests of Chinese merchants in Am ica by publishing facts and informati pertaining to the conduct and protecti of their businesses.

The tabloid is photo-engraved fr written Chinese characters, and is n being printed at the rate of 7,000 month, 3,500 each issue. The first iss of 5,500 copies appeared Oct. 1.

Pending the arrival of type fr China the paper is being written hand by T. M. Huang, the manag editor.

Here's your one best bet—you can't los

with

CERTIFIED DRY MAT

(Made in the U. S. A.)

Certified Dry Mats

—are readily conditioned without steaming
—take even, sharp, deep impressions
—require a minimum of packing in open spaces
—do not stick to the plates
—do not cause buckles or sinks
—make better plates
—print better pages

—do away with "wet mat" pasting fuss
—eliminate steamtables
—save newsprint paper
—save invaluable time

On a standing order basis Certifieds cost only 15 cents a sheet, F. O. B., West Groton, Mass. Cases contain 500 sheets 20 x 24 in.

Sa~ples are free; they're certainly worth trying!

CERTIFIED DRY MAT CORPORATIO

340 MADISON AVENUE NEW YORK, N.

For wet mat printing with DRY MAT facility—use Certifieds



The Cincinnati Post's city and suburban circulation in October, 1925, was 19,600 greater than in October, 1924

The Cincinnati Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, INC.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle



Our Own World of Letters

By JAMES MELVIN LEE

IF the 25 experts whose names are printed in the table of contents of "Masters of Advertising Copy" (Frank-Maurice, Inc.) were scheduled to speak at an advertising convention on the subjects which they discuss in this book every advertising man would be asking himself the question "Can I afford to stay away?"—not "Can I afford to go?" No such convention is possible for some of the contributors have made their last speech and written their final copy.

Who are the contributors to this volume? They include: Joseph H. Appel, Bruce Barton, Humphrey M. Bourne, Harry E. Cleland, George L. Dyer, F. R. Feland, Frank Irving Fletcher, Richard A. Foley, J. K. Fraser, Mrs. Christine Frederick, Kenneth M. Goode, John Starr Hewitt, A. Holmes, Claude C. Hopkins, Ruth Leigh, Theodore F. McManus, John Lee Mahin, Ben Nash, Wilbur D. Nesbit, A. O. Owen, Charles Addison Parker, T. Harry Thompson, Harry Tipper, James Wallen, and Helen Woodward. The editor of the volume is J. George Frederick.

The most important question is "What are the texts used by these masters of advertising copy?" While recent books on advertising are mentioned here and there, a careful reading of the volume shows that the two great texts are the newspaper and Bible.

Bruce Barton believes that three of the best principles of copy writing—brevity, simplicity, and sincerity—are exemplified perfectly in the New Testament parables. Barton never used that word "perfectly" carelessly. The unofficial degree "Master of Advertising Copy" is only awarded for excellence in the use of words.

On the importance of words T. Harry Thompson says in the volume:

> Words are the working tools of the advertising craft. They are not things to be picked up and handled by those who have not learned the trade.
>
> Unskilled hands that would shun the surgeon's scalpel or the carver's spoon-gouge sometimes make bold to seize these tools of advertising and ply them with abandon. As a result, advertising is frequently scarred and blemished, when it might have revealed the beauty and symmetry of finished craftsmanship.

While Mr. Barton in his contribution "Human Appeals in Copy" insists that Jesus was the greatest of all advertisers James Wallen in his chapter "Emotion and Style in Advertising Copy" boldly asserts that to his mind the greatest advertisement ever written is the 23rd Psalm of David and he gives his proof somewhat in detail. Later he makes this comment about emotion in copy:

> Let us remember that man does not live by the bread of reason alone. He lives partly by the inspirational word. We speak of pictures as a power. They are not nearly as potent as a few words of consolation that have gone down the ages. "Surely goodness and mercy shall follow me all the days of my life." The mere affirmation couched in the language of faith without a shred of explanation suffices all of the needs of the average heart and mind. Now, here is the great secret of emotional writing. There is reason back of it, but the machinery is not revealed. The author finds that his thought is logical—that it analyzes, so he presents it. It is not necessary to print the formula on the glass of wine nor count the molecules in the pearl. I am conscious of reasoning about emotion now and, in so doing, I open myself more to debate than if I wrote a song instead of a lecture.

Toward the close of this chapter Mr. Wallen mentions four advertisements remarkable for "fidelity to the idea and mood and perfect balance in the clothing of them." He then adds:

> These advertisements had the fervor of oratory, and it is a peculiar coincidence that they all savored of Biblical literature as if the writers had dipped their pens in the incense of the great Hebrew poets. No one can, however, deny that the Bible has commanded some influence in this world.

Charles Addison Parker in his chapter "Wanted—By the Dear Public" takes exception to the assertion that the ordinary things that are advertised have no special sense of poetry about them and adds this pertinent remark:

> And yet they have when we run across them in the Bible, haven't they? I find thousands of references in the Bible to the commonest things of life: a mustard seed, interest on money, loaves of bread, yokes of oxen, coats and shoes and olive oil and honey and sparrows and houses and fig trees and sheep and vineyards; and each one charged with that sense of mystery and poetry.

Joseph H. Appel in his chat "Axioms of Advertising" pays this tribute to the newspaper:

> The newspaper is the natural medium for advertising. Distribution of merchandise is most efficient when concentrated and cooperative, under freedom of competition, with just rewards to the most capable. Distribution is greatest where the three elements of a sale are densest—merchandise, people and money. Newspapers circulate in the densest centers of population, where are also congreated the largest stores with the greatest column of merchandise; they are, therefore, the most efficient media for all advertising.

Kenneth M. Goode sends this message through "Copy First":

> For there is nothing so absolutely unimportant as copy for copy's sake. Copy is only the telephone wire that carries the message: if only it carry the message clearly, swiftly, accurately, powerfully, the wire itself may be as rusty and bent as an old nail.

What is most important in his message is where he shows a tremendous waste in advertising through a comparison of copy in advertisements and copy in special feature articles.

Helen Woodward in her chapter "The Sales Power of Good Copy as Demonstrated in Book Advertising" offers these three suggestions:

> First, that the publisher advertise books for what is in them rather than some literary measure of forty years ago; second, that publishers appeal to a new public; and third, that publishers invest in a non-literary author with the same foresight which a soap manufacturer might invest in soap.

J. K. Fraser's contribution is a chapter of "Copy Dont's." From his three pages of don'ts the following three are selected practically at random:

> Don't fail to make a special study of headlines. The headline makes or breaks many an advertisement.
>
> Don't assume that people won't read long advertisements. Rather admit to yourself "I don't know how to be interesting."
>
> Don't be fooled by dumb advertising which has succeeded. Look behind the scenes for expensive sampling, clever sales work, an extraordinary product or some other important factor which turned the trick.

Humphrey M. Bourne opens and closes his chapter "Simplicity in Advertising Copy" with the advertising man's prayer, "O Lord, make me short on words and long on ideas." To which every advertising man of the Methodist persuasion will shout a loud "Amen."

The real text used by George L. Dyer in his chapter is "Advertising is News."

Theodore F. McManus in his chapter is short on dont's and long on do's as he discusses how to write advertising copy.

Claude C. Hopkins tells about "Some Lessons I Have Learned in Advertising." Here is one of his lessons:

> In other ways I learned the fearful cost of changing people's habits. One was in a campaign on oatmeal, another on a dentifrice. I tried to induce more people to eat oats, and I found that the cost of winning new users was vastly beyond any possible returns. I tried to convert new users to the tooth brush habit. As nearly as I could figure, the cost was $25 per convert. If all converts used our tooth paste all their lives we could scarcely get the money back.
>
> So I quit that. I am letting others convert people to new habits. I simply try to get them, where they are converted, to use my type of product. Since I learned that lesson, I have spent millions of dollars in advertising oatmeal and tooth pastes. But I have never used one line, one word, to win people to a habit they have not as yet adopted.

J. George Frederick gives a valuable list of data questions for advertisers in his chapter "The Research Basis of Copy."

F. R. Feland in his chapter "Making Advertisements Read" answers these three questions:

> Why do people read at all?
> What is it they read?
> What are the general attributes of the things they will not read?

Harry E. Cleland in his chapter "Looking at Copy and Looking Into It" develops this prayer of the advertising writer, "O Lord, this day make me think."

John Starr Hewitt describes "The Copy Writer's Work Bench." Even the shavings from this work bench are interesting.

"Masters of Advertising Copy" is like a newspaper: some will like one story; others, another. Space has permitted only a few of the headlines of the advertising stories. All the chapters are worth reading. The only one that needs a little more research and careful editing is the one which traces the growth and development of advertising. Modern resea has brought forth some very interest things about the beginnings of adver ing, but Mr. Frederick may be pardo his slips because of the excellent work has done in bringing together such a v uable collection of papers by ackno edged masters of advertising copy.

* * *

CALIFORNIA EDITORS MEET

Gov. Friend Richardson, Group Pre dent, Opens Sessions

Editors from all parts of the st made San Francisco their headquart Nov. 13-15 when the California Pr Association convened in semi-annual c vention.

Governor Friend W. Richardson, pre dent of the association, presided at session, which was devoted almost entir to a consideration of business proble confronting California newspapers.

The "home town newspaper" servi the country territories was praised as vital institution to everyday life speeches made throughout the day.

Mrs. H. A. McBride, of Susanville member of the staff of the *Lassen Ad cate,* has the distinction of being the de gate from the greatest distance.

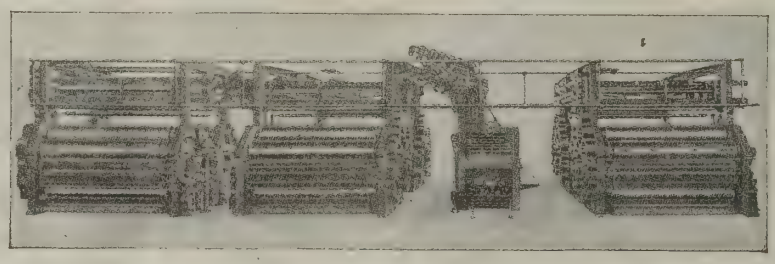
G. Lansing Hurd, of the *Santa Re Republican,* opened the meeting with address on "Building Up the Foreign A vertising," pointing out the opportunit open to the California papers. Walter Burn, Pacific Coast representative of t American Newspaper Publishers' As ciation, discussed "Co-Operating to S Markets."

John E. King, of the *Hemet News,* a Ben H. Read, secretary of the South California Editorial Association, made t principal speeches of the meeting.

Other addresses were made by t Rev. James L. Gordon, pastor of the Fi Congregational Church, on "Filling t Pews by Advertising," and George Squires, on "Criminal and Civil Li Laws."

Friday night editors were the guests Henry Duffy at a performance of "T Best People" at the President Theater

The gathering ended Sunday with special excursion to Mount Tamalpa Luncheon was served at the mountain t and a side visit made to Muir Woods.



DOUBLE SEXTUPLE "Multi-Unit" PRESS

—with central folder. Prints 4 to 48 pages. Scott units are arranged to provide the maximum printing capacity with the minimum investment in equipment and the arrangement shown above is no exception to this rule. Economy of space is also considered in connection with complete accessibility for every part.

Scott

"Multi-Unit" and "Straight-Unit" Presses

WALTER SCOTT & COMPANY

Main Office & Factory Plainfield, New Jersey, U. S. A.
New York Office - - - - - 1457 Broadway
Chicago Office - - - - 1441 Monadnock Block
Cable Address: WALTSCOTT NEW YORK

Long Beach *is the Fourth Largest City in California!*

AS strategically situated as either Oakland, California, or Brooklyn, N. Y., the present and future markets of Long Beach are irrevocably assured.

Its amazing growth from a town of 17,800 people in 1910 to a thriving city of 135,000 with metropolitan importance in 1925, is attested by building permits averaging over $20,000,000 per year, total bank deposits of $52,323,768 and a monthly industrial payroll of $1,500,000.

Long Beach is not only in the "100,000 class," but serves 200,000 people within a 10-mile radius of the city proper.

In this valuable merchandising field the PRESS-TELEGRAM is the dominant daily newspaper, with a circulation 4½ times that of its nearest Los Angeles competitor, and twice that of all the Los Angeles dailies combined.

Manufacturers seeking profitable markets for their products cannot afford to overlook the Long Beach PRESS-TELEGRAM as the preferred advertising medium in its important field.

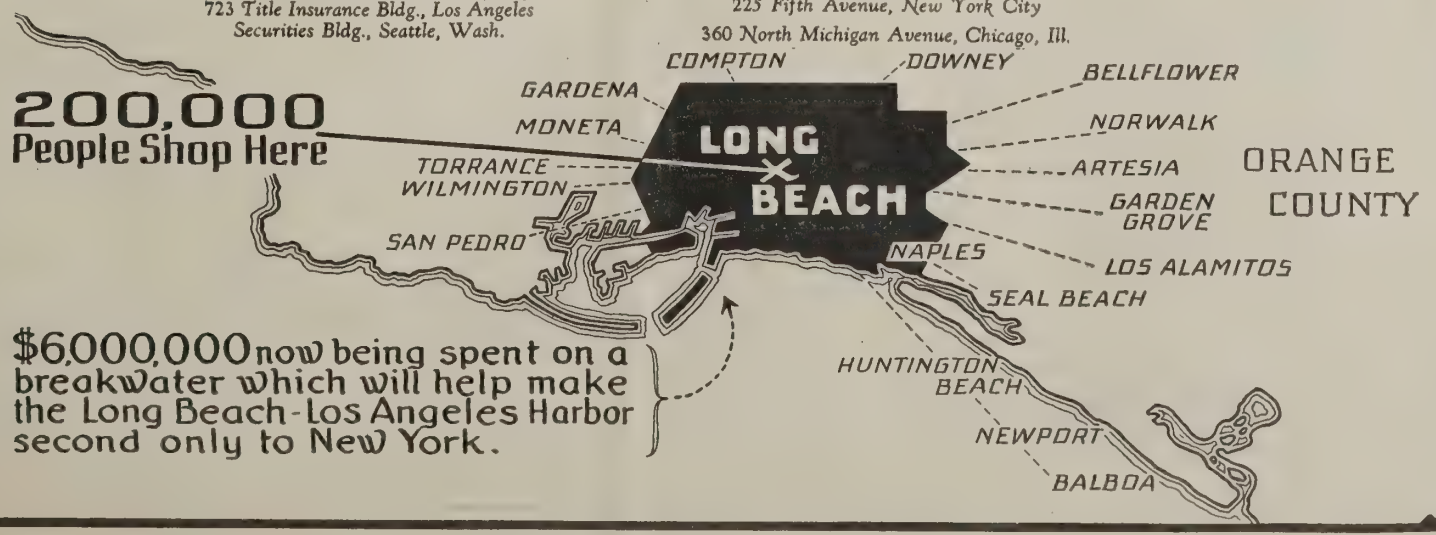
Press-Telegram

LONG BEACH - CALIFORNIA

NATIONAL REPRESENTATIVES

WESTERN TERRITORY
KIMBALL - MOGENSEN CO., INC.
564 Market Street, San Francisco
723 Title Insurance Bldg., Los Angeles
Securities Bldg., Seattle, Wash.

EASTERN TERRITORY
WILLIAMS, LAWRENCE & CRESMER
225 Fifth Avenue, New York City
360 North Michigan Avenue, Chicago, Ill.



EDITORIAL



Blessed is the man that walketh not in the counsel of the ungodly, nor standeth in the way of sinners, nor sitteth in the seat of the scornful.—Psalms, 1; 1.

WHO PAYS FOR ADVERTISING?

COMPLETE candor with the public is a development of the day's business enlightenment. In New York the Gimbel Brothers' great store recently advertised in page spaces that October sales were $13,300,000, a gain over last year's October of $1,900,000. Another conspicuous instance of business candor was exhibited at San Francisco last week by Granat Brothers, manufacturing jewelers, who took a five-column newspaper space to explain to the public that advertising is not a tax upon the consumer.

This piece of copy, signed by Jay Haight, the advertising manager of the store, is a classic. In heavy display is asks: "Who Pays the Advertising Bills?" A Granat advertisement in a Sunday newspaper, it was shown, cost $800, and Mr. Haight declared: That advertisement brought $16,000 in sales, costing 5 per cent. It is so year in and year out. Does it raise the price of the diamond ring you select? Does it add a further tax upon your pocketbook? We believe not. The advertising increases sales and as a result the ratio of other expense is lowered. Whether we sell $1,000 a year or $100,000 a year, the rent is the same.

This remarkable store publicity then goes on to show that the average overhead expense of 394 retail jewelers last year, as certified by the Harvard Bureau, was 38.3 per cent of their sales, but Granat Brothers expense was 25.2 per cent. Many of these jewelers did not advertise. Their combined sales reached $34,978,000 and their net profit was only 1.2 per cent of sales. Granat Brothers sold their goods at about 8½ per cent lower gross profit than the average, but made 5½ per cent net on sales.

"Advertising," wrote Mr. Haight, "increased sales to a point where we could afford to sell our diamonds and jewelry at lower prices to you and still make a larger net profit for ourselves. That is having your cake and eating it, too. So our customers did not pay for the advertising in increased prices. Who did then pay for the advertising? We'll tell you the answer. Our competitors in the jewelry business, chiefly those who do not advertise, paid for our advertising. They paid for it in trade that slipped away from them to us. They paid for it in the new customers we got which they might have had. They paid for it in high expense, low volume, high gross profit and low net. They paid for it in small turnover."

Look out for "free" daily menus—all are loaded with mooch advertising!

DO WOMEN BELONG?

MORE than 10,000 women are engaged in newspaper work in the United States. Editors have various opinions concerning their efficiency. Ferdina Reinholt, according to *The Journalism Bulletin,* has just concluded circulation of a questionnaire concerning the ability of press women, receiving replies from 84 editors in 39 states. The general opinion seems to be that women are not as good for the work as men, although show creditably in society or general reporting and in instances succeed in desk work, feature writing or as secretaries.

Some editors regarded them as "too temperamental, or lacking initiative or physical strength."

Nine editors, out of 84, found women writers to be persons possessed of sympathy and able to express it in news writing, being much less inclined to synicism than men. EDITOR & PUBLISHER conceives that these are nine discerning editors. They know something about the trade that others have missed. They have in mind the large fact that sympathetic news writing is desirable, that it warms the hearts of readers, refreshes faith, serves to light dark places, makes life better worth living. Intelligent, sympathetic, purposeful women have a high and a secure place in journalism. They have won it with honor in the race for half a century. The press carries a surfeit of chilling cynicism written by men, some expressing bitter truth which belongs to common knowledge, some distorted and out of place. All women writers are not necessarily committed to writing of "sweetness and light," but we do not know of a successful woman news writer who does not strive to find a silver lining for every cloud she describes.

In defense of women journalists, it might be said that there would be fewer instances of failure if editors would use better judgment in selecting women, in more appropriately assigning them and in protecting their finest and most delicate touches from the hacksaws of hurry-up copy desks.

Valuable suggestion to typewriter manufacturers: Put a paragraph sign on machines used by newspaper writers!

TOLERANCE EDITION

TOLERANCE is one of the high ideals and the editors of the *Minneapolis* (Minn.) *Star* will do notable public service in promoting it by lending the editorial powers to the representatives of five dominant religious faiths for a day.

Next Tuesday's editions of the Star will furnish a complete journalistic novelty. It will be edited by a Congregational minister, a rabbi, a Catholic priest and a Lutheran clergyman, while a Methodist minister will aid by drawing a cartoon. Editor W. C. Robertson will step aside for the day and permit the clergymen to have their way.

Interesting as is the significance of this event, the publication, we dare predict, will not show any important departure from routine custom as regards religious freedom and race tolerance. There is not in the whole country an outstanding daily journal which is editorially committeed to a policy of race or religious antagonism. That brand of mischief, at least in concrete form, is dead in America. The press, however, has incalculable opportunities to actively serve the high cause of race and religious tolerance among the people and a new pace may be set at Minneapolis. How the committee of editors will handle social, political and economic controversies will be interesting, but inconclusive.

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Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
Mrs. H. Craig Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

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Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.
Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.
10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

WANTED—A HISTORY

A THRILLING history might be written of th progress of American civilization paced by fre spirits who found their expression in dail newspapers. Behind every great movement has bee one or more courageous journalists, fighting for fre dom and its fruits.

A writer, signing "F. J. L.," presents in the curre issue of *The Iowa Journalist,* a monthly periodic published by the School of Journalism of the Un versity of Iowa, a sorry list of omissions of new paper men and their works from recently publishe textbooks of United States history for use in co leges. The writer suggests that historians are n familiar with the contributions made by newspape in the political and social structure of America, e tirely failing to avail themselves of the treasures o source material to be found in the files of newspaper

Here are some of the omissions cited: In "Political and Social History of the United State 1492-1828," there are but three indexed references t newspapers. The first tells of the apearance of th *Boston News-Letter* in 1704, but does not take th pains to give the name of John Campbell, the pione postmaster and printer of Boston.

The second informs the reader that the three news papers in circulation by 1730 (names not given showed more evidence of literary impulse than can b found in the books of that period; that by this tim other important centers had newspapers, "dissemina tors of information and quickeners of thought."

The third reference is to the attacks on Presiden Washington made by Philip Freneau. But the reade is not informed that Philip Freneau was the editor o Jefferson's paper, the *National Gazette,* with whic the secretary of state was fighting Hamilton's pape the *Gazette of the United States,* and making Wash ington as well as Hamilton decidely uncomfortable.

Another college textbook of United States histor has but a single reference to newspapers.

An important contribution to the weath of Amer ican historical literature awaits the hand of a write who, appreciative of the valor of those who fough for the free press we enjoy, shall make a new recor of progress from this sorely neglected point of view

It is now proposed to ascertain whether the Federal Trade Commission can compel a newspaper to accept advertising which the publisher deems objectionable, but we imagine that the result will be as empty as all previous attempts to break down the principle of private control.

THE OLD CLUB

HERE is the old club with a new coat of varnish In the State of Washington, at Walla Wall a lawyer and a number of local advertiser have formed a corporation to be known as "Unite Advertisers, Inc." Evidently the business in hand i to repress newspaper advertising rates and dictat terms.

Under the list of objects and purposes of the cor poration, as stated in the incorporation papers, th following appears:

> "On a non-profit, co-operative basis for the stockholders of this corporation, and as the agent of and on the behalf of other advertisers to engage in making contracts for all classes of advertising and to negotiate for and with all classes of newspapers, periodicals, printing concerns and advertising agencies for the publication and distribution of all kinds of advertising matter."

But the real object is to "pool the advertisin needs of the members and buy space from the news paper in bulk." That is to say, the corporation pro poses to buy bulk space and resell it, on a non-profit making basis, to its members. The business obviously, is to break rates in the interest of th membership.

This is a visionary scheme and will probably no "get beyond first base" in Walla Walla, but it indicate the disposition of occasional local advertisers to con trol newspapers.

Stand firm against such movements! Ad vertising rates must be democratic, open alike to al comers. When a few advertisers propose to corne space, or to dictate rates, the time has come for con test, for behind such a movement is dynamite.

PERSONALS

DR. DOUGLAS FREEMAN, editor of the *Richmond* (Va.) *News-Leader,* historian and orator, will be one of the speakers at the annual meeting of the Virginia Society in New York on Dec. 6.

John L. Stewart, editor and publisher of the *Washington* (Pa.) *Observer and Reporter,* accompanied by Mrs. Stewart and their daughter have left for a trip around the world. They will sail for the Orient from San Francisco in a few days.

Marshall N. Dana, associate editor of the *Portland Oregon Journal,* has been appointed a member of the state parole board of Oregon.

Grove Patterson, editor of the *Toledo Blade,* has been elected a trustee of Oberlin College, Oberlin, O., by the alumni.

George V. Moore, a nephew of A. P. Moore, former owner of the *Pittsburgh Leader,* now Ambassador to Spain, was appointed a judge of the Court of Common Pleas of Allegheny County by Gov. Pinchot. Mr. Moore, who served in the World War, was at one time on the editorial staff of the Pittsburgh Leader.

William F. Metten, publisher of the *Wilmington* (Del.) *Every Evening,* has returned from a week's visit to Asheville, N. C.

Chester E. Bryan, owner and editor of the *London* (O.) *Democrat,* has returned to his work after a long illness.

F. A. Hazeltine, editor of the *South Bend* (Wash.) *Journal,* and his wife are visiting in Chicago.

IN THE BUSINESS OFFICE

HAROLD E. WILLIS, former circulation manager of the *Des Moines Capital,* has joined the *Des Moines Register and Tribune-News* circulation staff.

Harry T. Watts, business manager, and F. E. McCray, manager of the classified department of the *Des Moines Register and Tribune-News,* are spending a few weeks visiting in Minneapolis, Milwaukee, Chicago, Kansas City and Louisville.

Robert McIntire of the circulation department, *Des Moines Register and Tribune-News,* is ill with influenza.

IN THE EDITORIAL ROOMS

L. V. B. RUCKER, formerly of the Hearst newspapers in New York and Washington and one-time cable editor of the United Press in New York, has returned to newspaper work as head of the copy desk and editorial writer of the *Miami* (Fla.) *Daily Tab.*

Tracy Sutliffe of the financial department, *New York Herald Tribune,* and formerly financial editor of the old *Herald,* has resigned to become assistant director of publicity, New York Stock Exchange.

C. C. Clifton, state house reporter for the *Des Moines Register and Tribune-News,* has been made commercial editor of the Sunday Register.

Grantland Rice, sporting writer for the *New York Herald Tribune,* and Frank Craven have written a football drama called "The Kick Off," which opened in Pittsburgh on Nov. 16.

Frank L. Pond has succeeded his brother, the late Frederick E. Pond, as conductor of the rod and gun column in the *New York Herald Tribune.*

Fred Whalen has joined the art staff of the rotogravure department, *Des Moines Sunday Register.*

Lawrence Hawkins is now police reporter on the *Lansing* (Mich.) *Capital News.*

Bob Horan, who acted as publicity representative in Iowa for Robert La Follette when the late senator ran for the presidency, has joined the staff of the *Des Moines Tribune-News.*

John Wolgamot, sporting editor, *Danville* (Ill.) *Commercial-News,* has resigned and gone to New York City, where he expects to do newspaper feature writing. He has been succeeded by Dan Farrell, country editor on the Commercial-News. Robert Poisall, formerly with the *Bloomington* (Ill.) *Pantagraph,* succeeds Mr. Farrell as country editor.

David Resnick, a student last year in the School of Journalism, University of Missouri, has returned to the *St. Louis Times.*

Mary Ruth Packard, who was graduated last June from the School of Journalism, University of Missouri, has joined the *Kansas City Journal-Post.*

John H. Griffin, of the city staff, *Springfield* (Mass.) *Union,* has been transferred to the copy desk.

Mrs. Maud V. Henderson, former La Plata (Mo.) newspaper woman, is now editor of the new community department, *Palmyra* (Mo.) *Spectator.*

Eldon Sanderson has joined the *Toledo Blade* copy desk.

Miss Barbara Hawley has joined the reportorial staff of the *St. Paul Daily News.*

Sid Murray has assumed editorial direction of the *Harlingen* (Tex.) *Daily News.* Jack Rector, former editor, was to go to Evansville, Ind.

Nelson H. Randall is doing night police for the *Toledo Blade.*

George Breed, City Hall reporter for the *Springfield* (Mass.) *Republican,* has taken an indefinite leave of absence because of ill health. He is spending the winter in New York.

Miss Edith Walton has joined the city staff of the *Springfield* (Mass.) *Union.*

Jay R. Mead of the *Springfield* (Mass.) *Union* staff, has resigned to go to Florida, where he will continue in newspaper work.

PRESS ASSOCIATION NOTES

EDWARD McKERNON, Eastern division superintendent, Associated Press, spoke before the City Club of Boston Thursday night.

Wayne Weishaar of the New York staff of the Associated Press has returned from a two weeks' visit to Des Moines, Ia., his home city.

A. L. Finestone, student last year in the University of Missouri School of Journalism, has joined the Kent Press Service in St. Louis.

Douglas Rowley, a graduate of New York University, has joined the New York office of Reuters News Agency as an assistant news editor.

MARRIED

D. W. BERNSTEIN, national advertising manager of the *New Orleans States,* to Miss Dorothy Wronker of Rochester, N. Y., Nov. 12, in Chattanooga, Tenn.

Philip Stong, member of the New York staff of the Associated Press, to Miss Virginia Swain, feature and serial writer for NEA Service, Inc., Cleveland, in Cleveland Nov. 8. They will reside in New York, where Mrs. Stong will continue her work with NEA.

Earl Minderman, now on the editorial staff of the *Columbus* (O.) *Citizen* and formerly with the *Toledo News-Bee,* to Mrs. Florence Blayney of Columbus.

William L. Mapel of the *Maryville* (Mo.) *Democrat-Forum,* to Miss Evelyn Raines.

Richard L. Scurlock of the advertising staff, *Blackwell* (Okla.) *Tribune,* to Miss Gladys Pratt of Enid, Okla.

Miss Evalin McMaster, society editor of the *Taylorville* (Ill.) *Daily Courier,* to James A. Bell in Chicago, where they will reside.

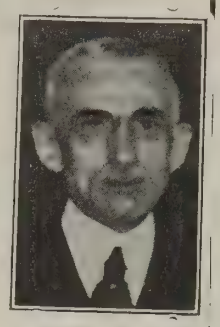
Stanley B. Lowe, former political writer for the *Springfield* (Mass.) *Union,* to Miss Evelyn E. Pine, former librarian for the newspaper, in Montpelier, Vt., Nov. 16. Mr. Lowe was recently appointed secretary to Congressman Henry L. Bowles.

HOLDING NEW POSTS

MERIWETHER LEWIS SHARPLEY, from *Chicago Tribune* copy desk, to news editor, *Lansing* (Mich.) *Capital News.*

FOLKS WORTH KNOWING

W. S. JONES, the man who is now general manager of the *Portland* (Ore.) *Telegram,* was, until recently, joint owner and business manager of the *Minneapolis Journal.* He graduated into daily newspaper work, after long experience in trade journalism.



W. S. JONES

Born in the Catskill district of New York, he moved to Minneapolis in 1884. A year later he was owner of a general merchandise trade paper, which met with remarkable success.

Later he established a paper in the interests of the hardware industry. Both trade journals achieved national reputation, and Mr. Jones sold them and in 1908, he and his brother, H. V. Jones, bought the Minneapolis Journal, an evening and Sunday paper.

For 14 years, Mr. Jones has been a member of the National Arbitration Board, an organization that handles labor matters for the American Newspaper Publishers Association.

Robert F. Harber, from *New Bedford* (Mass.) *Times,* to city staff, *Springfield* (Mass.) *Union.*

H. B. Appleby, from circulation department, *Lansing* (Mich.) *Capital News,* to circulation staff, *Chicago Herald and Examiner.*

John J. Reardon, from sporting department, *New York Herald Tribune,* to *New York Times* sporting staff.

WITH THE SPECIALS

KIMBALL-MOGENSEN Company, with offices in New York, Chicago, San Francisco, Los Angeles and Seattle, has been appointed national advertising representatives of the *Red Bluff* (Cal.) *News.*

SPECIAL EDITIONS

WORCESTER (Mass.) TELEGRAM, 68-page First New England Conference edition, Nov. 13.

Paducah (Ky.) *News-Democrat,* Murray State Normal section, Nov. 6.

St. Paul Pioneer-Press, 4-page section covering Junior Livestock Show, Nov. 12.

Champaign (Ill.) *Daily Illini,* University of Illinois student daily, 40-page edition with 8-page rotogravure in connection with Illinois-Michigan homecoming game, Oct. 24.

Elmira (N. Y.) *Star-Gazette,* 14-page extra section of news and advertising in connection with the annual presentation of the Knights of Columbus minstrel show.

Worcester (Mass.) *Gazette,* 62-page New England conference edition, Nov. 12.

Richmond Times-Dispatch, 104-page edition, with 20-page section in connection with Richmond's first annual radio show, Nov. 15.

NEW PLANTS AND EQUIPMENT

THREE Florida newspapers recently purchased new Duplex flatbed presses, the *Stuart Messenger, Deland Sun,* and *Tarpon Springs Leader.* The *Lansing* (Mich.) *Capital-News* has purchased a Duplex heavy duty mat roller. A new four page deck has been purchased by the *St. Johns* (N. F.) *Evening Telegram.*

Albert Lea (Minn.) *Evening Tribune* has purchased three Intertype line-casting machines.

LeRoy (N. Y.) *Gazette-News* has moved into its new building in Bank street of that village.

Recent Ludlow installations have been made by the *Philadelphia Tageblatt, Washington* (Pa.) *Observer Reporter, Marshfield* (Ore.) *Southwestern Oregon Daily News, Brazil* (Ind.) *Daily Times, Rochester* (N. Y.) *Herald, Daytona Beach* (Fla.) *Journal, Eugene* (Ore.) *Register* and *Ansonia* (Conn.) *Evening Sentinel.* Foreign installations include the *Calcutta* (India) *Statesman* and *Stuttgart* (Germany) *Stuttgarter Neues Tageblatt.*

CHANGES OF OWNERSHIP

T. W. Parry, Jr., has sold the *Centralia* (Mo.) *Courier* and joined the editorial staff of the *St. Louis Post-Dispatch.*

Alexandria (Ind.) *Times-Tribune,* a daily published by Will F. Baum for the last 13 years, has been sold to DeLoss Arnold of Alexandria, associated with Mr. Baum since the latter acquired the paper.

Nebraska City (Neb.) *Daily,* oldest newspaper in the state, has been sold to Early R. Marvin, publisher of the *Beatrice* (Neb.) *Daily Sun.* The Nebraska City Daily was founded in 1854.

Warren F. Brooks of Philadelphia has bought control of the *Easton* (Md.) *Gazette* from J. Waters Russell, who held a majority of the stock.

Poulsbo (Wash.) *Record* has been purchased by Peter Iverson, editor, *Poulsbo Kitsap County Herald,* from C. P. Christenson.

ON THE MECHANICAL SIDE

THEODORE EICHHORN, secretary of the Erie (Pa.) Typographical

CENTRAL PRESS

Is Dominant

in the Keystone State

THE Central Press Association had 18 clients in Pennsylvania, eighteen months ago. Now it has FIFTY!

Central Press has a client in 13 of the first 15 cities of the state, and service begins to newspapers in the two other leading cities in six months.

No other illustrated feature news service is in so strong a position in this great state. Central Press has more Pennsylvania clients than ANY competitive service, and Central Press features have more readers.

If you want to know the name of the most popular illustrated daily newspaper feature service in America, study the figures in our series of advertisements in the Editor and Publisher, of which this is the second. Figures don't lie.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

P.S.—We produce the world's best daily picture page.

Union for the past 25 years, resigned last week because of his increasing duties as street director in Erie.

H. C. Johnson has been elected president of Olean (N. Y.) Typographical Union, No. 345. Other new officers are: vice-president, Tracy G. Saint John; secretary and treasurer, Orrin P. Oakley.

ASSOCIATIONS

EASTERN LEAGUE BASEBALL WRITER'S ASSOCIATION held its annual meeting and election of officers at Waterbury, Conn., last week. Officers elected were: John M. Greene, *Hartford* (Conn.) *Courant,* president; Clarence J. Cassin, *Waterbury* (Conn.) *Democrat,* vice-president; Victor N. Wall, *Springfield* (Mass.) *Union,* secretary-treasurer.

Mail Advertising Service Association of Boston elected the following officers last week: President, Mrs. Elizabeth J. Broderick; vice-president, Miss Mary Flynn; secretary-treasurer, Benjamin Gottesman; directors, E. R. Andrews, Charles W. Hawkes, John A. Loring, and the Misses Mary A. Dewell, Gladys Gilliam and Jessie M. Sherwood.

Special Libraries Association will hold its monthly dinner meeting, Nov. 30, at the Town Hall Club. James Melvin Lee, director of the department of Journalism, New York University, Louis Wiley, business manager *New York Times,* and William Alcott, librarian of the *Boston Globe,* will speak.

Iowa Press Association has tentatively selected May 6-8 as dates for its annual meeting at Des Moines.

SCHOOLS

MAURICE E. VOTAW, professor of journalism at St. John's University at Shanghai, China, for the past three years, has returned to his home in Columbia, Mo., on furlough. He will replace Dean Walter Williams of the Missouri School of Journalism for four successive lectures to the class in History and Principles of Journalism.

Forty specialists in the mechanical, editorial, and business phases of newspaper making will address the 1,100 editors of school and college publications and their advisers at the annual convention of the Central Interscholastic Press Association in Madison, Wis., next Friday and Saturday, Nov. 27 and 28.

Sixty Kansas high schools were represented by more than 220 delegates—editors, business managers and supervisors—at the seventh annual conference at the University of Kansas department of journalism, Nov. 14-15.

Mrs. May Bunnell Hartman of Dansville, N. Y., has presented to the Department of Journalism, New York University, the various pamphlets and reports relating to the press of the State of New York brought together by her father, the late A. O. Bunnell. Mr. Bunnell was for many years editor of the *Dansville Advertiser,* and for almost as many years secretary to the New York State Press Association. This collection is also remarkable for its completeness in literature relating to the journalism of New York State.

Installation of Alpha Zeta Chapter of Theta Sigma Phi, women's national journalistic honorary fraternity, took place at Washington State College, Pullman, Wash., recently, when the Scribblers' Club, local honorary, was given its national charter.

Eastern A. P. Board Meets

Eastern Advisory Board of the Associated Press met in New York Tuesday to discuss routine business. Richard Hooker of the *Springfield* (Mass.) *Relican,* chairman, presided. W. B. Bryant of the *Paterson* (N. J.) *Press-Guardian* is secretary of the group.

Martin Heads Capital Ad Club

J. O. Martin, editor of *The Transmitter,* employes' magazine of the Chesapeake and Potomac Telephone Company, has succeeded John Poole, president of the *Federal American National Bank,* as president of the Advertising Club of Washington.

MOTZ DIES SUDDENLY IN CINCINNATI

Business Manager of Times-Star Succumbs to Heart Failure—Had Been With Paper Since 1884

C. Henry Motz, business manager of the *Cincinnati Times-Star,* and one of the most widely known newspaper men in the country, died suddenly of heart failure Nov. 14 at his home. He was preparing to leave for his office when death overtook him. The funeral was held Tuesday at 2 p. m.

Mr. Motz, who would have celebrated his fifty-sixth birthday on Nov. 26, had been with the Times-Star since 1884, or since he was 14 years old. During all of Friday he had been in his office and apparently in the best of health.

News of his death came as a great shock to his friends and business associates.

Mr. Motz was a splendid example of the self-made man. Forced to go to work early in his boyhood, he became a telegraph messenger boy. It was during that term of service that he decided upon making newspaper work his life career.

His trips often took him into the Times-Star office and as soon as the opportunity offered, he took a job as office boy. While in that position he became a tireless student and soon emerged as a competent bookkeeper.

When a bookkeeper's job on the Times-Star became vacant, young Motz got it. Then he became assistant business manager, circulation manager and finally business manager.

Besides his widow he is survived by two children, J. Louis Motz and Mrs. Philip R. Cottrell.

Melvin A. Hoyt

Melvin A. Hoyt, 67, engaged in newspaper work in Wisconsin and Michigan for 40 years, died of heart disease at his home in Milwaukee, Nov. 17. For 30 years he was owner and publisher of the *Milwaukee Daily News* until that newspaper was absorbed by the Hearst interests. He also had published a paper in Sault Sainte Marie, Mich., in company with Chase Osborn, former Governor of that State.

Mrs. J. G. Tanner Dies

Mrs. May Vinton Tanner, wife of J. Grant Tanner, of the EDITOR & PUBLISHER advertising department died Nov. 13, at Mt. Clemens, Mich. Burial was in Mt. Hope Cemetery, Rochester, N. Y.

Obituary

ALEX C. SANDS, 68, Ohio newspaper man, died Saturday at the home of his sister in San Jose, Cal. Mr. Sands was at one time managing editor of the *Cincinnati Enquirer.* Later he was engaged in newspaper work in Columbus and was connected for a time with the state library. He also represented the *New York Times* in Columbus.

ROBERT R. COLEY, 58, father of Richard Coley, editor and publisher of the *Buffalo Evening Post,* died after an illness of several months.

SAMUEL R. SAUNDERS, 80, for many years editor and publisher of the *Hamburg* (N. Y.) *Erie County Press,* died recently after a long illness, which forced his retirement from his publishing duties seven years ago.

JOEL FEDER, president of the New York Syndicate News, which distributed photographs of fashions throughout the United States and Europe, died in New York, Nov. 15.

DANIEL B. TIDD, 67, for 30 years city editor of the *Lancaster* (O.) *Daily Eagle,* and correspondent of the Associated Press, died at his home in that city this week. He was elected president of the city council at the election this month, receiving the largest majority of any city candidate.

ETHEL BOWMAN RONALD, 46, wife of W. R. Ronald, publisher of the *Mitchell* (S. D.) *Daily Republican,* died Nov. 8. Mrs. Ronald was the author of numerous short stories and poems.

JOHN L. SHIELDS, 68, former owner and publisher of the *Mt. Pleasant* (Pa.) *Journal,* died Nov. 7. Mr. Shields was a graduate of Princeton University and a classmate of Woodrow Wilson. He took over the Journal in 1878 and published it until several years ago.

WILLIAM THOMAS WOOD, probably the oldest pressman in Virginia, died recently in the home of his son, Milton C. Wood, in Newport News. "Uncle Billy" learned his trade on the old *Richmond Dispatch,* continuing in the service of the Dispatch and the *Times-Dispatch* for 47 years. Later he ran the press of the *News-Leader.*

HON. JOHN Q. VAN SWEARINGEN, 59, president judge of the Fayette County courts, died at his home at Uniontown, Pa., Nov. 18. Judge Van Swearingen was a stockholder and an active figure in the Fayette Publishing Company, publishers of the *Uniontown Morning Herald and Evening Genius.*

HENRY H. MARCY, 69, oldest employe of the *Pittsburgh Chronicle Telegraph,* died at his home in Knoxville, a suburb of Pittsburgh, Nov. 17. Mr. Marcy had been connected with the editorial department for the past 38 years. He was city editor of the Chronicle Telegraph for some years and later was the court man.

CHARLES J. PETERSON, 57, for 22 years editor of the *Alcester* (S. D.) *Union* and widely known South Dakota newspaper man, died recently.

MISS ABBIE MACFLYNN, for more than 30 years society editor of the *Burlington* (Ia.) *Gazette,* died Nov. 10 at St. Francis Hospital, after several months illness.

CHARLES A. BIRD, former Hornell editor of the *Elmira* (N. Y.) *Telegram* and more recently general manager of the William Fox studio on the Pacific coast, died at his home in Hornell, N. Y. Oct. 11.

J. S. SHEPHERD, 91, publisher of papers in Keosauqua, Corydon and Mount Ayr, Ia., practically all his life, and one of the oldest Masons in the state, died at his home in Mount Ayr, Ia., Nov. 11.

DARIUS H. MINSHULL, 64, a compositor on the *New York Graphic* and formerly connected with the *World, Herald* and *Journal,* died on Sunday at his home in Brooklyn.

Weekly Publisher Named Senator

Gerald P. Nye, 33, appointed Senator from North Dakota by Governor A. G. Solie, Nov. 14, has for years been a weekly newspaper publisher, directing the *Cooperstown Griggs County Sentinel-Courier.* He will succeed the late Senator E. F. Ladd.

New Executives On Oregon Daily

W. H. Grubbs, formerly of the *Santa Rosa Press Democrat* and the H. F. McCann Company, has been appointed advertising manager of the *Klamath Falls* (Ore.) *News.* George P. Hunt has joined the staff as editor.

Apropos of Church Advertising

Your readers are interested in religion.

There is today, unmistakably, a quickening of interest in all aspects of religion. It is the one theme that has a vital, universal and unceasing appeal.

That is why the New York Herald Tribune is publishing a series of articles by celebrated men and women on "My Religion."

And other newspapers throughout the country are developing church news and church advertising.

Our Church Advertising Department is anxious to give its service to your newspaper. Write us for plans and copy to develop your church page.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

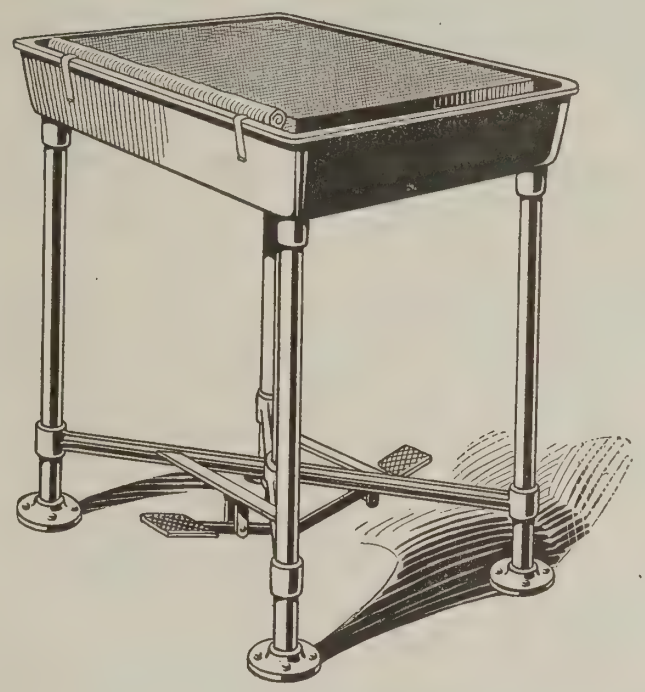
The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.



The price of the Powers Perfection Cooler is $350

The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

WHAT'S WHAT IN THE FEATURE FIELD

Warner's Song Introduces "Love Bound" in Baltimore—New Omaha Mat Service Organized—Cosmos Handling Galli-Curci's Adventures

IT is a lucky newspaper that has a poet to promote its features.

This week all Baltimore is humming and dancing to "Love Bound" new popular song by Henry Edward Warner of the *Baltimore Sun* staff and writer of "Songs of the Craft" which appear in EDITOR & PUBLISHER each week. It was written to announce the start in the Evening Sun, Nov. 19, of "Love Bound" Beatrice Burton's latest serial, which is being handled by Johnson Features, Inc., New York.

Ten days ago a conference of Sun executives was considering publicity for the feature. Mr. Warner offered to write a song with the serial title. It was suggested that this would take considerable time. Mr. Warner astonished the conference by promising to have both words and music ready within 24 hours. He left for his office and after invoking the muse had the lyric written in less than an hour. That night the music was written and next day 2,000 copies of the song were printed. Hotel and dance orchestras played the piece, entertainers sang it; it was sung in the schools.

Arrangements are being made for use of the song by Johnson Features, Inc.

Electricaster Service, Inc., is a new company just formed at Omaha, Neb., for the production of a weekly feature and art service in mat form. E. E. Beard, formerly a Pacific coast publisher is president. Electric equipment will be supplied for casting.

C. F. Hodge, formerly with the Western Newspaper Union, will be general manager of the new company. Editorial work will be in charge of Charles F. Wadsworth, who comes from the advertising promotion department of the *Los Angeles Times*. Electricaster Service will be released through the Western Newspaper Union.

Myles F. Lasker, vice-president of the Cosmos Newspaper Syndicate, after a tour of the South, paid a flying visit to New York last week before starting on a business trip through the Middle West. Among his syndicate's new features are "Magic Decorative Motifs," "Coded Limericks" by S. F. Dickson, "A Flapper's Diary" by Constance Talmadge, and "Fifth Avenue" a column of comment by Mrs. Katherine Lane Spaeth, wife of the critic and composer.

Five King Features Syndicate color comics are appearing in *Chiribitss* one of the weekly journals of humor in Madrid, Spain. The features which appeal to Spanish taste are: "Bringing Up Father," "Polly and Her Pals," "Tillie the Toiler," "Toots and Casper," "Barney Google and Spark Plug." The ballons are in Spanish and the titles have been changed into popular Hispanic names.

"Singing Around the World," Madame Amelita Galli-Curci's record of her 100,000 miles of adventure since she left Italy, is a new Cosmos Newspaper Syndicate, Inc., feature. It is illustrated and describes the salient points of the great coloratura's life.

"The Life Story of Christy Mathewson" is a new feature being written for the Bell Syndicate, New York, by Mrs. Christy Mathewson in collaboration with Bozeman Bulger. This syndicate also has a new series by Neysa McMein, famous American artist and illustrator, on Numerology, colors, vibrations, harmony, etc., in relation to character and life.

Edward Dolbey, of the New York Herald Tribune Syndicate will arrive in New York this week from a three months' business trip by automobile covering virtually the entire country. He travelled west through the upper tier of states to Seattle, down the coast through Southern California and Arizona, along the Southern states to Florida, and back to New York through the East coast states. Mr. Dolbey was accompanied by Mrs. Dolbey.

Henry Martin, manager of the Des Moines Register and Tribune-News Syndicate visited New York this week on business following a trip through the South. His syndicate is handling a new feature "Tiny Tot Tales" made up in rebus form for children. It is written by Martha Hart (Mrs. Helen Cowles Le Cron) and lettered and illustrated by Bob Williams.

The Boy Scouts Association of America have officially approved a new comic strip "Good Scout Andy" drawn by S. A. Booth for the Cosmos Newspaper Syndicate, Inc.

WEEK'S AD TIPS

George Batten Company, 383 Madison avenue, New York. Has secured account of the Happiness Candy Stores, Inc., Long Island City, N. Y. Reported will make up a list of newspapers for the National Lead Company, New York.

Brennan-Phelps Company, Republic Building, Chicago. Has secured account of the Williamson Candy Company, "Oh Henry" candy, Chicago. Reported to be handling account of the Addac Company, adding machine, Grand Rapids, Mich.

Charles Advertising Service, Inc., 23 East 26th street, New York. Now handling account of the Massey Harris Harvester Company, Batavia, N. Y.

Critchfield & Company, Brooks Building, Chicago. Reported to have secured account of the O'Cedar Mop & Polish Company, Chicago.

Eastman, Scott & Company, 816 Glenn Building, Atlanta, Ga. Reported will handle account of the Atlanta, Georgia, Chamber of Commerce.

Hartwig Advertising Company, Wainwright Building, St. Louis. Reported to have secured account of the Dorris Motor Car Company, St. Louis.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Now handling account of the Modine Manufacturing Company, Racine, Wis.

Lord & Thomas, 247 Park avenue, New York. Placing orders with newspapers in selected sections for the Federal Telegraph Company of California, Kolster Radio, New York.

McKenna-Muller, 701 7th avenue, New York. Placing orders with newspapers in selected sections for E. H. White & Company, Villa Venetia and Daytona Park, Florida real estate, New York.

Eugene M. McSweeney Company, 100 Milk street, Boston. Placing orders with newspapers in selected sections for the Bethlehem Steel Company, Whiteley and Foedisch Company, distributors, New York, "Betho Coke."

Marschalk & Pratt, 49 West 45th street, New York. Reported to be handling account of the Onyx Hosiery Company, New York.

Mason-Carter Company, 270 Madison avenue, New York. Reported to have secured account of the Magnus Chemical Company, "Dif," Brooklyn, N. Y.

Bertram May, Advertising, 1520 Chestnut street, Philadelphia. Reported to be preparing plans for a newspaper campaign for Louis F. Neuweiler & Sons, Purity Frontenac Pale and Port R. Beverages, Allentown, Pa.

Patterson-Andress Company, 1 Madison avenue, New York. Now handling account of the Tao Tea Company, Tao Tea Balls, New York.

Frank Presbrey & Company, 247 Park avenue, New York. Again placing orders with newspapers in various sections for Ernst & Ernst, audit systems, New York. Reported will place orders with newspapers in New York and New England for the Socony Burner Corporation, New York.

Schultz-McGregor Corp., 270 Madison avenue, New York. Now handling account of the Grow Products Company, "Tru Black Stove Polish," New York.

J. Walter Thompson Company, 242 Madison avenue, New York. Placing orders with newspapers in selected sections for the Norfolk-Portsmouth Chamber of Commerce.

Yost, Gratiot & Company, 701 International Life Building, St. Louis. Reported to have secured account of the Emerson Electric Mfg. Company, St. Louis.

Tabulation of 430 *Answers Received to a Questionnaire Sent by the Boswell-Frankel Advertising Agency, New York City, to Two Thousand Representative Readers of the Sunday edition of* THE NEW YORK TIMES

QUESTIONS

1. *Do you regularly read the Magazine Section?*
2. *Do the women of your home read the Magazine Section?*
3. *Is the Magazine Section kept for leisurely reading?*
4. *Do you read the advertisements in the Magazine Section?*
5. *Do you answer the advertisements in the Magazine Section?*

ANSWERS

90% of these 430 representative readers regularly read the Magazine Section.

From the answers received it is indicated that in suburban families not only do *all* the women read the Magazine Section, but often they pass it on to others in the neighborhood. Women constitute 88% of the readers of the Magazine Section of The New York Times. 88%

73% have stated definitely that it is their custom to keep the Magazine Section for leisurely reading. There is frequent mention of its being passed on from one to another. It is also kept in libraries.

A check-up shows that 81% recall reading advertisements in the Magazine Section. 81%

56% of the readers who responded to the questionnaire stated that they had answered advertisements in the Magazine Section of The New York Times Sunday edition.

More than 600,000 *men and women buy The New York Times every Sunday. Of these,* 400,000 *are in New York City and within a radius of* 150 *miles.*

EDITOR AND PUBLISHER
SPACE BUYERS' GUIDE

OF

Leading Newspaper Markets of the United States and Canada

WILL BE ISSUED

NOVEMBER 28TH

This unrivalled service edition will contain standardized market information on over 1,300 cities and towns of the United States and Canada in which daily newspapers are published.

Contains More Basic Facts On Newspaper Markets Than Ever Before Published

All National Advertisers and Advertising Agents should avail themselves of this service. It will be of inestimable value in helping to solve problems in the distributing and sales departments, as well as advertising and promotion departments.

This Is Only One of EDITOR & PUBLISHERS' Regular Features Issued Throughout the Year

EDITION LIMITED TO REGULAR SUBSCRIBERS

Subscribe NOW—before Edition is sold out

EDITOR & PUBLISHER
1700 TIMES BLDG.
NEW YORK CITY

Please enter my subscription to EDITOR & PUBLISHER (including Space Buyers' Guide Numebr) and mail to address given on this blank.

Name ..... Address .....

Company ..... Official Title .....

By mail in advance, $4.00 U. S. A.; $4.50 Canada; $5.00 Foreign

WITH THE GENERAL ADVERTISERS

American Bottlers Plan Four Year Campaign—$300,000 Atlanta Campaign to Be Launched in 1926—Krekell Joins Gold Dust Corporation—Hupp Sales Rise

A FOUR-YEAR national advertising campaign is to be inaugurated in the near future by the American Bottlers of Carbonated Beverages, the national association of the manufacturers of "soft drinks." Endorsement by unanimous vote of the proposal to enter upon a large advertising program was one of the outstanding actions of the recent Annual A.B.C.B. Convention, held in Kansas City, Mo., and a contract for its execution has been made with the Millis Advertising Company, of Indianapolis, Ind.

The campaign will be an educational one designed to impress upon the general public the food and health values of bottled carbonated beverages and the sanitary methods employed in their manufacture and distribution. It will be financed by the individual bottlers and by the manufacturers of supplies and equipment used by the bottlers, and will be carried on in the leading national publications of this country.

Plans for the financing of the campaign over a period of four years by an equitable prorating of contributions from the bottlers and their supply houses, the preparation of copy and a consideration of mediums to be used, are in the hands of the A.B.C.B. Advertising Committee which is working with representatives of the Millis Company.

The A.B.C.B. Advertising Committee is composed of Charles V. Rainwater, Atlanta, Ga., chairman; I. M. Oberfelder, Baltimore, Md., and H. E. Kimball, Millis, Mass.

The Millis Company handled the "Say It With Flowers" campaign of organized floriculture; the "Gifts That Last" campaign of the National Jewelers' Publicity Association, and the advertising of a nation-wide group of large tourist camps by the National Association of Motor Lodges.

Fred Millis, president of the Millis Advertising Company, in a statement to EDITOR & PUBLISHER said that no definite information as to the size of the budget or the media to be used is available at this time. His agency is now making a nation-wide survey which will take six weeks or two months to complete, he stated.

Atlanta's $300,000 campaign of national advertising, said to be the largest ever undertaken by a single city, will be handled by Eastman, Scott & Co., Atlanta advertising agency, according to Ivan E. Allen, chairman of the committee of Atlanta citizens superintending the expenditure of funds.

The amount was raised by popular subscription. The Atlanta agency is now at work on its definite program of advertising, actual copy on which is expected to begin early in 1926.

E. Gerry Eastman, is president of Eastman, Scott & Co., and Myra C. Scott, vice-president. James E. Winn is secretary-treasurer.

Buick Motor Company's New York branch sold 1,287 cars in the metropolitan district during October, the second largest monthly volume this year. In sales volume Buick was second only to Ford, which led by 37 cars.

The consolidated statement of Stewart-Warner Speedometer Corporation as of Sept. 30, 1925, shows total assets of $39,788,927, compared with $27,069,981 Sept. 30, 1924. Profit and loss surplus totaled $15,792,076, against $13,361,930.

Sales of Hupmobile eights for the eleven months to Nov. 30 will be 13,500 cars, according to O. C. Hutchinson, general sales manager of Hupp Motor Car Corporation.

The directors of the Carbide & Carbon Chemicals Corporation, a subsidiary of the Union Carbide & Carbon Corporation, recently elected W. F. Barrett president. Mr. Barrett is also president of the Linde Air Products Company and the Prest-O-Lite Company, Inc., both of which are subsidiaries of the Union Carbide & Carbon Corporation.

The Monterey (Cal.) Sardine Canners' Association has been organized, with all the sardine canning firms represented. Herbert Hume, superintendent of the local plant of the F. E. Booth Company, has been chosen president; Ernest Bernstein, of the Carmel Canning Company, is vice president, and Joseph Alves, assistant manager for the F. E. Booth Company, is secretary. No statement was made regarding possible advertising plans of the organization.

The Reo Motor Cor Company delivered more than 34,000 cars, trucks, buses and taxicabs during the fiscal year ended Aug. 31, or 7,000 more than in the preceding year, a recent report states. Last month Reo delivered more units than in any previous October. November production will approximate 2,600 units. Dealers' stocks are only 40 per cent as large as a year ago.

A cooperative group life insurance program offering equal benefits to all its employes, from the highest officials down, has just been adopted by the National Biscuit Company. The insurance is expected to total nearly $30,000,000 and will provide protection, without medical examination, for approximately 25,000 men and women in more than 300 cities of the United States.

H. S. Conell has assumed the duties of advertising manager of the John Wanamaker store, Philadelphia. Mr. Conell succeeds H. Gordon Cilley, who recently resigned, after 16 years of association with the store. Mr. Conell comes from Gimbel Brothers, where he was a member of the advertising department. Prior to that, he was advertising manager of Strawbridge & Clothier for two years.

FLASHES

Deal gently with fools; some day you may be one yourself.—*Binghamton Press.*

The way people who owe us approach the settlement question makes us feel like addressing them in French.—*Columbus* (O.) *State Journal.*

Really, we cannot see that President Lowell has any ground for complaint because there are too many athletes at Harvard.—*J. J. Montague in New York Herald Tribune.*

National policy: Group appetite.—*New York Telegram and Evening Mail.*

If it were not for this modern dancing, a lot of our young people would never get any exercise.—*Beaumont* (Tex.) *Enterprise.*

Lots of people who wear glasses can't see their own mistakes.—*Columbia Record.*

A high-powered car never should be entrusted to a low-powered set of brains. —*J. R. Wolf in Milwaukee Journal.*

It's a wonder high prices dont come down once in a while to get on speaking terms with the country they were raised in.—*Atlanta Constitution.*

A conservative politician is one in office.—*Columbia Record.*

Again We Ask—Where Do the Checking Copies Go ?

Harrisburg Telegraph

Harrisburg, Pa.

"After a thorough trial, we are convinced that you have the Advertising Checking Bureau, Inc., functioning as nearly perfect as it is possible to make any service that aims to supply checking copies to advertisers.

Since using your complete service we have had very few calls for additional checking copies and the prompt and efficient manner in which you handle these few calls has convinced us that you have this work down to a real system and that you are really doing remarkable work.

We have no hesitancy in advising any publisher who wants prompt and efficient checking copy service without annoyance to tie up with your organization.

Yours very truly,

HARRISBURG TELEGRAPH,
A. R. Michener, General Manager."

IF every newspaper publisher was to use our complete checking proof service he would find his answer to this vexing problem.

Our service would mean a definite relief to his office as we would assume the entire detail work of supplying checking proofs promptly and efficiently to ALL of his customers—agencies and advertisers.

Over two hundred newspapers are now subscribers—and each one started by accepting our two months' trial test.

Would you take that chance?

A revelation in service awaits you.

The Houston Chronicle

Houston, Texas.

"I am in receipt of your letter of November 6th advising that you are now planning an extensive campaign to extend your service by the addition of more subscribers and requesting me to briefly set forth the benefits that we are receiving from the Advertising Checking Bureau, and I am pleased to submit the following:

(1) Your service has relieved us of considerable work and annoyance in mailing out tear sheets direct to advertisers.

(2) The present system of getting out checking copies is much less expensive than the old method.

(3) It has been our experience that your method of delivering tear sheets is more certain, which greatly stimulates collections.

(4) Generally speaking, we believe that most agencies prefer to receive tear sheets through the Advertising Checking Bureau rather than to receive them direct from the publisher.

About the only thing that would cause us to go back to the old method would be for the Advertising Checking Bureau to cease to exist and I do not hesitate to say that the Houston Chronicle is well pleased with the service that you are rendering.

Very truly yours,
G. L. Mims, Secretary."

THE ADVERTISING CHECKING BUREAU, Inc.

538 So. Clark St.
CHICAGO

15-19 East 26th St.
NEW YORK

ADVERTISING AGENCY AFFAIRS

Paul Grant Joins Campbell-Ewald—Buffalo Agencies Consolidate—New Pennsylvania Agency Applying for Charter

T. EWALD, president of the Campbell-Ewald Company, has announced ıe appointment of Paul Grant as a mem- er of the Detroit staff of contact execu- ves. Mr. Grant specialized in handling ıail order accounts with Ruthruff & tyan, Chicago, for the last seven years. or two years he was attached to the lew York offices of McLean-Simpers, n advertising agency specializing in chnical accounts. He obtained his first dvertising experience with Fred Sart, hicago.

Celebrating its second anniversary, the chafer Advertising Agency, Mead uilding, Rockford, Ill., issued an artistic rochure with pictures of Frederick B. chafer, president, formerly of the Tay- ır Critchfield Agency, Chicago; George f. Hodge, vice-president, Janet Wattles, ecretary; John Craig, treasurer.

The E. P. Remington and Walz ad- ertising agencies at Buffalo have been ıcorporated under the name E. P. Rem- ıgton Advertising Agency, Inc., with ffices at 1280 Main street, Buffalo. The eorganized company has as its officers .ddison F. Vars, president; Raymond . Walz, first vice-president; Frederick V. Kendall, Jr., second vice-president; . K. Emerson, secretary; and William . Richard, treasurer. Appointments in- ude C. W. Good as production manager and Henry W. Comstock as assistant to the president. The corporation controlling the new company has a capital of $50,000.

George Batton Company, Inc., have been appointed by the Happiness Candy Stores, New York City, to direct their advertising.

Miss Cora I. Leiby, formerly with the trade extension department of the H. W. Gossard Company, corset manufacturers, Chicago, has joined Irvin F. Paschall, Inc., advertising agency in the McCormick Building, Chicago.

The New York Advertising Agency has moved its offices to 441 Lexington Avenue, New York. They were formerly in the Tribune Building.

H. Serwer, Inc., advertising, New York, has moved from 260 West 35th street, to larger quarters in the Greeley Arcade Building, 128-134 West 31st street.

Application for the Pennsylvania charter for the Smith, Schreiner & Smith, Inc., advertising agency of Pittsburgh will be made on Dec. 8. The incorporators are Lambert Smith, G. Reed Schreiner and Leo N. Dillon.

VINS ELECTION ON DEBUNKED" PLATFORM

om Sterrett, Erie (Pa.) Times Columnist, Sweeps County in Nov. 3 Election—Will Continue Newspaper Work

"People are tired of political bunk!" Thomas Garfield Sterrett, columnist on ıe *Erie* (Pa.) *Daily Times*, sets that own as proposition No. 1 for aspiring olitıcians following his overwhelming ection Nov. 3 as sheriff of Erie County, a., on a wet, independent ticket in a dry, ock-bound Republican county. He ran o the largest majority ever received by candidate for the office.

Sterrett, who was in charge of the ıblicity department of the Marines dur- g the war, and who has had long ex- erience in newspaper work and advertis- g, ran on a "de-bunked" platform.

It fascinated the public because of its ankness and made politicians aghast for e same reason.

Through his "What D'ye Know" col- nn in the Times he told voters he didn't ant the office in order to render lofty ervice" to the community, but because needed the money more than any other ndidate.

He told them he wasn't going to vote ry" and drink "wet"—that he was "108 r cent wet," and would leave enforce- ent of the prohibition laws to State and ederal authorities.

He declared allegiance to no party or oup.

He told voters he would give only part ne to the sheriff's job, and continue s newspaper work on the Times.

Mr. Sterrett discussed his unusual mpaign in New York this week for DITOR & PUBLISHER.

"I think my election, if it proves any- ing, proves that people are tired of litical bunk. I simply told them what would and would not do if I were ected. My advertising experience had ught me the value of reiteration—I unded the same ideas home every day my column. I used no paid advertis- g, and promoted my campaign solely rough my column.

"I think my campaign demonstrates at the power of newspapers to influence blic opinion has not waned. It was a matter of creating public interest in a personality through a newspaper column. I believe firmly that in these days of standardized newspapers and wishy-washy editorials readers look for a definite personality in the paper with whose opinion they can either take issue or concur."

The new Erie County sheriff intends to continue newspaper work, as he promised the voters, leaving the routine duties of his office in the hands of deputies.

Mr. Sterrett joined the Erie Times last April, after two years on the *Erie Dispatch-Herald*. After serving as publicity director for the Marines he was with the American Association of Advertising Agencies when that organization was handling government advertising.

Mr. Sterrett's political experiences will appear in book form in January under the title "Running for Sheriff," he has announced.

El Paso Times Opens N. Y. Office

The *El Paso* (Tex.) *Times* on Nov. 1 opened its own New York advertising office at 19 W. 44th street, with M. S. Cadden, former advertising manager of the Times, in charge. In addition to its Sunday English edition, the Times prints a weekly Spanish edition dated Sunday and issued on Friday. M. J. Boretz is advertising manager in charge of the Spanish edition; E. T. McCormick has charge of advertising in the English editions, with the title of assistant advertising manager.

Will Rogers Advises New Orleans

When Will Rogers visited New Orleans recently the *Sunday Item-Tribune* printed a 4-page Will Rogers section carrying a full page ad placed by the city of New Orleans and containing a letter of welcome from the Mayor. Before leaving town Mr. Rogers bought half-page space in Item-Tribune, *States* and *Times-Picayune* thanking the Mayor for his welcome. The comedian advised the city to stick to its customs and traditions rather than becoming a "typical commercial club town."

Starts Merchandising Paper

The *Grand Rapids* (Mich.) *Press* this month started publication of *The Retailer's Bulletin*, merchandising paper, which will be issued monthly.

WANTED: An Opportunity to Help Build a Few Conspicuous Successes

There are good reasons why we can be exceptionally helpful to:

A FOOD ACCOUNT that will not conflict with
MUELLER'S MACARONI

A TOILET GOODS account that will not conflict with the products of
V. VIVAUDOU, Inc.

A HOUSEHOLD UTENSIL account that will not conflict with
WISS SHEARS

A MUSICAL INSTRUMENT account that will not conflict with
HOHNER HARMONICAS

A TOOL ACCOUNT that will not conflict with
KRAEUTER PLIERS

A SPORTING GOODS ACCOUNT that will not conflict with
KROYDON GOLF CLUBS

A PROPRIETARY ACCOUNT that will not conflict with the products marketed by
SMITH, KLINE & FRENCH

ALL the advertisers mentioned above are conspicuous successes. We do not claim that we made them so. They would have succeeded without us—but they are kind enough to say that our assistance has been of unusual value because in each instance we were able to supply the close and constant services of a *man* experienced in handling their special problems.

Our clients have helped us as much as we have helped them. The knowledge we have absorbed and the experience we have gained in our contact with them is at your disposal.

A word from you will put you in touch with *the man* in our organization who speaks the language of your business most fluently. He will not weary you with many words; but what he says will have meat in it.

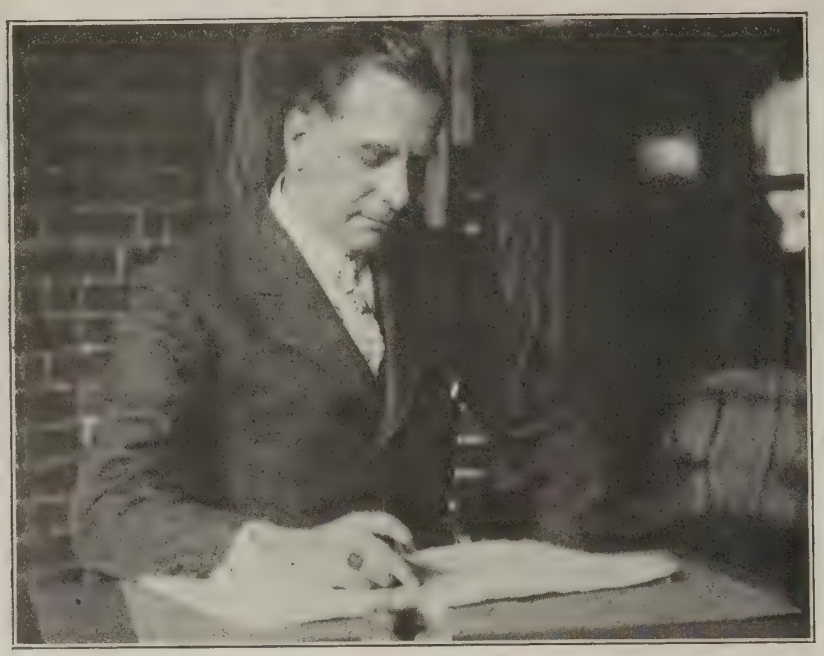
Charles C. Green
Advertising Agency Inc
450 Fourth Ave., New York
Phone, Ashland 6050

Estey Building
PHILADELPHIA

MONTREAL HAVANA

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



W. B. Bryant Makes Friends

"FRIENDS," said W. B. Bryant, business manager of the *Paterson* (N. J.) *Press-Guardian*, "are the best assets a newspaper man can have."

And at the convention of the American Newspaper Publishers Association at White Sulphur Springs last week, it was conclusively proved Mr. Bryant has many friends in this business. He also made many more for himself.

Mr. Bryant was chairman of the program committee, which, with the aid of the association's board of directors, and L. B. Palmer, manager, planned and executed what those who attended declared was the greatest convention in the history of the A. N. P. A.

"If a newspaper association accomplishes nothing else, it at least creates a remarkably fine spirit of friendliness among publishers," Mr. Bryant said in an interview. "I am a firm believer in association work. Friendly co-operation among publishers is of great benefit to the entire profession."

That Mr. Bryant has always believed in the value of newspaper associations can be seen in a summary of his career.

In the first place he is the son of William Cullen Bryant, late publisher of the *Brooklyn Daily Times*, who was one of the organizers and the first secretary and manager of the A. N. P. A. The son has carried along his father's interest in this national newspaper organization. For the past three years he has been chairman of the A. N. P. A.'s advertising agency committee, which he resigned this year to become chairman of the topics committee.

In his own State, Mr. Bryant is also actively interested in association work. He is a former president of the New Jersey Press Association and the Passaic County Newspaper Association.

This year he was elected delegate to the advisory board of the Associated Press by the New Jersey A. P. Editorial Association, which he helped to organize.

The elder Bryant did not want his son to go into newspaper work, and the present publisher of the Paterson Press-Guardian spent two years studying engineering at Columbia before he was able to prove to his father that he didn't want to do anything else but newspapering.

Thus he went to work on the Brooklyn Times as an advertising solicitor at $6 a week, working up in the family's paper until he became circulation manager and then assistant business manager.

In 1901, he became assistant business manager of the *New York Tribune*, a post he retained for two years, before he quit to take over the management of the *Paterson* (N. J.) *Press-Chronicle*.

Subsequently the Press purchased the Paterson Guardian and the two oldest evening newspapers in Paterson were merged. Mr. Bryant is now secretary and treasurer of the Guardian Printing and Publishing Company. He is also a part owner.

With the exception of eight months spent in Spanish-American war service with the First New York Volunteer Cavalry, Mr. Bryant has now spent an uninterrupted period of 28 years in newspaper work.

CHARLOTTE PUBLISHER HONORED

Several Hundred Attend Dinner to Col. Wade H. Harris

Several hundred representative citizens of Charlotte, N. C., and the Carolinas, including about 75 newspaper editors and publishers, Tuesday joined in honoring Col. Wade H. Harris, editor of the *Charlotte Observer*, at a dinner given by the Chamber of Commerce, in observance of the fiftieth anniversary of the beginning of his newspaper career.

The occasion was featured by brief addresses by Theodore Price, editor of *Commerce and Finance*, New York; J. W. Atkins, of Gastonia, president of the North Carolina Press Association; former Governor Cameron Morrison, Associate Justice Heriot Clarkson, of the North Carolina Supreme Court, and Mayor Harvey W. Moore, all of whom paid tribute to Colonel Harris for constructive service to the community.

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's *Picture Paper*, has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

Daily News
ST. PETERSBURG'S PICTURE PAPER

Morning Sunday News
ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

MORE SCIENTIFIC NEWS IN FRENCH PAPERS

Editors Recognizing Heightened Public Interest in Science by Giving Space to New Inventions and Discoveries

PARIS, Nov. 10.—In connection with the article which appeared recently in EDITOR & PUBLISHER, "Science Unexplored Journalism Field" it is interesting to note that the need for more scientific news is being felt as much in France as elsewhere. Where before the war a scientific article was a rarity in the Paris press, now almost every newspaper carries each day articles on scientific subjects.

The automobile first got French people interested in mechanics, as was manifest by the huge attendance at the automobile expositions before the war. The cinema added to this interest, and now wireless holds so many that there are few today ignorant of the elements of electricity.

The first inkling newspaper editors in France got of the possibilities of interesting their readers with more news of a scientific nature was when a monthly review entirely devoted to mechanics and science appeared. Its success was phenomenal. Then one paper after another began to publish articles on the latest inventions and discoveries.

In the forefront of such newspapers one might certainly place *Excelsior*, a daily belonging to the group of publications owned by Senator Paul Dupuy. This paper loses no opportunity to make known the latest inventions, giving clearly-drawn diagrams and explanations written in the simplest language.

Even a weekly publication devoted to literature, *Les Nouvelles Littéraires*, has a small section set apart for science, although one hardly expects the reader who delights in verse and elegant prose to be interested in machinery and invention. This is merely cited as an example of the great attention being paid to science in French newspapers.

The *Temps* never fails to report inventions or discoveries and reports faithfully almost all the lectures before tl scientific bodies of France.

There is undoubtedly a change takii place in the tastes of newspaper reade the world over, and French editors ha not been slow to realize that well-wr ten scientific articles appeal to ev growing numbers of their readers.

NEWSPAPER ADVERTISING CUTS MONTH SALE TO 8 DAYS

SOME time back a well known clothing store at Wabash, Ind., went into the hands of a receiver. The receiver was instructed by the court to liquidate the stock. He used newspaper space to aid in this. Here are some of the things accomplished:

The sale was planned to last a month, but was cut short because all merchandise was sold at the end of eight days.

At the end of two days, more money had been taken in than was offered for the entire stock by the highest bidder.

Receipts for the entire eight days were far in excess of expectations.

The sale recognized as one of the biggest merchandising events ever held in Wabash.

Since the stock had to be liquidated, creditors and customers both profited.

$2,500,000 Mill Expansion Progran

A program of expansion which will r sult in $2,500,000 being spent by t Inland Empire Paper Company at mill at Millwood, Wash., was announc in Spokane by Judson G. Rosebush, pre dent, this week. Mr. Rosebush ca west from Appleton, Wis., to confer w officials of the company.

Because they "turn the trick" EDIT & PUBLISHER classified columns show creased use weekly.

The Ludlow-Equipped Newspaper Constantly Holds

A New Attractiveness for Its Readers

THERE'S a keen satisfaction for the newspaper owner and advertiser in the sparkling, clean appearance of all-slug display advertising composition cast on the Ludlow.

With the elimination of worn, battered, broken type, Ludlow equipped newspapers take on a new attractiveness and typographic beauty because, from the day the Ludlow is installed, their display is always set in new, attractive and well proportioned faces. The Ludlow-set paper represents a saving in time, an increase in composing room efficiency and a lower productive cost, to say nothing of floor space saved by elimination of type cases.

A Ludlow will produce an inexhaustible supply of type in slug lines, from six to sixty point, including light, bold and extended faces—all without mold or machine changes.

There is a universal application of the Ludlow in the worlds' newspaper plants. The biggest metropolitan dailies have installed Ludlows because their readers and advertisers demand the best—the struggling country weekly uses the Ludlow because it conserves energy and spells economy.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

W. A. WHITE HONORED BY SIGMA DELTA CHI

Kansas Editor Named Honorary President at Boulder Meet—Joseph Pulitzer Jr., Honored—Clark Named President

(*By Telegraph to* EDITOR & PUBLISHER)

BOULDER, Colo., Nov. 18.—Special business sessions of the eleventh annual convention of Sigma Delta Chi, national professional journalistic fraternity, came to a close this noon.



WILLIAM ALLEN WHITE

William Allen White, publisher of the *Emporia* (Kan.) *Gazette*, was elected honorary president; Donald H. Clark, editor of the *Mid-Continent Banker*, St. Louis, and national secretary this past year was chosen president; Joseph Pulitzer, Jr., owner of the *St. Louis Post-Dispatch* was chosen national honorary member; James A. Stuart, managing editor of the *Indianapolis Star*, first national vice-president; Lawrence R. Murphy, head of the Department of Journalism, University of Illinois, second vice-president; Roy L. French head of the Department of Journalism, University of North Dakota, secretary. Mortimer Goodwin, Chicago, treasurer; and Robert B. Tarr, Detroit, alumni secretary and director of personnel bureau were other officers elected.

Executive councilors elected were Franklin Reck, director of publicity, Iowa State College; R. A. McMahon, director of sports publicity, Purdue University; Carl Shoup, editorial department, *New York World* and Clifford Deputy, Des Moines, Ia. The Wisconsin chapter at Madison will be host to the 1926 convention.

Two chapters were granted to petitioning groups, Upsilon Pi Chi, a local fraternity at the University of South Dakota and the Fourth Estate Club at Butler University were admitted. A model initiation through which Sidney B. Whipple, managing editor of the *Denver Express* became an associate member of the Colorado chapter was put on before the convention by that Chapter Tuesday morning.

First place in the annual Chapter Efficiency Contest was won by the North Dakota Chapter which received a cup given by Prof. F. W. Beckman of Iowa Chapter former national honorary president. Five other chapters placing and in their order were Iowa, Colorado, Oregon, Wisconsin, and Toronto. The Efficiency Cup is presented to stimulate the professional character of the meetings.

The *Kansas City Star* was selected to be used in ritual ceremonies as a representative American paper. Each year a different paper is selected. Donald H. Clark, newly elected president, was accredited with having given the greatest service to Sigma Delta Chi for the past year and was awarded the Wells Memorial Key, the only jeweled insignia of the organization. The convention was called to order by Ralph L. Crosman of the Department of Journalism, University of Colorado, Monday morning. Prof. Crosman introduced Fred B. Hellems dean of the College of Arts and Sciences and acting president who gave an address of welcome and George F. Pierrot, national president of Sigma Delta Chi who opened the convention for business.

In the evening the delegates attended a banquet arranged by the *Boulder Daily Camera* and the *Boulder Daily News Herald*. at which L. C. Paddock, editor of the Camera was Toastmaster. Speakers at the banquet included C. T. Brainard owner of the McClure Newspaper Syndicate, A. A. Parkhurst, editor of the Boulder News Herald, Thomson Burtis, short story writer of New York, George Pierrot, national president, Donald Clark, national secretary and Ward Neff, secretary-treasurer of the Quill Endowment Fund. The Womans Press Club of the University entertained the visitors at luncheon Tuesday noon and won the admiration of all. Business gave way in the evening to social activities when the convention turned for recreation to a "49 ER" dance given by the Colorado Chapter. Following the close of the business session Wednesday morning the visitors were taken on a drive through Boulder Canon to a point near the foot of the Continental Divide.

A banquet was given Wednesday night by the Scripps Howard Newspapers and the *Denver Express*. Sidney B. Whipple managing editor of the Denver Express was toastmaster at the farewell event.

Daily's Cooking School a Success

The *Spokane Chronicle* recently completed its ninth annual cooking school, which drew an annual attendance of about 1,000 women for the six afternoons of the week. A baking contest for merchandise prizes donated by the merchants was a feature of the school.

PROGRESS

Is Reflected in

LINEAGE GAINS

THE

BALTIMORE NEWS

and

Baltimore American

GAINED

15,000 Lines

of National Advertising

Week ending Nov. 1st!

The News and American serve a greater number of readers than any other Baltimore combination.

Sold Separately or in Combination

Payne, Burns & Smith Co.
Eastern Representative.

G. Logan Payne Company
Western Representative.

St. Louis



A City of Diversified Demand

St. Louis is a composite cross section of the United States, with characteristics and buying habits found in all parts of the Union. It is neither eastern nor western, northern nor southern in character. With well-defined seasons, the St. Louis market has a seasonal demand for those articles in use in every section of the country.

Great Purchasing Power

The potentiality of a market depends largely upon its purchasing power. Automobile ownership and income tax returns are indexes to the purchasing power of a community. St. Louis, not including suburbs, has one automobile for every 1.66 families. In 1924, St. Louisans made 95,920 income tax returns. This is a greater number of income tax returns than any one of 38 states. Although surpassed in percentage by New York and Chicago, St. Louis is far ahead of Philadelphia, Cleveland and many other large cities.

A Compact Area Covered by ONE BIG Newspaper

The St. Louis market of 1,246,000 people, as defined officially by the Audit Bureau of Circulations, is a circle having a radius of 40 miles with St. Louis at its center. In this compact market, the most densely populated area of its size west of Chicago, five out of every eight families buy the Daily Post-Dispatch, and five out of every seven buy the Big Sunday Post-Dispatch. This is virtually complete family coverage at ONE COST—with no duplication.

Merchandising Service Co-operation

Valuable groups of information and general statistics now compiled and properly classified, are immediately available, but the Post-Dispatch will, upon request of any seriously interested agency, advertiser, or prospective advertiser, make a special survey concerning every trade angle for any specific product.

The Post-Dispatch is FIRST in St. Louis in Local Advertising, FIRST in St. Louis in National Advertising, FIRST in St. Louis in Classified Advertising, and FIRST in St. Louis Circulation.

ST. LOUIS POST-DISPATCH

St. Louis' ONE BIG Newspaper

EASTERN ADVERTISING OFFICE: World Building, New York. WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago.
KANSAS CITY OFFICE: Coca Cola Building.
SAN FRANCISCO OFFICE: 564 Market St. LOS ANGELES OFFICE: Title Insurance Bldg. SEATTLE OFFICE: Terminal Sales Bldg.

A. N. A. STUDIES NEWSPAPER AD RATES

(*Continued from Page* 5)

should be determined by scientific study and be limited by economic considerations with interest to eliminate waste,

THEREFORE, be it *resolved* that the A. N. A. by vote of its membership in annual convention assembled expresses itself as unalterably opposed to the practice of newspaper publishers of both evening and morning papers of selling these two separate and distinct publications to national advertisers only as one unit; and be it further

Resolved, that it seriously objects to the discrimination shown by publishers of such combination in selling local advertisers either unit of their combination separately, while refusing to so sell them to national advertisers.

WHEREAS, Congress at its sixty-eighth session increased postal rates to a prohibitive point without any scientific basis, therefore to the detriment of American industry, and

WHEREAS, except for charges improperly allocated to the Post Office Department, the Department is now producing a substantial profit over and above the cost of carrying the mails, and

WHEREAS, said rate increases are discriminatory and amount to a special tax upon those who use the mails.

Be It Resolved, that the Association of National Advertisers composed of leading manufacturers of all lines of American industry, by vote of its membership in annual convention assembled, protest the increases as adopted, and

Resolved, that we advocate the return of second class rates to those in effect in 1920 for the reason that the 1920 rates produced the greatest volume of revenue from that class of mail for the Department, and

Resolved, that we advocate the return of first, third and fourth class rates to those in effect in 1924 for the reason that those rates, long in effect, were scientifically arrived at by the Post Office Department from the standpoint of the cost of carrying the mail, the proper balance of the mail and the public service which the Post Office Department should render to American business, and be it further

Resolved, that this resolution be spread upon the Minutes of the Association and that copies hereof be forwarded to each Congressman and Senator, the President of the United States, the Postmaster General, and other interested parties.



View of A. N. A. Delegates Meeting

"Tying up advertising with sales," was the announced keynote of the Monday business session, and speakers discussed merchandising through jobbers, tendencies in retailing, the need for closer cooperation in department store distribution, and the important problems of chain stores and mail order houses.

The meeting was opened with an address of welcome by Acting President Schumann and the report of Robert K. Leavitt, secretary-treasurer.

Inside organization conditions are in splendid shape they reported. The membership at 242, representing the biggest advertisers of the nation, is the largest in the association's history. The past year has been one of great good fortune for the A. N. A., Mr. Leavitt declared, adding it would be possible very shortly to increase the points of service offered to the membership.

Discussion of the chain store and mail-order house problems was injected into the opening session by Edward A. Filene, president of William Filene's Sons Company, Boston, who made the first formal address of the day. Subsequent speakers expressed varying views on the two subjects.

Mr. Filene was of the opinion that the chain store age had definitely arrived. He called it the "Fordization of business." The picture he drew of the future was of chain department stores, departments of which would be separate chains in themselves.

In regard to opinions on mass production and distribution, H. W. Prentis, Jr., general sales manager of the Armstrong Cork Company, the second speaker, differed from Mr. Filene.

"There is still room for the producer and the distributer who holds price secondary to quality," he said.

"I look upon mass production and mass distribution as comparable to a benevolent autocracy. The present system of distribution through jobbers and small retailers—and after hearing Mr. Filene I feel I must talk as a representative of a dying race—I would compare with democracy as we know it in America.

"I believe in the small independent merchants. It will be a sad day for the United States when all distribution and all production is massed in a few hands."

Mr. Prentis' subject was "Merchandising Through the Jobber," and he told a story of increase in sales of Armstrong's linoleum since 1913, when, with production outstripping demand, the first advertising program was carried out.

Success of advertising, when merchandising is through jobbers, he contended, is based on good salesmen above good advertising copy. He told of the training of salesmen by his company, and of four-day conventions held each year at the Lancaster (Pa.) plant for jobbers' salesmen.

And also to be successful, he said, advertising must be based on facts.

"Get all the facts and figures together you can on which to postulate your judgments," he advised.

As just one instance to show how advertising had helped his company, Mr. Prentis presented figures from a survey of the retail field, showing the percentages of customers who asked for Armstrong linoleum by name.

In 1921, only 31 per cent of the retail merchants asked declared the linoleum was purchased by its name; in 1922, it advanced to 49 per cent; in 1923, 64 per cent; 1924, 65 per cent, and 1925, more than 67 per cent.

Prof. H. H. Maynard, of the College of Commerce and Journalism, Ohio State University, discussed the subject, "Som Tendencies in Retailing."

Prof. Maynard pointed out that grou buying by department stores is becomin more important each year, and that wit it has come the possibility of more care ful control of retail operations throug the exchange of cost figures and othe data by the various retailers who are co operating in buying groups.

"Planned merchandising or buying ac cording to a sales budget is becoming in creasingly common and because of thi development and because of the exchang of cost figures, retailing is becomin more and more efficient," he said.

Another change pointed out by th speaker is one that is taking place in th rural districts as a result of the develop ment of hard roads and the automobil The cross-roads store is rapidly becomin a thing of the past, but at the same tim the stores in the larger villages are be coming more important retail outlets. Th

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Cline-Westinghouse Double Motor-Drive with full automatic push button control

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Johnstown, Pa.

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OF SUPERIOR QUALITY

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Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page.....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page .... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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country people are finding it possible to drive to the stores in the smaller cities and larger villages, and there do their shopping which they had previously done in the smaller communities. The speaker pointed out that for a time after the automobile became common in the country districts, there was a tendency for rural buyers to go to the large cities rather than to the smaller buying centers nearer home; but with the increasing difficulty of parking and traffic conditions in the cities in general has come a tendency for country buyers to shop nearer home. Retailers are taking advantage of this situation and are recognizing the fact that if they carry national advertised merchandise they can hold the rural trade at home. They can sell as cheaply as city stores, and country buyers prefer to buy from the merchants they know if they are assured they can get the same merchandise at the same or a smaller price than they would pay in the cities. The speaker advised the representatives of the national advertisers to put an added emphasis on the methods of distribution through the merchants in the smaller cities and villages.

He cited the opening of a department store at Evansville, Ind., by Sears, Roebuck & Co., and that this store is drawing people for many miles as an evidence of a future development of retailing which may be very important. Another tendency emphasized by the speaker was the recognition on the part of general stores in many lines of retailing that they should carry more nationally advertised merchandise. This has come about through a realization that private brands of merchandise can never make the appeal that is made by well known advertised lines of retail merchandise.

"Chain store managers are coming to realize that their advertising should stress other factors than the price appeal," he declared.

Prof. Maynard, in closing, urged representatives of national advertisers to increase their interest in the problems of retailers as a class and to do all in their power to assist in bringing about a higher level of efficiency on the part of the retailers in general.

Another speaker at this session, J. R. Brundage, vice-president of the White & Wyckoff Manufacturing Company, deplored the economic wastes common in the present system of distribution, but declared mass production and distribution would never be a success until chain stores passed on the accruing saving to the consuming public.

An advertiser's viewpoint of the postal situation was presented at the close of Mondays' session by R. N. Fellows, advertising sales manager of the Addressograph Company. His report is printed in full elsewhere in this issue.

On Tuesday morning dishonest substitution and radio broadcast advertising, two timely topics, occupied attention of the delegates.

"A wide-spread misunderstanding exists as to what substitution actually is," W. Russell Green, director of advertising and publicity of the Charles E. Hires Company, said, discussing the former subject.

"If you go into a store and ask for Hires, the dealer tells you he hasn't Hires but another root beer equally as good, that, contrary to the general impression is not substitution. That is simply competition and your remedy for it lies in advertising, publicity and salesmanship.

"When you go to a garage and ask for Mobile oil and without telling you the dealer sells you crank case drainings or some other oil he is guilty of substitution. This practice is more widely spread than most people have any idea of. It is found in almost every field of merchandising."

In curbing the evil Mr. Green declared many advertisers and newspapers were co-operating. He said laws on the subject were in chaotic state, and that his company was advocating a uniform statute.

"No definite figures can be determined as to the circulation of the radio stations," D. D. Davis, secretary and treasurer of the Washburn Crosby Company, Minneapolis, declared in advising colleagues regarding this camparatively new advertising medium.

"The efficient daylight range of a 5,000 watt station, winter and summer, to the point where the possessor of a small set can tune in, is between 200 and 500 miles. While it is true that at night reports come from almost every state in the union, yet this must not be misinterpreted to indicate a coverage of the country.

"No one can tell you with any degree of accuracy what you are buying as a purchaser of time from a station. It is known there are so many million receiving sets, but where they are is only a conjecture, and few people take into consideration the great number of 10-cent store sets in use.

"Two kinds of radio advertising are possible, the direct message and the goodwill programs, and these two are definitely divided between night and daytime. At night the program must be of the entertainment variety, while during the day it can be more direct."

As an example of the direct message possible over the radio, Mr. Davis told of the cooking school his company conducts via the air, a school in which, he said, many women are registered.

"At the end of the course," he explained, "these women are given a certificate from the cooking school, obtainable through a local dealer, and it is surprising the great amount of interest shown.

"It is the cheapest form of personal contact with the housewives of the country we have been able to find," he concluded.

The convention closed Wednesday noon following addresses by Martin P.

(*Continued on Page* 34)

BARGAINS
IN REBUILT GOSS AND HOE
By "Rebuilt" we mean *actually rebuilt*—completely torn down, cleaned, all badly worn parts replaced with new ones, each press then re-assembled, thoroughly fitted and tested to insure its purchaser years of good service.
PRESSES
OF EVERY SIZE AND DESCRIPTION
Special Values
in presses for immediate delivery
Write: THE GOSS PRINTING PRESS CO., CHICAGO
The Goss Printing Press Company of England, Ltd., London
Messers. Edwards Dunlop Company, Ltd., Sydney, Sole Australian Agent

A. N. A. STUDIES NEWSPAPER AD RATES

(Continued from page 33)



A trio of prominent delegates (left to right): C. A. Wiggins, Postum Cereal Company; Herbert Metz, Western Electric Company, and W. E. Underwood, National Lamp Works.

Rice, manager of the publicity department, General Electric Company, on "What We Think of Institutional Advertising and Why We Use It"; Lee H. Bristol, advertising manager of the Bristol-Myers Company, on "What We Think of Inquiry Advertising and Why We Use it"; William H. Grimes, president of the Commercial Credit Company, Baltimore, on "Installment Sales—Their Place in Distribution"; and Rivers Peterson, editor of the *Hardware Retailer,* Indianapolis, on "Some Dangers of Installment Selling."

Among those attending the convention were:

C. W. Ackerman, E. I. du Pont de Nemours & Co.
C. C. Agate, Manhattan Electrical Supply Co.
W. B. Akin, Gulf Refining Co.
W. S. Ashby, Western Clock Co.
B. B. Ayers, American Steel & Wire Co.
J. C. Atchison, *Women's Wear.*
F. A. C. Baker, Prudential Insurance Co.
H. R. Baker, Miller Rubber Co.
R. D. Baldwin, Simons Saw & Steel Co.
S. E. Baldwin, Willard Storage Battery Co.
A. K. Barnes, Armstrong Cork Co.
H. F. Barnes, Edison Lamp Works.
S. L. Barnes, Armstrong Cork Co.
C. H. Barr, Crocker McElwain Co.
L. H. Bartlett, Eastman Kodak Co.
A. H. Bartsch, American Bosch Magneto Corp.
M. B. Bates, Life Savers, Inc.
M. L. Beard, Colgate & Co.
E. B. Bedford, Oneida Community, Ltd.
J. E. D. Benedict, Metropolitan Life Ins. Co.
M. G. Bennett, Samuel Cabot, Inc.
Oscar Bigler, Philip Carey Co.
Hugo E. Birkner, Davey Tree Expert Co.
Lee H. Bristol, Bristol-Myers Co.
Harold McD. Brown, Corona Typewriter Co.
J. R. Brundage, White & Wyckoff.
W. K. Burlen, New England Confectionery Co.
Verne Burnett, General Motors Corp.
C. W. Burnham, Oneida Community, Ltd.
H. C. Bursley, Murphy Varnish Co.
B. B. Caddle, Copper & Brass Research Assn.
W. S. Campbell, Scott Paper Co.
T. A. Carroll, E. C. Atkins & Co.
Charles P. Catlin, Remington Arms Co.
S. E. Conybeare, Armstrong Cork Co.
Robert Lynn Cox, Metropolitan Life Ins. Co.
Miss M. A. Creamer, Stephen F. Whitman & Son.
G. H. Crofut, Mallory Hat Co.
Grant Davis, National Metal Molding Co.
C. T. Day, General Electric Co.
H. L. Delander, Crane Company.
Frederick Dickinson, Hupp Motor Corp.
T. J. Dobbins, Chesebrough Mfg. Co.
Carl W. Drepperd, Hamilton Watch Co.
T. F. Driscoll, Armour & Co.
Burton Dunn, Oneida Community, Ltd.
Warren Eastwood, Stromberg-Carlson Tel. Mfg. Co.
J. W. Elms, E. I. du Pont de Nemours & Co.
B. L. Emery, Chesebrough Mfg. Co.
C. F. Barnham, American Stove Co.
Mark L. Felber, Firestone Tire & Rubber Co.
R. N. Fellows, Addressograph Co.
Edward A. Filene, Wm. Filene's Sons Co.
I. D. Foos, *National Retail Clothier.*
C. L. Forgey, Berry Brothers.
R. J. Foster, Jr., Todd Co.
C. G. Fox, Fels & Co.
C. C. Gabel, International Silver Co.
Harry L. Gage, Mergenthaler Linotype Co.
C. H. Gager, Welch Grape Juice Co.
H. B. Gates, Armstrong Cork Co.
Carl Gazley, Yawman & Erbe Mfg. Co.
A. A. Gerpheide, Aluminum Goods Mfg. Co.
F. P. Green, F. R. Plumb, Inc.
W. Russell Green, Charles E. Hires Co.
N. S. Greensfelder, Hercules Powder Co.
Carl R. Greer, Beckett Paper Co.
Wm. B. Griffin, International Silver Co.
E. T. Hall, Ralston Purina Co.
H. L. Harding, United Drug Co.
O. C. Harn, National Lead Co.
Harold W. Harney, Dennison Mfg. Co.
William A. Hart, E. I. du Pont de Nemours & Co.
Sherlock A. Herrick, Hecker-H-O Co., Inc.
Elam G. Hess, Keystone Pecan Co.
Paul H. Hildreth, Kardex Rand Co.
F. J. Hogan, United Shoe Machinery Co.
C. H. Holland, Vick Chemical Co.
A. T. Hugg, Detroit Steel Products Co.
H. S. Hull, Standard Textile Products Co.
E. Kenneth Hunt, Champion Coated Paper Co.
H. R. Hurd, Kelly-Springfield Tire Co.
F. F. Ingram, Jr., F. F. Ingram Co.
H. V. Jamison, American Sheet & Tin Plate Co.
L. E. Jamme, Hilo Varnish Corporation.
C. A. Jayne, Atwater Kent Mfg. Co.
S. F. Johnson, International Silver Co.
Myron D. Kahn, Estate Stove Co.
David F. Kahn, Estate Stove Co.
E. M. Keeler, Mallory Hat Co.
F. H. Keeler, E. R. Squibb & Sons.
R. D. Keim, E. R. Squibb & Sons.
F. R. Kingman, Onyx Hosiery, Inc.
W. C. Kirby, E. R. Squibb & Sons.
A. C. Kleberg, Valentine & Co.
Waldemar Kops, Kops Brothers, Inc.
F. L. La Bounty, Jell-O Co., Inc.
Geo. F. Lamb, Hilo Varnish Corp.
C. S. Landis, Hercules Powder Co.
J. Crate Larkin, Larkin Co., Inc.
Bernard Lichtenberg, Alexander Hamilton Institute.
W. S. Lockwood, Johns-Manville, Inc.
N. R. Maas, Auto Strop Safety Razor Co.
S. D. Malcolm, American Express Co.
J. S. Martin, Remington Typewriter Co.
O. J. May, Smith, Kline & French.
Prof. H. H. Maynard, Ohio State University.
J. C. McCarthy, Armstrong Cork Co.
F. W. McElroy, Alpha Portland Cement Co.
R. J. McLaughlin, Underwood Typewriter Co.
W. H. McLauthlin, Walter Baker & Co., Inc.
N. A. McQuarry, Pittsburgh Steel Co.
J. H. McShane, Thomas Leeming & Co.
R. E. Mercer, Lowe Bros. Co.
R. P. Merryman, Dennison Mfg. Co.
Herbert Metz, Western Electric Co.
Norman O. Mick, Burroughs Adding Machine Co.
A. W. Moffat, Walter Baker & Co.
W. B. Morris, Munsingwear Corp.
Alfred Musher, Musher & Co.
S. Musher, Musher & Co.
Norman E. Olds, Perfection Stove Co.
Charles Oswald, White Motor Co.
George F. Oxley, National Electric Light Assn.
C. A. Palmer, Insurance Co. of North America.
G. M. Philpott, Ralston Purina Company.
John H. Platt, Kraft Cheese Co.
H. W. Prentis, Jr., Armstrong Cork Co.
Allan T. Preyer, Vick Chemical Co.
C. F. Propson, Bausch & Lomb Optical Co.
R. H. Puffer, Larkin Co., Inc.
M. E. Robertson, Oneida Community, Ltd.
Walter S. Rowe, Estate Stove Co.
O'Neill Ryan, Jr., Celotex Co.
A. H. Sampson, White & Wyckoff Mfg. Co.
W. L. Schaeffer, National Tube Co.
Carl J. Schumann, Hilo Varnish Corp.
Philip Schuyler, EDITOR & PUBLISHER.
E. B. Self, Dayton Rubber Mfg. Co.
G. S. Shoemaker, Frostilla Co.
C. W. Simpson, Art Metal Construction Co.
Galen Snow, Greenfield Tap & Die Corp.
W. G. Snow, International Silver Co.
A. W. Spore, Goodyear Tire & Rubber Co.
A. H. Stanton, Eagle-Picher Lead Co.
Kenyon Stevenson, Armstrong Cork Co.
Evans E. A. Stone, Nujol Laboratories, Standard Oil Co.
J. A. Taylor, W. S. Quinby Co.

Say It With Classified

Through a little space in the classified columns you can keep your name and product before your clientele, get in touch with new prospects and have the assurance that your message is being presented in an atmosphere that creates a favorable impression.

A long record of service to Newspapers, National Advertisers, Agencies and the Manufacturers of Equipment and Supplies makes

EDITOR & PUBLISHER

the accredited messenger. You can say much to many most economically through its classified columns.



Your life is in your own hands!

YOU have often noticed that even the most robust of your acquaintances have been stricken by tuberculosis. The dread disease is everywhere. No one is immune. The germs scattered by one careless case of consumption can infect a whole community.

There is only one sure escape. That is to stamp out the dread disease entirely. It can be done. The organized work carried on by the tuberculosis crusade has cut the tuberculosis death rate in half.

You can help in this great work. You can protect your life, and the lives of your family and friends. Buy Christmas Seals. The sale of Christmas Seals provides the funds to wage this increasingly successful war upon tuberculosis. Let your every Christmas parcel, letter, and greeting card carry these cheery little messengers of health to all the world, Christmas Seals.



Stamp Out Tuberculosis with this Christmas Seal

THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

AN ADVERTISER VIEWS THE POSTAL SITUATION

By R. N. FELLOWS

Advertising Sales Manager, Addressograph Company. Report Before A.N.A. Convention, Washington, D. C., This Week

THE question of postal rates and service can be summed up in five words: "It is up to you."

The greatest obstacle to restoring equitable postal rates and satisfactory service is the apathy of the business man, who is more vitally affected by what Congress does at the coming session than most of them seem to realize.

The Association of National Advertisers at its Lakewood meeting some years ago, held a long and spirited discussion in regard to the policy of certain publishers. At every meeting of the A.N.A., agency relations have occupied a prominent place on the program. For the past several years, the question of taxing advertising has arisen in every A.N.A. gathering. Yet the postal increases enacted at the last session of Congress represent the greatest actual tax ever placed on advertising expenditures—and from the stand-point of many of our members, these unscientific, uneconomical and uncalled for postage increases have become a far more serious problem than some of the other problems I have just mentioned.

At the outset of the recent postal legislation activity some publishers thought it would be a smart thing to increase third-class rates. Fortunately, only a small per cent of publishers held this view. Today, every publisher knows that the increased rates on third-class mail are proving to be a boomerang because they are handicapping the publishing business even more than other kinds of business. So publishers are as seriously interested in an equitable readjustment of postal rates at the next session of Congress as any other kind of business.

The postage increases are generally unpopular among business men who have taken the time to study the situation, because they are economically wrong. This morning, Mr. Filene told us that the successful business of the future must proceed on the basis of making its profit through mass production and selling the greatest possible quantity at the lowest possible price. In short "Fordize." This is exactly what the Post Office could not do when Congress increased rates. Congress, unfortunately proceeded on the ridiculous basis of increasing profit by increasing prices and decreasing volume—diametrically opposite to the principle upon which Mr. Ford has achieved his great success mentioned by Mr. Filene this morning.

The postal hearings held in several cities this Summer, by the Joint Congressional Postal Committee, developed beyond the shadow of doubt that scores and scores of the largest users of the mails have greatly if not entirely reduced their former expenditures for postage. The obvious result is that the 69th Congress must again face this question of postage rates.

The Cost Ascertainment Report revealed a postal deficit for the year of 1923 of approximately $40,000,000. According to a recent statement by Postmaster-General New, this deficit of $40,000,000 has been equalled in the first few months of the present postal year, and according to predictions of those in a position to know, the postal deficit for the present year will not be $40,000,000 but more nearly $100,000,000.

This state of affairs quite conclusively proves that increased prices and decreased volume do not accomplish the desired result—and if Congress had followed the advice of the Post Office Department and let rates alone, and proceeded on the principle that Henry Ford has found so successful, namely, decreasing prices and increasing volume national distributors and local dealers would not now have to face the necessity of reducing their mailings of sales literature at such an alarming rate as thousands of users of the mails are now doing.

So, the postal situation rests almost entirely in the hands of the business man. If you continue to be disinterested in one of the most important channels of distribution which you have used for years, as a matter of course, you may soon wake up to find that channel of distribution, namely, the United States mails, practically closed to you from the standpoint of distribution expense. But if you take an active interest in the situation at this critical time and let your United States Senator and Congressman personally know your real thoughts, you can be sure that Congress will take and must take a business-like view of this matter at its next session. But if you business men do not take the time and trouble to make your wants known to members of Congress, you have only yourselves to blame for an unsatisfactory postal situation.

So personally tell your Senators and Congressmen what you want done about postal rates and tell them *now* before the 69th Congress convenes in December.

KPSN READY TO BROADCAST

Pasadena Star-News Station to Give First Program Nov. 23

The 1,000-watt radio broadcasting station of the *Pasadena* (Cal.) *Star-News*, KPSN, will be on the air for the first time on the night of Nov. 23.

The Star-News broadcasting station occupies a part of the fifth floor of the new half-million newspaper publishing plant which was completed last August.

KPSN is an integral part of the Pasadent Star-News, and will be operated under the direct supervision of Charles H. Prisk, editor and manager. In active charge of the radio department will be George Cecil Cowing, veteran reporter and golf editor of the Star-News. He will be assisted by Forbes W. Van Why, radio operator; George Frenger, program director, and P. C. Pryor, son of Judge J. H. Pryor, associate editor and manager of the Star-News.

Mr. Cowing, who has been a member of the Star-News staff for many years, recently returned from a two months' trip to Europe.

Sen. Hardin Buys Equipment

Sen. Roy Hardin has purchased a plant for publication of his *Kaufman County Times* at Terrell, Tex. Sen. Hardin has been having the Times printed in Forney.

Our Customers Write Our Ads

Brattleboro, Vermont, Reformer

SAYS:

"The DUPLEX FLAT-BED cannot be excelled for small newspaper requirements."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.

BATTLE CREEK, MICH.

Business In

ILLINOIS

Is At a High Level

Business is expanding. Trade and industry are being maintained at an increasingly high level. Conditions are more favorable than for several years past. Financial statements show conclusively that the position of many corporations has been materially strengthened with earnings of some prominent companies setting new high records.

The Cold Weather Has Been a Stimulus to Trade

What About Advertising?

You will have to use the Illinois Daily Newspapers to get the full benefit of this ideal market. They are the one positive factor between manufacturer and consumer. The merchandising and advertising service of the Illinois Daily Newspapers, listed below, assure you a sales promotion campaign that is direct and thorough—and at an exceedingly low cost.

INVESTIGATE THESE PAPERS, THEIR SERVICE AND THE FIELD THEY COVER

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News .....(E)	18,075	.06	.06
††Chicago Herald & Examiner....(M)	349,209	.55	.55
††Chicago Herald & Examiner ....(S)	1,050,373	1.10	1.10
Chicago Daily Journal .....(E)	123,293	.26	.24
*Evanston News Index .....(E)	6,608	.04	.04
*Freeport Journal-Standard .....(E)	9,053	.045	.045
*Joliet Herald News .....(E)	18,924	.06	.06
*La Salle Tribune .....(E)	3,629	.025	.025
*Mattoon Journal Gazette .....(E)	5,470	.03	.03
*Moline Dispatch .....(E)	11,193	.045	.045
*Monmouth Daily Review Atlas....(E)	5,162	.035	.035
*Ottawa Republican Times .....(E)	5,420	.03	.03
*Peoria Star .....(S) 23,021..(E)	30,269	.075	.06
†Rock Island Argus .....(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

FILENE SEES GROWING AD VOLUME

(Continued from page 8)



W. K. Burlen (at left), of the New England Confectionery Company, and Chairman of the Advisor's Service Bureau, discusses an advertising problem with H. C. Bursley, Murphy Varnish Company, Newark, N. J., and Chairman of the A. N. A. Publicity Committee.

vertising is not general and large, and cannot be because the units of production and distribution are too small. The newspapers in such a country, working under about the same conditions as here, where I understand about 20 percent of the cost of a paper comes from circulation, must provide the balance of 80 per cent some other way. In this country it is largely provided by advertising, and such advertising leaves the newspapers free to be as good papers as they want to be or can be. In other countries where this advertising is impossible on any general or large scale, on account of the small units of production, it not only makes newspaper freedom difficult or impossible, but it endangers the prograss of the world.

An instance to the point may interest you. It so happened that I had to go last year, in connection with the Dawes Plan negotiations, into a country where, at the critical moment, the newspapers were opposing the Dawes Plan. The country's finances were in such shape that, if the Dawes plan did not go through, there would come a crash. That was clearly recognized, and the group to whom I talked was called together, composed largely of members of the Government and representatives of the most influential newspapers.

But the policies of these newspapers were at the time controlled by special interests and parties in opposition to the Government. As they had to depend for 80 per cent of their income either from Government subsidies from private interests, it is apparent that they were not free to dictate their own policies. It so happened that the interests then in control did not believe, rightly or wrongly—and I believe they were sincere in their views—that the Dawes Plan was for their own best interest to support. The result was that they were opposing it to the detriment of the country and the world. I give you this instance simply to show that this condition of affairs was made possible because those newspapers did not carry enough advertising to support them and leave them free in their policies. I am glad to say, incidentally, that when it was made clear to the groups with whom I conferred what enormous effect the failure of the Dawes Plan would have on the immediate future of their country, change in policy resulted.

I think it most essential that the advertising men of the country study most carefully not only the problems of production and distribution, but all of the authoritative suggestions and opinions regarding the solution of these problems. Advertising must assume new and heavier responsibilities. It must take a firmer, more valuable place as a necessary power in our economic system. For the purpose of securing mass distribution, which is essential to mass production, big advertising must be freely used.

If I may be permitted, let me now briefly state what kind of development this advertising must take to be successful. In my opinion, the signs indicate that advertising will be made to appeal more to reason and less to the emotions. As the new order develops, I think that our large industries will not be satisfied with opinions or chance or luck in their advertising campaigns, and that more scientific methods will be demanded to eliminate, so far as that is possible, every chance of advertising waste and loss.

In other words advertising will be used at its best to tell the weaknesses as well as the strength of business systems; it will be our principle medium for the broadcasting of facts, and it will not only describe goods for the purpose of selling them, but will also describe advanced methods and processes for the purpose of proving to the public that they are the best because of the better qualities and lower prices they bring about.

This kind of advertising is an aid to the consumer in buying advantageously, and in my opinion, supported by all my research and study, the big rewards of the future will go to the big advertisers who back their up-to-date scientific mass production with that kind of advertising. This may sound theoretical; but my experience shows it to be entirely practical. If advertising will profitably sell a poor article or a good article at too high a price, then it defeats its purpose as an economic factor. If good, truthful advertising will not sell an article, then there is something the matter with the article, and the remedy lies not in hanging the advertising by exaggeration to make it sell the goods, but to so improve the merchandise that good advertising will sell it in such large volume that the manufacturer will be able to pass along to the consumer the many benefits of mass production.

Finally just a word in closing. For many years I have both studied and practiced advertising. And I am convinced that for everybody interested in advertising, a broad understanding not only of conditions in this country, but of international conditions is necessary. I believe that nothing will repay you more than a careful study of your own activities, as advertisers, in your relaton to the coming changes which I have been privileged to refer to here.

SHAW RETURNS TO BOSTON

Leaves New York to Become Boston American and Advertiser Publisher

Edgar D. Shaw, formerly publisher of the *Boston Advertiser,* and recently associated with Arthur Brisbane in New York, has been appointed publisher of the *Boston American* and Boston Advertiser to succeed Barrett Andrews.

C. I. Putnam, also a former Boston man, has been named executive head of the Boston American.

The appointments were effective Nov 13. Mr. Andrews has not announced hi plans for the future.

Mr. Shaw was publisher of the Adver tiser up to about six months ago whe the management of Mr. Hearst's tw Boston papers was merged under Mr Andrews.

Some years ago Mr. Shaw was asso ciated with the *Boston Journal* and *Bos ton Herald.* Later he served in an ex ecutive capacity on Hearst papers i Chicago, Detroit and New York.

In commenting upon his latest appoint ment he said that it seemed like old time to return to Boston, where he was bor and educated, having been a graduat of Harvard class of '93.

Formerly connected with the Bosto American as an auditor, Mr. Putnar until recently was publisher of th *Washington Herald.* Early this mont he came to New York as assistant pub lisher of the *New York Journal.* At on time he was New York advertising rep resentative of the Boston American.

THE
EVENING JOURNAL
Martinsburg, W. Va.
covers a prosperous manufacturing and fruit growing field.

Gorton's Cod Fish
Carter's
Piso

and many other accounts are now going into Martinsburg for the first time.

The Journal is the only paper published in Martinsburg and it maintains a real service department for national advertisers.

Represented Nationally by
The DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago

N. BREWSTER MORSE
Has Created The Most Talked of Feature This Year

His Strip Picturization of Stevenson's "Treasure Island" is Appearing Daily in Leading Newspapers All Over the Country.

Write Us for Sample Strips Today

Wheeler-Nicholson, Inc.
15 West 44th Street, New York

Facts

The Dallas Journal has the largest A. B. C. circulation among Dallas evening newspapers.

Four-fifths of it is city and suburban.

The Journal is a clean, bright and aggressive paper that appeals to the more intelligent and prosperous classes of the city.

The average milline rate of The Journal is the lowest among Dallas evening papers.

The Dallas Journal

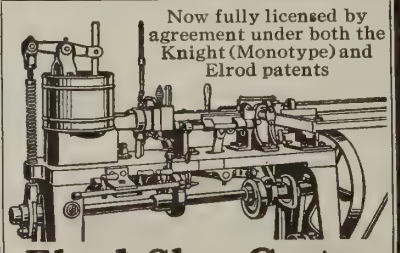
The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher



Now fully licensed by agreement under both the Knight (Monotype) and Elrod patents

Elrod Slug Caster
for Leads, Slugs, Plain Rules

has a real place in your plant for producing leads, slugs and plain rules in any quantity and length for less than the distribution cost of used material. Simple and automatic—no constant nor expert operator required. Elrod material is cast from any standard slug metal and is of very high quality. It stands up under even the most severe of stereotyping and press conditions.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston

first! in OHIO

17,363,857 Lines

Dispatch advertising record first ten months of 1925 exceeding other Columbus newspapers combined by 2,908,834 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME PAPER

MANY FACTORS CAUSE RATE DIFFERENTIAL

(*Continued from page 7*)

y competition, are subtracted from the ross expense. He must have so much noney to meet his costs and enough above t to net some returns on the capital in- ested.

Finding such figures, shall he apply to all advertising regardless of all the ifferences of conditions, differences of olume—of each classification of ad- ertising differences in value of classes f advertising to circulation, and to other epartments of the newspapers? No. It ould be neither logical, practical nor ir.

He decides to establish different rates r national and local advertising. He as been brought to this conclusion by any factors, mathematical and unmathe- atical. He has consulted what ever na- nal advertising costs he has and re- nsults them year after year for possible ljustments. He has found that these e high. They include 15% to a general gency, whose services in the main can legitimately counted as a part of the wspaper selling expense only by the ildest stretch of imagination or tradition. e has paid 10 or 15% to special presentatives to work at selling the na- nal advertiser. He has spent thousands dollars of expense for work from his vn office direct. And to all this he s added the merchandising department hich is costing him fifteen of twenty ousand dollars a year.

He has found that the total linage of tional advertising has been one-fourth one-fifth of his total volume, one-third one-fourth of his local advertising and cause of this volume and despite his al rates being lower in 1924 his na- nal advertising has cost him a greater r cent than his local. In one instance, ntlemen, dislosed by my survey, the st of national amounted to more than e total cost of the local advertising de- rtment, salaries and expenses combined -yet the local advertising amounted to ree times the national in volume.

Not only does volume of national ad- rtising enter into the finding of cost lt so must all other considerations. The tional advertiser is not an all year und advertiser. He is seasonal. In the per a few weeks or a few months out each year. He does not carry the ld like the local advertisers. He does rt provide the potentiality of continuity r the potentiality or ever increasing tronage to the newspaper.

Whether it be a 1,000 line contract or a20,000 line contract, the national ad- rtiser must be taken care of. The wspaper must stand ready to give him rvice when he wants it and how he nts it.

The national advertisers' copy—with all i requirements and demands—does con- tbute to the stabilization of the news- per business and to the raising of that wspaper into a higher class medium and titution, but not to any such degree as do the local advertisers with their voluminous space and their constant perennial patronage. Indeed the national advertiser owes much to the local ad- vertiser for furnishing the former with such an effective local medium for the distribution of his goods. Aside from the desirability of a local newspaper car- rying such a representation of local copy as will add to its pulling power for the national advertiser, a factor which none of you underestimate, the local ad- vertiser by his greater ever constant pat- ronage helps keep national advertising rates as low as they are.

The Wichita publisher or the Des Moines publisher or any other publisher takes these facts into his calculations.

But over and above them all he is controlled by one irresistible fact. He knows that practically all national ad- vertisers receive value from his news- paper's total circulation. There is no waste. The national advertiser's pro- ducing and selling power is not deter- mined by the size and trade volume of that newspaper's home city as is the buying, selling and merchandising powers of the local or retail merchant. His position is unlike the retail merchant in other vital particulars. The national advertiser does not depend on special prices and sales days. His obligation to the public is not the offering of spe- cial bargains that must be viewed per- sonally and purchased at certain hours. The local advertiser has but one outlet for his merchandise. The local mer- chant's outside territory is determined by the size of adjacent towns, hard sur- faced roads, transportation facilities as well as his own capacity.

But after all and in conclusion—is the fairness or logic of the national advertis- ing rate dependent on comparison with the local advertising rate, even though the differential is justified by these many factors?

Is there any question of the national advertiser not being satisfied with an advertising rate that constitutes a fair price for the goods he buys, when such fairness is based on costs, proved by com- parison with other advertising media and justified by sales results obtained?

That the price is thus fairly determined there is no doubt. The national advertiser can rest assured of this. Costs cannot be loaded to his disadvantage in determining a fair price. He is not paying an ex- orbitant price.

If in the instances of some newspapers local retailers with four or five hundred thousand line contracts, are paying too little, the differential is coming out of the profits of the publisher, who thus sees fit to further contribute to the devel- opment and welfare of his own home town through its retail merchants.

You might as justifiably contest his right to make a direct donation or be- quest to his city as to question his right to do this. You have the right to refuse to carry much of his burdens and the as- surance that you are not doing so is in these factors I have mentioned and the inevitable processes of economic law.

A. N. A. E. SURVEY SHOWS SERVICE WASTES

(*Continued from page 12*)

the effect that the value of these papers is dependent almost entirely upon their editorial merit. A paper that contains material that creates reader interest among wholesalers and retailers naturally can give valuable support to advertisers while any amount of trade paper support is worthless if the sheet is unable to cre- ate at least a reasonable degree of reader interest. These papers have a direct val- ue to the newspaper, in addition to sup- porting the advertised products as they should keep the trade sold.

"6. The value of letters of introduc- tion to the trade is almost as great as the dealer papers. Obviously, this form of service is very inexpensive to the newspa- per as it requires merely a letter for the salesman to carry that will give the trade definite asurance in regard to the adver- tising campaign. Obviously, these letters cannot be handed out indiscriminately as they depend for effectiveness upon the degree of confidence that the trade has in statements made by the newspaper. If the newspaper supplies letters and the ad- vertising does not appear as promised, the newspaper suffers a loss of confidence upon the part of the dealers and their fu- ture statements are discredited. The practice of our own newspaper is to re- quire a non-cancellable contract or an agreement upon the part of the manu- facturer to accept the return of mer- chandise purchased upon the strength of the advertising in case the advertising does not appear as promised and in case the dealer is dissatisfied for that reason.

"Since these six forms of service are the only ones that are considered proper functions by 50% or more of the adver- tisers and agencies, it is reasonable to as- sume that a newspaper that believes in the greatest good to the greatest number of advertisers should limit service to these primary and practical functions."

Two Year Old Libel Suit in Court

The criminal libel suit against M. M. Levand and Sam P. Day, publisher and managing editor respectively of the *Casper* (Wyo.) *Herald*, pending since November, two years ago, was opened Tuesday morning, before Judge William A. Riner. Libel charges were the result of editorial in the *Herald* protesting against the acquittal of Earl Cantlin, Wyoming deputy sheriff, charged with the murder of Mrs. Nellie B. Newcomb.

That strange light in his eyes while you are giving advice means that he has at last discovered how little you know.—*Birmingham News.*

Regional Advertising
of
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. Lytton Bldg. Chicago, Ill.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

The Dispatch-Herald
Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.
ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

Dominant and headed upward
in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

Your Card of Introduction
to the people of MONTGOMERY COUNTY, PENNSYLVANIA, is the
Norristown Times Herald
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

Northern Ohio!
one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers
The Plain Dealer
ONE Medium—ONE Cost ALONE Will sell it
J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 360 N. Mich. Ave., Chicago

LONDON DAILY FINED 100 POUNDS FOR "RED" CARTOON, AMERICAN STYLE

Although No Names Were Mentioned, Court Held Publication Was Prejudicial to Rights of Six Arrested Communists

By HUGH J. HARLEY

A FINE of 100 pounds and trial costs upon the editor of the *London Evening News* because he published a cartoon deemed prejudicial to the communists who were arrested recently in the British drive against agitators of this type, gives a curious view of the trials and tribulations of British newspapers. The cartoon and the accompanying article were typically in accord with the natural reaction of newspapers throughout the United States—in fact they may be regarded as a part of the American newspaper atmosphere of enterprise, featuring and fearless comment which has invaded the British Isles.

But that atmosphere is being achieved at heavy monetary costs as the Evening News case will illustrate.

The charge of contempt of court was brought on behalf of six of the communists who had been arrested and accused of violating the Incitement to Mutiny Act. The publicity to which objection was taken included an article and a cartoon entitled "The New Road Signs." The Home Secretary Sir William Joynson-Hicks was depicted in the uniform of a policeman painting "Stop" on the road in front of a dilapidated motor car labelled "Red," and which contained three unpleasant looking persons labelled "Communism," "Mutiny" and "Sedition.'

The article was headed "Well done, Jix," and its opening paragraphs read:

"Sir William Joynson-Hicks, Secretary of State for the Home Department, more briefly and affectionately known as 'Jix,' has made good.

"The strong words which he has spoken on public platforms with regard to the Communist menace have been translated into fact and the law has been put into operation against the spreading of sedition.

"Almost alone among the members of the government, the Home Secretary has for some time past recognized the gravity of the situation created by allowing direct incitements to violence to continue unchecked.

"When he declared his intention of putting an end to this state of things he was girded at alike by those who imagined that to prosecute sedition was only to advertise those who spread it, and by those who declared that free speech was such a priceless jewel that no bounds should be placed upon it.

"He has proved himself a strong man by getting his own way with the Government despite the inertia against which he had to contend; and not only the Conservative Party whose views were clearly expressed at the Brighton Conference, but the whole country will thank him for his energetic action."

The prosecution alleged that if this sort of publication were to be allowed it would be extremely difficult for any juryman to bring an unbiased mind to the trial of these men and it mattered not that some people might be influenced in their favor.

A full court in the King's Bench division sat upon the case very promptly. The defense was a cross section of the newspaper political and official pronouncements against communistic activities as a menace to the British nation. It was held that the cartoon and the leading article entitled "Well done, Jix" were not intended to prejudice the trial of the accused men; there had been for some time a campaign of revolutionary propaganda which had for its object the sapping of the foundations and well-being of the country.

It was not a mere newspaper rumor; its exstence was stated on the Home Secretary's authority. He was not suggesting that any of these defendants had anything to do with that campaign. But in this situation there had arisen two sharply contrasted schools of thought; a passive school which held that to prosecute was to advertise and to convict was to make martyrs, and that movements of that sort should be treated with a little amusement and a good deal of contempt. Against that school was an active school consisting of those who thought that to ignore such a movement was the policy of the ostrich, and that steps should be taken by those in authority to put the law in motion.

The Evening News for a long time had advocated the active school and the cartoon and the article to the regular reader of the newspaper would seem merely a logical step in the policy of the publication and would not be thought to be directed against any individuals. No doubt, the proper policy to be adopted was a matter most carefully considered by the Government, and this article and the cartoon were merely intended to express satisfaction that the Government had adopted the policy which the newspaper had been advocating and were not directed to the innocence or guilt of particular persons.

The Court's judgment stated that the question to be determined was whether the Evening News, either by its cartoon or in the artcle "Well done, Jix" had violated the well-established rule of the court which prohibited the publication of anything other than that which was a fair and accurate report of the proceedings in the Court itself. It was true that the jurisdiction was not to be exercised when there was merely a technical contempt, and the definition of that brought one back to the rule that the matter must be either intended or calculated to prejudice a fair trial.

In the present case, the Court held, there was no suggestion or ground for suggesting any such intention, and all that the Court had to consider was the question of possible prejudice against the defendants through the publication. Having carefully considered the whole of what was written and the cartoon, it was decided that this could not fairly be described as comment only on the policy pursued.

Looking at the cartoon—and but for the cartoon the Court would have been disposed to accept the argument for the defense—it represented a person driving a car. He was labelled "Communism" and there were two others in the car labelled "Sedition" and "Mutiny"—the very offenses with which the men under arrest were charged. The court considered that it was calculated, or might tend to prejudice the defendants, although they were not directly pointed at in the cartoon, nor was anything written against any individual.

The defense had called the Court's attention to other newspapers in which attacks were made on the policy of this particular prosecution; they had not today to consider whether any or all of those publications constituted the same offense as that alleged against the Evening News. If and when any of these publications were brought before the Court, they would deal with them as justice demanded. It was true that as had been said, this case was one which would attract considerable public attention. It was the more necessary that there should be care not to publish criticism of the prosecution or the defense which might affect the trial.

If comments were brought to the notice of the Court which tended to prejudice either the prosecution or the defense the Court would not hesitate to use its powers to put a final stop to such comments. The judgment concluded with the fixing of the "light" fine.

The case has opened an almost endless vista of possible prosecutions for the Evening News defense quoted many comments printed in the most important newspapers of England.

Europe won't pay the instalments on that war and we can't take it back.—*Little Rock Arkansas Gazette.*

FORESHADOWED EVENTS

Nov. 22-24—Seventh District, A.A., C.W., annual convention, Oklahoma City.

Dec. 2-4—Texas Editorial Assn., annual meeting, Brownsville.

To Enter Daily Field

The *Haines City* (Fla.) *Herald* wee ly will become a daily publication so time next month, with Associated Pr service. Start of the daily hinges u the installation of a new Duplex mo A press.

M. J. Lee is publisher of the Her and E. G. Denham is editor.

Foreign Writers' Dinner Postponed

Annual dinner of the Association Foreign Press Correspondents which w scheduled for Thursday night, Nov. was postponed to a later date.

The Wichita Trade Territory

Is A Distinct Marketing Unit

It is Covered by One Medium—The Wichita Eagle

Ask for Complete Details and Merchandising Data

The Wichita Eagle

Victor Murdock, Editor in Chief — Wichita, Kansas — Marcellus Murdock, Publisher

REPRESENTED BY The S. C. Beckwith Special Agency

In New Orleans It's

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Camel Cigarettes

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH

New York City—Boston

G. LOGAN PAYNE CO.

Chicago - Detroit - St. Louis - Los Angeles

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York

Tribune Tower, Chicago

THE WELFARE COMMITTEE

of the

INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

MARKET NEWS

Plus TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America

ESTABLISHED 1914

42 New St., New York City

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives

Williams, Lawrence & Cresmer Co.

360 N. Michigan Ave., Chicago

225 Fifth Ave., New York

LETTERS FROM OUR READERS

Direct Mail and Newspapers

To EDITOR & PUBLISHER: On several ifferent occasions during the past few ıonths, there have appeared in your ·onderful publication special articles ritten by feature writers on the general ıeme, "Direct Mail Advertising vs. ewspaper Advertising."

The result of these feature articles is ıat it has caused advertising men to el that there has been some kind of ontroversy between the official groups f newspapers and direct mail advertisers. his situation has caused me concern as ell as other men in Direct Mail Adver- sing.

If at any time literature has appeared ıat prompted a discussion or controversy etween these two great mediums of ad- ertising, we in organized Direct Mail dvertising have not been responsible for in any way, shape, or form.

At the recent Boston convention of the)irect Mail Association, I made this a ıatter of record, by bringing up in our ıeeting a strong recommendation to ledge (as a Direct Mail organization) ıpport to the newspapers of the country.

This presentation was later put into ıe form of a resolution and adopted by ıe General Assembly at the last session f the convention as follows:

"RESOLVED, That as advertising is the art nd science of persuading a profitable propor- on of a given class or classes of people to uy, through the printed word, and that all gencies of expression and circulation are but ieans to that end, we pledge to the newspapers nd all the other proper advertising media our earty co-operation and support, thanking the oston newspapers, in particular, for the news nd editorial support they have so generously ven."

Mr. William Rogers of the *Boston ranscript* was present at the time I ıade this presentation to the Association, nd entered a strong plea to every Asso- iation member to give hearty support to ıe newspapers of the country, and to efrain at all times, in any meeting of dvertisers, from making a comparison ne way or the other as an official body.

I want to be sure that this expression f the Direct Mail Advertising Associa- on is given to all the members of the ewspaper fraternity, because we have verything in common to work for, and hen any one medium of advertising attacked by another medium, the whole tructure of advertising is consequently eing undermined.

HOMER J. BUCKLEY
Buckley, Dement & Co., Chicago.

The feature articles that Mr. Buckley vidently refers to were precipitated by ıe amazing and we believe wholly mis- aken assault on newspaper advertising y J. G. Pattee, of the Necomb Endicott epartment store, Detroit, and the broad- asting of his statement to department tore proprietors. Mr. Buckley's attitude nd the resolution adopted are highly ommendable in theory and in practise.

Miami Herald Advertising

To EDITOR AND PUBLISHER:

In your issue of October 31, on page 2, under the caption "New Week-day ecord," calling attention to the edition f the *St. Louis Post-Dispatch* which onsisted of 76 pages, you say—

> "*The Miami Herald* was the only one other newspaper to equal the Post-Dispatch achievement, for which Florida real estate advertising was responsible."

In the first place, your statement is an error since during the past three months, the Miami Herald on several occasions has printed regular week-day editions of 80 pages. Therefore, the word "equal" is not in place. It should have been "exceeded."

The concluding phrase of your paragraph, "for which Florida real estate advertising was responsible," we regard as entirely uncalled for. During the 16 years history of the Miami Herald, real estate has been the source of the largest linage in advertising in Miami. It is as much a part of our financial life as automobiles in Detroit, or a department store in St. Louis. A large number of the present real estate firms, advertising in The Herald, have been in existence for 15 years or more. Therefore, they should rank as high in the estimation of the public as the Famous & Barr store.

We note the Post-Dispatch carried 15 solid pages of advertising for one department store and 7 solid pages for another department store.

We do not recall that at any time in the newspaper history of Miami that any real estate firm has carried more than four pages of advertising in one issue. Occasionally a number of them carry two pages, but the general run is from one page down to the smaller advertisements.

Therefore, we believe that the real estate advertising in The Miami Herald is more representative of the number of concerns doing business in Miami than is the department store advertising in the St. Louis Post-Dispatch.

We believe that the writer of the paragraph we have referred to, must have intended a slighting reference to The Miami Herald. Of course, it was bred of ignorance of the real estate conditions that have existed in Miami for more than 15 years. We believe it is as reputable to print an 80 page paper made up of a large percentage of real estate advertising from established firms and properly incorporated companies as it is to run department store advertising or any other kind of advertising.

We might question the judgment of any one concern running 15 solid pages in one edition of any paper. It might appear as if the firm using so much space intended using the complete paper as a catalog rather than a direct appeal to the day's trade. That, of course, is a matter for discussion. The newspaper that naturally has the greater appeal to the public, is the one containing the greatest representation in number of advertisers. The public is entitled to the advantage offered by competition.

We are sure that you personally intended no reflection on The Miami Herald by the phrase "for which Florida real estate advertising is responsible," but we are certain that you see our point and will do what you can to prevent a recurrence of these statements.

Sincerely yours,
FRANK B. SHUTTS.
Publisher
The Miami Herald.

"PLAYER WRITER" RULING

Washington and New York Baseball Scribes Vote Hands-off

Washington's baseball writers are inclined to keep hands off the approaching conflict over player-writers. At a meeting last night they adopted a resolution to the effect that they have nothing to do with the regulations of organized baseball along this line, nor to tell owners and managers of newspapers what should be printed or not printed in sports news. In taking this action the Washington writers allied themselves with their brethren in New York and in opposition to those in Chicago.

President James M. Gould, of St. Louis, is bitterly opposed to the custom of having baseball players "write" stories of world series games and went on record to this effect during the series between Washington and Pittsburgh.

A couple of weeks ago the Chicago chapter of the Baseball Writers Association adopted a resolution asking Judge Landis to refuse permission to players in the future. Now votes are being taken in every major league city. President Gould is seeking to learn the feeling among the writers before proceeding further in the matter.

Alumni Association Meets

Routine business was transacted at a short meeting of the Graphic Arts Alumni Association, of the N. Y. E. P. A., held Monday, November 16, at the Cafe Boulevard. The members will hold another meeting December 14.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

New York Leadership

Each month for four consecutive months — July, August, September, October—The New York Sun has published more advertising than any other New York evening newspaper.

The Sun
280 Broadway New York

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

We have told you sixteen times in this space about

The Evening Star
Franklin, Ind.

We have enjoyed it. Maybe you have.

Thank You!

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON
Newspaper Buildings
Plant Layouts
Production, Operation
20 West 42nd Street New York

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

HOME DELIVERY THE CIRCULATION HEART OF COMMUNITY NEWSPAPER'S SERVICE

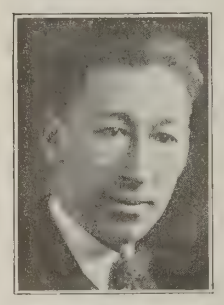
By A. A. BRANDON

Circulation Manager, Long Island City (N. Y.) Star

Address Delivered at Buffalo Convention, New York State Circulation Managers' Association

Mr. Brandon has been in charge of circulation on the Star *for a year. He is now 33 years old and has been in circulation work since he began to carry the* Denver Post *22 years ago. Most of his experience has been in the West, including several years as circulation manager of the old* Ogden (*Utah*) Examiner.

BUILDING circulation on a community daily in the city of New York presents a promotion problem different from that found in most other metropolitan cities.



A. A. Brandon

We make no pretense whatever of out-and-out competition with Manhattan dailies. To do that would be certain suicide. We can't hope to crowd a big paper out when we push our paper in. Therefore, we carry very little telegraph news and sometimes none at all.

We consider our main task to be educating the prospect to the fact that no matter what Manhattan newspapers he reads, he owes it to himself and his family, to first know what is going on in his own community—in fact, in his own block. We shoot our heavy newsheads on local happenings, and in New York City there are always enough accidents, court cases and important local news in every community to make interesting reading for those residing in that section.

From this you will see that our big task is to ding-dong at newcomers until we convince them that they are a part of our community—that the community welfare is their own welfare and that the only way to keep abreast of the community news is to read our paper regularly.

And thereby hangs a tale. Until recent years all New York newspapers, community and Manhattan papers as well, depended entirely for their circulation in the greater city on newsstand and newsboy sales. No direct sales contract with the reader could be made. Carrier delivery to the homes was looked upon as "small town" and an expensive, impossible thing. The *Bronx Home News* was the first newspaper to realize the value of a home delivery, and so set about to develop what turned out to be the first successful carrier home delivery system in the Greater City.

Since the success of the Home News other community dailies have become home-delivery-inspired. On nearly every community newspaper where a home delivery system is not in the process of installation now, it is perhaps in the publisher's mind as his next move when he gets the material, money and confidence to go ahead with the thing. There are three other New York community newspapers to my knowledge that have installed or are now installing carrier home delivery.

We started installing our system not quite a year ago, and today the territory is over half covered with a first-class delivery. I have gone ahead with our system slowly but surely, and our promotion expenses for the year, including all installation costs, as well as several carrier contests, sampling, solicitation, verification, etc., is within $8,000. From the foregoing, you will understand that I consider the first step in building circulation on a community newspaper, the establishing of a boy delivery system.

Since launching the system on half-coverage I have run a few successful carrier contests. In the direct contact I have secured I have been driving home through the carriers' sales talks the one big point, namely, showing the prospect that he is an actual part of this community and needs our paper. We have used a systematic sample campaign to educate our residents to read our paper and we are going to conduct more similar campaigns.

We have a prize stunt on now in which various prizes of value ranging from 50 cents to $4.50 are offered to boys and girls who turn in a specified number of 3 month-subscriptions. I have found our field to be unusually responsive to this kind of promotion because, odd as it may seem for New York City, these prize offers are new to the kids and have not been overworked as in most places. That much for direct promotion.

Now for the paper itself. I have always considered the classified pages of a newspaper a very important factor in the paper's circulation possibilities. It is even a more important factor in a New York community newspaper's success than it is in a city newspaper's. My opinion is that if you can get the classified—the right kind and enough of it—your prospects for circulation growth are incomparably greater than without it. Fortunately, we have more than two solid pages of good, clean classified, and we play strongly on it.

Our news and editorials are always written from the community angle, with the editorial force focusing their efforts on community appeal alone. Our front page is given over entirely to local news. Our sports department covers in detail the local sport situation covering high schools, etc., religiously. Everything in our newspaper from first to last page is treated entirely from a community angle and planned entirely from the point of view of community appeal.

In summing up I will say that circulation building on a metropolitan newspaper in New York City—taken for granted, of course, that your paper has the proper ingredients as before outlined—consists of establishing a point of sales contact which the Manhattan dailies lack, and working that point of contact overtime, plus.

BICKEL COMPLETING TOUR

U. P. President Has Visited Brazil, Uruguay, Argentina and Chile

Karl A. Bickel, president of the United Press Associations who is on a trip of inspection to all South American bureaus, arrived Nov. 19, in Arica, scene of the negotiations for arranging the terms of the Tacna-Arica plebiscite. He was greeted on his arrival by Harry W. Frantz, United Press staff correspondent who is covering the plebiscite.

Mr. Bickel's trip, now nearing completion, has taken him to Brazil, Uruguay, Argentina and Chile and, before it is concluded, will take him to Peru, Panama and Cuba.

Accompanied by Mrs. Bickel, the United Press president arrived in Rio de Janeiro on Sept. 23. He spent two weeks in Rio and Sao Paulo, Brazil conferring with the client newspapers of the United Press and arranging for improvements and expansion of the service. James I. Miller, vice-president and South American manager of the U.P., Joined Mr. Bickel in Brazil and accompanied him when he left for Buenos Aires during the second week in October.

He reached Buenos Aires on Oct. 15 and remained three weeks in that city.

President Alvear, of Argentina, received Mr. Bickel in special audience during his Buenos Aires stay. The chief executive, in an interview with the U.P. president on that occasion voiced the desire of Argentina to encourage the immigration to that country from European countries.

A visit to Mendoza, Argentina, preluded Mr. Bickel's trip across the Andes to Chile. The Chilean foreign minister Senor Barros Jarpa, American Ambassador Collier, the directors of the Santiago newspapers and other distinguished citizens of Chile were the guests of Mr Bickel at a dinner given before his departure from Santiago for Valparaiso where he took ship for the north.

Following a brief stop at Arica, Mr Bickel will continue his journey northward to Lima where he will remain a week or more before proceeding to the Canal Zone.

Los Angeles
EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Sixty-Three Major Daily Newspapers and Five Magazines Are Subscribers to the Regular Service of Editorial Research Reports
(November 15th, 1925)
Editorial Research Reports
828 18th St., Washington, D. C.

It's unanimous! The New Shop-o-scope is the best of all Holiday Campaigns!
THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Bldg. Philadelphia

DO YOU NEED A TRAINED MAN?
The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.
If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.
NO CHARGE TO EMPLOYERS.

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

NATION'S BEST BUSINESS BRAINS TO STUDY DISTRIBUTION PROBLEMS

ional Conference in Washington Will Seek New Paths to Prosperity by Light of Best Available Statistics—Advertising to Play Large Part

By J. BART CAMPBELL

ASHINGTON, Nov. 18.—Prepara-ions for the National Distribution erence—the first of its kind—to be here on Dec. 16 and 17 under the ices of the United States Chamber ommerce, are being rapidly whipped shape.

ie purpose of the conference is to fe the task which is before distributors tudying their own problems. It is he intention to solve these problems assing resolutions, or to attempt to a cure-all, it was stated.

ther it is desired to obtain a con-s of opinion as to what are the most rtant problems, and to lay plans for e work. A comprehensive task for conference has been carefully out-. This includes a survey of existing stical sources; suggestions for a ing house of statistical information void duplication by those now en-d in such work; analyses of trade tices; the devising of better methods; a study of the functions of the vari-agencies of distribution now in ex-ce.

so-called Steering Committee has formed to decide questions of general y or methods of procedure by the ral important committees which are ged already upon the preparation of ries of reports intended to have a reached bearing upon the various lems to be considered by the con-nce.

espite published statements to the rary, these report are still in pro-s of completion. This is particularly of the report of the Committee on ket Analysis, Advertising and Ad-ising Mediums, which held a prelim-y meeting on Nov. 11 at New York . Stanley Resor, president of J. ter Thompson Company, is chairman his committee. While a preliminary ey of its field has been made by this mittee, its report is still to be ap-ed by the committee as a whole, OR & PUBLISHER was informed this k.

hree sub-committees of this commit-ave been named as follows:

b-Committee A—To determine the stics needed in market analysis; to its cooperation to the Committee on ction of Business Figures in order data as complete and as timely as ible shall be available for the econom-distribution of merchandise.

he members of this sub-committee are e P. L. Thomson, Western Electric pany, New York, chairman; E. T. edith, Meredith Publications, Des nes, Ia.; Malcolm Muir, McGraw-ll Company, New York City; C. C. ain, manager, Division of Commercial earch, advertising department, Curtis ishing Company, Philadelphia; Harry ght Smith, Fuller & Smith, Cleve-n O.; and Dr. Daniel Starch, director esearch, American Association of Ad-sing Agencies, New York City.

b-Committee B—To cooperate with the Department of Commerce in the compilation of market information now being undertaken by the Department; and to recommend to the department the inclusion of other elements in the work of market analysis which the sub-committee regards as essential.

The members of this sub-committee are to be: Dr. Daniel Starch, chairman; Prof. E. E. Day, University of Michigan, Ann Arbor, Mich.; T. O. Grisell, George Batten Company, New York; Dr. W. I. King, National Bureau of Economic Research, New York; Robert K. Leavitt, secretary, Association of National Advertisers, New York; Dr. Wesley Mitchell, National Bureau of Economic Research, New York; William A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association, New York; and A. Heath Onthank, Department of Commerce.

Sub-Committee C—To prepare a statement upon the economic value of advertising; to classify advertising mediums according to their special services as shown from experience; and to recommend methods for eliminating wastes in advertising wherever possible.

The members of this sub-committee are to be: L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; John H. Fahey, Boston; J. W. Hayes, Crowell Publishing Company, New York; William H. Johns, George Batten Company, New York; G. L. Johnson, chairman of the Board, General Outdoor Advertising Company, New York; and E. T. Meredith.

In conjunction with the Committee on Collection of Business Figures, the Committee on Market Analysis, Advertising and Advertising Mediums is studying available sources of statistics. All research material is being indexed in cooperation with the Department of Commerce in order that it may be accessible ultimately to everyone interested in market analysis.

As a result of information received from many national advertisers, studies are being made possible which will bring out many new facts regarding the economic value of advertising.

The formation of the Committee on Collection of Business Figures was left to Secretary of Commerce Hoover. A principal reason for adopting this method was because studies have been conducted for several months under the direction of Mr. Hoover and it was thought best to combine the work of the conference with that already accomplished by the department.

"Business has suffered seriously in the past from a lack of knowledge of the factors contributing to, or forming the basis for intelligent studies of marketing possibilities, which indicates accurately the approach to good or bad times, and which might determine future buying policies," it was stated.

"It falls within the functions of this committee to examine into, and discriminate between the sources of existing information; to correlate these sources so as to make the most effective use of them; and to increase the amount of information now available."

Owen D. Young, chairman of the board, General Electric Company, New York, is chairman of this committee; Julius Barnes has been appointed chairman of an executive sub-committee.

Other committees of the conference are: Trade Relations, A. Lincoln Filene, Boston, chairman; Expenses of Doing Business, Robert R. Ellis, president, Hessig-Ellis Drug Company, Memphis, Tenn., chairman; Methods of Distribution, L. D. H. Weld, Commercial Research Department, Swift & Company, Chicago, chairman; General Conditions Affecting Distribution, G. S. Brown, president, Alpha Portland Cement Company, Easton, Pa., chairman.

Poster Group's Ad Stunt

When the Poster Advertising Association met in Kansas City recently it purchased one-quarter page space in local newspapers to print daily the "Outdoor Advertising News." Copy was made up in newspaper form and gave news of the convention.

More naval planes might do away with war. They would keep the battle fleets so busy hunting for them they wouldn't have time to fight.—*New Orleans Times-Picayune.*

W. E. CARPENTER DEAD

Was Prominent Newspaper Man and Newsprint Administrator During War

Willard E. Carpenter, former Chicago newspaper man and Federal newsprint paper administrator during the war, died Tuesday in St. Luke's Hospital, Chicago.

He had a long newspaper career, which included a period as business manager of the *Chicago Chronicle*. He was the founder of Carpenter & Co., newspaper representatives, and since 1922 was president and publisher of the *Lincoln* (Ill.) *Courier Herald*.

During the paper crisis which followed the Armistice in 1918, he was instrumental in obtaining from metropolitan publishers large supplies of newsprint paper for small publishers, which in many cases saved them from suspending publication.

He was prominent in publishers' association work in the Middle West.

He Goes Everywhere, Sees Everything, *and* Knows Everybody in The Big Town

Who?

PIERRE VAN PAASSEN
Writing
Lights of New York

A NEW DAILY HUMAN INTEREST COLUMN RELEASED BY

THE BELL SYNDICATE
154 Nassau Street New York City
JOHN N. WHEELER, Pres.

"SKIPPY"
By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

ROBERT QUILLEN
"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WILLIS, is well over seven million daily.

Associated Editors, Inc.
440 S. Dearborn St., Chicago

CHRISTMAS SHOPPING REMINDERS

NOOZIE is always good but especially so just at this season.
½ and 1 column sizes.

The International Syndicate
Baltimore, Md.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

fashions

Authentic
Inclusive
Sparkling

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Talks

Joe Mitchell Chapple is in old Spain getting some new little talks with big people.

THEY WILL INTEREST YOUR READERS

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

FREE!
A WEEK'S RELEASE of
RADIO DOINGS
"NEWS FROM THE AIR"

To prove to you it's the livest and best radio feature of the season.

AN INSTANTANEOUS HIT!

No obligation *Write or Wire*

AUDIO SERVICE
30 N. Dearborn St., Chicago
(More than 160 newspapers use our radio programs. Write for samples and prices.)

Classified for Use of Buyer and Seller

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.

Special rates quoted for 13, 26 and 52 insertions.

The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Newspaper Promotion
Special Editions Special Pages

BUSINESS OFFICE
Accounting Appraisers
Supplies Devices

BUSINESS OPPORTUNITIES
Brokers Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion Distribution
Premiums

EDITORIAL
Business News Correspondents
Syndicate Features

EMPLOYMENT
Help Wanted Situations Wanted

MECHANICAL
Engraving
Equipment For Sale Equipment Wanted

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

BUSINESS OPPORTUNITIES

Brokers

Three Desirable Weeklies, one in New York; one in New Jersey; one in Pennsylvania, all splendidly equipped; good circulation; and earning handsome dividends on price asked. In replying state amount available for initial payment. I can recommend these properties. J. B. Shale, Times Building, New York.

Newspapers For Sale

Afternoon Daily—Owners will sell for cash only, one of the best afternoon dailies and building in Indiana. Old established paper is now and always has been a moneymaker. Modernly equipped, will sell itself to one who knows newspaper values. Must give references as to ability to handle for cash before a reply will be given. B-507, Editor & Publisher.

Daily Newspaper for Sale; to settle estate. 18,000 circulation and growing, in Middle West. Well equipped plant. Rare opportunity. Address A-970, Editor & Publisher.

Evening Daily for sale. Established 1842 in cultured Southern city of 22,000. Exclusive territory. $10,000 cash. Terms on balance. Owner has two other papers requiring his entire time. The South is enjoying unprecedented development in all lines and this proposition affords a wonderful opportunity for an experienced newspaper-man. A-989, Editor & Publisher.

Weekly Newspaper for sale; near Wilkes Barre, Pa., property and all complete. 1,500 Circulation. No competition. Selling on account of poor health. Price $20,000. Terms. Write M. T. Walko, 1740 Wyoming Ave., Kingston, Pa.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Popular Radio News and Features from the Washington Radio News Service. Issued weekly. Write for samples and rates. Carl H. Butman, Mgr., 1422 F St., Washington, D. C.

Weird Words from the West—New feature for daily and weekly publications. 50c per column. Not profound. But occasionally sparkling. It's homespun philosophy and comment on every subject. Doesn't take itself too seriously. Sometimes tart, sometimes ridiculous, but always intriguing. Going over big in Middle West. Couched in plain, blunt language of the plains. Might make easterners sit up and take notice. Written by Carl Brown, writer of "Globe Sights" and "Snort Column" in Atchison, Kans., Daily Globe. Samples on request. Brown-Martin Syndicate, 524 Q street, Atchison, Kans.

EMPLOYMENT

Help Wanted

Advertising solicitor for States of Ohio, Indiana and Michigan for monthly trade journal. Excellent opportunity for right man and business-getter. Address Box B-508, Editor & Publisher, Times Bldg., New York.

Business Manager wanted at once, with real experience, for daily newspaper in the East. Must have had advertising and circulation experience. Splendid opportunity if successful. Address A-977, Editor & Publisher.

Circulation manager with organization and building ability. Must be able to direct street sales to increase same, in fact take complete charge circulation. Must also be able to take complete charge of mailing room if necessary. Boozers not considered and will not stay long on job. References required. A-990, Editor & Publisher.

Combination Pressman and Stereotyper wanted, for Goss Comet Flat Bed. Will pay $35 per week to start. Best working conditions. Address C. L. Atwood care The Morning Call, Key West, Florida.

Combination Machinist and Proofreader wanted. Four machine plant. Models nine, fourteen, three and nineteen. A-967, Editor & Publisher.

Managing Editor for fast growing daily, vicinity of New York. Managing experience essential. Write Box A-997, Editor & Publisher.

Syndicate Salesmen, not now handling any men's or women's fashion service, wanted to sell such features as a side-line. Liberal commission. A-995, Editor & Publisher.

Operators and Printers, experienced, wanted for daily morning paper. Union shop with best working conditions. Address The Morning Call, Key West, Florida.

Positions Now Open—Artists; Photoengravers; Camera Men; Zinc Etcher; Pressmen; Stereotyper; Advertising, Editorial and Circulation Men. Publishers' Placement Service, Seitz Bldg., Syracuse, N. Y.

Situations Wanted

Advertising Man—Experienced daily paper ad solicitor, writer, familiar with making layouts, etc., desires position South. Address Box B-502, Editor & Publisher.

Advertising Manager, Classified Manager—Young man, eight years' experience on large and small dailies, seeks greater opportunity. Capable of building display or classified department. Well recommended. Married; age 28. B-503, Editor & Publisher.

Advertising Solicitor, 28, married, thoroughly experienced; good copy and layouts. Able to recognize and promote extra linage ideas. Now on metropolitan daily. Prefer small city where right man can work into executive position. Address A-993, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager—Eighteen years' experience in developing advertising in cities up to a million population. An executive of proven ability. Desires connection with live newspaper needing a man of experience, ability and initiative, capable of putting over a hard proposition. Prefer second or third paper in north or east. Available December first. Write for particulars. A-998, Editor & Publisher.

Business Manager—Thoroughly experienced, with exceptional record as business builder, contemplating change for personal reasons, about January 1. Now making good in city of 100,000, showing gain of nearly $200,000 in less than three years. Excellent reputation. Salary and bonus proposition preferred. No objection to second or third paper on right basis. Address B-504, Editor & Publisher.

Circulation Manager of a well known newspaper of 35,000 circulation desires a change for the best of reasons. With present employer seven years. Has record far above average. Present salary above $5,000. Willing to accept good proposition on salary and bonus on increased circulation. B-501, Editor & Publisher.

Circulation Manager, or will accept city or country circulator any place in U. S. A. Available at once, will pay own expenses for personal interview, furnish unquestionable references, character and qualifications; years of varied successful experience from bottom to circulation manager. Opportunity first consideration. Salary no object. Age 39. Member I. C. M. A. Address B-505, Editor & Publisher.

Circulation Manager or will accept offer as city or country circulator. References from past employers direct to you will prove honesty, ability and successful record. Years of varied experience from bottom to circulation manager with Scripps-Howard and Clover-Leaf Group; Independent papers and manager publishing office. Age 39. Member I. C. M. A. Wire or write. Will talk terms, long distance. C. M. Platzer, Hotel Armistead, Baltimore, Md.

Circulation Manager with 5 years' experience on metropolitan newspaper wants position. Can show good record in a very competitive field. Knows promotion, distribution and A. B. C. records. A-974, Editor & Publisher.

Circulation Manager—Highest type; unusual ability, broad experience in all branches of circulation; qualified systematizer, resourceful, capable executive, hard worker, capable of overcoming the problems the other fellow stumbles over, age 36; married, first class references. Address B-510, Editor & Publisher.

City Editor—Know small city needs; resourceful; excellent record. A-999, Editor & Publisher.

Composing Room Foreman or Superintendent is available to publishers willing to pay commensurate with results obtained. A-963, Editor & Publisher.

Editor—Small daily preferred. Brilliant writer. Expert on make-up. Able executive. A-500, Editor & Publisher.

Executive and Composing Room Foreman, age 30, practical printer and linotype operator, with knowledge of stereotyping; 14 years' experience newspaper, magazine and job work, desires position with newspaper. Can solicit new advertisers and subscribers in spare time. High class references. Address J. C. Tannenbaum, Jr., 1748 56th St., Brooklyn, N. Y. C.

Display Advertising Salesman experienced metropolitan field, wishes to connect with progressive paper. Capable of managing department. Address B-506, Editor & Publisher.

Feature writer, editorial executive, go-getter looking for permanent connection with large or small daily anywhere. Nine years' experience, married, 27. Anything considered. Available now. A-985, Editor & Publisher.

Newspaper Executive filling duties of editor and general manager of daily newspaper in metropolitan territory, desires similar situation. Open for immediate engagement. Present position with paper of 14,000 has shown increase of 300 per cent in circulation and 600 per cent in volume of business in ten years, in highly competitive field. Could fill place for publisher wishing to retire from active work or who may have other interests requiring his attention. Never sought a situation before and have personal reasons for making a change. Address B-509, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Mechanical Superintendent and Composi Room Executive with record of exceptio accomplishment, desires connection with publis expecting unusual results. A-962, Editor Publisher.

Newspaper Man thoroughly experienced fr devil to managing editor and business mana is open for proposition from publisher need services of such a man. Married, sober, re ble. Prefer proposition to take complete cha good weekly or small daily somewhere in south. Would buy or lease the right kind property. A-991, Editor & Publisher.

Pressroom Foreman—Experienced on both G and Hoe presses, reels, wet and dry mats. print and give production. Box A-957, Edi & Publisher.

Reporter, Rewrite Man, age 27. Wishes po tion on newspaper. Writes intelligent, vi copy. Particularly adapted to special featu or human-interest stories. Salary secondary good opening. A-994, Editor & Publisher.

Reporter, one year's experience. Univers graduate. Good at features. Want posit on daily located preferably in New Engl States. A-987, Editor & Publisher.

Social and Woman's Page editor, three ye experience, university graduate, desires p tion in Eastern states, city of seventy-f thousand or more preferred. A-988, Editor Publisher.

MECHANICAL

Equipment For Sale

Automatic Ingot Furnace (Wood & Nathan C 1000 lb., gas-heated, complete with molds wa cooled. One Lee casting mold for linotype feeder; casts three rounds; can be used v Wood & Nathan Co. automatic ingot furn Ten simplex metal feeders for linotype elec pots, and one two-ingot water-cooled molds same; can be used with Wood & Nathan furnace. Prices on application. The Jo town Tribune Publishing Co., Johnstown, P

Cottrell Cylinder Press for sale; equipped v a five horse-power motor, rear delivery. print 4 pages, 7 columns. Also a Potte page press. Both machines in first class dition, fully guaranteed. Will sell very sonable. Hibbing Daily Tribune, Hibb Minn.

Howard Gem Lever Cutter, 30-in., for With finger gauge. Good condition, $125. H H. Hulsart, Dixon, Ill.

Job Presses, Paper Cutters, Wire Stitch etc.—A complete line. Overhauled and g anteed machines at bargain prices. terms. Hoffmann Type & Eng. Co., 114 13th St., N. Y. City.

Linotype Bargains—We have many Model 4, 5, 8, K and L, some with electric These machines will be sold very cheap spot cash. We also have a number of used graphs of various models, which will be cheap for cash. If you want a real barg write or wire, stating model preferred. De ment A, The Linograph Company, Daven Iowa.

Motor for Sale: 5 horsepower Westingh 600 rpm motor, 220, three phase. In good dition, used only short time. $100 f. Paducah, Ky. The Paducah (Ky.) Sun.

Printers' Outfitters—Printing Plants and b ness bought and sold. American Typefoun products, printers' and bookbinders' machi of every description. Conner, Fendler & 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, sale cheap. The Goss Printing Press Co., So. Paulina St., Chicago, Ill.

Secure efficient help through the classified page of EDITOR & PUBLISHER.

THORPE IS SPEAKER AT A.N.A. BANQUET

or of Nation's Business Says vertising Makes Mass Production ossible—Newspaper and Agency Men Attend

dvertising's greatest contribution is place in mass production, Merle rpe, editor of the *Nation's Business*, ered in his address at the annual er of the A. N. A. in Washington, 17.

he automobile is a European inven- but America sold $200,000,000 worth otor cars to foreign countries last " he said. "Beat them at their own e. How? By quantity production, ndustrial development purely Ameri-

ut where would mass production be out mass selling? Can you imagine production finding an outlet by the individual salesman route?

n the beginning a man peddled his product. Then as he prospered he oyed another man to do the peddling. n we had the age of commercial trav- but the pace became so swift that rder to keep up with the increased uction of comfort commodities some iod of multiplying the salesman had e found.

National advertising was the answer. akes the place today of millions of people. It short-cuts the whole dis- ition process. Advertising not only dements but complements mass pro- ion. When the history of this decade ritten describing, as it will, in super- tes the tremendous advance in the dards of living whereby the com- est laborer has luxuries that kings years ago did not dream of, a large ter will be devoted to this little rstood phenomenon, national adver- tising. Machinery will be given credit as will transportation, and management, but the credit for motive power will go to advertising.

"Advertising as a social agency, as an educational influence, as a purveyor of business intelligence, all these things, yes, but the greatest of all is its place in mass production, an economic necessity in this complex and intensive industrial period."

Guests of the A. N. A. at the banquet included G. Logan Payne, publisher of the *Washington Times;* Fleming Newbold, business manager, *Washington Star;* Don Seitz, *New York Evening World;* Marcellus Murdock, *Wichita Beacon;* and Roy Durstine, Barton, Durstine & Osborne, and president of the American Association of Advertising Agencies.

STAFF HONORS WOMAN WRITER

Surprise Party for Miss Nannie Lancaster of Washington Star

Stress of "copy" was forgotten temporarily Wednesday afternoon in the news room of the *Washington Star* while employes of all departments assembled for a surprise party on Miss Nannie Lancaster, editor of the paper's "Around The City" column, and conductor of the columns devoted to the news of Women's clubs.

It was the end of "Miss Nannie's" twentieth year of service in the employ of the *Star,* and her many friends decided the day should not pass unnoticed.

In groups of twos and threes, the *Star* "family" quietly assembled in the ordinarily feverishly active news room. On the paper-stacked desk of the "boss" stood a hugh basket of chrysanthemums and beside this lay a smaller but no less beautiful bouquet of chrysanthemums, "Miss Nannies" birthday present from her fellow workers.

Before going to the *Star,* she was a member of the Washington staff of the *New York Tribune* and formerly society editor of the *Washington Times.*

Supplies and Equipment

Wilke's METALS
THE HIGHEST STANDARD

Write for Information Concerning

Wilke's Metal Insurance Plan

It Will Save You Money

Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

C-H

Printing Press Control

"The Safest System in the World"

For Large and Small Plants

Consult Our Nearest Office

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK

New York, Chicago, Pittsburgh, Philadelphia, Cincinnati, Boston, Detroit, St. Louis, Cleveland, Buffalo, Milwaukee, San Francisco, Los Angeles, Portland
Seattle—H. B. Squires Co.

CUTLER-HAMMER

Want to Start a Daily
in Florida or Elsewhere

We supplied equipment for the new Tampa daily, and now have

TWO COMPLETE DAILY PLANTS FOR SALE

No. 719—Plant includes 8-pp. flat bed web press, Cottrell drum cylinder press, one Linotype, 12 x 18 Chandler & Price job press, paper cutter, cabinets, imposing stones, plenty of type, etc., and office furniture—for sale because of consolidation in Virginia.

No. 729—Plant includes 16-pp. Hoe web press, with complete stereotype equipment, four Linotypes, one Ludlow outfit, Miller saw trimmer, type cabinets, type, imposing stones, in short a complete plant to produce a daily paper—for sale because of consolidation in Pennsylvania.

Immediate possession can be had. Both plants may be seen by those interested. These plants are idle and "eating their heads off"—their owners are anxious to sell.

Wire or write for details and prices

BAKER SALES COMPANY
200 Fifth Ave. New York City

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

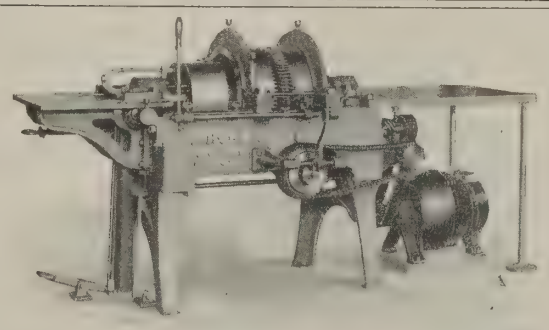
Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

Successful Performance
This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.
HARWELL & CANNON
Times Bldg. New York

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL. also at DUNELLEN, N. J. 7 Water Street BOSTON, MASS.

WE CONNECT THE WIRES

EDITORIAL WRITER, fit and willing to take combination position, handling any desk in addition to his page. University degree, plus graduate course and foreign travel. Over 10 years, small and metropolitan dailies—street, all desks, editorials and column. "Brilliant," writes publisher. Since 1922, present position, $55; wants more and worth it. Our No. 2649.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

The people who buy Equipment and Supplies read
Editor & Publisher

DOLLAR $$ $$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

RUN a page of advertisements, with pictures, of closed USED cars offered for sale by local dealers. Running pictures would give a touch of novelty and should make the page easier to sell.—F. H. W.

Your radio editor can quickly compile a list of "air attractions" under subject-headings, such as Beauty Talks, Cooking Hints, Fashion Reviews, Football Instruction, Golf Lessons, Jazz Programs, Minstrel Shows, Opera, Radio Plays, Spanish Courses, etc., giving after each subject the hour it is put on the air and the station from which it is broadcast. This list, under some such caption as "Free to You—If You Own a Radio," can be made the nucleus of a special page of ads from radio dealers.—M. S. M., Denver.

J. C. Denious, editor of the *Dodge City* (Kan.) *Globe,* speaking at the Kansas Press Association recently, told how he had increased a hardware store's advertising account $50 a month. He had observed the advertisements of a hardware merchant in another Kansas town whose ads were written in a newsy fashion. Instead of the conventional advertising this merchant ran a lot of little items about people who had visited his store, especially when he could report the sale of an article. This ad shown to the Dodge City merchant brought increased space for the Globe.—E. La Ferte.

The *Sherman* (Tex.) *Democrat,* cooperating with the Chamber of Commerce, has put on a successful "Sherman Manufacturers' Week," during which Sherman-made products were extensively advertised, displays of local products were displayed in all the show windows, and a banquet was given by the Chamber of Commerce at which the officials of the local manufacturing concerns were guests of honor, and the editor of the Democrat was toastmaster. It stimulated interest in local products and was a great publicity stunt for the paper, more than paying its own way.—W. H. M., Austin, Texas.

Banner a page with a heading similar to "Fitting the car for Winter." On each side of that four column art head, advise early precaution against cold weather driving, and suggest to the readers to tear out the page as a directory of reliable firms to keep in mind. Accessory men, closed car dealers, top and curtain makers, and dealers in enclosed bodies for open cars readily see the advantage of taking space.—J. G. McLean, Fresno, Cal.

To create advertiser-confidence in a good classified page why not give figures showing number of replies received each day, week, month or year? It might be run at the head of the columns like this: "It pays to advertise where people look. Last week's replies to ——— small-ads numbered ———. Last month's total was ———." A British paper does it.—G. F. WILKINSON.

It is a common practice for restaurants to advertise their Thanksgiving dinners a day or two prior to the national turkey festival. Invariably by this time the average housewife has planned her Thanksgiving dinner, and probably has ordered the eats. Ad. men can point out the necessity of advertising Thanksgiving menus well in advance, so that more people will decide to have their Thanksgiving dinner away from home.—Henry R. Helsby.

SEEKING ELECTION REFORM

Washington Press Association Would Abolish Pamphlets

The Washington Press Association is sponsoring an "election reform" bill slated to come before the special session of the Legislature called this month by Governor Roland Hartley. The bill would abolish all election and initiative and referendum pamphlets.

In place of circulating pamphlets to the registered voters as has been done each biennial in the past, the new plan would utilize several newspapers in each county and would thus reach a far larger number of persons, particularly in the more isolated portions of the state than if dependent upon expensive mail circulation.

Under old postage rates a sum of $8,000 was required to send out the pamphlets, whereas, under the new postage rates effective this year, the cost will be $12,000, it has been shown.

The actual printing of the pamphlets is shown to average around $24,000, while the cost of the envelopes, with the service of clerical help to stuff them, is said to involve expenditure of about $5,000.

Backers of the bill believe paid newspaper space will be an economy.

HUNCHES

ONE DOLLAR WILL BEPAID FOR EACH "HUNCH" PUBLISHED

EVERY day the papers are full of crime news and discussions by prominent persons as to the cause of excessive crime in America. Why not start a popular discussion on the subject, and possibly offer a small prize for the most constructive suggestion? Letters would be readily forthcoming from readers and lively interest would be worked up. If the desire was to make the discussion warm, it would be a good plan to interview the police, welfare league president, mayor, governor, a business man, lawyer, judge, and write briefly what they had to say. Casualty insurance companies might advertise burglar and hold-up insurance on the same page. Also approach those who have locks and bars and bolts to sell with the view of getting copy.—Fred L. W. Bennett.

The death rate among dolls has been lowered greatly in the last few years, any proprietor of a toy shop or manager of a doll department in a large store will tell you. Just so has the taste in dolls changed, their looks, size, physical construction and the number sold. A good pre-holiday story can be written on this subject.—A. C. Regli, Superior, Wis.

The freight agent can provide material for a good story about local "loss and damage" conditions, telling what kinds of goods come to the local station in a damaged state, how claims are adjusted, and how damaged goods are disposed of. A useful feature of such an article, will be the agent's suggestions on how expert packing and proper marking can prevent loss and damage for local shippers.—R. F. Cross.

The small daily and the weekly paper still realize that names are We developed a school column by se the *News* to teachers in the rural sc The teachers or youngsters wrot items which were mostly names, but eagerly scanned, we believe, by parent.—A. R. Buckingham, (Minn.) *News.*

Put down on your assignment sh it is not already there, a beat co the local express companies or m van concerns. The departure and a of many people, new residents as w visitors will be obtained—news which are welcome in your colun G. Harris Danzberger, *Hartsdale* Y.) *Herald.*

"Zero Hour for the Newsie" w most interesting recent Sunday fe layout, which included photos sh carriers leaving pressroom, at their post, on wheels, at homes, etc., us the *Vancouver* (B. C.) *Provinc* M. L.

BOYS AND GIRLS LIVE EVERY LINE OF
Seckatary Hawki
AND HIS CLUB
The King-Pin of Juvenil Features
ONCE A WEEK OR FOR DAILY SERIALIZATIO
Metropolitan Newspap Service
Maximilian Elser, Jr., General Manag
150 Nassau Street, New York C

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

The 1925 *Wonder-Serial*
SANDY
By ELENORE MEHERI
Author of "Chickie" and Oth Popular Hits
Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW
KING FEATURES SYNDICATE, Inc
241 West 58th Street
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

Stealing through dark streets . . .
. . . his knife ready . . .
he thought himself an instrument of the vengeance of God.
"The Lodger"
by
Mrs. BELLOC LOWNDES
The Greatest Mystery Story *Of Them All*
DAILY INSTALMENTS
with
Illustrations
Never Before Offered to Newspapers
Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics
Write for samples and rates
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

INDUSTRIAL ADVANTAGES IN THE SOUTH LOOM LARGER EVERY DAY

With mighty strides, surpassing anything which has heretofore been seen in any other part of the country, except in a limited area, the South has been expanding its activities amazingly. The "New South," throbbing with industrial life, is fascinating in its aggressive advancement.

Advantages offered American industries in the Southern states loom larger every day. Profound wisdom is being shown by those industrialists of the North who are turning southward for favorable opportunities that greatly outweigh any drawbacks incident to change of location.

With some of the greatest minds of the country devoting earnest attention to unsound labor conditions in the North, and admittedly failing to stem the tide, sane business judgment dictates the choice of security in that section of the country which has gone through the bitterest crises of war and economic depressions without ever bowing to radicalism.

The "Solid South" is the home of solid workmen, solid business men, solid business programs, solid industrial relations, solid economic foundations, solid American principles, solid Americans.

The South is of tremendous importance as a merchandising and sales promotion territory with a demand for products that includes every necessity for livelihood and manufacture, increasing in proportion to its expanding activities and growing population.

No sales promotion campaign is complete that does not include advertising in the daily newspapers.

These newspapers are a progressive force in the progressive South

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
††Anniston Star ..... (E)	5,546	.035	.035
**Mobile News-Item ..... (E)	11,663	.05	.05
**Mobile Register ..... (M)	20,544	.08	.07
**Mobile Register ..... (S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News..... (ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376..... (S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger ..... (E)	4,283	.03	.03
*Miami Herald ..... (M)	31,714	.09	.09
*Miami Herald ..... (S)	40,347	.10	.10
**Orlando Reporter-Star ..... (E)	5,124	.035	.035
**Orlando Sentinel ..... (M&S)	6,172	.05	.05
**Pensacola News and Journal..... (EM)	8,689	.06	.06
†St. Petersburg Independent..... (E)	10,087	.055	.055
**Tampa Times ..... (E)	19,228	.06	.06
**Tampa Tribune (M) 28,249..... (S)	43,968	.09(.118)	.09(.118)
**West Palm Beach Post..... (M)	8,638	.06	.06
GEORGIA			
**Augusta Herald ..... (E)	14,561	.05	.05
**Augusta Herald ..... (S)	14,420	.05	.05
**Macon Telegraph ..... (M)	26,753	.08	.08
**Macon Telegraph ..... (S)	27,165	.08	.08
**Savannah Morning News (M), 21,015. (S)	22,204	.06(.078)	.06(.078)
KENTUCKY			
**Lexington Leader ..... (E)	18,171	.06	.06
**Lexington Leader ..... (S)	18,506	.06	.06
**Paducah Sun ..... (E)	9,353	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
††Greensboro Daily News..... (M)	25,968	.08	.07
††Greensboro Daily News..... (S)	31,422	.08	.08
††Raleigh News and Observer..... (M)	31,460	.07	.07
††Raleigh News and Observer..... (S)	35,258	.07	.07
††Winston-Salem Journal ..... (M)	12,357	.05	.05
††Winston-Salem Journal ..... (S)	12,607	.05	.05
**Winston-Salem Sentinel ..... (E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State ..... (M)	23,663	.07	.07
**Columbia State ..... (S)	24,838	.07	.07
**Greenville News ..... (M)	21,704	.075	.07
**Spartanburg Journal ..... (E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252..... (S)	9,939		
TENNESSEE			
**Chattanooga Times ..... (M)	30,203	.10	.10
**Chattanooga Times ..... (S)	30,230	.10	.10
**Memphis Commercial Appeal..... (M)	99,989	.18	.18
**Memphis Commercial Appeal..... (S)	126,063	.21	.21
**Nashville Banner ..... (E)	51,750	.11	.11
**Nashville Banner ..... (S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee..... (M&E)	12,644	.05	.05
**Danville Register (Sunday).....	8,300		
**Newport News Times-Herald..... (E)	7,791	.05	.05
**Newport News Daily Press..... (S&M)	5,708		
**Roanoke Times & World News... (M&E)	25,658	.07	.07
**Roanoke Times ..... (S)	16,672	.06	.06
**Staunton News-Leader (M), Leader.. (E)	6,541	.035	.035

* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.
** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.

Is This Your Problem?

ASKED the Managing Editor: *"How can I make my Sunday paper distinctive? I have a capable staff, a good plant, all the spot news, as fine a comic section and as good a magazine as my competitor, but I haven't a distinctive newspaper."*

Suppose you could get a political story by a nationally-known newspaper man who is famous for his knack with words and twenty years' intimacy with the nation's celebrities?

Suppose the one woman who can put a laugh into every line of her copy and still keep it COPY in the news-desk sense, would cable you a mirthful yarn from some odd corner of the world?

Suppose a man, the unique combination of news-writer and acknowledged investment expert, would tell your readers just what their securities were worth this week and another specialist would send you a banner-head story of the business week?

Suppose you could get four of the outstanding journalists in Europe, trained in writing for American readers, to radio you the story of the week in Europe right up to last-minute developments?

Suppose three sport-writers, each trained in his line and honored in his profession, wrote you a story on baseball, football and golf and then, for good measure, you were handed three or four live, human-interest dispatches that you could gamble would be exclusive?

And suppose, best of all, it would be on your desk on Friday night (the real week-end), your exclusive property?

There is your distinctive Sunday newspaper, thanks to the ***Friday Night Leased Wire Service of***

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Spreckles Bldg.	19 Rue d'Antin

THIS ISSUE:—344 PAGES INCLUDING SPACE BUYERS' GUIDE

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 27 | TWO SECTIONS SECTION ONE | NEW YORK, NOVEMBER 28, 1925 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
not to be taken from this room

The Radio Buyer Doesn't "Stay Sold"

—he is always in the market for new hook-ups, devices, equipment. Every radio fan is something of a technician, as well as a zealot in behalf of his favorite entertainment. He makes converts all about him.

Therefore, the best market for radio products is in concentrated areas of great population, where radio is firmly intrenched.

One of the greatest of these markets is Chicago. There are approximately 100,000 radio sets in Chicago, according to recent estimates—and there are 686,000 homes.

What to do?

Reach the radio fans and prospective buyers through the medium to which the great majority of Chicago people look for buying information and guidance--The Chicago Daily News. Besides its interesting and authoritative daily radio departments, and Saturday radio section, which are closely followed by radio enthusiasts, The Daily News maintains close professional touch with the radio public by means of its own broadcasting station, WMAQ. The Daily News is the only newspaper in Chicago that owns and operates its own radio broadcasting station.

Radio advertisers in The Daily News are assured the attention of the great majority of buyers and prospective buyers in the Chicago market.

THE CHICAGO DAILY NEWS

First in Chicago

HYLAN

His Own Inside Story of Eight Years As Mayor of New York City

For the first time, John F. Hylan, who retires from the Mayoralty at the end of this year, has consented to write the full and intimate narrative of

HIS RELATIONS WITH AL. SMITH, W. R. HEARST AND CHARLES F. MURPHY
CAUSES OF HIS FINAL BREAK WITH GOVERNOR SMITH
TAMMANY'S ATTITUDE UNDER THE OLD AND NEW LEADERSHIP
BRIBE OFFERS AND PLOTS AIMED AT MEN IN HIGH OFFICE
ANECDOTES OF CELEBRATED VISITORS WHO CAME TO THE CITY HALL
PROBLEMS, CONSPIRACIES AND ABUSE CONFRONTING THE MAYOR
POLITICS OF TODAY AS A VOCATION FOR HONEST CITIZENS
and many other aspects of his political life.

It will be a story of 50,000 words or more filled with human interest for the whole country, which has always watched the career of New York's fighting Mayor. No matter whether one agrees or disagrees with John F. Hylan, everybody knows he is a hard hitter—and that's what the reading public likes.

Newspaper Serial to Begin January 10th

[Ten days after the Mayor's term ends]

D. P. SYNDICATE, GARDEN CITY, N. Y.

WIRE FOR FULL INFORMATION AND TERMS

Why Baltimore comes first—

¶ A great try-out town!

¶ That's what Belasco will tell you.

¶ Baltimore is a friendly cross-section of America—what Baltimore likes, America will like.

¶ And this applies to toothpastes and clam chowder just as it applied to Kiki and The Music Master.

¶ Try out your advertising in Baltimore and you have an almost infallible test of the rightness of your product and the soundness of your sales arguments.

¶ And, of course, when you make that "test campaign" make it in the Sunpapers.

¶ For the Sunpapers are family papers, read from front page to back, leisurely, at home.

¶ The Sunpapers are delivered home to Baltimore and Baltimore's suburbs by exclusive Sunpaper carriers.

Average Net Paid Circulation for 6 Months Ending Sept. 30, 1925

Daily (M. & E.) . . .	**239,198**
Sunday	**183,814**

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE SUN

MORNING **EVENING** **SUNDAY**

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Selling Cigars and Tobacco IN PHILADELPHIA

Philadelphia, having the third largest population in the United States, is an important market for the maker of Cigars, Cigarettes, Pipes, Smoking and Chewing Tobacco, and other articles that can advantageously be sold over the cigar store counter.

With a population exceeding three million, it numbers many devotees of the aroma of a good cigar or fragrant cigarette, who are receptive to the advertisements of new blends and brands.

Many specialties, such as magazines, safety razors, candies, chewing gum, books, school supplies, novelties, etc., find ready sale in the neighborhoods where cigar stores are located.

Send for a free copy of THE BULLETIN ROUTE LIST OF CIGAR STORES IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Building)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

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Vol. 58 NEW YORK, NOVEMBER 28, 1925 No. 27

The Big Retail Merchant's Problem

The Public Must Be Won and Held—Merchandising Alone Can't Do It—Merchandising Plus Advertising Can—Penetrating Analysis of Retail Cost Figures

By CHARLES W. MEARS

Copyright, 1925, by Charles W. Mears, Counselor-in-Marketing, Keith Building, Cleveland, O., and published by EDITOR & PUBLISHER *through special permission of the author.*

NEVER was there a period of greater uneasiness among merchants than at the present time. Few merchants feel themselves superior to the problems of today and tomorrow.

Swift and extensive changes are sweeping the mercantile field. The chain store invasion, the entrance of mail-order and 5-and-10 merchants into the department store business, the tremendous onrush of installment purchasing by consumers (who by mortgaging the future cut down their potential buying power), the unprecedented congestion of down-town shopping avenues by non-shoppers, the steady rise of new shopping centers closer to residential districts, and in big cities the comparative lack of buying by customers during the morning hours—all these conditions, arising in quick succession, give retail merchants in many lines of trade a large and complicated problem to solve.

* * *

Within the memory of elder men, business in the United States was transacted in small units. Manufacturers were small, retailers were small and trading areas were small. The introduction of new and improved methods of manufacturing and the increase and improvement of transportation facilities, caused a complete revolution among manufacturers. The little, unprogressive producer found himself crowded out. The survivors grew big and powerful, and distributed their goods, no longer in limited sections of the country, but over all the nation and much of the world.

During this period population increased, cities of great size and wealth developed, and merchants found themselves growing beyond even their own expectations. The old dry goods store gave way to the new and gigantic department store, which is today an outstanding phenomenon of business life.

In the course of time our manufacturers reached a point where improved machinery and improved methods had approached their limit. No new progress could be made at the previous rate of speed. And since profits are greatest where improved methods are most readily applicable, men who otherwise might have been attracted to manufacturing went instead into the retail field. To them retailing proved most inviting, because retailing had not developed any acknowledged great efficiency.

* * *

The war period raised two important issues:

1. The charge that many retailers were profiteers.

2. The charge that consumers were paying altogether too much for mere distribution compared to the cost of the physical production of goods.

Since the war, retail competition has grown keener. More research, analysis and intelligence have been applied to retailing, and today the slow-thinkers in retailing are being crowded out by chain stores (6000 new ones established in three years), by associated buying, and by smarter methods generally than retailing previously employed.

* * *

Meanwhile no merchant who hopes to survive can sit serene. Unless he is on his toes to fortify himself and to bring his methods to high effectiveness, he totters. No longer can he get by on mere inertia. He must do something—and what he does must be right, else he will surely be defeated by competitors who are right.

The battle started in the manufacturing field. That battle has been definitely transferred to the field of distribution, and today the retailer is in the midst of combat.

Every retailer is in business to get the consumer's dollar—a perfectly legitimate purpose.

Consumers must live. They must eat food, and wear clothes, and have household furnishings and equipment for their protection, comfort and pleasure.

All these goods must be supplied by retailers. Therefore, the retailer who stocks goods for consumers renders a public service. The retailer is practically a purchasing agent for the public. But he is self-appointed; the public does not enfranchise or underwrite him. He engages in business at his own risk.

That risk, however, is one that many thousands of enterprising men have freely undertaken; so many of them in fact that retail competition is keen, almost everywhere and in every line of goods.

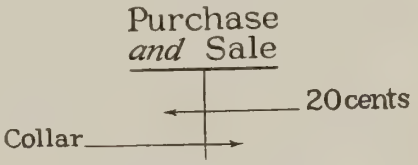
Once engaged in business, the normal retailer desires to do a larger business and to make more profit and to fortify his business against future contingencies.

* * *

To do this, he is quite willing to carry larger stocks of goods and to enlarge his premises when necessary and to employ more sales people. He is not always aware that these activities are not enough. Sales involve more than store and goods and sales people. Sales always involve purchasers—a fact so simple and obvious that it is sometimes neglected.

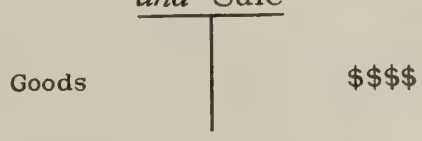
A sale is not merely something accomplished by a salesman. Every sale is also and at the same time a purchase—and in law books is defined as Purchase and Sale.

Every Purchase and Sale engages at least two persons—a purchaser as well as a seller. And every sale is a two-way action, legally "the exchange of title (or goods) for a valuable consideration." In common language, the merchant sells a collar and I buy it, when he hands me the collar and I hand him 20 cents.



Since every retailers prosperity depends upon the exchange of his goods for purchasers' money across the Purchase and Sale line, let us consider it more in detail.

All the retailers' unsold goods in the world are on one side of this line and all the consumers' unspent purchasing money in the world is on the other side.



So long as goods and dollars stay in these positions, no sales are made and business fails.

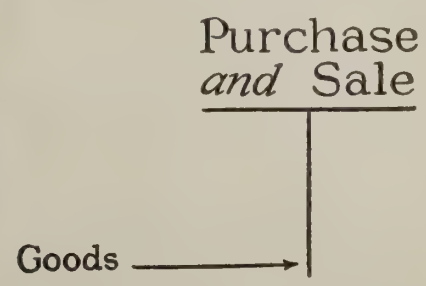
Plainly the merchant's one big job is to get his goods across the line in exchange for consumers' dollars.

In order to do this the merchant has two and only two classes of acts to perform; no other is possible.

1. He can move his goods up to the line.

2. He can draw consumers (with money) up to the line.

Consider now what the merchant con do to get his goods up to the line.



First he establishes what he regards as a suitable store and possibly engages a warehouse. He employs men and women to help him carry on the business. From

C. W. MEARS' RETAIL ANALYSIS

EDITOR & PUBLISHER *herewith presents the first of two installments of a book just published by Mr. Mears, wherein the following points are emphasized:*

Radical changes are sweeping the retail field.

The department store has become an outstanding phenomenon of business life.

Slow-thinkers in retail business are being crowded out by chain stores.

The battle of business has been transferred from the manufacturing to the distribution field.

Traffic congestion in large cities intensifies the down-town merchants problem. How can he meet the competition of neighborhood shops and bring women from the homes to the crowded city centres?

Wanamaker is solving the problem in New York.

The big merchant is expending practically six times as much on merchandising as on influencing people to come to his store to trade, and he insists that the cost of the latter function is too high. What difference does it make if that cost is 4.3 cents per dollar or 8.6 cents, if it consummates sales at reasonable profit?

Last year department stores sold 4 to 10 per cent of their goods at reduced prices; proper advertising can save these losses.



CHARLES W. MEARS

manufacturers and wholesalers he purchases goods, which are brought to his warehouse and store. On every piece of goods he sets a retail price. The goods are then ready for consumers to buy.

Now what do these acts signify?

First—They are acts that affect goods.

Second—By bringing goods to his store he makes them accessible to his public—more accessible than when they were in the hands of manufacturers or wholesalers—*accessible as to place.*

Third—By placing a price on his goods he makes them accessible to such possible buyers as are able to pay—*accessible as to price.*

Fourth—He has used discrimination in buying. He wants people to like his goods. Hence, where he had choice, he chose goods that appeared *attractive.*

Fifth—Also discriminating in his buying, he has selected goods of intrinsic merit—goods that are *valuable.*

Do not confuse attractive and valuable. A suit of wool may be valuable because it will wear long and well, and still not be attractive if it lacks style.

* * *

So then, working on the left side of the Purchase and Sale line, the merchant's activities deal with goods exclusively, and bring them closer to the line by making attractive and valuable goods accessible as to both place and price.

Purchase *and* Sale

Goods

Accessible as to place
Accessible as to price
Attractive
Valuable

(These are Merchandising)

These acts of the merchant are acts of *merchandising.*

They are by no means all the acts he can perform as a merchant, for thus far he has worked on only one side of the Purchase and Sale line.

However, with these activities, merchandising reaches its limit and stops absolutely. The merchant may change his original prices by mark-up or mark-down, but these are simply variations of his original act in making the goods accessible as to price.

* * *

In time past many a merchant's success depended almost wholly upon his merchandising skill, and the better merchandiser built up the bigger business. Everything moves forward. The world's activities grow more complex and nowadays (except for 5 and 10 cent stores), the merchant who depends upon his merchandising to the exclusion of advertising will find himself outclassed.

Wise merchandising will always continue to be a cornerstone of successful retailing. Changed business conditions have not and will not lessen the need of good merchandising. We cannot get along without it. But changed business conditions have brought out another business activity, on the right side of the Purchase and Sale line, and the retailer who neglects that activity or underrates it is building trouble for himself. Work done on the right side of the line, to draw people into the store, is called Advertising.

Purchase *and* Sale

Merchandising | ADVERTISING

Vital as good merchandising is, we have reached a competitive stage in retailing where the most urgent of all necessities is to reach out and draw people into the store. For unless people come into the store, unless they step up to the counter, of what use is the best merchandising in the world?

In at least a vague way even the less intelligent retailer realizes this. Therefore he doesn't establish his store in an uninhabited forest or desert, but establishes his store where some people are sure to pass by; and he reaches out to draw them in by putting a sign over his door and by displaying goods and placards in his windows. All that, however, is merely advertising in its most infantile state.

We might even say that to most big stores advertising as a necessity is taken for granted. "Yes, we've got to advertise," they'll admit. But that today they must advertise more vigorously and more intelligently than ever before is a fact which many large retailers have yet to recognize and to accept whole-heartedly.

The outlook is not encouraging for any large store that fails to put as much intelligence and effort on the Advertising side of the Purchase and Sale line as it does on the Merchandising side.

The public must be won and held. Merchandising alone can't do it. Merchandising PLUS Advertising *can.*

Is Congestion a Menace?

The growth of cities and skyscraper office buildings and the marvelous multiplication of motor cars have combined to give down-town merchants a problem that has absolutely no precedent.

For many years it has been taken for granted that the store located where the crowds are thickest has the best possible chance to draw customers.

This is still true as to cigars, cigarettes, drugs and other small commodities known as convenience goods. But having found that crowds do not necessarily mean sales, grocery stores have left the down-town crowds in order to be nearer their customers—i.e. the homes of consumers.

The crowds that pass by on the sidewalks begin to mean less and less for department stores and specialty shops—less and less in profit. It is a question to these stores if congested streets and sidewalks are not a positive drawback and menace.

* * *

For the most part the down-town city crowds are composed of people who are there of necessity and not by choice. The skyscrapers contain armies of tenants, who in turn attract other armies of clients and customers. These tenants and their clients and customers are mainly men and women busy with their own business and professional affairs, and not intent upon shopping.

Department stores and specialty shops are primarily stores for women—for women of the homes. And as residences move farther away from down-town, and as down-town sidewalk and street congestion grows more and more uncomfortable, the women of the homes are less and less likely to throw themselves into its laborious maelstrom in order to supply every shopping need that arises.

One consequence of this is that big cities are undergoing a sure and definite process of decentralization. New shopping centers are arising in outlying and suburban districts. Chicago presents one very notable instance in three highly successful department stores, under one ownership, all far away from the overcrowded loop. In Cleveland at Euclid Avenue and East 105th Street, four miles from down-town, one finds stores supplying goods to satisfy almost every human need. Like conditions are in evidence in many other cities. The trend is clear.

Hence, more than ever before, the down-town merchant must ask himself whether he approaches or has reached the limit of his growth—whether skyscrapers and motor cars, congesting his neighborhood with non-shoppers, have not more than offset his merchandising ingenuity—whether he can even hold his own unless he takes vigorous measures.

* * *

On the other hand, in New York, Wanamaker's store is far both from residential districts and from the more popular shopping centers—and still Wanamaker's lives on successfully. If in this instance there is a gleam of encouragement for down-town merchants elsewhere, we do well to remind ourselves why it is that Wanamaker's lives where many another store would have died long since.

Can the reason be other than that Wanamaker's is a well-rounded store? A store that has worked energetically and faithfully on both sides of the Purchase and Sale line?

Wanamaker's merchandising has been excellent. Smart buyers have bought well. Goods offered—not at Cheap John prices—but at reasonable prices, have done for Wanamaker's all that good merchandising could do for any store.

But Wanamaker's didn't stop there. John Wanamaker knew what Epictetus knew and said "Men (and women) are not influenced by things, but their thoughts about things."

I recall very vividly Mr. Wanamaker's telling me how, out of the first day's receipts at his Philadelphia store, he set aside money to spend for advertising, and how from that day forward he never neglected to talk to the people in their homes about his store and his goods and his policies and his hopes and aims—through newspaper advertising. Wanamaker didn't wait for passers-by to drop into his store; he reached out afar to them, put his thoughts into their minds and drew them into his store as inevitably as anything in this world can be inevitable.

* * *

John Wanamaker was a man ahead of his times. He did not wait for competition and congestion to spur him on. He did not spend his advertising money either foolishly or reluctantly, but knowing very well what he was doing, he counted advertising expenditure as an investment even more vital to him than the purchase of any particular goods—since advertising as he practiced it gave him first and firmest hold on the good will of his readers and brought their trade to him from near and far.

John Wanamaker never believed a merchant's job ended with good merchandising. He worked with skill and energy and persistence on the other side of the Purchase and Sale line—by Advertising.

In Wanamaker's earlier days, shopping was no hardship. Passers-by might alone have built up a business for him. But Wanamaker caught and practiced the great secret of retailing, and because of that his business grew faster and more surely than did the business of any competitor. And that secret is that if you cause people in their homes to feel favorably toward you and your store, they will give you first call when the time comes to buy for their needs.

* * *

Today much more than ever before, shopping is done mentally before it is done physically. It is much easier for a woman to look through 20 pages of newspaper advertisments in her home than it is for her to visit personally even one down-town store. Therefore the women of the home in a big city shops no more by running down-town every day or two. Instead she reads and keeps informed and makes note of certain offerings and then, at her convenience, she does her down-town shopping all at once and gets it done for a week at least.

Today the great necessity in retailing is to draw people into the store. Merchandising, essential as it is, cannot reach far beyond the show windows; but newspaper advertising goes into the homes, influences purchases and brings purchasing dollars across the Purchase and Sale line and across the retailer's counters.

* * *

The retailer can work on both sides of the Purchase and Sale Line. He can Merchandise and he can Advertise. Nowadays, no matter how good his merchandising may be, if he neglects to advertise, neglects to influence people at a distance to prefer his store and his goods, he is thereby endangering his own welfare.

Figuring the Cost

Figures covering department store operations in 1924 show that for more than 150 large stores the three largest items of expense were for salaries, rent and advertising.

Out of every dollar received from customers—

salaries took (including advertising salaries) .....*16.2 cents
rent took ..... 3.0 cent
advertising took ..... 4.3 cent
(Advertising 3.2 cents; advertising salaries and incidentals 1.1 cents.)

Thus the total advertising cost was th second largest item of the retailer's ex pense, and assumed, therefore, an impor tance that has caused larger merchants t ask: "How can we cut down advertisin expense?"

Total retailer's expenses are 30.1c. pe customer's dollar of Purchase and Sale and can be divided as follows:

Purchase *and* Sale

Merchandising Expense	Advertising Expense
25.8 cents (85.7%)	4.3 cents (14.3%)

In other words, the big merchant is ex pending practically six times as much o merchandising as he expends on influ encing people, and he insists that the cos of influencing people must be reduced.

* * *

Theoretically the ideal business woul be one which involved *no* expense what ever. That of course is an absurdity The nearest approach to rock bottom i the peddler with his pack, traveling o foot and paying no salaries, rent, taxes or license fees. His expenses are the cos of his goods and his own time—that's all

Experience has proved that the peddle cannot supply people's wants. So we hav stores with rents, taxes, wages and so or listed as merchant's expenses. Even un der these added burdens retailing ha paid profits, and men have continued t engage in it.

Many men have become retailers. To day so numerous are stores and so shar is competition that the buying public re mains the one big deciding factor; an that merchant lives and wins and grow bigger who is most expert in winning th public to his side, into his stores and t to his cash registers.

Where then is the wisdom that say that 4.3 cents per dollar is too much t pay for drawing prosperity into a store

Or what difference does it mak whether that cost is 4.3 cents or 8.6 cent —if it consummates sales at reasonabl profit?

If there is a price that the merchan *must* pay to win the public, that IS th price and he pays it or loses his busines

And that price—whatever it may be will be determined largely by busines conditions from day to day in the futur —not by anybody's figures of the pas These historical records of past per formances are indeed a guide to actio but if meanwhile Merchant A (who fol lows figures) is losing trade to Merchan B (who is beating past performances then Merchant B is the wiser man of th two.

* * *

The merchant protests against in creased expenses of all kinds. It is some times difficult to adjust one's business t increasing costs. Yet ultimately tha ability to adjust himself to changing con ditions and rising costs is precisely th mark of the genuine business man.

If a merchant's taxes were doubled o tripled, if his rent were heavily increase if the wholesale prices of goods were t advance sharply—he would not on tha account shut his doors and go out o business.

By what reasoning then can he sa that if advertising costs rise he canno afford to advertise? No matter wha the cost, he really cannot afford *NOT* t advertise.

* * *

I know and you know that the expense of a business must be lower than its gros margin, else the boks will show a los and the merchant will suffer. But w also know that the merchant can set hi own retail price and that the laborer i worthy of his hire. By that I mean sev eral things, but chiefly three:

1. If the merchant will stop advertis ing price, price, price as his big appea and will make his goods desirable to con sumers on service and quality, peopl will gladly pay him more for his goods

If he will stop hammering price as advertising inducement, he will take himself more and more out of the pressure of competition. And

The honest merchant, who by advertising gets the public on his side, will run up his stock-turn and his sales volume to such an extent that, with no sacrifice of quality or service, he can lower his prices to a point where competition cannot control him. That has been proved.

* * *

Interesting also is the news that store buyers receive in salary 2.3 cents of every retail dollar. Again the laborer is worthy of his hire.

Figures also show that stores pay considerably less in advertising salaries—which might be interpreted this way.

Purchase *and* Sale

To get goods	To win the public
Buyers' salaries 2.3cents	Advertising salaries 0.5cents

Every large store, to be sure, retains more buyers than advertising employees, but if an advertising writer, single minded, were able to win the public to purchase all the goods all the store's buyers purchase, would not that one advertising writer be worth as much to the store in salary as all the buyers are?

* * *

The question is worth considering. The merchant is in business to sell—indeed he *must* sell—that's how he earns his profits, and unless he does sell, his buyers work in vain.

Let us not underrate the value of able buyers. Nevertheless, on the merchanding side of the Purchase and Sale line if big mercantile drive nowadays is to purchase by groups of merchants and price in larger quantities, a purpose which must necessarily lessen the importance of many individual buyers.

* * *

Then, too, on the buying side other factors arise.

. The markets of the world are wide open and there are literally no goods which any one buyer or any one store can obtain which cannot be duplicated by another buyer or store.

. Buying wisdom depends in large part on knowing from experience what style, kind and volume of goods patrons of the buyer's store are likely to consume at particular prices.

The degree of accuracy with which a buyer judges his store's customers and their desires may be judged by his "mark-downs," providing of course that the mark-downs are legitimate and do not represent goods that are deliberately marked up in the first place for the chief purpose of making them look like bargains when they are marked down. Some stores are charged with that practice.

Records for 1924 show that in the department stores 4 to 10% of all sales are sales of goods marked down from the originally announced retail prices. The average mark-down figure is 7.8% of total net sales, and is increasing, since the 1923 average was 6%.

* * *

A legitimate mark-down always represents to the merchant a loss of profit which would have been his had the goods sold at originally marked prices. Hence, mark-downs are to some extent discreditable to the buyer.

Among the reasons why goods are marked down are these:

Remnants.
Samples.
Damaged.
Out of season.
Clean up stock
Slow selling.
To meet competition.
Error in marking.

If a store advertised so well as to increase the number of the customers materially, isn't it quite likely that such entries as

Out of season,
Slow selling,
To clean up stock, and
To meet competition

would be greatly reduced?

Goods become unseasonable and slow selling simply because customers are not found for them in season. If there was good reason for their purchase at all, their sale at original prices depended chiefly upon getting enough customers into the store. It is simply a matter of mathematics—the old law of averages.

More and better advertising at the right time might easily save the merchant's hoped-for profit and at the same time relieve the buyer from having his judgment questioned.

[In the concluding chapter, to be published next week, Mr. Mears discusses fundamental principles of retailing and offers some valuable recommendations.]

ASHLAND (KY.) INDEPENDENT NOW PRINTING FROM NEW MODERN HOME



ABOVE is pictured the new home of the *Ashland* (Ky.) *Independent,* just occupied by that newspaper. To celebrate removal to the new plant a special 56-page Progress edition was printed.

The new home of the Kentucky daily is located in the heart of the business section of Ashland, on Seventeenth street, near the Government building and the city hall.

The building is 48 by 100 feet. The business offices and the press and mailing rooms are on the lower floor. A basement provides ample room for paper storage. An alley at the south side of the building accomodates the paper's trucks and facilitates delivery.

On the second floor are the editorial rooms, where the full leased wire services of both the Associated Press and the United Press are received. In the rear is the composing room which contains six linotypes and one monotype.

The Independent was established as a daily in 1896 and has been operating continually since, the Sunday edition having been added in 1920. B. F. Forgey, president, editor and general manager, has been connected with the paper for 20 years. He has associated with him in the business J. T. Norris, vice-president and associate editor, and E. S. Cogan, advertising manager.

Changes to Morning Field

The *Bend* (Ore.) *Central Oregon Press,* afternoon paper, on Nov. 29, will be changed to the morning field. No Sunday edition will be issued. The paper was purchased this fall by J. E. Sheldon, Harold A. Moore and J. W. Jones, all of Eugene, Ore. Mr. Moore is editor and Mr. Jones business and advertising manager.

Kaltenborn Resumes Radio Talks

H. V. Kaltenborn, associate editor of the *Brooklyn Daily Eagle,* has resumed his radio talks. He is delivering a summary and interpretation of world news through station WOR at 8 P. M. each Monday evening.

Short cuts to a job, a man for a job, or mechanical equipment may be found on page 46 of this issue.

PRESS HITS RAILWAY MAIL PAY INCREASE

American Publishers Conference Tells Interstate Commerce Commission It Will Mean Higher Second Class Rates

The American Publishers Conference, representative of many important newspapers and magazines, launched an attack in Washington, Monday, before the Interstate Commerce Commission upon the proposed railway mail pay increase. A petition, signed by A. C. Pearson, national chairman, and William I. Denning, counsel for the Conference, was filed with the Commission in which leave was asked to intervene in the railway mail case as a protest against claims of rail carriers for increased compensation.

The conference was joined in the petition by the Agricultural Publishers Association, Marco Morrow, of the Capper publications, president; Associated Business Papers, Inc., Malcolm Muir, president; National Editorial Association, Frank O. Edgecombe, president; National Publishers Association, Inc., Arthur J. Baldwin, president; and Southern Newspaper Publishers Association, Walter C. Johnson, president.

It was contended by the petitioning publishers that any increase in pay of railroads for handling the mails would bring about higher postage rates on second class matter and seriously restrict the distribution of their publications through the mails.

If the Government through the Postoffice Department is obliged to increase the pay of the carriers for transportation and other services connected with the mails, the petitioners claim it "will result in increasing the allocations to second class mail matter showing alleged costs of transporting this class of mail matter and such findings as to costs will be the basis of unjust and unreasonable increases in postage rates on publications."

The railroads are asking that the Commission order increases in rates paid by the Postoffice Department for the carrying of the mails which would aggregate several million dollars, basing their claim on the allegation that the present loading of cars is twice what they were when rates were fixed by the Commission. The publishers deny this claim and desire to join with the Postoffice Department in opposing the proposed increases.

Brooklyn Times Raises Price

The *Brooklyn* (N. Y.) *Times* announced an advance in subscription price from 2 cents a copy to 3 cents effective Nov. 23. Carrier delivery was increased from 10 to 12 cents a week.

N. Y. GRAPHIC EXPOSES BEAUTY CONTEST

Atlantic City Affair Alleged to Be Fraud by Tabloid, Sued for $1,000,000 by Earl Carroll

In serial form extending over two weeks time, the *New York Evening Graphic* is now exposing as an alleged "gigantic nation-wide fraud" the 1925 Atlantic City Beauty Contest, involving about 1200 newspapers and almost that many participants.

The exposure alleges that the contest was "synthetic" and commercialized, the winner picked before the judges ever met, and the mothers of several of the beauty entrants defrauded of money in the promise they would be chosen "Miss America."

An almost immediate result of publication of the first of the series was the filing of a $1,000,000 libel suit on Nov. 30 against the Macfadden tabloid by Earl Carroll, New York theatrical producer and promoter. The Graphic had alleged that Fay Lanphier, the ultimate winner, a professional stage and screen beauty who posed as a stenographer, and Kathryn Ray, Carroll's "Vanities" beauty, were "ridden rough shod over the hundreds of unsuspecting entrants to a manufactured victory."

Daily articles in the exposé, which has another week to run, are signed "K. C. West," a nom de plume belonging to Woodman Morrison, who has, since he wrote the story, left the Graphic and is now engaged as publicity man for a New York brokerage house.

Emile H. Gauvreau, the Graphic's managing editor, named in the Carroll $1,000,000 suit this week showed EDITOR & PUBLISHER sworn affidavits supporting his allegations. Two affidavits were from mothers, swearing they had been "hoodwinked" out of $5,000, in the belief their daughter, would be chosen Miss America.

A development in the exposé this week, was the resignation of the management of the Atlantic City chamber of commerce.

"I decided to go the limit when I discovered the affair was a fake from start to finish," Mr. Gauvreau declared. "If I can put beauty contests on a decent honest basis in America I will be satisfied.

"My contention is the contest should not be commercialized. The impression was sent abroad in the preliminary days of the contest that it was being held for amateurs. I want to see the free puff people and the professional element given the gate.

"I discovered that behind this contest was a terrific battle between Florida and California for free publicity in the newspapers, and the newspapers were supporting the contest."

Sanford (Fla.) Signal Starts

The *Sanford* (Fla.) *Signal,* morning daily, started publication, using the Associate Press Report, on Nov. 27. T. R. Higgins is publisher and A. P. member.

Pollard Moves Up

Ernest C. Pollard, city editor of the *Richmond Times-Dispatch,* has been made managing editor.

Hause Ill

Frank Hause, managing editor of the *New York Daily News,* is ill at his home with an abscessed shoulder. Jack Masters, city editor, is in charge.

FREE PRESS OCCUPIES NEW $4,000,000 PLANT

Detroit Daily's Home Is Last Word In Mechanical and Structural Efficiency—Built of White Limesto
Six Stories High With Fourteen Story Central Structure—E. D. Stair Is Publisher

ON the evening of May 4, 1831, in a rude, log cabined structure, the first editor of the *Detroit Free Press* took up his quill pen and by the light of a tallow candle, wrote the following editorial, which appeared in the first issue of this newspaper on the following day:

"The Democratic citizens of this territory, having found that the two other newspapers already established in Detroit are under the domination of the city aristocracy, we have been compelled to set up an independent press."

The words "Independent Press" were in capital letters in order that the purpose of the new journal might be emphasized.

Round about the little stockade that represented Detroit and her 2,200 inhabitants there was little but primeval forest, Indians and wild beasts.

Sheldon McKnight was the first publisher of the Free Press—a great leader—a strong character. Associated with him were two of the most powerful men in the village—Joseph Campau, friend of the Indians, a strong, alert, farseeing French trader, and Gen. John R. Williams, a great national character. Thus from its beginnings the Free Press had behind it the sound, stable support of an aggressive, thoughtful, straight thinking element—a foundation that endured throughout 94 years of public service.

Just a little over 94 years after its founding, the Detroit Free Press started to occupy its splendid new $4,000,000 home on Lafayette Boulevard, Detroit, making the eleventh time in its journalistic history this newspaper has been forced to seek larger quarters to provide for its growth. Fronting 212 feet or one city block on Lafayette Boulevard, with a depth of 130 feet on Wayne and Cass avenues, its white limestone exterior presents a beautiful, yet massive face to a district that at one time was the outskirts of the old Fort Shelby Military Reservation. The main structure rises six stories above the sidewalk; the central portion of the building has eight additional stories, making a 14-story tower in the center of the block. Below the street level are two floors containing the press room, stereotyping department, paper storage, power equipment and paper reels. The building was designed by Albert Kahn and erected by Crowell, Little & Co., of Cleveland. All floors have a carrying capacity of more than 200 pounds to the square foot permitting the future installation of such newly developed processes of newspaper production as may be found necessary.

The new home of the Free Press was really built around its remarkable press room. Here more than a million dollars has been spent in the latest machinery and equipment. The press equipment onsists of a battery of 25 Goss High speed multiple type presses with a capacity of 504,000 16-page papers per hour. From two to 64 pages may be printed, cut and folded on these presses at one time. Cline-Westinghouse automatic controls regulate the speed. The electrical installations in the press room are said to be the finest of their kind in America—the wiring job alone representing a quarter of a million dollars investment. In addition to these 25 press units there is a 12 cylinder multi-color press, so built as to permit its expansion to 24 cylinders. This press prints the colored comics and the colored pages of the Sunday Free Press, requires 96 plates to load and has a capacity of 25,000 eight page comics and 12 page magazines per hour, in four colors. Down in the subbasement just below the press room is the group of paper reels that feed news print to the presses. Each of the twenty-five press units is equipped with a reel holding three rolls or 4,500 pounds of paper. It takes two car loads of paper to load these reels. Paper is brought from the storage room by an industrial trucking system operating on more than a half mile of sunken track, equipped as in any railroad with turn tables and tiny cars called dolleys. All work is done by machinery, automatically. Fingers that touch bottons, pull leavers and make adjustments are all the man power required. Foundations have also been laid in the press room to permit the eventual incluion of 38 more press units identical with the equipment already installed, in order to provide for future growth. In the stereotype department adjacent to the press room the equipment consists of 2 matrix moulding machines, 10 steam drying tables, 2 double Junior Autoplate machines, 2 Auto Shavers, 1 three pump furnace, 3 curved casting boxes, 1 Hoe plate finisher, 1 complete double plate casting outfit and 2 curved plate routers. The auxiliary stereotype foundry equipment consists of a three ton furnace, four casting boxes, combination saw and trimmer, 1 table saw, 1 table trimmer, 1 shaving machine and a flat routing machine.



An entire block front on Lafayette Boulevard gave the *Free Press* architect a well-realized opportunity to combine beauty and utility in their design.

On the ground floor, just off the main lobby of the building is the beautiful Public Relations office. Both walls and ceilings are splendidly paneled in American walnut. Picked out against the soft browns of the ceiling wood is a decorative design in gold leaf, interspersed with vermilion. Occupying the upper half of the walls of the office is a series of five remarkable mural paintings done by Roy Gamble, which relate in picture the history of Detroit from the landing of Cadillac to the present time and two paintings by de Jonge Smith that tell in allegory the progress of printing.

The mailing room, which contains 25,000 square feet of space, is located on the first floor. Adjacent to the mailing room is the block-long, covered, loading platform. The loading of motor trucks with newspapers at the plant of the Free Press without interference in any manner with street traffic has been accomplished through the incorporation of this covered driveway as an integral portion of the building. It is one block long and 20 feet wide and is equipped with large steel shutter doors on the alley side so that trucks may be loaded with comfort and dispatch even in the most inclement weather. The out-of-town distribution of The Free Press is greatly facilitated by the fact that directly across from the outgoing end of this covered driveway is the Detroit postoffice, while only a few blocks away are the docks of the steamer lines and the railroad and interurban stations.

On the second floor of the building are located the offices of the circulation department, advertising department, including local, national and classified advertising, the managing director, the general manager, the auditor, the critics, the society department, Sunday editor, photographic and art departments. The Want ad order board with 42 positions is one of the largest want-ad order boards in the world. A large auditorium or assembly hall is also located on the second floor, adjacent to which a well appointed rest room for employes has been constructed. Care has been exercised throughout the entire plant to insure physical welfare through providing the very best types of lighting, heating and ventilating conditions. All air entering the various offices is filtered and washed, while outgoing ventilators remove vitiated air.

The reference library and morgue located on the second floor. Mod steel filing cabinets specially desig have been installed.

Centered in spacious, well-ligh rooms on the third floor and overflow to parts of the second floor, are the F Press editorial offices afford exceptic facilities for assembling and handling curately and speedily the daily news fr every corner of the world. In addi to the home office staff, the Free P is served by its 596 suburban and s correspondents and about 100 Canad and foreign representatives. Supplem ing the staff the complete news serv of the Associated Press, United Pr New York World News Bureau, In national News Service, Chicago Trib Associated Newspaper Service, and Mutual, World Wide and Current N Feature services.

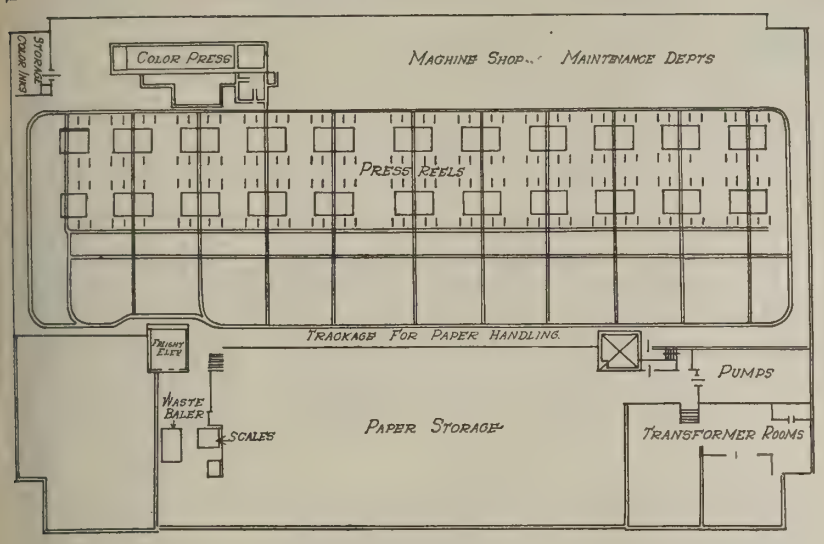
Besides the Associated Press, spe service and leased wires, more than Postal and Western Union "loops" c prise the telegraphic battery at one of the city room to handle special patches. To facilitate the welding these widely scattered contributing tors into an effective newspaper organ tion, the Free Press editorial rooms h been laid out to permit the closest sible contacts. Light and ventilation amply provided for and disturbing no have been eliminated by treating the ings with sound-absorbing Acousti-C tex, the second installation of its kin American newspaper offices. All sp writers, including editorial writers l private offices with their own indivi reference libraries.

The southern half of the third of the building is occupied by the posing room, job print shop, and stereotype department. The pre equipment consists of 42 linotype mah with space provided for 28 more. T are also four monotype machines. linotype machine is individually m driven, and the metal used is kept m by the use of electrically heated Air vitiated by natural uses or the metal is drawn from the room by ventilators, and filtered, washed ai continually forced in. The lightin done by Cooper Hewitt vapor la The floor is built of Kreolite wo blocks. The add alleys, linotypes make up tables are so arranged that flows through the department in an derly, efficient manner—a system terned after the assembling lines in large motor car plants. Each month composing room handles an averag 5,000 columns of advertising. Appr mately 10,500 columns of news and vertising matter are handled in the posing room each month.

E. D. Stair is publisher of the Press. He is considered to be on the most conservative minded me Detroit, yet his genuine passion for derliness, beauty and efficiency has him and his associates in designing new Free Press plant to carry out t desirable qualities in a most precise admirable manner in both the equip of the building and the fine stateli and impressiveness of its exterior. has been only a little over a decade the Free Press erected its own new story building three blocks from its sent office. At that time it was felt provision had been made to care for growth and progress of the newsp for a quarter century or more.

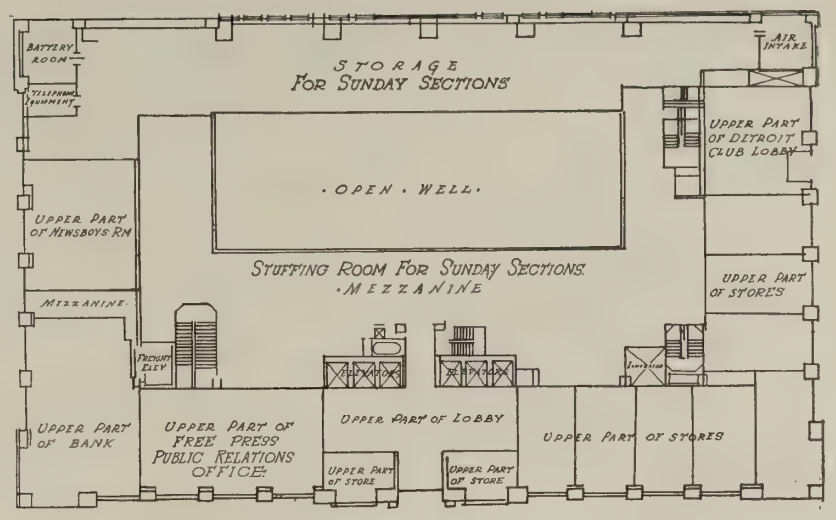
In the ten years just past, how the growth of Detroit and the Free P have been so rapid it was realized the building would soon prove inadeq Departments became more and crowded, and it was decided that a and larger plant was imperative.

FLOOR PLANS OF NEW DETROIT FREE PRESS HOME



·SUB·BASEMENT·PLAN·

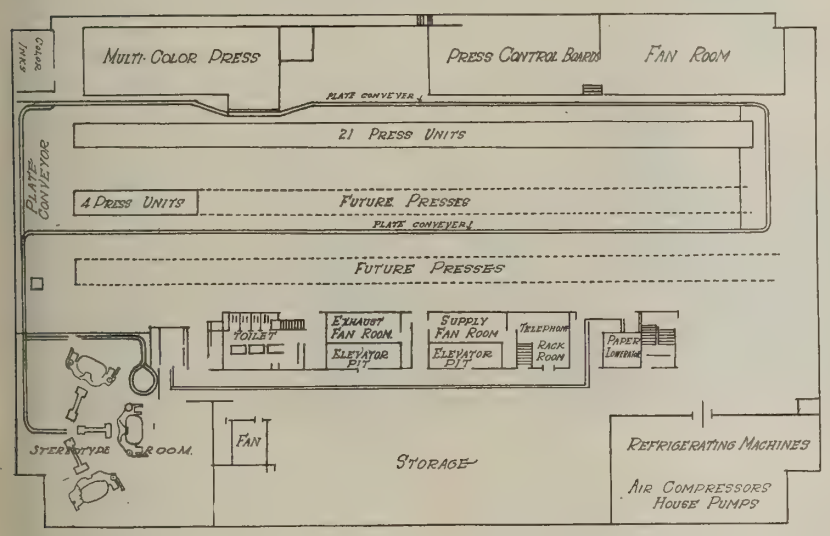
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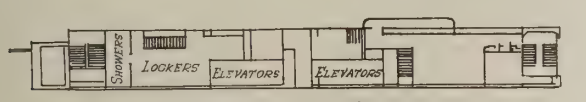


·FIRST·FLOOR·MEZZANINE·PLAN·

·SCALE 0 10 20 40 60 FEET·

Light and air for the mailroom are assured by the large well formed by the mezzanine floor (above). Business office departments are housed on the second floor, which they share with several feature groups of the editorial staff.



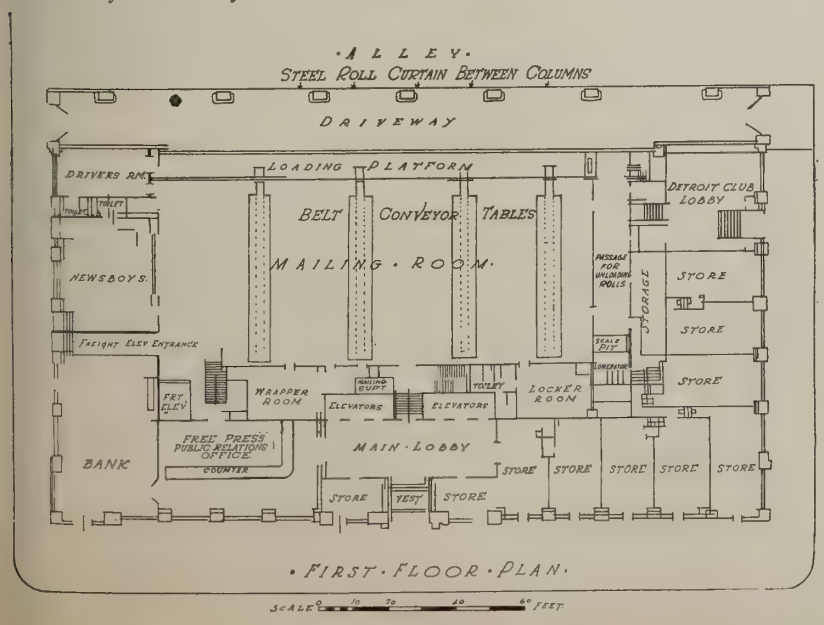


·BASEMENT· ·PLAN·

SCALE 0 10 20 40 60 FEET

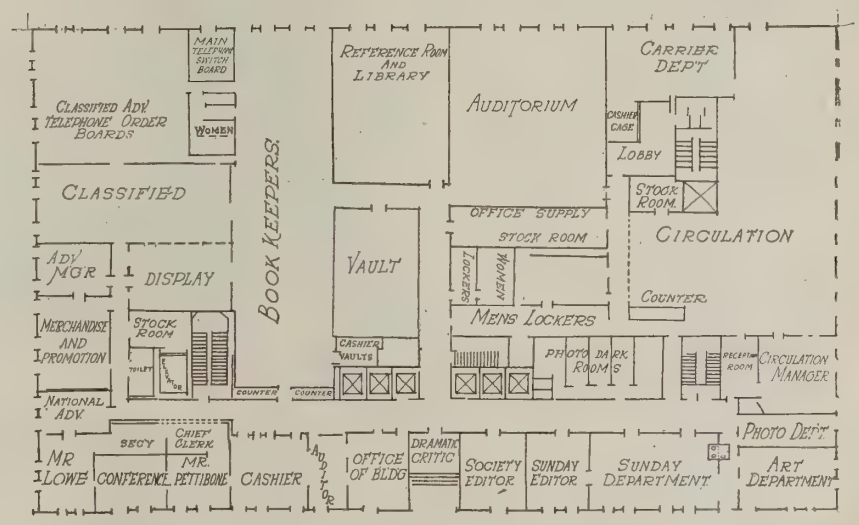
Ample space for present operations and for future expansion is evident in the pressroom (above) which occupies the basement and sub-basement. Note the conveyors provided for transportation of white paper and for stereotype plates.

Below is the plan of the street floor to which the printed papers are brought by belt conveyors for distribution to mail trucks and newsboys.



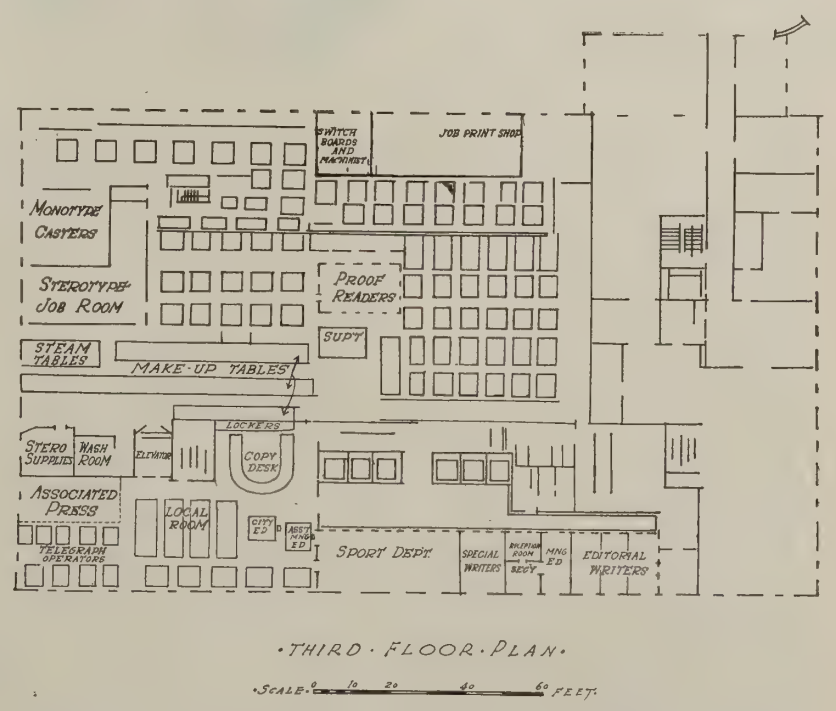
·FIRST·FLOOR·PLAN·

SCALE 0 10 20 40 60 FEET



·SECOND·FLOOR·PLAN·

SCALE 0 10 20 40 60 FEET



·THIRD·FLOOR·PLAN·

SCALE 0 10 20 40 60 FEET

News goes the whole route from typewriter to matrix before it leaves the third floor. The squares in the composing room denote machines; the oblongs type stands and cabinets.



TRAIL BLAZERS OF ADVERTISING

The Indian Medicine Tent Show

by Chalmers L. Pancoast

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Chapter VI

(Continued from last week)

THE old time Labor Day was another event for wearing the Royal Garments of Publicity. I once built a float for a Labor Day parade advertising the William Penn cigar. It was a beautiful float until the town boys pulled it to pieces, while I drove proudly around the Public Square. But the building of this float, while my first tragedy in advertising, started me on the great adventure in the game; in the William Penn statue was the germ of a genius.

I became a house-to-house handbill distributor. My success was due to not mistaking a culvert, sewer or dark alley for a doorway. Those early masterpieces of advertising art, those famous old medical almanacs I distributed with great pride. Well do I remember such old almanacs as "The Seven Barks," with colored pictures of beautiful dogs, which the country people framed for their parlors; there were the almanacs of Dr. Jaynes Expectorant, published these 90 years; Paine's Celery Compound and many others greatly desired at that time.

My particular association with advertising almanacs was to give them to the country people standing in the market, and also to place one in each farmer's buggy or wagon hitched around the public square. These choice bits of advertising literature, with their highly-colored picture backs, stood at that time as the highest development in advertising art.

Tacking medical signs on telegraph poles, fences and barns was another advertising job at which I became an expert. I made a stepladder and used a long handled hammer to place the cards beyond the reach of devilish boys. The price paid was a cent a card, for those that stayed up. Once I became rather too expert. I was threatened with arrest in Zanesville, O., for tacking old Dr. Clark's Oil of Arnica cards on top of other signs. At the age of 14, in knee breeches, I traveled about Ohio passing hand-bills, tacking signs and taking orders for patent medicines. At that time I had the reputation of being the youngest traveling salesman and advertising man in the state.

I always seemed to be thinking in terms of advertising. There was always a thrill in some idea or scheme which popped into my head.

One time I wanted to sell a cow. I wasn't sure that the cow's own personality was attractive enough to make a real advertising appeal. So I dressed up in my Sunday-go-to-meeting clothes and had the cow's picture taken with me.

The picture sold the cow. I always thought it was my curly hair and big wing collar and bold necktie which added the finishing touch to the sale.

My idea as a beginner was that the cow should have personality plus.

I also helped advertise one of the Seven Wonders of the World. As a smart news butcher I sold view books and photographs of the Grand Canyon of Arizona, and told timid tourists about the wonders of this great chasm before I had ever laid eyes on it. Such is the foundation of my imaginations.

I also advertised Corse Payton, by selling his photographs to the audience when he played 10-20-30 cent shows in our town.



"Cures every ill that human flesh is heir to!" Under the flicker of kerosene torches the medicine show fakers held their small town audiences enthralled. Glib oratory played on human ignorance to sell worthless compounds for cash.

Chapter VII

Indian Medicine Tent Show

I FIRST felt the great lure of adventure in advertising and saw its romance and glamour in helping advertise an Indian Medicine Tent Show. I can still feel the thrill of the old, picturesque, traveling Doctor's superb eloquence. He advertised by marvelous words of mouth.

I can still see the gaudy, painted faces of the Indians, who sat on the gasoline-torch-lighted stage, wrapped in their flaming red blankets, and grunted "Amen "to old Doc's eulogies.

I shall never forget the colorful, glimmering beauty of that scene under the glare of the smelly gasoline torch light, as a few of us, highly honored boys, passed out bottles of Indian medicines. The people in the audience were asked merely to hold the bottles in their hands while the Doctor talked to them about ailments, complaints, and diseases, until all felt they had some of the symptons of the dreadful and fatal diseases mentioned. Then we collected the silver dollars. A man could enter that tent show a picture of health but he would depart a terribly sick man, a bottle of cure-all clasped in his hand.

The only show that I have seen in recent years to bring back vivid memories of this famous character in the early days of advertising was when Maclyn Arbuckle played in "Home Again." He truthfully portrayed Doc. Townsend, the purveyor of Townsend's Magical Bitters. I merely had to close my eyes to see that old Indian Medicine Tent Show of long ago.

Each spring saw the return of the Medicine Show's brightly painted wagon, gaudily decorated and skillfully painted Indians, and the jolly black-face banjo performers. The outstanding figure was Old Doc, himself, smiling, unctuous and bediamonded. His big white felt hat, Prince Albert coat and flowing beard completed the picture.

How well I remember the terrifying distinctness with which the doctor rolled off the unpronounceable names of the dread diseases the human flesh was heir to, any and all of which his remedies would positively cure, guaranteed or money refunded.

The hand-bills we boys passed from door to door told a wondrous story of how humanity was being saved from an early and unnecessary grave.

I have seen many attempts of advertising to get the crowds, yea, even in this enlightened age of dime novel movies, but the "free, gratis and for nothing" Indian Medicine Tent Shows had them all skinned to death.

There will never again be an advertising spectacle that will appeal to my imagination with such superb, dazzling brilliancy as the old Indian Medicine Shows. Even the gems of that sparkling publicity giant, the Great White Way, have never had the appeal of the golden sparkle of the old gasoline torch.

No publicity event will ever eclipse in my mind those exciting, hilarious nights when the old Doc awarded the prizes to the most beautiful woman and the most homely man in the audience.

No medal for bravery at sea, or in battle, could have filled me with greater pride, or conceit, as when Old Doc patted me on the head for passing bills into homes instead of stuffing them in culverts, as some boys did. My first important part played in the advertising game was a minor associate to that historical hysterical spell-binder; that master of words and advertising phrases—that pioneer adventurer in the advertising game.

Chapter VIII

The Call to Adventure

ONE of my first important adventures was a part played in a real genuine Wild West Carnival down in New Mexico. Here all the thrills stored up by reading Diamond Dick, Nick Carter, Buffalo Bill, Wild Bill and Old Cap Collier came back to life. I had an interview with the real Buffalo Bill and wrote for him a great advertisement. All this was years after I read of his daring adventures at five cents a copy.

I was a frontier reporter, publicity man, special edition writer, and I became a strolling newspaper man. In New Mexico, Arizona and Texas I won notoriety and met many strange advertising adventurers, who played a bold, clever hand in the advertising game.

I made history—exciting history to me, playing the newspaper and advertising game. It was the kind of history that leaves its red marks on the memory, and its records turning brown in many scrap books.

I have met all those unique characters in the game who sailed on the good ship adventure. It required cleverness, nerve and a reckless sort of daring to play the game they played.

NEXT WEEK
Publicity in the Wild and Woolly West

EDITORS DISCUSS RHINELANDER CASE AS NEWS

Printing of Letters and Complete Details Held to Be Pandering Boldly to Public's Taste for the Salacious by Many Executives—Others Defend Full News Treatment, Calling Case Most Sensational Court Story of This Generation

WAS publication, direct or by suggestion, of the revolting testimony in the Rhinelander annulment case at White Plains during the past two weeks justified?

EDITOR & PUBLISHER *put this question this week to a score of prominent editors.*

Opinion is divided, the majority, however, holding that the scandalous facts, even with the actual smut deleted, were too indecent for print in daily newspapers.

By C. P. J. Mooney

ditor, *Memphis* (Tenn.) *Commercial Appeal*

The *Commercial Appeal* does not print tories about degeneracies and other bscene sex matters for the benefit of iorons. If the Rhinelander trial were n in Memphis we would dismiss it every ay with about two hundred words. This aper has the largest circulation of any the South and it eliminates all such uff as the Rhinelander and Nan Patrson cases. We do not play up crime at disgusts, but we do print crime and ragedies that are the outgrowth of assion, violence and cupidity. We try run a he-man paper.

By Wallace Odell

Editor, *Tarrytown* (N. Y.) *News*

The New York papers went to lengths, at I thought they would never dare to , in publishing the detailed testimony in e Rhinelander annulment case. What spectacle of seeing men, supposed to be aders in public thought, publishing the ash and filth in the lives of an ignorant olored girl and a man admittedly not ormal.

Anything for circulation!

Is filth news? We speak a language. has its good words and its foul words. Vith news we have lost the good and ow there is no depths to which a ewspaper will not go. Circulation at y cost to the human race and the oming generation—we must have it! Ve criticize the parents and blame them r the follies of the youth of today. urely the publishers are to blame for oding the world with all the garbage at is being dumped into the newspaper olumns these days. What a responsility!

The A. N. P. A. could do no greater ing for America than to arrange for discussion of this important subject at s next meeting.

If the publishers would agree to put e soft pedal on crime news, uphold the ws of the country vigorously and reise to publish all the details of such otten stuff as the Rhinelander case we ould soon see a greater and better merica. Isn't it worth a trial? The ress can do it. How much more imortant this would be than to feed such will to the public as has come out of White Plains the last week or two. hink it over!

By Julian S. Mason

Managing Editor, *New York Herald Tribune*

It seems to me a newspaper should esent a record of this case, disgraceul as it is, because it is a record of life. ut decent newspapers should not print s revolting details, nor should they exoit it by position or headline. In the erald Tribune we have kept down the ace devoted to this case and have not ayed it once on the front page.

By Philip A. Payne

Managing Editor, *New York Mirror*

I won't defend publication of details of is case on any moral grounds at all; it purely a circulation matter. Personly, not as an editor, I would rather ve seen the case settled out of court. s a news story, however, I consider it ice as interesting as the Stillman case. involves added problems. In the inelander story the greatest problems all time are rolled into one. To menon but a fwe there are the race probm, the servant in the house problem, e profligate son, the relations between verty and wealth. If its publication is stified at all, it is that rich parents ay be instructed in the better upbring- of their children.

By Julian Harris

Editor, *Columbus* (Ga.) *Enquirer-Sun*

Concerning the publication of the details of the Rhinelander case: It is the type of story which unfortunately is forced into newspapers by the pressure of the public's greed for salacious stories. If I could I would prevent such incidents from occurring and thus bar unclean stories from our news columns. But since it has happened, it is news and is so handled. The *Enquirer-Sun* held the "Fatty" Arbuckle story to a minimum for two days. Many subscribers complained bitterly because of the brevity of the Arbuckle news. This insistent demand of many persons for all the incidents of the sordid and unfortunate Arbuckle story led the Atlanta newspapers, published just a hundred miles from Columbus, and which carried every detail of the case, to flood the city with thousands of extra copies which were literally gobbled up.

Another phase of the Rhinelander trial which applies particularly to Southern newspapers, and their readers, is the interest in the efforts of a wealthy man to get rid of his mulatto wife. Many Southerners, if not sympathizing with the woman in the case, hope that Rhinelander will lose since New York recognizes as legal the intermarriage of whites and blacks. The color line feature of the case seems to be creating more interest here than the erotic details.

By Donald Sterling

Managing Editor, *Portland* (Ore.) *Journal*

The Rhinelander story is ugly at best. But the *Oregon Journal* published rather detailed stories, each day deleting from the press association reports some of the letters and testimony that were too offensive. It was not inspiring reading, but we believe that the public interest is better served by its publication at some length. The story certainly did not make vice alluring. If the newspaper doesn't turn the light of publicity into dark corners, what agency will?

By E. C. Hopwood

Editor, *Cleveland* (O.) *Plain Dealer*

I do not believe publication of detailed testimony and letters of plaintiff and defendant in the Rhinelander case in any newspaper of general circulation can be justified. Most of this testimony and correspondence was unspeakably indecent. While the *Plain Dealer* printed the story, it edited it without mercy and attempted to keep it within the bounds of propriety. Newspapers which make sour faces about indecency on the stage and about offensive news-stand magazines are in a mighty poor position when they report the Rhinelander case in detail.

By Edmund W. Booth

Editor, *Grand Rapids* (Mich.) *Press*

The *Grand Rapids Press* carried a brief notice of the start of the annulment suit brought by young Rhinelander and will print nothing more concerning the case until it announces the verdict. In my opinion the space given to the details of scandal news of this type is worse than space wasted and such cases have no legitimate place in the pages of papers entitled to call themselves home papers. We must believe that the great news gathering agencies would pursue a better public policy by leaving the gathering of unsavory details to such newspapers as desire them.

By Gene Fowler

Managing Editor, *New York American*

The Rhinelander case is Eugene O'Neil's "All God's Chillen' Got Wings" reversed. Its drama has been bigger than any court story I have ever known in basic elements as well as action. It is even greater than the Stillman story. Every paper that has played it up has increased its circulation.

We, as newspaper editors, are the servants of our readers. Our readers wanted the Rhinelander story, and we gave it to them. It has been handled in a very clean way, I think. The most astounding thing to me was that the case was ever allowed to go to trial.

By Stanley M. Reynolds

Managing Editor, *Baltimore Sun*

The Sun did not print Rhinelander letters nor detailed testimony, although the opposition did. We could see no justification for its use.

By E. S. Beck

Managing Editor, *Chicago Tribune*

The Rhinelander case, in various respects, is obviously exceptional and as news deserves the detailed reports that are being printed, as a matter of public policy no less than from the view of human interest. This publication is justifiable. None of those newspapers I have seen and read has stepped beyond the bounds of ordinary taste and decency in relating the proceedings of the trial.

By Jack Williams

Telegraph Editor, *Kansas City* (Mo.) *Journal*

Perhaps the public's most acute shock from the Rhinelander scandal was from finding it in newsprint.

It is one of those stories that appeals to the morbid in human makeup, therefore, it is a financial and circulation success. But after it is read it results in a general bitter condemnation of the press.

It seems improbable that the big play given the detailed story is worth the fall in dignity the press has suffered.

A story that causes parents to forbid children to read it will reflect in the prestige of the press in the next generation. It was a financial success. A worse story, do doubt, would have been a bigger financial success. Otherwise it was a horrible "flop" as far as public opinion goes toward the press and has injured the

THE RHINELANDER CASE AS VIEWED BY ROLLIN KIRBY OF THE NEW YORK WORLD



PHEW!

newspapers. It opened the gates wide for yellow journalism.

By Charles L. Knight

Publisher, *Akron* (O.) *Beacon Journal* and *Springfield* (O.) *Morning Sun*

In reply to your inquiry as to whether the letters and detailed testimony in the Rhinelander case were justified, my opinion is that they were not. Such stuff adds nothing to the wisdom of the world. It teaches no lesson humanity will learn. It can only be justified upon the assumption that the province of the newspaper is to stimulate circulation by pandering to a morbid appetite which always needs allaying rather than arousing. It is a sad commentary on the tendency of the times when such stuff as this occupies columns while a serious discussion of the pressing problems of the day would probably get mention so brief as to be incomprehensible.

By William Preston Beazell

Assistant Managing Editor, *New York World*

Our attitude on cases of this kind is this: when people go into court, they have invited public attention to their affairs, their so-called spiritual disasters, and have, therefore, forfeited their rights to secrecy and anonymity. Since full knowledge and attention of the community has been invited in the Rhinelander case, we have been governed only by good taste. We have kept away from vulgarities and obscenities as much as possible.

I hold, and I have reached this decision after years of consideration, not by myself alone, that crime and misbehavior have a definite place in a newspaper, because a newspaper is a mirror of day by day life, and as long as people fall into evil ways, it is the newspaper's job to reflect their fall truly.

Publication of the Rhinelander story is further justified by the fact that you will not find a stratum or group of society not discussing it, almost exclusively. If they are not shocked, why should a newspaper be stopped from printing it? Another thing that must be borne in mind, is that every essential of drama and realism is involved in this case. It is just life in the raw.

By Keats Speed

Managing Editor, *New York Sun*

We have given more actual space to the Rhinelander story, than any other newspaper in town. We have run probably 80 columns on this one case alone from Nov. 10 to Nov. 24, using as high as nine columns in one day. Let that record speak for itself. We haven't printed a line of actual filth and we have received only one complaint from a reader, who told us the story should not have been run at all.

By Vincent Byers

Acting Managing Editor, *New York Evening Post*

The Rhinelander case has occupied the time of our courts, has certain human interest values, and cannot be ignored. On the other hand, many details are not the kind one could discuss in full in a family circle, and therefore do not belong in a respectable newspaper. It becomes a matter of taste as to how much should be used. We have endeavored to cover the essential features, without leaning too much towards the realistic school in painting the sordid side.

By Joseph Mulcahy

Managing Editor, *New York Evening Journal*

Why not get the answer to your question from the public? The public wants the story; they buy the papers. It would have been unfair to the public, had the newspapers not played up the Rhinelander case. If you don't believe the public want it in the newspapers, ask the circulation managers.

Department stores put their best goods in their show windows. Newspapers which want to succeed do the same. The Rhinelander story is the best of its kind in this generation, and, of course, should go into the newspaper show window—the front page.

By Lafayette Young, Jr.

General Manager, *Des Moines* (Ia.) *Capital*

Publication of detailed evidence in the Rhinelander case, within bounds of discretion, is justified under the news principle that truth should be told and that sunlight is the best cure. Emphasis upon the color line and the picture of a rich man's son preying upon the womenfolk of his social inferiors, probably incites race and class hatreds, but frank treatment of the story and public denunciation of the offender balance these evil effects.

Everyone recognizes there is a certain kind of testimony that is unprintable, but the fact that such testimony is given should be published so as to strengthen in the public mind a confident belief that newspapers tell the whole truth and shield no one.

By M. E. Foster

Publisher, *Houston* (Tex.) *Chronicle*

The Rhinelander case was of national interest because of the race question involved. While it brought forth some letters that seemed shocking, we do not believe the extracts published did any harm nor do we think the newspapers gave too many details considering the great interest in the inquiry. In our opinion, the news associations handled the subject very carefully and did not inflict upon newspaper readers anything that would injure the mind or morals of any sane person.

The effect on the other hand should be good in that it may cause the impetuous youth of the country to refrain from making hasty matrimonial connections or from putting in writing this that the unco guid think in private but never utter in public. There was certainly nothing in this story that would encourage crime or lead one to follow in the footsteps either of the animal-like female or the half-witted male.

By Boyd Gurley

Editor, *South Bend* (Ind.) *News-Times*

If public interest is the final censor of news, then publication of the testimony and letters in the Rhinelander case was imperative. That any elevation of morals or safeguarding of readers against any temptations was accomplished, is exceedingly doubtful. Few newspaper readers are found in similar entanglements or perplexing situations. Any argument that the detailed revelation would curb the impulse of youth to express his first fancies in lavish language, or any weak girl to refrain from falling for flattering attentions from wealth, or those of rank, is specious. No editor would be accused of being remiss in his obligations to his readers had he deleted the details.

But any editor whose standards are either higher or lower than those of the average of his readers is quite likely to print for private circulation in the near future. The details formed an interesting story, unusual in its setting, unique in its psychology and were not revolting to the average sense of decency. The real justification is found in the fact that a larger percentage of readers followed that story with greater interest than they gave to any other printed matter in the same edition.

By Denver (Col.) Post

The *Denver Post* believes that the widest publicity should be given to the testimony and letters in the Rhinelander case. The testimony shows that this was a case where a white man of good family and wealth deliberately planned the seduction of what he believed to be a helpless negress who had aroused his passions. Feeling that his social position and wealth protected him, he even went to the length of marrying the girl, confident that he could toss her aside at will. Now he should pay the full penalty of his love crime and nothing will hurt him more than the widest publicity which has been given the case.

Whatever the court decides is competent testimony in this case should be printed in the newspapers. There are other Rhinelanders stalking their prey right now and the proper kind of publicity might cause them to hesitate.

By R. Charlton Wright

Publisher, *Columbia* (S. C.) *Record*

I can discover no justification for publication of the details of testimony and letters in the Rhinelander case. I believe in publishing news, but the publication of sordid incidents of this so-called romance of miscegenation illustrates a type of journalism that serves no worthy purpose and panders boldly to the taste of seekers of sexual sensations. You may call this an old fashioned Southern attitude.

W. M. CLEMENS JOINS GANNETT GROUP

Leaves Knoxville Journal to Become Assistant Publisher of New York State Chain of Dailies—Simmons Promoted

W. M. Clemens has resigned as managing editor of the *Knoxville* (Tenn.) *Journal* to become assistant publisher of Gannett Newspapers Inc., with headquarters in Rochester, N. Y. T. J. Simmons has been promoted from news editor to succeed Mr. Clemens on the Journal.



W. M. Clemens

Mr. Simmons is a newspaper man of 25 years experience. For 17 years prior to going to Knoxville he was vice-president and managing editor of the *Macon News.* Previous to that time he was city editor of the *Atlanta Journal.*

Mr. Clemens takes up his new duties in Rochester effective Nov. 30. A native of Louisville, Ky., he has spent the past 20 years on Southern newspapers, and was for some years secretary of the Southern Newspaper Publishers Association. He was formerly general manager and managing editor of the *Memphis News Scimitar,* managing editor of the *Birmingham News,* editor of the *Mobile Item,* and managing editor of the *Atlanta Georgian* and *American.*

A luncheon was held in Mr. Clemens' honor Nov. 21 by the Journal staff.

WOMEN BAN CRIME NEWS

History Club Members Edit Sioux Falls Press for a Day

Crime news disappeared from page one when twelve women members of the Sioux Falls History Club edited the *Sioux Falls Press* Tuesday. Sordid details of crime were called a menace to the American home and all such news virtually disappeared from the paper.

The verdict of a South Dakota murder trial, which the publisher, F. C. Christopherson, said would normally carry a first-page "streamer," was given a secondary head on page eight. The Rhinelander annulment story was not used.

Mrs. W. Grimes, president of the club, was general manager, aided by a staff of 11 club members.

New York financial news, comment and stock lists were eliminated, the editors declaring them "uninteresting to South Dakota." Grain and live stock markets were published in full.

One comic strip was retained as "the best and least offensive." Serial stories were omitted to "make way for better stuff."

STANSBURY TO EDIT NEW YORK AMERICAN

Comes from Washington Herald to Succeed Gene Fowler, Who Remains in Hearst Service As Writer—Other Changes

Harry H. Stansbury, managing editor of the *Washington Herald,* was this week transferred to New York to edit the *New York American,* succeeding Gene Fowler, who, after several months' vacation, will remain in the Hearst service as a writer.

Mr. Fowler became managing editor of the American on Nov. 8, 1924. Prior to that he had been sporting editor of the *New York Mirror,* Hearst tabloid, since its establishment. Altogether he has been for eight years in Hearst service.

With Mrs. Fowler, Mr. Fowler plans to leave shortly, he said, on a trip to Egypt. On his return, it is understood he will become associated with King Features Syndicate, Inc., the Hearst feature service.

Before becoming managing editor of the Washington Herald, Mr. Stansbury was for several years Washington manager for Universal Service. He has been in the Hearst organization about 15 years.

Other shifts in Hearst executive personnel which became known this week include:

Joseph Mulcahy is now managing editor of the *New York Evening Journal,* succeeding John Hastings, transferred temporarily to the *Baltimore News.*

J. E. Watson, formerly publisher of the *Syracuse Telegram,* now city editor New York American.

E. T. Jorgenson, formerly managing editor, *Fort Worth Record,* now night editor, New York American.

John Stuart, formerly star reporter *New York Sun,* replaces Frederick Landis, editorial writer, New York American.

Martin Dunn continues as day city editor of the American with Ed Sullivan as news editor, John F. Cullen as night city editor, and Lou Levins, head of the copy desk.

PASADENA SUN LAUNCHED

New Morning Paper Began Publication Monday—J. L. Meehan, President

The *Pasadena* (Cal.) *Morning Sun,* the first morning daily ever published in Pasadena, made its initial appearance Monday, Nov. 23, and is to be published every morning except Sunday.

The Sun is owned by the Pasadena Morning Sun, Inc., of which J. L. Meehan is president; E. C. Schmidt, vice president; and Roger Wilson, secretary-treasurer and business manager. Mr. Meehan and Mr. Schmidt were formerly members of the editorial staff of the *Salt Lake City Tribune.* Mr. Schmidt is now managing editor of the *California Oil World.*

H. W. Hall, veteran Pasadena newspaper man, is managing editor of the new publication. F. W. Ryan, formerly on the staff of the *New York World,* is city editor. The telegraph editor is C. McClurg.

The Sun is receiving world news over the wires of the International News and United News services. The paper is Republican in its policies. It is published from a new business block at 1207 E. Colorado street.

Pasadena now has three daily newspapers. In addition to the Sun there are the *Star-News* and the *Post,* both evening papers.

Sir Charles Buys Sargent's House

Sir Charles Higham, British advertising agent, has purchased John S. Sargent's house in Tite Street, Chelsea, London, so that Alfred E. Orr, the portrait painter, may occupy it. Sir Charles says he had become Orr's patron and wanted the artist to be able to work in the atmosphere of the great master.

CRIME, SCANDAL AND MEDICINE ADS HIT WASTEBASKET WHEN PASTORS EDIT

Tree Comic Strips and Boxing News Also Banned When Four Clergymen of Various Faiths Supervise Tolerance Edition of Minneapolis Daily Star

By W. C. ROBERTSON
Editor *Minneapolis Daily Star*

MINNEAPOLIS, Nov. 24—Tolerance had its day in the Good Will Edition of the *Minneapolis Daily Star* which was ed on Tuesday by four clergymen esenting various religious groups of city, and after laying down the blue il which they had wielded so indus-riously upon crime news and items they ded as unwholesome, the editors de-ed for a six o'clock dinner meeting d for the purpose of organizing a rance Club to be composed of clergy-e and laymen of all faiths and opinions religious, international, political, so-ia and economic questions.

he editors for a day were: Dr. Harry Dewey, Congregationalist, Rabbi C. aid Matt; Father James Reardon, aolic, Rev. G. K. Stark, Lutheran. vi the cartoonist was a clergyman—r Roy Smith, of Simpson M. E. ch, former "chalk-talk" lecturer on he Chautauqua circuit.

very bit of copy submitted for the ication was edited by the clergymen h were given carte blanche to do as he desired with it.

he wastebasket did a rushing business. rne news was held to a bare minimum n barred from the first page. Scandal tcies were thrust into the wastebasket vi.out any consideration and items of oroversial nature which did not give o sides of the question were elimina-ec Across the top of the first page was hmotto of the Board: "Have We Not A One Father?"

he left hand ear depicted a knight on oeback with the shield of Good Will oing his lance at the Dragon of In-olrance which lay in wait in the right ca Beneath the motto at the top of he page was engraved, "Good Will Ecion" with the names of the editors n cartoonists and their religious affil-ations.

he streamer in 60-point Cheltenham colensed light italic read "Friends of God Will Organize," and announced ar-rgements for the dinner to launch the Terance Club movement. Second in mortance in first page display was a w-column head on a statement con-rriited by Charles Evans Hughes on "Te Menace of Intolerance."

i five column layout above the fold hved Father Reardon and Dr. Dewey m ing up the first page and Dr. Stark sting beside the International News pator reading the news of the pro-ceings of the trial of Col. Mitchell.

ews of the possible impeachment of Go. "Ma" Ferguson, a move for the setement of the coal strike, the new Prhibition regulations, Briand's failure to rm a French cabinet and the Mitchell ca were the only stories of national in-erst which made page one. The Dr. Srth cartoon run below the fold of pa one showed the Furies of Hate, Sl der, Trouble, Envy, War and Malice esping from Pandora's Box which was lated "Intolerance," with a caption ring, "Let's Drive Them Back and Clap the Lid down Tight."

small streamer at the bottom of pa one contained a quotation from Psm 133-1 in Latin "Ecce quam bonum et quam jucundum habitare fratres in unn," followed by the Hebrew and the Erlish translation, "Behold how good an how pleasant it is for brethren to dwl together in unity."

oprietary medicine ads were re-ected on the ground that the editors we not familiar with the merits of all the products and would therefore ban the. All boxing news was stricken out to e intense grief of the sporting editor as ell as ads announcing dances.

he editors attended Monday night's perrmance of "Blossom Time" occupying a box together and impressed Rev. Irv E. Deer, Secretary of the Council of Churches to write their composite views on the production. After praising the character of "Blossom Time," Dr. Deer said, "We might be excused for uttering the pious hope that the gentlemen who control the stage would insist upon plays which are clean, wholesome and dramatically satisfactory and present them with such regularity that the public might always be assured that its intelligence and feelings would not be insulted no matter when it might choose to attend the theater."

The issue contained numerous statements and letters on the value of tolerance from Archbishops, Bishops and other prominent clergymen among them Rev. S. Parkes Cadman, president of the Federal Council of Churches, Rabbi Stephen B. Wise and Father John Ryan of the Catholic University of Washington.

Each of the editors contributed a signed editorial on the various angles of tolerance each of which contained a half-measure cut of the author with his facsimile signature.

Three of the regular comic strips received the ax—"You Know Me, Al," "Abie the Agent," "Adamson's Adventures."

Telegrams from all parts of the country asked for special copies of the Good Will Edition. Unsolicited contributions were received from as far west as San Diego, Cal. Requests by several religious publications for the editors to write an account of their experience as scribes added to the clergymen's burden.

Goodfellowship was manifested throughout around the large desk on which the editors worked and considerable "joshing" took place.

When Rabbi Albert Minda, who acted as a substitute for Rabbi Matt when the latter was called away by the announcement of his father's death entered the editor's office he greeted the three ministers with the remark, "At last I am in a position to call three ministers scribes. Surely you do not object."

Father Reardon quickly retorted "No, we don't object even when it comes from a Pharisee."

FORESHADOWED EVENTS

Nov. 30-Dec. 5—Formal opening new home, Poor Richard's Club, Philadelphia.
Dec. 2-4—Texas Editorial Assn., annual meeting, Brownsville, Tex.
Dec. 5—Associated Dailies of Florida, annual convention, Jacksonville, Fla.
Dec. 28-31—Kansas Democratic Editorial Assn., annual convention, Wichita, Kan.
Dec. 28-31—American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism, annual joint-convention, Columbia University, New York.
Jan. 14-16—Annual Newspaper Institute, North Carolina Press Assn., Chapel Hill.
Jan. 15-16—Kansas Press Assn. annual winter meeting, Salina, Kan.
Jan. 15-16—Virginia Press Association, mid-winter meeting, Farmville, Pa.

SONGS OF THE CRAFT

(*Written Exclusively for* Editor & Publisher)

By Henry Edward Warner

TROUBLES

My desk's piled high with troubles,
They mount in nagging style;
My curse by day, my dream at night,
It is a stubborn pile!
I see it growing, always growing,
Staggering skyward, there
It stands and grows to draw my face
And gray my failing hair!

Some men go golfing gaily
And shed their troubles so;
But I no mashie have to swing
Nor will to let them go.
I nurse my troubles, pet my troubles,
Take my griefs to bed! . .
And all night long they stately dance
A saraband in my head!

Have I a problem waiting?
I clutch it to my breast!
I love these things that worry me
And keep me so distressed.
Without them I should perish, crying
Lonesome on my way! . . .
I love these nightmares of my sleep,
These menaces of Day.

My desk's piled high with troubles!
They keep me company,
And all my troubles seem to think
An awful lot of me!

N. Y. ITALIAN EDITOR MAY GET MILAN POST

Barzini of Corriere d'America Mentioned as Successor to Sen. Albertini, Ousted from Corriere della Sera for Anti-Fascist Views

Senator Luigi Albertini has abandoned editorship of the *Corriere della Sera* of Milan, Italy, according to Rome dispatches reaching this country this week. This newspaper, owned by the Crespi Brothers, has always headed the fight against the Fascismo. Reorganization of the paper to support Mussolini is reported, and Luigi Barzini, editor of the *Corriere d'America,* New York Italian language daily tabloid, is mentioned as a possible successor.

Mr. Barzini came to the United States three years ago. Prior to that date he was for 25 years connected with the Corriere della Sera. Sought out by Editor & Publisher, he said his Milan correspondent had notified him his name was mentioned as new editor of the Milan daily, but refused to say definitely whether or not he would accept, should he be actually appointed to that position.

"I love America," was his only reply to a direct question.

While declaring the Corriere d'America was an independent newspaper, Mr. Barzini said he was personally for Mussolini.

"Italy knows what she is doing," he said. "Iron rule is necessary during this present period of reconstruction. These are not normal times in Italy.

"During the war, Italy lost 600,000 men, half her trading ships, all her richness, and all her foreign credits. Mussolini has brought about a consolidation of his country, has made its financial position sure. When he took office, Italy's deficit amounted to 12,000,000,000 lire, while now there is a surplus of 300,000,000 lire."

Mr. Barzini was asked if the Italian situation could possibly justify the Mussolini press gag, suppression of opposition newspapers, and censorship of cable news dispatches, all of which has been so drastic the Italian dictator was openly snubbed by foreign correspondents at the recent Locarno conference.

"You do not understand Italian newspapers," he replied. "They are journals of opinions, not facts.

"There is no censorship of truth from Italy, but it is true foreign correspondents there are forbidden to send untruths and unfounded opinions damaging to the Mussolini government."

The New York Italian editor insisted American newspapers were giving a false view of Mussolini and his government, particularly in their headlines, and cited as an instance Mussolini's recent speech to the Italian Chamber, advocating constitutional reforms.

"The American newspaper headline," he declared, "serves at once as a narrative and an interpretation. It creates an opinion in ten lines."

Thus, he pointed out, the headline over the *New York Times* story regarding this speech was: "Mussolini Asks Arbitrary Power," and that of the *Herald Tribune* was "Mussolini Asks Deputies for Regal Powers," while, he said, in reality the Italian Premier was seeking constitutional reforms with the constitution of the United States as his model.

"Mussolini, who plans a vast program of economic reorganization and aspires to a gradual and imposing reconstruction of his country," Mr. Barzini said, "has found in our system of government the inspiration with which to confer on the Government of Italy a stability that is indispensable. It is strange that some of our newspapers should regard the powers he asks as 'regal' and 'arbitrary' when, in fact, they are, more or less, the same as those exercised by our President —powers free and independent of the intrigues of parliament. America has the good fortune of being ruled by an embryonic quadrennial dictatorship."

Mussolini, according to Mr. Barzini, was seeking "stability for Italy" by the advocated reforms.

SCRANTON TIMES MOVES COMPOSING ROOM TO NEW HOME IN EIGHT HOURS

Linotype Machines Set Up In New Quarters 45 Minutes After Dismantling—Plant Could Have Issued Extra During Removal Operations

WITHOUT missing a single edition and maintaining at all times a condition that would permit the production of an extra in case of emergency, the *Scranton* (Pa.) *Times* last week moved its composing room to its new home.

Linotypes weighting a ton and a half apiece were removed to the new building in exactly 45 minutes; stereotyping equipment, one piece of which weighed five tons, was shifted with equal speed and a thousand other things necessary to the production of a modern newspaper were transferred without a single mishap.

Eight hours after the signal had been given to start the entire mechanical department was transferred to the temporary quarters on the second floor of the new structure. Not a single injury was suffered by men on the job and the machinery was transferred without any damage. Not a single line of hundreds of galleys of type was "pied."

Thirty electricians, carpenters, riggers and general handy men worked in dismantling and setting up the mechanical apparatus under the direction of W. H. Huntsman, superintendent of construction of the Dwight P. Robinson & Co., Inc., of New York and S. P. Weston, newspaper engineer who assisted in designing the building.

Twelve linotype machines were removed to the new building, and it took but forty-five minutes from the time the start of the moving of each machine until it was set up and ready for operation. Eight new machines were already in place in the new quarters.

A newly devised truck owned by the Mergenthaler Linotype Company, received the machines after removal of the motor and panel box, sorts trays and "pi" stackers. All that was necessary to place a machine on the truck was the removal of two pins and the brief use of a hoisting jack. Two men operated the truck to an elevator built between the two buildings in the rear especially for the removal of the machinery.

From the specially designed elevator shaft the machines were wheeled to designated spots in the new room, where experts of the Mergenthaler Company and machinists employed by the Times erected them.

At 7 o'clock Saturday night every machine was pronounced in perfect working order. From 7 o'clock until early Sunday morning men worked in placing type cases, testing newly erected monotype machines, saws and otherwise placing the department in readiness for work.

Work is going ahead in the completion of the new building, and will continue in the dismantling and wrecking of the old building without disturbing the daily routine of the publication of the newspaper. Removal of the editorial and business departments and executive offices will take place within the next few weeks.

ILLINOIS DAILY SOLD

Skewes and Morgan New Owners of Litchfield News-Herald

James H. Skewes, former owner of the *Danville* (Ill.) *Press* and Orson C. Morgan of Blytheville, Ark., have purchased the *Litchfield News-Herald* from the estate of its former editor and publisher, E. E. Burson, who died last March. Since then the paper has been published by Mrs. Mary Burson, his widow, and their two sons, Elbert E. and John H., who will remain with the publication temporarily.

Mr. Morgan will be editor and manager of the paper.

The new owners of the News-Herald are experienced newspapermen. Mr. Skewes is editor and publisher of the *Meridian* (Miss.) *Daily Star* and *Laurel* (Miss.) *Daily Leader*. Mr. Morgan until two months ago was editor and publisher of the *Blytheville Courier*, and has been in the newspaper business for 40 years.

Allardice Joins Brooklyn Eagle

James J. Allardice, for the past two years circulation manager of the *Albany Knickerbocker Press* and *Albany Evening News*, has resigned to become circulation director of the *Brooklyn Eagle*. Mr. Allardice joined the Press company organization 12 years ago, when he became secretary to the managing editor and manager of the Press news bureau. He went to the *Binghamton Press* in 1917 and was later connected with the International Time Recording Company of Binghamton, returning to the Press company in 1921. Employees of the Press company presented Mr. Allardice with a gold watch when he retired Saturday.

STANDARD BUS RATES IN INDIANAPOLIS

Public Service Commission Agrees with Publishers on 50c Per Cwt. as Rate for Carrying Newspapers

A standard rate for bus transportation of newspapers was arrived at in Indianapolis last week at a meeting of the business and circulation managers of the three Indianapolis newspapers—the *News, Star* and *Times*—with the Indiana Public Service Commission.

A flat rate of 50 cents per cwt. was agreed upon, the same as the price now charged by interurban lines. This rate applies to all bus lines operating under the jurisdiction of the Commission.

"It may be considered a step forward in solving our troubles with the buses, and newspapers in other States may feel encouraged that Public Service Commissions in their States will without doubt take similar action, if the matter is properly brought before them," J. M. Schmid, business manager of the Indianapolis News stated.

Clarence Eyster, of the *Peoria* (Ill.) *Star*, secretary of the International Circulation Managers Association, has been notified of the Indianapolis rate agreement. The I. C. M. A. has been working for standardized bus rates.

PROFESSIONAL FOOTBALL

United Press Collects Interviews By Wire from College Authorities

On Tuesday the United Press collected by wire from colleges and universities over the entire country interviews with football authorities on the question whether universities should train men, like Red Grange, to play on professional gridirons.

Most of the statements vigorously denounced the practice and condemned Grange's course. The feature received a big play in United Press papers. Coach Zuppke started the Grange condemnation.

WHAT ABOUT THE TABLOID NEWSPAPER?

By L. E. McGIVENA

(Manager of Publicity, *New York Daily News*)

Speech Delivered Last Week Before the A. N. A. Washington Meet

THE tremendous, rapid, continuing growth of the tabloid newspaper is not simply a publishing phenomenon, not merely an isolated instance or freak case; but rather a specific and definite indication of the change in the attitude of the public, in the public mind and psychology and taste, in the public demand.

On April 6, 1917, the United States entered the World War. A few weeks later, the war entered the United States upon the passage of the selective service act or draft law. The war came home to us. It touched us personally. Thereafter for the next eighteen months, the greatest news story of this generation streamed across our copy desks and front pages. Every incident was of intense and absorbing interest, because it concerned someone we knew or cherished. We lived in high key, spiritually uplifted and emotionally active. We rubbed shoulders with death, the greatest and ultimate adventure.

Then the armistice came, and the let down. There was no news in the world after the war that matched the news of the war. Disillusion, discontent, restlessness and dissatisfaction with things as they were touched all of us. Our outlook and viewpoint had changed, our attitude toward life and the world was different. So we entered into a period of stale news.

At one time the newspaper held a certain moral and political leadership. Today, the public will not take ready made opinions and leadership. The spread of literacy widened the field of the newspaper; the spread of independence of thought and action rejected any editorial leadership.

The American public today is the most prosperous, the wealthiest, and the best living group of people in the world. It has more money than ever before, more time, more ambitions, more recreations. It has unlimited means of entertainment in the motion picture, in the radio, in the automobile, in new forms of social intercourse. So it demands a higher quality of interest and entertainment from its newspapers.

And with all these new interests and ambitions,, the public is not so prodigal of its time. It no longer has hours for newspapers. The newspaper must compete with a thousand other attractions for the time and interest of its audience.

In general, then, the public has outmoded the old newspapers; not necessarily outgrown them, because all newspapers published today are better than they were a decade or generation ago—but found them out of style and demanded something different.

How has the tabloid satisfied the public?

Firstly, it has made newspaper reading more convenient. The small size page fits the hand and the eye, can be easily carried and held and read in crowded cars. The News, incidentally, has an eight point body for easier reading.

Secondly, it has brevity. It saves time. It can be read within the limits of the time the average person has to read morning papers. It must of necessity dispense with verbosity and present its stories cut to the bone. This called for a new type of news writing and news editing which had to be learned by our staff.

Thirdly, it gave new interest, new vividness, new reality to news by presenting it in pictures whenever possible.

The picture, as you know is the most comprehensive, the most graphic, the most convincing, the most immediate as well as the simplest presentation of a story, fact or argument. It has its limitations of course, but so has the written news story. The technique of getting news pictures had to be learned, and tremendous steps have been made in this direction.

Our camera men today bear no r resemblance to the fellow who crouc under a black cloth before a tri mounted camera a few years ago than present day reporter does to the fashioned journalist. They are news porters first, and photographers af wards. All the action and romance, glamour that used to cluster around news room and city desk, has, it seem me moved over to our photograph stu

The cameramen daily do the impos to get the picture, and to get it into office. Planes, special trains, extraor ary means of conveyance extraordi effort and expense, are taken for grar Romance has fled from the edit to the photographic department.

Fourthly, The News is stabilized features. The feature is often misun stood by outsiders, often thought o something that just fills up spare sp In reality, it is a tremendous asset to publisher and to the national adver who uses newspapers. There are when the news matter on the copy is as devoid of interest and sparkl a clean slab in the city morgue, Mondays when the whole world has working from a news standpoint.

Now if newspapers were bought news alone, there would be many dull issues; and if newspapers were by news alone, the publisher's sales w fluctuate considerably from day to But strong, lively, interesting featur comics, cartoons, special and service partments always assure the newsp buyer and reader of something inte ing, something amusing and entertain and assure the national advertiser o even, sustained, steady circulation, a paper that will be looked at and that will hold a readers interest thro out the pages where the advertisen are.

Such are the distinctive offering the tabloid, then—convenience, bre pictures, features—and always the hu interest point of view.

We are often asked if the tabloid r covers the news, if it is a full vel Last Spring, at the School of Journ of Columbia University, Mr. A Sarell Rudd made an independent s of the tabloid newspaper. He checke news content of the Daily News ag the front page stories, the main st of all other New York morning r papers, and found that over a peri ten weeks the Daily News carried of such stories.

Sometimes we hear, also, the ac tion made that we neglect the impo news. Well, what is important n On that night in July 1914, when r of the assasination in Serbia that the immediate start of the World reached New York, I have been tol many of the morning papers gave account in their early issues, but c story in the subsequent editions "for important news!"

The editor is no soothsayer. He not guage or foretell the importan any incident that passes across his because time discovers that many tri ties are tremendously important. A editor can do is feature the inter news—the news that interests most p most! Often such news is trivial.

A downtown traffic policeman st traffic one day five times while a n cat carried a tiny mewing kitten the street, five kittens in all. O our photographers came along durir transmigration and snapped the inc It made a tremendously interestin talked of story, but the event wa portant only to the cat.

In conclusion, what does the t hold for the advertiser? The small gives greater visibility, gives the a tisement more chance to be seen a be read, gives a greater reader ir and lessens the competition of othe vertising.

Virginia Dailies Now 8 Colun

The *Danville* (Va.) *Register an* this week adopted the eight colun em format, according to H. B. Tr business manager.

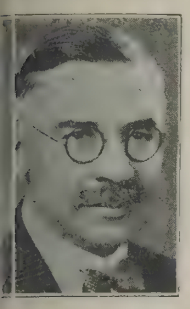
ZENGER, NOT BRADFORD, WAS FIGHTING EDITOR OF COLONIAL DAYS

Bradford Merely a Job Printer Always Subservient to Authority of the Crown Says Iowa Journalism Professor

By PROF. FRED J. LAZELL

Iowa University School of Journalism

The Editor & Publisher, Nov. 7, is an excellent article by Marion R. Leland, giving the reasons for the celebration by the printing crafts of New York of the 200th anniversary of William Bradford's *New York Gazette*. With nearly all of that story the careful student of the history of journalism will be in hearty agreement; but he will probably regret that so much credit is given to Bradford and so little to John Peter Zenger, also deserving.



Prof. Fred J. Lazell

The printing crafts may well honor Bradford because he was New York's first job printer. But he deserves little honor as a journalist. That honor belongs to John Peter Zenger and the men associated with him in the publication of the *New York Weekly Journal*.

There are two paragraphs in Miss Leland's article which are likely to make the student muse regretfully upon the fact that the good that men do is too often interred with their bones. Too often the world forgets the patriots whose lives were filled with service and self sacrifice. Often it pins roses upon the remembrance of a man who was diligent in his business and became almost rich enough to "stand before kings." The eulogy of Bradford and the slighting of Zenger is a case in point.

The two paragraphs read:

When Bradford started his paper conditions in New York were rather quiet. And late period however, local bickerings arose between the colonial governor and the state assembly. But as the strictures upon printed matters were very severe, Bradford, employed as he was by the Crown, had to be very careful of what he printed and found it better to let political matters alone. The times, however, were rife with the agitations caused by Governor Crosby's high-handed demands. Some organ for expressing the people's' views was required. John Peter Zenger, a Palatine orphan, was sponsored and literally subsidized by Crosby's opponents as printer of New York's second paper, the *New York Weekly Journal*.

Zenger had been trained in Bradford's shop. But after first running away, then later joining in partnership with Bradford for a short period, he had finally set up an independent shop. He was very poor, but aided by such men as Rip Van Dam and James Alexander, he soon prospered in his new enterprise and in his historic fight against the tyranny of the government over so-called seditious printed matter, he became famous as one of the early champions of the freedom of the press. It must be recalled, however, that Mr. Bradford had earlier suffered arrest and had been threatened with the loss of his press when in Philadelphia. In New York however, where he was under oath and practical bondage to the Crown he was of necessity conservative and loyal.

It was more than "local bickerings" which arose between Governor Cosby (not Crosby) and the provincial (not state) assembly.

Cosby had previously been ousted as governor of the Island of Minorca for confiscation of private property which he appropriated to his own use. His record was known to the colonial leaders before he arrived. But the assembly treated him fairly.

He claimed to have been instrumental in obtaining the repeal of a sugar bill detrimental to the interests of the colonies. For this the assembly voted him a gratuity of £750.

"Damn them," he shouted, "why didn't they add the shillings and pence?" And the gratuity was raised to £1000.

Rip Van Dam had been governor between the time of Cosby's appointment and his arrival. The salary, and emoluments of the office had been collected by him. Cosby claimed half; but he already had grabbed £6,000 more than had come into Van Dam's hands and Van Dam refused to comply with his demand unless he accounted for what he had received.

Cosby dared not bring a suit at common law, knowing that the people already hated him and that a jury would decide against him. He could not bring suit in chancery because he was a chancellor; nor in the supreme court because it had no equity jurisdiction. So he forced an ordinance through the council, erecting a court of equity in the supreme court and directed Richard Bradley, his pliant attorney general, to bring suit against Van Dam in that court.

The erection of this court was contrary to the laws of Great Britain and of the provincial assembly. The assembly passed strong resolutions against it. Chief Justice Lewis Morris refused to sit upon it and was summarily removed from his office by Cosby without even the action of the council. That left the court with two members instead of three which was also contrary to law. In an effort to get judgment against Van Dam by default, Cosby's agents made two men drunk and then obtained their signatures to a lying document saying that Van Dam could not be found.

This was something more than "local bickerings." There were many other causes for popular indignation. Cosby deliberately destroyed a deed to the corporation of Albany made by the Mohawk Indians, because he expected big fees for the execution of another. He refused to grant lands to settlers unless he was permitted to retain a third for his personal use. Often he "packed" elections with his henchmen and with soldiers. He refused to allow Quakers to vote. He summoned to his council meetings only such members as were favorable to his avaricious schemes.

Bradford knew all this. But his New York Gazette took the governor's side. "Employed as he was by the Crown he had to be very careful of what he printed and found it better to let political matters alone."

There was one Francis Harrison, an agent of Cosby in a murder plot, who later came to a bad end. He wrote fulsome eulogies of Cosby and carried them to Bradford who printed them in his New York Gazette.

It is not on record that Bradford ever printed one word against Cosby or any other tyrannical officer of the British Crown, or one word in favor of the Colonial patriots who were fighting against tyranny and robbery. He was an Englishman who never ceased to be loyal to the land of his birth, and never became able to be loyal to the cause of American liberty. And for many long years he was public printer. Perhaps he did not

"crook the pregnant hinges of the knee
That thrift might follow fawning,"

but those effusive eulogies of Cosby printed in his paper make the reader wonder if they were not comparable to what Shakespeare had in mind.

Miss Leland follows James Melvin Lee in his statement that Zenger ran away from his apprenticeship at Bradford's shop. The source of Dr. Lee's statement would be interesting. Hudson in his History of Journalism does not mention it. Neither does Isaiah Thomas in his History of Printing, nor John Fiske who devotes several pages of his history of the "Dutch and Quaker colonies" to Zenger. Livingston Rutherfurd, Zenger's best biographer, says that "at the expiration of his apprenticeship he went to Maryland." George Henry Payne in his History of Journalism, says that "after serving an apprenticeship of eight years with Bradford, Zenger went to Maryland."

Be that as it may, it is true that he "prospered in his new enterprise." It was because he fought on the side of the colonists, whom Cosby called "a lazy, good-for-nothing crowd, filled with the spirit of insubordination." It is true, also, as John Fiske says, that "in point of telling argument and bold sarcasm Bradford was no match for Zenger and when sundry deeds of Cosby were held up to scorn the governor writhed under the infliction." It is true that the assembly was on the side of Zenger. Unfortunately, also, it is true that Bradford's Gazette derided Zenger, because he was one of a company of poor Palatinates who had been brought over to America by Queen Anne; to which Zenger made a reply so spirited that Bradford, like the governor, should have "writhed" under it.

Bradford had his first trouble with the Philadelphia Quakers when he printed the name pf "Lord" Penn in his almanac. When he was called before the council after printing the protest of women because the fair ground was located too far from the city he turned the tables on his accusers by bringing forward the thing that rankled him most—the unfulfilled promise made by William Penn, that he should be public printer. As soon as the offer of the public printing in New York came to him he lost no time in leaving the Quakers, renouncing their faith and becoming a member of the Church of England, as soon as he reached New York.

He was an amiable, peaceful, God-fearing man who loved peace—and the public printing. It is as a printer rather than newspaper man that his anniversary should be celebrated. He was not a journalist. He started no paper in Philadelphia—did not start one in New York until his son Andrew had made a success of the *American Mercury* in Philadelphia. Even then the elder Bradford printed his first New York Gazette with the types which were too rounded and battered to be of much use in the job office. And all the time he printed that Gazette he seems to have remembered, as Miss Leland says, that "he was under oath and practical bondage to the Crown." In his paper he plumed himself for having been for 40 years "obedient to the King and all that are put in authority under him." What he did was to hinder, rather than to help the great victory for which Zenger was at first a vicarious sacrifice, the establishment of the principle that a newspaper may criticise any dishonest and tyrannical public official so long as it is careful to tell the truth, with good motives and for the good of society. It is regrettable that William Bradford can lay claim to even the smallest part of that victory.

But he was a vestryman in Trinity church. And his tombstone was over his grave in that famous chruchyard, until the New York Historical Society took it away for better preservation. He was kind, affable, and once did a good turn to Ben Franklin, who nevertheless later wrote of him as a "cunning old fox."

He was diligent and successful in his business. He built paper mills and printed a family bible to be used as a premium for subscriptions. Nearly 200 years after his death he is honored by a great historical society in the Nation's largest city.

Zenger, who fought for the people, died in poverty. His widow and children almost starved and his paper actually died of starvation.

As Frederic Hudson said in his history, *Ainsi va le monde!*

Wherewithal shall the young man in journalism shape his way? With the life of Bradford, bidding him take heed to his job work that he may win present riches and future honor? Or with the life of Zenger, using his newspaper to "make the bounds of freedom wider yet" but perhaps achieving for himself only present trouble and fut

These are questions likel by those who read of the bration in New York; b Fates, and the public, us gressive and patriotic jo than they did John Pete

Why doesn't New Yor bration in honor of the memory o Peter Zenger and Harry Croswell, genuine journalists, and of Andrew Hamilton and Alexander Hamilton, their brilliant and successful defenders?

TEXAS AD CLUBS PLAN $500,000 AD FUND

Committee Named to Work Out Details at Annual Meeting of 10th District in Fort Worth—Simpson District Chairman

A plan to raise a $500,000 fund to advertise Texas was adopted at the annual meeting of the Tenth District Associated Advertising Clubs of the World in Fort Worth, Nov. 19-20.

A committee, consisting of Fred Johnston, of the Johnston Printing Company, Dallas, chairman; Dale Rogers, Houston; W. A. Garrabrant, Beaumont; Amon G. Carter, publisher of the *Fort Worth Star-Telegram*, and Harold Kayton, San Antonio, was appointed to work out plans of procedure and report back to the district officers. Organization of the movement followed an address by Mr. Johnston on "Advertising Texas."

As committee chairman he stated that $100,000 should be raised immediately, to be increased in time to $500,000. An operating fund of $700 for use of the committee was subscribed.

James P. Simpson, of Dallas, was elected chairman of the district to succeed Amon G. Garter. O. S. Bruck, *Beaumont Enterprise and Journal*, was named first vice-president; J. H. Allison, Wichita Falls, second vice-president; Beeman Fisher, Dallas, secretary-treasurer.

C. King Woodbridge, president of the Associated Advertising Clubs of the World, was chief speaker at the meeting. He stressed the importance of advertising club work. He arrived on Friday afternoon, the second day of the meeting, and was met at the station by all the delegates, numbering more than 200.

Miss Jane Wood, advertising manager of Joske's department store, San Antonio, spoke on advertising to a family, showing the different appeals advertising must make to reach all classes. A. L. Shuman, of the Fort Worth Star-Telegram, attributed the frequent failure of advertising to the fact that merchants often fail to live up to their advertising. H. W. Stanley, manager of the Lumbermen's Reciprocal Association, Dallas, charged that advertising failure was often the result of mental bankruptcy on the part of the advertiser. He named mental alertness as the best advertising asset. The necessity for truth in advertising was emphasized by Milton Pandres, advertising manager of the Titche Goettinger Company, Dallas.

In the second day's business session a resolution was adopted to take steps to safeguard investors in other states from unscrupulous promoters who might be operating at present or in future in Texas.

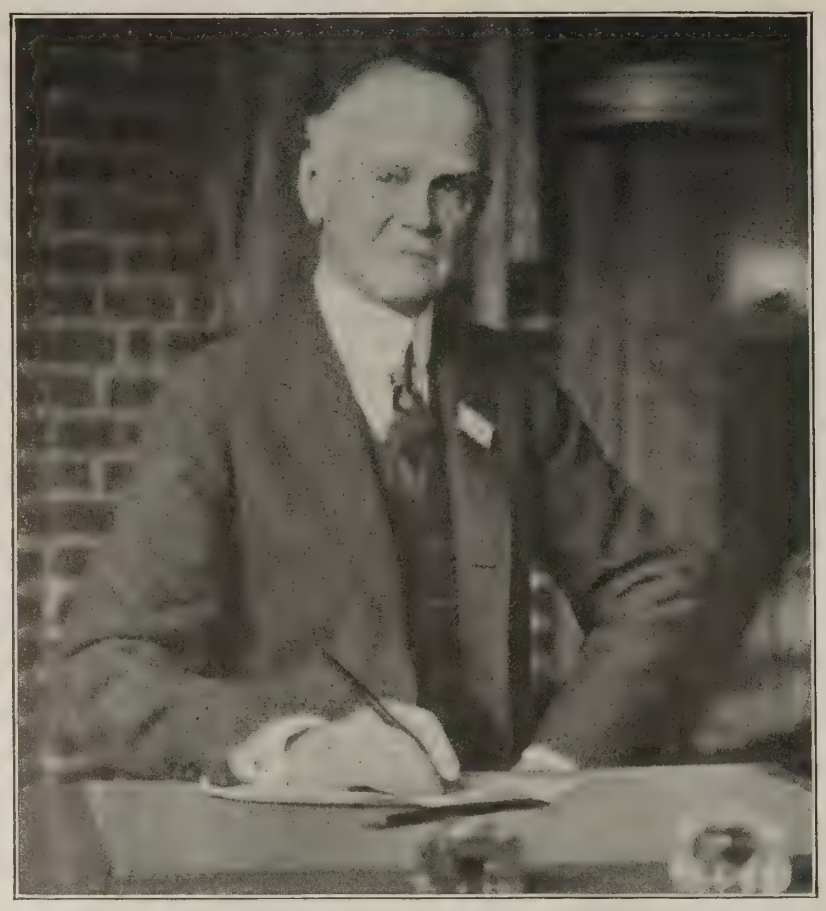
Directors of the district elected at the meeting are: W. A. Garrabrant, Beaumont; Lowry Martin, Corsicana; Miss Cora Kraueter, Dallas; Art Millican, El Paso; Fred Michael, Houston; R. G. Coulter, San Antonio; Alfonso Jonson, Dallas; Garnet Clark, Galveston; J. M. Brinkley, Sherman; Miss Edith Axtell, Houston, and Alva Wilgus, Wichita Falls.

Advertising Handbook

"The Handbook of Advertising Club Management" was issued this week by the Club Service Department of the Associated Advertising Clubs of the World. The book was compiled under the direction of Ed Hunter, head of the department.

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



"Too many specialists in sensation."—E. H. O'Hara.

"IF I were only a national advertiser," began Edward H. O'Hara, editor and publisher of the *Syracuse Herald,* and then followed a newspaper man's version of the much discussed advertising week-end traffic jam.

"Our big days each week are Thursdays and Fridays, with Saturdays' business dropping way down. This is the situation which I believe is general with most newspapers. It is natural that department stores should not place big business on Saturdays.

"But I cannot see the point of view of large national advertisers. It is their theory that they should place their copy in newspapers already crowded with advertising, and stay out, when, as a matter of fact, their message would catch more eyes, more minds, and more pocket books, than on any other day of the week.

"Saturdays, I think, should be made National advertiser's day in the newspapers.

"Saturday's news is just as interesting as Friday's, and large numbers of people have more time to read it."

Mr. O'Hara started newspaper making as a reporter about 45 years ago, on the *Syracuse Journal,* now his opposition. He had been a printer before he entered the editorial side. He joined the Herald when it first began publication.

In 1877, the late Arthur Jenkins started the Syracuse Herald. It was a tiny paper in comparison to present day dailies. But for all its miniature size of four pages, and circulation of 700 copies, it was enterprising from the start, and for that reason destined to grow. Syracuse in those days was a city of less than 40,000, while today the population number about 200,000.

First evidence of enterprise seen in the baby Herald, was when with the first number the price was set at 2 cents a copy, a big reduction, in view of the fact that all other dailies of that date were maintained the Civil War charge of 5 cents. Then, after it had been publishing, for a few years, the Herald was responsible for bringing the first electric light to its city, because of the backing it gave in the early '80's to the Louis Brush Electric Lighting Company.

The Herald has outgrown three plants since it was first started, and today its home is a modernly equipped building into which it moved eight years ago.

In the conduct of the paper now, Mr. O'Hara said he worked from the theory that the reporter was the most valuable man to a newspaper.

"It is easy to get editorial writers," he said. "It is easy to find men who can ring door bells and sell space. The most important man, and the hardest to find, is the reporter who can see clearly, and write down what he sees accurately and truthfully.

"Reporters today have become 'specialists,' and I wonder if with all their specialization they are not in many cases forgetting to specialize in accuracy and truthfulness, the fundamentals of their trade.

"At any rate, I think, there are too many specialists in sensation."

Mr. O'Hara was asked what he thought of the future possibilities of the tabloid newspaper.

"We have considered starting a tabloid newspaper in Syracuse," he admitted. "We studied the proposition carefully. The decision we reached was that the tabloid, in its present day conception, will never be successful in a city under 500,000.

"Perhaps I may be considered old-fashioned, but I cannot bring myself to think of the tabloid as a newspaper. It has its own good and growing field, that of the daily magazine."

Jemison Joins N. Y. Special

Dick Jemison has purchased a substantial interest in the firm of Hal T. Boulden & Associates, Inc., publishers' representatives, New York, and has been elected vice-president. Mr. Jemison has opened an office in the Finance Building, Cleveland. Prior to joining Hal T. Boulden and Don F. Whittaker in the above concern, Mr. Jemison was with the United States Advertising Corporation, Toledo, and Williams & Cunnyngham, Chicago, in executive capacities.

A. P. Executive Committee to Meet

The executive committee of the Associated Press will meet at New York headquarters, Nov. 30.

800 AT TIMES FROLIC

Employes Hold Reception and Dance at Hotel Roosevelt

More than 800 members of the *New York Times* staff and their friends attended a dance and reception held Tuesday night in the grand ballroom of the Hotel Roosevelt.

Parker A. Gleason was chairman of the Arrangement Committee, the other members including W. Berlinghoff, Florence M. Egan, Catherine Erb, Andrew Heath, Winifred M. Horan, Howard Humphrey, John J. O'Brien, Blanche E. O'Neill, William A. Penney, Paul J. Rowan and Mary Timmons.

The Reception and Floor Committee was headed by Hugh A. O'Donnell, chairman. The other members were Frances E. Atwater, Joseph M. Birch, John Black, Hazel Felleman, Etta M. Frank, Carol F. Hotopp, Walter Keenan, Katherine Maguire, Marie Mullaney, Michael Munz, Joseph Paterno, Charles C. Pogue, Thomas J. Roche, Marie F. Schmidt, Fred J. Schuyler, Edwin O. Sheets, B. J. Squier, Jr., Violetta A. Stoney and Cortlandt J. Strang.

NEW VICE-PRESIDENT NAMED

F. D. McKenney Replaces Odgen Mills as Mergenthaler Officer

Frederic D. McKenney, Washington, D. C., was elected vice-president of the Mergenthaler Linotype Company, when Ogden Mills, who has held that office for more than 30 years, declined re-election at the recent annual meeting of the company's board of directors.

Mr. Mills accepted re-election to t board of directors, and also to the exec tive committee, and in both such capa ties will continue as heretofore.

Mr. McKenney is senior member the firm of McKenney & Flannery, la yers, of Washington, D. C., which many years has been counsel at th point for the Pennsylvania Railroad Sy tem and other railroad companies oper ing into the District of Columbia; for t Washington Terminal Company (Uni Station); the Mutual and the New Yo Life Insurance Companies; the Equita and the Fulton Trust Companies of N York; the American Security & Tr Company of Washington, D. C., and oth corporate organizations, including Mergenthaler Linotype Company. formerly served as a director on t boards of the Riggs National and Commercial National Banks of the D trict of Columbia, and on several oc sions has represented the United Sta as counsel in international arbitrations The Hague and elsewhere. He is a grad ate of Princeton University, class of 18 and is a member of the following-nam clubs: Metropolitan, Lawyers, Congr sional Country Club of Washington, U versity of Princeton of New York.

Sun Club Dance Dec. 9

The annual holiday dance of the *N York Sun* Club will be held Dec. 9, the Hotel McAlpin. The arrangeme committee consists of John Hefferm H. Muller, M. Entler, Fred. Ehlert, N Kingsley, Einar Petersen, Conrad Sch Joseph Francis, Ames Zina, Louis Ma aco. Fred Carrington is chairman.

THE FLORIDA TIMES-UNION

Healthy Circulation

A live, steady, permanent growth of Jacksonville population is the aim of her builders . . .

City limits—marked by expansion—best seen in increase of city readers.

City circulation

October 20, 1924 . . . 20,847

October 20, 1925 . . . 27,713

Total Circulation

DAILY - - 55,000

SUNDAY - 70,000

Read of Florida's weekly development in our weekly bulletin. Copy upon request.

National Representatives—BENJAMIN & KENTNOR CO.

New York, Chicago, Los Angeles, San Francisco.



Briggs Service International in Scope

Newspapers Everywhere Are Adding From 100,000 to 500,000 Lines of NEW Business Annually Through Briggs' Weekly Business Review and Other Feature Pages

THE importance of Briggs' service is clearly emphasized by the fact that the most prominent newspapers in nearly every section of the United States and many sections of Canada are running our Feature Pages permanently. They run these pages and endorse them because they are excellent mediums for the advertisers and increase, tremendously, local lineage without selling expense and assist them greatly in leading their competitors.

We Create Local Display from a NEW Source

We put industrial firms, manufacturers, wholesalers, etc., in your paper on long time contracts without cost to you. Write or wire for full details.

THOMAS W. BRIGGS CO.

Home Office: Columbian Mutual Tower

MEMPHIS, TENN.

Ask Dun or Bradstreet about our *responsibility* **Ask any newspaper about our *service***

UBLISHERS ASK DISMISSAL OF TRADE COMPLAINT CLAIMING NO JURISDICTION

Majority of Federal Trade Commission Expected to Sustain Motion Made When Hearing Opened Monday—Say No Public Interest Involved

By BART CAMPBELL

WASHINGTON, Nov. 25.—Spokesmen for the advertising and publishing interests charged with conspiracy and other unfair practices in the preparation and distribution of national advertising appeared confident this week that their contentions that the Federal Trade Commission has no jurisdiction in the case will be sustained by a majority of the Commission itself.

Counsel for the American Newspaper Publishers' Association, the American Association of Advertising Agencies and the Southern Newspaper Publishers' Association argued at the hearing held by the Commission in the case on Monday that the motion to dismiss the complaint for want of jurisdiction by the Commission should prevail.

Counsel for the Southern Newspaper Publishers' Association based this motion upon the three substantive judicial questions, viz:

"(a) Whether the facts and purposes clearly set forth in the pleadings, any acts of the respondents can be said to be unfair.

"(b) Whether there is involved here any operation in commerce between the States and whether any of the restraint alleged to have been procured can possibly be such direct restraint as the law prohibits.

"(c) Whether there is any such public interest shown here as is considered by the Commission necessary to give it jurisdiction."

Counsel for the Commission submitted an elaborate brief in opposition to the motion for dismissal but as the argument on all sides proceeded before the Commission for four hours it was evident from inquiries made and comments injected by members of the Commission that they were not inclined to agree regarding the question of jurisdiction.

It was predicted in some quarters here that while there may be a dissenting minority decision rendered, which is not unusual, as the Commission is now constituted, a majority concurring opinion upholding the contentions of the publishing and advertising interests—may be anticipated.

How widespread has become interest in the case was shown by the appearance of representatives of monthly and weekly publishing interests at the scene. They were obviously interested in the case as one that might extend to their interests eventually unless it were stopped where it rests now.

A formidable array of U. S. Supreme Court and other precedents and authorities were cited by opposing counsel to support the argument, pro and con, as to whether the Commission has jurisdiction, or not.

Counsel for the publishing interests agreed that the case, whittled down to the bare truth, "merely represents an attempt by an infinitesimally small group to collect something that does not belong to it."

The hearing was confined largely by counsel combatting the complaint in their efforts to convince the Commission the case is not one involving interstate commerce, or related to it in any way, and hence the commission should wash its hands of the matter.

Several important points were scored by counsel for the publishing and advertising interests represented at the hearing, viz:

That there is no foundation for the allegation by counsel for the Commission that both the A. N. P. A. and the Six Point League have entered into advertising agreements in restraint of trade.

That the A. N. P. A. does not attempt to influence or dictate to its members with respect to rates, discounts, agencies or similar phases of the advertising business.

"Our organization has no machinery to enforce its will upon its members even if it desired to interfere in advertising matters," stated M. D. Plante of counsel for the A. N. P. A. "Its charter would not permit it to assess penalties."

"The A. N. P. A. had only adopted a general policy of recommending the A. A. A. A. to its members," he explained.

That it is impossible for the Four A.'s or any other organization to coerce either members of the A. N. P. A., Six Point League or the Southern Newspaper Publishers Association into adopting any advertising policy they do not approve or desire.

That a contract between the publisher and the advertiser or his agent is an intrastate, not an interstate matter, and hence does not lie within the jurisdiction of the Federal Trade Commission.

That advertising is essentially a public service, and has been so recognized repeatedly by U. S. Supreme Court and other rulings.

Clark McKercher, counsel for the Four A's, in riddling the complaint, pointed out that several large advertising agencies are not members of that organization, although these agencies "handle some of the biggest accounts in the country and have not the slightest trouble in buying space or placing copy."

"The newspaper makes certain requirements and we claim we are well within our rights if we too make our own requirements," said Mr. McKercher. "Just suppose a manufacturer receives a 15 per cent commission from the publisher on his own business. He contends this to be entirely just and fair. But if you go direct to him and demand a wholesale price for his goods, what is his reply to you? He will inform you that a secret rebate is illegal. But he will not grant your request in any other form. We see no difference between his stand and that of the newspaper publisher. The advertising agent is a wholesale buyer of space, and no matter how large he is, the individual advertiser is a retail buyer."

Mr. McKercher emphasized the fact that 97 per cent of all advertisers in the United States have adopted the standard agency policy of doing business. He and other counsel also stressed the thought expressed by J. F. Finley, of Chattanooga, Tenn., spokesman for the Southern Newspaper Publishers Association, that the "real reason for the complaint is that the publishers would not allow a few manufacturers the agency commission."

Mr. Finley argued that if the publishers were to allow such a commission it itself would have been against the public interest and restraint of trade.

"It would allow the big manufacturer to obtain a rebate upon his advertising, and would prevent the small manufacturer from buying his advertising as cheaply as does his more powerful competitor," said Mr. Finley.

"We pay agencies commissions because of value received. If it were not for their service the publishers would have to meet greater costs than an agency commission to obtain business. There are few newspapers which can afford to solicit their business at the rates they charge. The agency system developed because of a definite need. It is entirely legitimate and necessary and like many sound business practices has developed the supply and demand in the development of all business."

Mr. Plante, speaking for the A. N. P. A., pointed out that for many years the newspapers have had card rates, fixed by the individual publishers, and that the commission has not charged that the publishers ever combined or conspired to fix these rates.

"The only charge we have here is that we do not give the advertiser the same discount as we give accredited advertising agencies. The publisher pays the agency because it does the work of a salesman soliciting business, creating and mapping out campaigns, writing copy, finding selling ideas.

"The agency creates advertising business. The agency not only performs many special and necessary tasks that the manufacturer is not competent to perform, but it encourages the appropriation of money for advertising. The agency is in all ways a very necessary factor in the publishing business.

"On the other hand, the publisher guards his business against the dummy agency which may be set up by an advertiser for the mere purpose of obtaining an unearned discount."

EL PASO TIMES SOLD TO HERALD PUBLISHER

H. D. Slater Discontinues His Morning News-Herald and Will Continue Publication of Times

An Associated Press membership dating back more than 42 years, one of the originals in the old Illinois Association changed hands Nov. 20, when the *El Paso Times,* morning and Sunday, was transferred to H. D. Slater. Mr. Slater has published the *El Paso Herald,* evening paper, since 1897 and has been an evening member of the Associated Press for 23 years.

He bought entire control of the El Paso Times Company. E. C. Simmons was publisher of the Times. No real estate was involved. The price paid for plant, good will and current assets on a debt free basis was approximately equal to the annual average of five years' gross revenues.

The separate character of the papers will be conserved. For a year the Herald has been issuing a morning and Sunday edition called the News-Herald for local circulation only and this paper will now be suspended and the Times will be the only morning and Sunday paper in the field. The Herald plant has long been organized to take care of the morning paper and there will be only a slight enlargement of the force and no other change will be required. Herald executives in all departments took charge of the Times as successor to the News-Herald without interference with established routine. The combination has four leased wires, three night and one day, besides the service of North American Newspaper Alliance and partial reports of Consolidated Press, United Press, International News and numerous special services.

In the early days there was no railroad or commercial telegraph in El Paso and the Times as Associated Press member furnished the reports of Apache warfare over the military telegraph to the nearest commercial relay 500 miles north.

Mr. Slater was editor of the old *Public Opinion* in New York 30 years ago the periodical that later was merged in the *Literary Digest* and for a time was engaged in railroad civil engineering in Mexico before he bought the Herald He served nearly two years in the war as captain of infantry in the 90th Division overseas and spent most of another year in European travel. Associated with him as department heads are George W. Lemons, five years advertising director of the *Dallas News and Journal,* B. D. Marcum, circulation director of Seattle papers and the Vanderbilt group, C. C. Gibson, auditor, Hubert S. Hunter, assistant to the editor-in-chief; L. C. Townsend and C. G. Nuchols, news editors.

The John Budd Company represents both papers in the foreign field.

The "Two Heralds"

The *Two Heralds* published every Sunday in Bridgeport and Waterbury, Conn., were not listed in the recent EDITOR & PUBLISHER tabulation of Sunday newspapers. No reply was received by this office to advance requests for information from the publishers.

NEWSPAPER TAX RULING APPLIES TO ALL FIRMS

Capitalization of Prior Expenditures Thoroughly Established When U. S. Tax Board Holds for Goodell-Pratt Company

The so-called newspaper tax ruling, A. R. M., 141, which permits newspaper publishers to capitalize expenditures made in prior years to build circulation, was thoroughly established recently and extended to all other taxpayers in a ruling of the U. S. Board of Tax Appeals in the case of the Goodell-Pratt Company of Springfield, Mass.

This company, which manufactures mechanics' tools, nullifies the regulations of the Commissioner of Internal Revenue which have in practice prohibited taxpayers from capitalizing expenditures made to develop intangible assets.

The Goodell-Pratt Company appealed when it was prohibited from listing as invested capital a sum of $280,513.26 spent in developing patents, secret processes, special machinery and establishing foreign markets.

The Board of Appeals ruled as follows:

"Taxpayer is entitled to restore to its surplus account and include in its invested capital the sum of $280,513.26 representing capital expenditures previously charged as current expenses on its books and income tax returns in error."

M. E. FOSTER REMINISCES

Tells of Start of Houston Chronicle on Its 24th Birthday

The *Houston* (Tex.) *Chronicle* celebrated its 24th anniversary Nov. 15 with a 152-page edition.

Marcellus E. Foster, president and editor reminisced upon the start of the paper in his page one column as follows:

"Looking back 24 years from a newspaper standpoint:

"A few young men gathering together, with the aid of friends, a few thousand dollars, to start a new daily in Houston.

"Some of them were fortunate in having been trained from boyhood in newspaper work, but not one had any real business knowledge.

"They thought Houston needed a live afternoon newspaper, and believed they were capable of furnishing that need. The happy egotism of youth!

"The Houston Chronicle was started. The plant consisted of three typesetting machines, a small press that printed direct from type, a few second-hand typewriters, some old desks, one telegraph wire, scissors, pencils, paste pot and a dozen employees.

"That was the beginning of The Chronicle in the fall of 1901."

The Chronicle now publishes from a ten-story plant and has leased an adjoining ten-story building.

Elias Asheville Times Owner

In EDITOR & PUBLISHER, Oct. 3, it was incorrectly stated that P. M. Burdette had purchased the *Asheville* (N. C.) *Times.* The Times was purchased by D. S. Elias who became president and business manager. E. B. Wilson is vice-president, and E. C. Greene, secretary-treasurer.

New York Mirror Adds to Plant

The *New York Daily Mirror* is installing its own photo-engraving plant. It will be ready for operation next week.

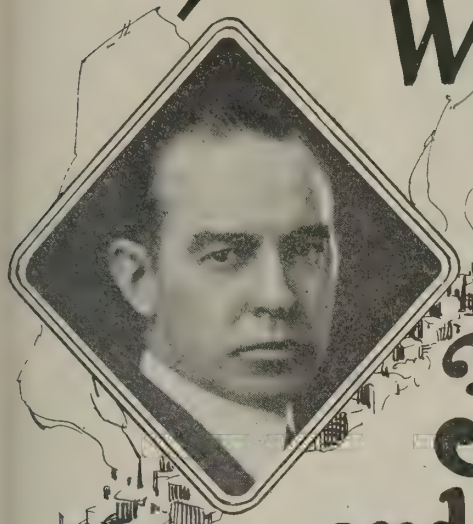
Booker Joins Tulsa Tribune

John H. Booker, for the last eight years managing editor of the *Sapulpa* (Okla.) *Herald* joined the staff of the Tulsa Tribune, as telegraph editor on Nov. 27.

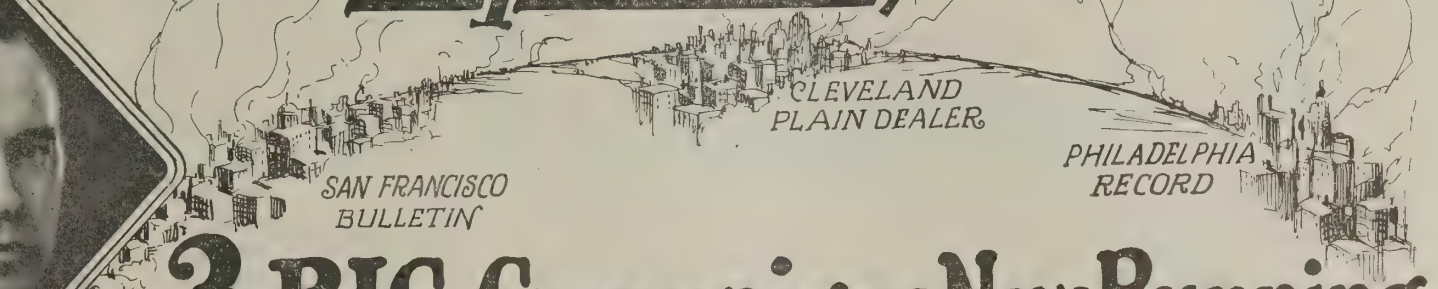
Baby Girl in Walker Home

Stanley Walker, of the *New York Herald Tribune* staff, and Mrs. Walker are the parents of a girl, born Nov. 24.

Only Unrivalled Success Can Win Supremacy Like This!



C. B. HOLLISTER
General Manager



3 BIG Campaigns Now Running and ALL of them Hollister Campaigns!

Other Notable Clients of Hollister Service

PHILADELPHIA INQUIRER (2)
LOS ANGELES TIMES (3)
SAN FRANCISCO CHRONICLE (2)
WASHINGTON POST (2)
INDIANAPOLIS NEWS
MEMPHIS COMMERCIAL APPEAL
KANSAS CITY JOURNAL POST
ATLANTA JOURNAL
LOUISVILLE COURIER JOURNAL
CINCINNATI ENQUIRER
DALLAS MORNING NEWS
BALTIMORE AMERICAN
PORTLAND TELEGRAM
NASHVILLE BANNER
ROCHESTER HERALD
BIRMINGHAM AGE HERALD
SAN ANTONIO EXPRESS

FROM COAST TO COAST the Hollister Circulation Organization is again proving, as it has proved conclusively in the last twenty years, its matchless leadership in the circulation building field. Only three BIG campaigns for large circulation gains are now being conducted — and every one is a Hollister campaign! The Cleveland Plain Dealer's $115,000 campaign is the greatest one on record in newspaperdom; and The Plain Dealer's invitation to Hollister to conduct it came as a direct result of their unqualified satisfaction with the methods used and profitable results obtained during his first campaign for them four years ago; The San Francisco Bulletin's campaign, in similar fashion, results from a previous Hollister success there; The Philadelphia Record's campaign follows two previous impressive triumphs for Hollister methods in that city.

SUCH A CIRCULATION GAIN as only Hollister plan campaigns can obtain — and all of the increase bona-fide, NEW, home-delivered, prepaid and lasting—can benefit any metropolitan newspaper. It only takes ten weeks to secure the gain; almost immediately the advertising revenue shows a substantial increase; within four or six months the campaign is decidedly on the profit side of the ledger; and for years and forever the newspaper benefits by a Hollister campaign.

While Hollister's established clients keep the organization busy practically all the time, the publisher of any metropolitan newspaper who desires a rapid and sure increase in circulation can obtain full information and open dates by writing, wiring or telephoning care of The Cleveland Plain Dealer.

HOLLISTER'S Circulation Organization

717-18 Commercial Exchange Bldg. Los Angeles, Cal.

REPORTERS SQUIRMED WHEN GOV. PEAY, INTERVIEWED, TURNED INTERVIEWER

Tennessee Executive Turned Tables When Asked for Comments on State's "Darkness" During Scopes Trial—News Men's History Lacking

By KENNETH WATSON

WASHINGTON, D. C., Nov. 24.—Ever since the evolution trial at Dayton, newspaper men have been chuckling on how clevrely one correspondent learned from Judge Raulston how a vital ruling was to be made without the judge being aware that he had disclosed anything.

This was when William K. Hutchinson, International News man, scored an important scoop by announcing that Raulston was going to overrule the motion by defense counsel to quash the indictment against John T. Scopes on the grounds that it was unconstitutional.

Hutchinson obtained the story by the simple process of interviewing Judge Raulston during the noon hour and asking if the trial would go on after the ruling had been made. When the judge said it would he unwittingly had given Hutchinson the information that the ruling would be against the motion.

Now it appears that all of the mental dexterity palms weren't carried off by the press.

Another side of the picture has just been disclosed by Governor Austin Peay, of Tennessee, who testified in Washington recently before the House Ways and Means committee framing the new tax bill and advocated repeal of the federal inheritance tax.

During most of the time the Scopes evolution trial was in progress Governor Peay was vacationing at a Battle Creek, Mich., sanitarium.

Local reporters were not long in discovering his identity and besieged him for interviews. Peay at first talked rather freely to the newspaper men but when he discovered that the more he talked the more he was asked for opinions on evolution he evolved a clever scheme for ending the requests.

The procedure as related to me by Peay today was amazingly simple.

It consisted of merely turning interviewer instead of being the object of the questioning.

And incidentally in convincing the newspaper men that Tennessee hasn't wholly been the home of "ignorant mountaineers" as some accounts would indicate.

"After I had formulated my plan of getting some respite from being interviewed I did not have long to wait to put it into execution," Peay told me.

"I simply told the first reporter that I had no objections to giving him a story if he had none in my asking a few questions.

"I then asked him where he was born and after ascertaining that it was not Tennessee asked him what the capital was. He didn't know—in fact none of the four or five reporters who followed him did. One said Knoxville and one Memphis, but the others simply confessed they did not know."

"I then asked him if he knew how many Presidents Tennessee had furnished and if he knew that one of the decisive victories in the Revolutionary War—one which really turned the tide against Great Britain—had been won by Tennessee mountaineers.

"Or that a Tennessean had played a decisive part in the War of 1812 and that the War with Mexico in 1845 had been conducted under the leadership of a president elected from Tennessee."

Peavy said that he followed up these initial questions by asking the various reporters if they know how prominent a part Tennessee had played in the Civil War and that if they knew the greatest hero in the World War was a Tennessean.

"Most of them seemed greatly surprised when I told them more engagements had been fought during the Civil War in Tennessee than in any other state," Peay said, "while none could tell me the name of Sergeant Alvin York."

"I then asked that and each succeeding reporter if he knew whether any of the present justices of the United States Supreme Court were from Tennessee and not one could tell me," Peay said.

"I also asked the reporters if they knew how many national commissioners of education we had had. When they invariably replied 'No' I told them the number—seven.

"I then asked if they knew how many of the seven were from Tennessee and none knew. I told thm three of the seven were appointed from Tennessee while the other 47 states had contributed only four commissioners between them and asked if they thought this was such a reflection on the educational standards of the state."

Governor Peay told me that by this time each reporter, that questioned him after he had conceived his plan of turning interviewer, was squirming nervously on his chair.

"I then would say: 'Well, son, I have no objection to talking to you later, but first don't you think you had better brush up a little on your history and then come back?

"And not one of them did and from that time on my way stay wasn't interrupted by requests for interviews," Peay said.

For the benefit of readers who aren't students of history the answers to Governor Peay's questions not given in his own statements above are enumerated here.

1. The capital of Tennessee is Nashville.

2. None of the 30 Presidents of the United States were actually born in Tennessee, but three of them are accredited to Tennessee because of their residence there at the time of accession to office. They were Andrew Jackson, seventh President; James Knox Polk, eleventh President and Andrew Johnson, seventeenth President.

3. The battle of Kings Mountain which was fought on Sept. 25, 1780, is regarded by many historians as the most important victory of the Revolutionary War next to Saratoga. A little army composed entirely of East Tennessee mountaineers led by Cols. John Sevier, Isaac Shelby and William Campbell, intercepted a larger British force commanded by Col. Patrick Ferguson who was advancing from the Carolinas to join Cornwallis in Virginia. Ferguson was killed in the battle and his whole army either killed or taken prisoners. This battle prevented the junction of the two British forces and hastened the surrender of Cornwallis to General Washington at Yorktown.

4. General Andrew Jackson, then a Tennessean, was the outstanding figure in the War of 1812 because of his victory over the British at New Orleans even though peace had been declared previously.

5. Polk was president when the war with Mexico was fought.

6. Two of the justices of the U. S. Supreme Court are Tennesseans. They are Justice James Clark McReynolds and Justice Edward Terry Sanford.

7. The present Commissioner of Education, Dr. John J. Tigert, was born in Tennessee, as was his predecessor, Dr Philander Claxton, while John Eaton, commissioner from 1870 to 1886, altho born in New Hampshire, was appointed from Tennessee.

Largest morning & Sunday circulation west of St Louis
Los Angeles EXAMINER

Democratic Editors Elect Good

Robert Good, owner and publisher of the *Cawker City* (Kan.) *Ledger* was elected president and Ansell F. Hatten, editor and business manager of the *Westphalia* (Kan.) *Times,* secretary-treasurer of the Kansas Democratic Editorial Association at the annual meeting in Wichita recently.

Longnecker Honor Guest at Dinner

J. W. Longnecker, advertising manager of the Hartford Fire Insurance Company, and chairman of the first district of the Associated Advertising Clubs of the World, was guest of honor at a banquet held in Hartford Nov. 23, by the executive committee of the First District.

EDMONTON BULLETIN REVIVE

C. E. Campbell Acquires Canadi Daily From Frank Oliver

Charles E. Campbell, former publish of the *Vancouver* (B. C.) *World* and *Vancouver Star*, has taken over *Edmonton Bulletin* and is publishing as a morning daily.

The Edmonton Bulletin, forme edited by Frank Oliver, suspended pub cation several months ago and Edmont with a population of over 100,000 p sons, was without a morning paper ur Mr. Campbell entered the field. Oliver retired from the newspaper bu ness to accept appointment as mem of the Canadian board of railway co missioners.

The amount Campbell paid for Bulletin has not been disclosed.

Woman Covering Druse Rebellion

Lady Drummond Hay, known as t most beautiful woman journalist in En land, has been engaged by the *Lond Daily Express* as a regular member the staff. Until recently she has been ing only special assignments. She h been sent to Syria to cover the upr ing of the Druses.

Anderson Named Hoe Treasurer

R. Earle Anderson, for the last y comptroller, has been elected treasu of R. Hoe & Co., Inc. Boudinot Att bury, who has been acting temporarily treasurer, has been recalled to his p with the Guaranty Company of N York.

Dry Goods Stores and Specialty Shops Prefer the Times-Star

Like the dealers in food stuffs and apparel, the merchants who sell dry goods and specialties in Cincinnati rely upon the family circulation of the Times-Star for most of their business. They place more display advertising in this one paper during the six business days than they carry in the two morning papers combined in seven days. They place more display advertising in this paper in six months than they place in the second afternoon paper in a year.

And they do this day after day, year in and year out, which proves that the actual consumer influence of the Times-Star is greater than that of both morning papers and twice that of its afternoon contemporary.

What a world of meaning is revealed by these figures! Take any classification of business in which the advertising must actually pay its own way as it goes, and you will find that the bulk of the advertising goes on its way through the Times-Star.

No generalities,—no long-drawn-out investment in hypothetical "good-will" or "dealer influence,"—but results, direct, immediate, and the kind of good-will that expresses itself in sales over the counters and the cheerful music of the cash register bell!

Yet, the line rate for display advertising in the Times-Star with 50% more daily local circulation than both morning papers combined is only 2/3 as great as the combined line rates of the two morning newspapers.

Think it over!

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

1ST in St. Louis
4TH in America

The volume of Total Paid Advertising carried by the Post-Dispatch in October was the fourth largest among all metropolitan newspapers in America—and, as usual, first in St. Louis. This new high record advances the Post-Dispatch from seventh to fourth place in America, and second in the nation's group of great evening and Sunday newspapers.

Because of the marked supremacy of the Post-Dispatch as an advertising medium in St. Louis, this one newspaper alone regularly carries far more paid advertising than the second and third newspapers combined—often more than all three others combined.

The fact that the Post-Dispatch is first in its home city and fourth in America, while the second newspaper in St. Louis is thirty-eighth in America, emphasizes the important position occupied by the Post-Dispatch among America's leading newspapers.

The Post-Dispatch naturally takes a measure of pride in its enviable position with such newspapers as the Detroit News, the Chicago Tribune and the New York Times—all of which are published in cities which surpass St. Louis in population.

Results are responsible for this advertising supremacy. Local advertisers who concentrate the major portion of their advertising in the Post-Dispatch, and those who depend upon the Post-Dispatch exclusively, have learned, through many years of experience, that this one newspaper produces more sales at less cost than can be secured from any other St. Louis newspaper, or combination of newspapers.

Advertising Lineage of America's Leading Newspapers

Compiled by the Statistical Department of the New York Evening Post for October, 1925

		Agate Lines
1.	Detroit News	3,213,378
2.	Chicago Tribune	3,095,973
3.	New York Times	2,897,642
4.	**St. Louis Post-Dispatch**	**2,441,320**
5.	Los Angeles Times	2,295,818
6.	Pittsburgh Press	2,254,070
7.	Philadelphia Bulletin	2,189,400
8.	Philadelphia Inquirer	2,180,100
9.	Washington Star	2,130,465
10.	Chicago Daily News	2,124,361
11.	Columbus Dispatch	2,084,344
12.	Los Angeles Examiner	2,035,333
13.	Baltimore Evening Sun	1,846,421
14.	Indianapolis News	1,811,886
15.	Cleveland Plain-Dealer	1,798.050
16.	Oakland Tribune	1,784,510
17.	Milwaukee Journal	1,776,936
18.	New York Herald-Tribune	1,774.878
19.	New York World	1,762,298
20.	San Francisco Examiner	1,757,294
21.	Baltimore Sun	1,714,315
22.	New Orleans Times-Picayune	1,698,575
23.	Dayton News	1,685,978
24.	Brooklyn Eagle	1,656,942
25.	Birmingham News	1,649,172
26.	New York Sun	1,642,102
27.	Philadelphia Evening Ledger	1,635,328
28.	Buffalo News	1,630,984
29.	Philadelphia Record	1,606,329
30.	New York Evening Journal	1,600.824
31.	Detroit Free Press	1,595,398
32.	Boston Herald	1,528,732
33.	Cincinnati Times-Star	1,466,100
34.	Minneapolis Tribune	1,459,864
35.	Cleveland Press	1,439,175
36.	Minneapolis Journal	1,436,980
37.	Boston Globe	1,433,591
38.	**St. Louis Globe Democrat**	**1,422 600**
39.	Chicago American	1,403,955
40.	Seattle Times	1,395,856

(These comparisons are based on statements from the New York Evening Post and do not include any of the newspapers published in Florida where there is now an abnormal volume of Real Estate advertising)

ST. LOUIS POST-DISPATCH

St. Louis' ONE BIG Newspaper

EASTERN ADVERTISING OFFICE: World Building, New York.
SAN FRANCISCO OFFICE: 564 Market Street.
LOS ANGELES OFFICE: Title Insurance Building.

WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago.
KANSAS CITY OFFICE: Coca Cola Building.
SEATTLE OFFICE: Terminal Sales Building.

DENVER PRESS CLUB ATTAINS ITS GOAL WITH OPENING OF NEW $30,000 HOME



Unwritten stories of Denver will be tossed from chair to chair in the new Press Club cozy corner, a view of which is shown above.

CULMINATING happily a 20 year dream of its members and officers, the Denver Press Club formally opened its handsome new home at 1330 Glenarm Place, Denver, Sunday, Nov. 22. More than 500 state and city officials and business and professional leaders of Denver were guests of the club during the three-hour opening reception.

Erected on valuable property purchased in the heart of the city ten years ago, the new clubhouse was built at a cost of approximately $30,000. Architect, contractor and interior decorators donated a large part of their services and all construction materials and interior furnishings, including restaurant-type kitchen and poolroom equipment were presented at cost.

"We believe our new club home to be unique on two counts," E. C. Day, president of the Denver organization, declared.

"First, we move into it absolutely debt-free—an achievement in itself. And secondly, a large portion of the customary cost of building was virtually written off by our friends to whom we appealed directly.

The club as it stands today is conservative valued at $50,000, though the cost to us was around $30,000, this cash sum representing many long years of saving, several money-raising activities and many substantial gifts."

Active members of the Denver Press Club number 150, with 50 non-resident and 100 honorary associates and life members including every president of the United States since McKinley. The Denver organization claims to be one of the few large press clubs whose active membership is strictly limited to newspaper men, virtually 90% of the active newspaper workers of the city being members.

Architectural style of the new clubhouse is Old English. The exterior is of rough stucco with terra cotta trim, leaded window panes and heavy studded oak door, near which in a recessed niche, is a medieval, torch-style door light.

Ground-floor plan includes a spacious lounge, the great fireplace of which is flanked by sconce-type electric fixtures and surmounted by the Denver Press Club emblem carved in stone. A large alcove off the lounge is used as a dining room. The kitchen is of latest restaurant type fully equipped even to an ice-making plant.

On the second floor an auditorium capable of seating 300 occupies the rear two-thirds of the floor space, the front being devoted to a comfortable library with fireplace and leaded glass windows.

Card rooms and a well-lighted billiard room occupy the basement. Brick wainscoting and exposed beams are the decorative feature here.

Officers of the Denver Press Club are E. C. Day, *News-Times*, president; Frank E. White, Conner Advertising Agency, vice-president; Warren E. Boyer, Denver Tourist bureau, secretary and house manager; Charles MacA. Willcox, Daniels & Fisher's, treasurer, and Raymond A. Eaton, News-Times, historian. C. L. Parsons, *Denver Post*, Sidney B. Whipple, *Denver Express*, A. Thomas Pollock, *Rocky Mountain News* and Lee T. Casey, *Denver Times*, with the officers, compose the board of directors.

BETTER READERS NEEDED

Profesor Urges Classes in Newspaper Reading for Schools

Learn how to read! What is the use of producing good newspapers, if the public does not read them intelligently?

Grant Milner Hyde, professor of journalism at the University of Wisconsin, made the statement and asked the question in an address on "How to Read a Newspaper," given before the Illinois State High School Press association conference in Urbana, Ill., Friday, Nov. 20.

"A great deal is being done in the newspaper profession and in the schools of journalism toward the production of better newspapers," concede Prof. Hyde.

"But almost nothing," he maintained, "is being done to produce better newspaper readers."

"Why bother to gather the news carefully and accurately?" he asked. "Why hire good reporters and correspondents, why keep men in France and England and Washington at great expense—if all the public wants is comic strips and sport 'dope'?"

To develop a public that will appreciate and support a good newspaper, Prof. Hyde advocated that regular courses in "How to Read a Newspaper," be established in high schools and that an advanced course of the same nature be offered in every college.

Wyoming Paper Loses Suit

Found guilty of criminal libel, M. L Levand and Sam H. Day, publisher a managing editor respectively of t *Casper* (Wyo.) *Herald*, were fined $2 each by Judge William A. Riner, Torrington, Wyo. Notice of appeal w immediately given. Editorials in t Herald, alleging that the Ku Klux Kl swayed the jury for acquittal in the ca of Deputy Sheriff Errol Cantlin, Caspar, tried for the killing of Mrs. Ne lie B. Newcomb, were the cause of t suit.

Use the "SPACE BUYER'S GUIDE"!

WHAT fills the gap between spot news and time copy ?

The live news-feature series of

CURRENT NEWS FEATURES, INC.
Star Bldg.
WASHINGTON, D. C.

PRINTERS AND PUBLISHERS!

Good Values in Rebuilt Equipment

Two 5-0 Miehle Presses, bed size 46 x 65
3-0 Two-color Miehle, bed size 45 x 62
No. 2 Miehle, bed size 35 x 50
3 Monotype Casters
2 Model 8 Mergenthaler Linotypes—almost new

Send for a copy of the "Hall Broadcaster' giving complete list of Newspaper and Printing Equipment.

THOMAS W. HALL CO., Inc.
512 West 41st St. New York
Phone—Chickering 2307

The Miami Herald

is first choice

with the national advertiser, advertising agency and space buyer

in the Miami field

National Advertising Lineage
first ten months, 1924—1925

1925—total agate lines 2,091,656
1924—total agate lines 1,470,483

Net Gain Agate Lines
621,173 or 42%

The Miami Herald renders a comprehensive merchandising service to all national advertisers who enter the Miami field

The Miami Herald

"Florida's Most Important Newspaper"
FRANK B. SHUTTS, Publisher



When You Are In Detroit—

Advertising men, newspaper men, anyone in fact—whenever you are in Detroit, The Free Press would consider it a pleasure to have you inspect its new plant, which was formally opened to the public on Friday, November 20th.

Five times during its 94 years of journalistic service The Free Press has been compelled to seek larger quarters to provide for growth and expansion. Its newest home is one of the finest newspaper plants in the world, and there is none anywhere more efficient.

The Detroit Free Press

"Starts The Day In Detroit."

VERREE & CONKLIN, INC.,
National Representatives

New York Chicago Detroit Kansas City San Francisco

FRANK P. MacLENNAN REVIEWS HIS 40 YEARS AS NEWSPAPER OWNER



From debt to prosperity—Frank P. MacLennan

FRANK P. MACLENNAN celebrated the fortieth anniversary of his purchase of the *Topeka* (Kan.) *State Journal* recently by publication of the following editorial:

FORTY YEARS.

Forty years ago, today, the writer became the owner of the State Journal and has been the proprietor and publisher continuously since that date, October 30, 1885. The previous week he had bid for the property at public auction and on the last named date took possession, the district court having confirmed the plant and its ill-will to the highest, successful bidder. The paper had gone through two receiverships, and the last receiver, in the course of two years, had sunk $10,000, which was a large amount in those days, in the enterprise.

The new, young and enthusiastic publisher struggled a long while to overcome the bad repute into which the publication had fallen, and to get it on its feet. This required a longer time and more money than had been anticipated. After using all his own capital and all he felt he could borrow, he was ready to sell out, but there was none willing to step into his shoes, so there was nothing to do but remain and hang on. The publication began to pay and since that time several hundred thousand dollars in profits have been put back into the enterprise to place it in its present position of prestige and prosperity.

Forty years seems a long time to be connected with and the manager of one enterprise, and the changes that have happened in that time are almost unbelievable. Topeka was a growing city of twenty-one thousand, without a block of paved or hard-surfaced streets. Kansas avenue following a heavy rain was a quagmire; frequently farmers' wagons were stalled on the highway.

There were few concerns in business at that time that are still in business today under the same ownership. Among those few are the Crosby Brothers department store, then a dry-goods store; R. L. Cofran, of the Western Foundry; D. H. Forbes, hardware; Doctors C. B. Reed and A. C. Sloan were young dentists, W. A. S. Bird, attorney, and T. G. Shillinglaw, real estate.

The day following the sale Crosby Brothers had a five-column advertisement, which helped some. It undoubtedly paid, for they have kept on advertising ever since and ought to know after forty years' trial.

At the site of the present Crosby Brothers' big store were one-story, frame buildings; a little restaurant known as "The Hole in the Wall," and in front rickety, board sidewalks.

Only two wings of the state house were in existence, the east and west wings. The dome had not yet risen to dominate the landscape, and the principal part of the southwest section of the city, now thickly dotted with beautiful homes, was a prairie, across which were diagonal paths leading to the few scattered houses that pioneers had erected at that date.

A journey from one side of Kansas avenue to the other was considered a trip over waste places; now an avenue the proper width for a business street.

The State Journal building was a one-story affair, the ground south of it vacant, except it was overgrown with weeds and was the site of a small shanty from which lime and coal were sold.

Automobiles were unknown. The daily supply of paper was received in a wheelbarrow; now carloads are used monthly.

The State Journal had one reporter and a circulation of 800, against more than ten reporters and a circulation of 23,000 today.

No one other than the publisher connected with the paper is with it today, although there are many who have served with him twenty and twenty-five years.

Is present managing editor and its business manager were unborn.

The member of the present staff in longest continuous service is W. T. Brown, editorial writer. "Tom" was present at the auction when the paper was "knocked down," but did not join the force until eight years later, when he became North Topeka reporter. That was thirty-two years ago.

The paper, it is believed, was from the start, an important factor in the welfare and growth of the community, forward-looking, confident and with abiding faith, and must always, so long as it exists, be such a factor.

F. P. M.

PLAN NEW DAILY

Company Incorporated to Start Third Woodland, Cal., Paper

Woodland, county seat of Yolo County, California, is soon to have its third daily newspaper. Articles of incorporation of the Woodland Independent Publishing Company were filed Nov. 16, 1925.

The newspaper is capitalized at $50,000 and the directors are J. F. Garrette and F. W. Stephens of Woodland and L. B. Hart of San Francisco. Mr. Garrette, who will head the new company, is owner of extensive farm lands and is secretary and a director of the Yolo Water and Power Company. He has not yet determined whether the paper will be published morning or evening.

At the present time, Woodland is served in the morning field by the *Mail* and in the evening field by the *Democrat*.

QUEEN'S COUNSEL

by Marie Queen of Roumania

FAMOUS FEATURES SYNDICATE, Inc.
1819 Broadway, New York, N. Y.

Wilke's METALS
THE HIGHEST STANDARD

Building on Performance

WHEN you buy type metals on the basis of quality you expect *certain results*. For quality in type metals expresses itself in performance just as surely as it does in other commodities.

You expect solid slugs, type, and stereo plates, which will print clear and sharp. You expect a metal which will work at low casting temperatures, with a minimum of drossage. A metal which is always the same, one order after the other.

It is these characteristics which have established the good reputation of "Wilke's" Type Metals. It is upon performance, day after day, week in and week out, that we have built our business in type metals—and maintain it.

If you become a "Wilke's" User you may take advantage of the "Wilke's" Type Metal Insurance Plan. This plan is your protection against the deterioration of your metal supply. Ask us about it.

METALS REFINING COMPANY
HAMMOND, INDIANA
Warehouses in All Principal Cities

LINOTYPE - INTERTYPE - LUDLOW - MONOTYPE - THOMPSON - STEREOTYPE

and as TRENTON, (N.J.) grows—your advertising return becomes even greater.

NEW $5,000,000 LINOLEUM PLANT
of
W. & J. SLOANE COMPANY
is nearing completion

A new concern for Trenton—therefore an added force of employes and increased buying power.

ESTABLISH your product and continue to grow with this city of diversified industries—diversified not alone but they are large industries.

THE Trenton Times takes your advertising message into an average of every home in Trenton and its trading population.

Trenton Times

DAILY 38,000 A.B.C.

National Representatives

KELLY-SMITH COMPANY

Waterman Building	Marbridge Building	Tribune Tower	Atlantic Building
BOSTON	NEW YORK	CHICAGO	PHILADELPHIA

EVERYBO

Says—

PASSAIC DAILY NEWS
Passaic, New Jersey

We consider the Pony Autoplate Machine the ideal equipment for a newspaper of our size.

R. E. LENT,
General Manager

Says—

NEW BRITAIN DAILY HERALD
New Britain, Connecticut

We certainly find vastly improved conditions in our Stereotype Department since we discarded the hand operated equipment and installed the Pony Autoplate Machine.

It is a sturdy machine, with very few wearing parts and evidently built to last. It is easy to operate, turns out a first class plate and certainly speeds up production at a time when production is most needed.

Its most appealing feature to us, however, is labor saving. It takes away that blood-sweating horse work from the stereotype department and enables the stereotypers to produce plates very rapidly without the exertion which was so noticeable with the old methods. We are pleased with it.

T. F. JACKSON,
Business Manager.

Says—

TAMPA MORNING TRIBUNE
Tampa, Florida

Our Pony Autoplate Machine is giving us entire satisfaction. In fact we are really surprised at the wonderful capacity this machine is displaying. We are casting close to 1,000 plates per week on this machine, and it has never faltered at one stage of the game.

J. S. MIMS,
Business Manager.

PONY AUTOP

DY LIKES

Says—

THE NEWS SCIMITAR

Memphis, Tenn.

No doubt you will be interested in knowing that our Pony Autoplate Machine is doing everything that we expected of it. In fact, it has really done more. We find it reliable, free from breakdowns, and the upkeep has been free from unnecessary expense.

JOHN M. HERTEL,
Business Manager.

Says—

THE TOLEDO TIMES PUBLISHING CO.

Toledo, Ohio

We have had most satisfactory results from the Pony Autoplate Machine.

When the machine was installed in our Stereotyping Department we continued our old equipment fearing that some time something might go wrong and it might be necessary for us to return to this old equipment in case of emergency, but this has not been necessary.

We have used the Pony Autoplate constantly and find that it has not only been a time saver but also a very economical machine from all standpoints.

R. C. PATTERSON,
President.

Says—

THE TIMES-PRESS

Akron, Ohio

I believe that this office is on record as to the Pony Autoplate.

I can only add that, in my opinion, the Pony Autoplate is so far ahead of the old method of casting by hand-box that there is absolutely no comparison.

So far as the printing properties of the plates are concerned, I believe they are as nearly perfect as they can be made.

L. E. HERMAN,
Business Manager.

E ATE MACHINE

EDITORIAL

SPACE BUYERS' GUIDE

EDITOR & PUBLISHER appears this week in two sections, a total of 344 pages, including the Space Buyers' Guide, an annual service number contributed to the thousands interested day by day in distributing and advertising commodities among the American people. Our Guide is the most authentic and complete local trade reference work in existence, as will be obvious to any reader glancing at its monumental classification of information concerning the people, institutions and customs of the cities and towns of America where daily newspapers are published.

Two years ago the Space Buyers' Guide was a cherished plan in the EDITOR & PUBLISHER office. Today realizes its second number, in greatly amplified and refined form. It will find its place on thousands of busy desks in the realm of merchandise selling, and for a year serve as a searchlight which in a jiffy may be turned upon any city or town for essential facts to guide intelligent trade campaigning.

Some of our friends have called the Guide EDITOR & PUBLISHER'S best single achievement for advertising interests. May we say that it was scientific advertising's most urgent need. The Guide may now be regarded as an institution ranking with audited circulations, published rate cards and all other modern factors which tend to make the newspaper space buyer's purchase a soundly tangible investment.

Glance through the pages of Space Buyers' Guide and stand in wonder and awe of the immensity of our nation and its boundless resources in the year 1925!

The best news is local, and by the same token the best advertising copy has local flavor.

ANOTHER PROFESSIONAL SPORT

IS the newspaper press about to erect in this country another million-making professional sport?

Professional football is the latest contrivance of a few shrewd business men for highly profitable returns from small investment. To succeed it must draw large crowds to a given place, but no advertising appropriation is necessary. Football is "news." The press services, through the demands of their clients, will be compelled to string wires into the grounds and cover the games. Sporting editors will fall over themselves in a mad rush to find attractive material with which to promote the new sport. They will tell the public that the game will start promptly at 3:15 o'clock. They will expend publisher's capital with lavish hand to create interest. They will run little funny stories about ticket speculation which drives up the price of seats two or three thousand per cent. They will get out extras announcing the results of games. It will all be in the name of "sport," but the little coterie of promotors will be best able to appraise its value.

Professional football is to supplement professional baseball. It is to fall upon the shoulders of a press now burdened to the breaking point with professional boxing, horse racing, six-day meets, and all the infinite variety of dollar netting sporting schemes.

Collegiate football, in amateur terms, is one of the happy institutions in American life. It jolly well justifies the interest that is bestowed upon it. Professional football to us seems a gross perversion. It's first act is to turn a good boy's head with some absurd salary like $100,000 per year. No longer is Red Grange, it is said, interested in his college degree. He looks intelligent and perhaps may stand the strain, but we submit that nothing could be better calculated to wreck a fine lad than professional football at $100,000 per annum for the two or three seasons that he can run, then to discard him as a useless and fallen hero.

Will the newspaper press support professional football and make of it what professional baseball has become? We fear this will happen. It is apparently now in process.

Christian Science Monitor recently published an Ohio special edition which might be used as a model for such enterprises—a special edition of such editorial merit as to warrant permanent filing.



Where shall wisdom be found? and where is the place of understanding? Man knoweth not the price thereof: neither is it found in the land of the living.—Job, XXVIII; 12, 13.

THE RHINELANDER CASE

MANY newspapers have published decent and wholly justifiable accounts of the Rhinelander annulment case at White Plains. The public is entitled to the socially significant information that another rich man's son, reared in idleness and shallow material luxury, has been exposed in his young manhood as a sottish degenerate. From the ignorant female's side of the case the ancient and unsolved problem of miscegenation was perhaps wholesomely revived. The news served to bring to public consciousness many other vital social questions which can only be solved by discussion. Not the least of these is whether it is civilized, all questions of law and advantage aside, to permit a woman bare her body in the presence of the officers of a court.

The Rhinelander case has had its important social aspects and it is with pride in the newspaper profession that EDITOR & PUBLISHER is able to record this week that the majority of editors have not only conserved decency in print but have had the courage to give the public sufficient information upon which to base its rightful power of judgment.

A minority of the daily press has wallowed in the filth, using the inane mumbling letters and as much of the lascivious testimony as the law would permit for the lowest form of circulation pandering. This pornographic orgy in print is without a parallel in modern journalism in the country. Much of it has been produced by the subtle process of creating through deletions an imagery more devastating to the simple mind than publication of brutal facts which carry with them their own antidote in the form of natural revulsion. This skirting of the actual smut to evade the law has been accompanied by a familiarity with the "Kips" and "Alices" and "Bobs," in headlines and pictures, fit to turn a normal stomach inside out.

There was no Theodore Roosevelt to cry out, as the late President did from the White House 20 years ago when the Thaw principals were on parade, that newspapers carrying indecency should be refused the United States mails. Yet the Thaw testimony at its worst had no such corroding influence on undisciplined minds as has been intended by swinish suggestion in the Rhinelander case.

The power of a newspaper for good or for evil is incalculable. When it goes wrong it must be curbed. There are powers that can and will control it. The lines that lie between freedom and license are easily distinguishable. License digs its own grave in this country.

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EDITOR & PUBLISHER

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Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.

J. B. Keeney, Business Manager.

Charles B. Groomes, Advertising Manager.

Mrs. H. Craig Dare, Classified Advertising Manager.

James W. Brown, Jr., Promotion Manager.

George Strate, Circulation Manager.

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Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Olive 117.

Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.

Pacific Coast: Ike Allen, care San Francisco Examiner.

London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.

Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.

Tokio: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

Read Charles W. Mears articles in EDITOR & PUBLISHER *and learn something from the great inside of department store administration.*

A 1926 VISION

WHAT would it mean to the newspapers of the United States if all automobile free publicity were to be discontinued? Millions of dollars in conserved newsprint and mechanical costs, which might very well be spent by editors to obtain material which would spell sound advantage for the automobile industry. They could employ able writers to cover the legitimate news of the automobile field. Instead of vapid puffing of local dealers and far-fetched press agent yarns, made in New York or Detroit for local consumption, newspapers might commence publishing the facts about local road construction and maintenance and take up the thousand and one problems of the car rider, not overlooking the grafting roadside cop and the scatterers of bent nails and broken glass.

The average automobile driver has no conception of the play of mechanical forces that propel his car. Rubber has jumped amazingly in price and it may be true that there is a British rubber corner. There is constant experimentation in the manufacture of cars. Automobile statistics, such as are prepared by the Automobile Chamber of Commerce, furnish wonderfully interesting information. Any imaginative reporter can write a column of per day with more real interest concerning automobiles than all the press agents that are now bombarding newspaper offices with their endless pages of half-baked "dope." In our opinion one column written true to news principle would do more for the industry than a thousand columns of the puffing which no sensible person wastes time to read.

We believe the day may be near at hand when the automobile industry will accept the point clearly raised by Albert R. Erskine, President of the Studebaker Corporation, published in our columns last week. All industrial free publicity will fall by the wayside when this happens. Ably conducted columns, written by newspaper men for newspaper readers, will spring up to cover such fields as radio, movies, real-estate, financial and similar classifications of industrial interest each contributing sound news values.

Is it too much to believe that this great reform vital to editors, necessary to advertising rate stability urgently demanded by all clear-visioned men whether on the buying or selling side of publishing, may be realized in 1926? The answer lies in the power of the organized press of the United States.

Advertising men must study the problems of production and distribution more carefully to win in the great business development of the immediate future, wisely said E. A. Filene at Washington last week.

$1,000 A WEEK

ONE small-city newspaper editor last week received a total of 70 columns of free advertising in mat form from press agents. If he had published it at card rates it would have been worth $1,176. Being a sensible editor he did not publish a line, but returned the whole mess to EDITOR & PUBLISHER as an exhibit. "This is somewhat less than we usually receive," the editor commented. "I believe that the big national distributors are beginning to see that the press agent is not as effective as formerly

PERSONALS

ILLIAM RANDOLPH HEARST left New York, Nov. 22, to return is ranch at San Simeon, Cal.

Villiam Allen White, editor and pub-ir of the *Emporia* (Kan.) *Gazette,* is tor of a new biography called "Calvin idge, The Man Who Is President," shed Nov. 17, by MacMillan.

Snator Arthur Capper, publisher of e*Topeka* (Kan.) *Capital,* visited New o: this week. He has recently re-ed to this country from a long trip id, during which he attended the espaper Dinner, held during sessions he League of Nations at Geneva.

Jlian S. Mason, managing editor. *York Herald Tribune,* addressed British Empire Chamber of Com-e of the United States on Nov. 17, le Bankers Club, on "The Industrial tion of the British Empire from an rican Viewpoint."

erritt Bond, managing editor of the *York Evening Post,* and Mrs. Bond, spending several weeks traveling on Continent. They are planning to re-to this country about Dec. 22. Vin-Byers, city editor, is acting as man-g editor.

r. and Mrs. Charles M. Palmer, and son, Dean Palmer have returned lew York from a 6,000 mile motor in England and France. Mr. Palmer, his son, Dean, are partners in the of Palmer, Dewitt & Palmer, news-r properties.

W. Dafoe, editor-in-chief of the itoba *Free Press,* and Grattan ary, associate editor of the *Ottawa en,* returned recently from the Em-Press Union conference in Australia.

IN THE BUSINESS OFFICE

GENE KELTY, business manager of the *Eugene* (Ore.) *Guard,* has elected to honorary membership in Alpha Delta Sigma national advertis-fraternity by the W. F. G. Thatcher ter at the University of Oregon.

illiam D. Nugent, advertising man-, *Boston Herald and Traveler,* gave ddress on "Newspaper Advertising," re the New England Jewelers ex-ion in Boston last week.

mes H. Ford, of the automobile ad-sing department of the *New York ld Tribune* is on a one month west-trip.

Jazel Freeman of the book advertis-department, *New York Herald Tri-* has joined the educational depart-t staff of the *Red Book.*

J. Burd, managing director of the couver (B. C.) *Province,* has re-ed from a business trip to New York.

hn Lewis and Clarence Hagman have promoted from the classified staff, *Paul Dispatch-Pioneer Press,* to dis-staff.

. Francis Nee, secretary of Culbert-Publications, has been commissioned cond lieutenant, military intelligence kon, O. R. C., and has been attached eneral staff section of 78th division, quarters in Newark.

IN THE EDITORIAL ROOMS

OHN KERNELL is again make-up an on the *New York Sun.* Some ago he held this post with the *Sun-ald,* and when the Herald was amal-ated with the *Tribune,* as the *Herald une,* he went with that combination. returned to the Sun, Nov. 20.

Duella Parsons, movie critic, *New k American,* has been granted a leave bsence to recover from a recent ill-She has gone to the Pacific Coast.

eodore Dibble has joined the staff he *New York Evening Post.* He previously connected with the *New k Mirror.*

hn S. Allen, of the *New York Eve-Post* copy desk, and formerly of *Boston Herald,* is recovering from monia at the Long Island City, N. hospital.

Jack Ferris has returned from a leave of absence spent abroad and has rejoined the re-write staff of the *New York Evening Post.*

Virginia Terrell has been added to the reportorial staff of the *New York Evening Post.*

Walter Millis, editorial writer of the *New York Herald Tribune,* has been sent abroad to join the London staff of that newspaper, effective Dec. 1.

James Butterfield, columnist of the *Vancouver* (B. C.) *Province,* has returned from a trip to New York.

Harvey T. Sethman, state house reporter for the *Rocky Mountain News and Denver Times* and Mrs. Sethman are parents of twin girls.

George Anderson is now city editor of the *Eureka* (Cal.) *Humboldt Times.*

Claude Swenson, reporter for the *Fairmont* (Minn.) *Daily Sentinel,* has been elected member of the city council.

W. H. Workman, former owner of the *Little Falls* (Minn.) *Herald* and later city editor of the *Daily Transcript* of that city, has become editor of the *Hastings* (Minn.) *Herald.*

Leonard Agazellow, formerly of the *San Francisco Chronicle* and *San Francisco Bulletin,* has joined the city staff of the *Eureka* (Cal.) *Humboldt Times.*

Julius W. Muller, editor of the *Linotype Bulletin,* left New York on the President Wilson, Nov. 24, for Trieste, Italy, on a research-pleasure trip of several months. He was accompanied by Mrs. Muller.

S. Carlyle Adams, school page editor of the *Columbus* (O.) *Dispatch,* is ill in a hospital in that city.

Carrie Tissington, a graduate of the Oklahoma University school of journalism has joined the staff of the *Muskogee* (Okla.) *Times-Democrat* as society editor.

A. W. Little, Jr., formerly with the *Cody* (Wyo.) *Enterprise* and the *Kingsport* (Tenn.) *Press,* is now associate editor of the *Minneapolis Daily Star.*

Harry Tucker, city hall reporter, *Richmond Times-Dispatch,* has returned from New York, where he spent his vacation.

PRESS ASSOCIATION NOTES

EDGAR T. CUTTER, superintendent of the central division, Associated Press, Chicago, spoke at the Linwood avenue M. E. Church in Kansas City recently on "The Church and The Press."

Lawrence H. Selz, managing editor of the Kent Press Service, returned to Chicago this week from Detroit, where he superintended the opening of that organization's fourth news bureau.

P. H. Dixon of the Tulsa, Okla., Associated Press bureau has resigned to become editor of the *Okemah* (Okla.) *Daily Leader* recently established by Raymond Fields and E. M. McIntyre, owners of the *Guthrie* (Okla.) *Leader.*

John Tobin Nevill, of San Antonio, Tex., has joined the Kent Press Service as chief correspondent in the Detroit bureau.

MARRIED

BURTON SEYMOUR of the *Queensboro* (N. C.) *Daily News* to Miss Betty Styner formerly of the News staff in Danville, Va.

Lewis C. Mills of the editorial staff, *Sioux Falls* (S. D.) *Daily Argus-Leader* to Miss Jessie McGregor, recently.

T. Russell Cannon, Associated Press telegrapher of the *Eureka* (Cal.) *Humboldt Times* to Miss Neva Tracy of Eureka.

Joseph C. Sherer, editor of the *Glendale* (Cal.) *News* to Miss Caroline Shaw of Cambridge, Mass., recently.

Earle H. Tostevein of the *Mandan* (N. D.) *Daily Pioneer* to Miss Agnes Olson of St. Paul, recently.

WITH THE SPECIALS

DEVINE MACQUOID Company, Inc., newspaper representatives, New York and Chicago, have opened an additional office at 921 Bessemer building, Pittsburgh, Pa., with E. J. Hayes in charge. Mr. Hayes has been engaged in the sales and advertising business in Western Pennsylvania and West Virginia for the past ten years, his last connection being the Continental Sales Company of Pittsburgh. The Devine MacQuoid Company has been appointed to represent the *Philadelphia Graphic,* tabloid, east and west.

FOLKS WORTH KNOWING

TWENTY years with the *New York Tribune,* now the *Herald Tribune,* is the record of Arthur S. Draper, who is at present foreign editor of that newspaper, with headquarters in New York.



ARTHUR S. DRAPER

When he was graduated from New York University, Mr. Draper became a Tribune reporter. He was later shifted to the rewrite staff, and promoted to night city editor and then in 1913 to Sunday editor. In 1915 Mr. Draper was sent abroad as general European manager of the Tribune with headquarters in London. From 1915 until the close of the war, he sent a daily communique, interpreting war developments. He made during this time many trips to the front as war correspondent. His coverage of the start of the Irish Free State also attracted considerable attention in this country.

In his present position, Mr. Draper has charge of all Herald Tribune correspondents abroad, and also writes editorials on foreign affairs for his newspaper.

CHANGES OF OWNERSHIP

NEGOTIATIONS were brought to a close last week transferring the ownership of the *Penn Yan* (N. Y.) *Democrat* from the estate of the late H. C. Earles to Earl F. Morse and Ellis Kennedy.

Staples (Minn.) *World* has been sold by E. D. Lum & Sons to Howard Sims of Pinckneyville, Ill. Mr. Sims' father has been publisher of the *Pinckneyville Advocate* for 46 years.

Harold Hamstreet has bought from D. M. Major the *Wallowa* (Ore.) *Sun.*

J. S. Daley, publisher of the *Eagle Rock* (Cal.) *Reporter,* has bought from W. L. Miller the *Eagle Rock* (Cal.) *Sentinel* and has merged the two as the *Sentinel-Reporter.*

George A. and H. A. Clark, publishers of the *Madera* (Cal.) *Tribune,* have purchased the *Madera Mercury* and merged the two papers as an afternoon daily.

Herman Hilson, formerly of the *Coeur d'Alene* (Ida.) *Press,* has bought the *Oakesdale* (Wash.) *Tribune.*

HOLDING NEW POSTS

N. C. HOUK, from *Minneapolis Tribune,* to copy desk, *St. Paul Daily News,* succeeding James Keefe, resigned.

T. P. Magilligan, from city staff, *Eureka* (Cal.) *Humboldt Times* to city staff, *San Mateo* (Cal.) *Daily Times.*

Lewis Hicks, from *Oakland* (Cal.) *Examiner,* to reportorial staff, *Sacramento* (Cal.) *Bee.*

John G. O'Brien, from Cambridge staff, *Boston American,* to copy desk, *Lynn* (Mass.) *Telegram-News.*

Carl Blaker from *Vancouver* (Wash.) *Columbian* to *Inglewood* (Cal.) *Daily News.*

Edwin Wilson, from display department, *San Bernardino* (Cal.) *Sun,* to advertising manager, *Fontana* (Cal.) *Herald.*

NEW PLANTS AND EQUIPMENT

THE following newspapers have installed new Intertypes: *Lincoln* (Neb.) *Star, Jackson* (Mich.) *Tribune, Cleveland Plain Dealer* (3), *Dayton* (O.) *Daily News* (3), *Sheboygan* (Wis.) *Press, Columbus* (O.) *Citizen, Albert Lea* (Minn.) *Tribune* (3).

A new $9,000 building is being erected for the *Barstow* (Cal.) *Printer,* of which Lloyd E. Tiernan is publisher. It will be ready by Christmas.

Lawrence (Mass.) *Eagle and Tribune* will replace its present 40-page Hoe Press with the new heavy pattern unit-type Hoe Octuple purchased this week. New stereotype equipment has also been purchased.

Jacksonville (Fla.) *Journal,* which recently moved to its new home, has installed a battery of fifteen Intertypes.

Rutland (Vt.) *Herald* has bought a 16-page press unit from R. Hoe & Co., Inc.

Le Sueur Center (Minn.) *Leader* has installed a 22x24 two-revolution press and a complete layout of new type.

Spring Valley (Minn.) *Mercury* has added a Model C Intertype.

Winger (Minn.) *Enterprise* has installed an AC motor.

SCHOOLS

HIGH school journalists and their advisors assembled from all parts of Iowa to attend the conference on journalism which was held at the University of Iowa, Nov. 27 and 28. The high school students were were given control of one 16-page issue of the *Daily Iowan,* official student newspaper of the university.

Students of rural journalism at the

In Case You're Still in Doubt, Here Are More Figures.

IN New Jersey, 18 months ago, The Central Press Association had six client papers. Now it has 13.

In 12 of the 15 largest cities Central Press has a client paper. In eight of those 12 cities, the newspapers with the largest circulation and widest influence use Central Press Association service and features.

No other feature service has so high a score in New Jersey.

If you want to know the facts about which is the most popular daily illustrated feature news service in the world, follow our series of advertisements in the Editor and Publisher, of which this is the third.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

P.S.—We produce the world's best daily picture page.

Missouri School of Journalism will write, edit and direct the make-up Jan. 5, 1926, of a 48-page issue of the *Missouri Ruralist*, a Capper farm paper published in St. Louis.

ON THE MECHANICAL SIDE

EDGAR YATES for more than 28 years with the proofreading department of the *Boston* (Mass.) *Post* was recently presented with a gold watch and chain by his friends on the Post in recognition of his years of service on the paper and as of vice-president of the Boston Post Bank. Mr. Yates was forced to retire from active duty last month on account of ill health.

ASSOCIATIONS

OFFICERS recently elected by **Montana State Press Association** are: president, Henry O. Woare, editor and publisher, *Chester Reporter;* first vice-president, Martin J. Hutchens, editor and publisher, *Missoulian;* second vice-president, Joseph Gehrett, editor, *Laurel Outlook;* third vice-president, Charles H. Draper, editor, *Red Lodge Picket-Journal;* secretary-treasurer, S. E. Peterson of Great Falls.

Goodfellowship Club of Ohio Associated Press telegraph operators has elected Joseph Lemkuhl of Lima president and R. A. Pfadt of Columbus, secretary-treasurer.

Victoria (B. C.) Press Club recently re-elected R. T. Freeman, city editor of the *Victoria Times,* president. Percy Richards, marine editor of the *Colonist,* was re-elected president, and Jerome B. Eberts, political writer of the same paper, was elected vice-president.

Oklahoma Interscholastic Press Association held its annual convention, Nov. 21, at the school of journalism, Oklahoma University. Speakers included Claude V. Barrow, state editor, *Oklahoma City Oklahoman,* and Clyde E. Muchmore, publisher of the *Ponca City News,* and president, Oklahoma Press Association.

New York Newspaper Women's Club has invited officers of the Newspaper Men's Club to an informal dinner in their honor at the club's rooms at 47 W. 44th street, on Friday evening, Dec. 4, for the purpose of showing them the club's new home. In the absence of Miss Louella Parsons, president, who is in California, the hostesses for the evening will be Miss Theodora Bean, first vice-president, and Miss Martha Coman, chairman of the dinner committee. Invited guests include Dwight S. Perrin, president of the Newspaper Men's Club, William P. Beazell, first vice-president; James Melvin Lee, second vice-president; Frank E. Perley, treasurer, and Augustin McNally, corresponding secretary.

Advertising Club of New York held a Thanksgiving dinner-dance at the clubhouse Thanksgiving Day.

National Conference of Business Paper Editors has postponed its Washington meeting from Nov. 30 to Dec. 14, so that members may combine attendance with the National Distribution Conference to be held Dec. 15-16.

Women's Advertising Club of Chicago celebrated its eighth birthday on Nov. 18, with a dinner dance at the Parkway hotel. Among the guests of honor were many of the club's former presidents.

ASSOCIATION CHIEFS

HAROLD SEARLES, recently elected president of the California Circulation Managers' Association, is the circulation manager of the *Hollywood Citizen.*



HAROLD SEARLES

Practically all of his life has been spent in Hollywood, where he has watched that city grow from a small town to its present 100,000 population. He knows its peculiar circulation problems thoroughly. Following his graduation from the Hollywood High School in 1915, he attended Occidental College, and when war was declared he joined the Army, serving for 2½ years.

On returning from the war he joined the Pacific Mail Steamship Company, and sailed as purser until the latter part of 1921, during which time he made three trips to South America, one trip to China, and one trip around the world.

He joined the Hollywood Citizen as circulation manager in February of 1922, without previous circulation experience. He joined the California Circulation Managers' Association and the International Circulation Managers' Association.

Mr. Searles became active with Harlan G. Palmer, publisher of the Hollywood Citizen in the fight against free circulations being certified as paid by the Audit Bureau of Circulations, under the classification of 'combination circulations.' In 1923, with Searles as one of the leaders, the California Circulation Managers' Association took up the fight against the certification as paid, by the Audit Bureau, of circulations of two papers sold for the price of one. The fight was successfuly brought to an end at the recent A. B. C. convention when the general assembly of the convention condemned the practice.

Searles, who was vice-president during the past year, was elected president at the seventh annual convention of the C. C. M. A. October 19-20, 1925, to succeed John Grey.

SPECIAL EDITIONS

MONROE (La.) News-Star, Second Annual Progress edition, Nov. 16.

Hibbing (Minn.) *Daily News,* 16-page "Zinsmaster Bread Company" section, Nov. 15.

Woman Wins Damage Suit

In a suit against the Portland (Me.) Evening Express Publishing Co., Mrs. Frances M. Smith on Nov. 21, was awarded $5,150 damages by a Superior Court jury for injuries received when a bundle of newspapers was thrown to a sidewalk from a truck delivering the Express. The jury was out 80 minutes. Mrs. Smith sued for $15,000. The defendant company admitted its liability, the only question before the jurors being the amount to be awarded for damages sustained. The accident happened Dec. 27, 1924.

FLASHES

In the old days you hated the villain and loved the hero, but that was before movie heroes were invented.—*Washington Post.*

"Bow-legs are a sign of courage," says a scientist. They certainly are if their owner wears an up-to-date skirt.—*New York American.*

You can't flout all the laws. There are the in-laws.—*New York Telegram.*

A Michigan burglar stole $100 worth of overalls. He will have to undergo an examination by alienists.—*J. R. Wolf in Milwaukee Journal.*

How can a city charge a fee for marriage licenses without getting into trouble with the national lottery law?—*J. J. Montague in New York Herald Tribune.*

Some towns have all the luck. In Detroit a man got mad at his motorcycle and tore it up.—*Columbia Record.*

The saddest day in Jackie Coogan's life will be the one on which he gets his first shave.—*New York American.*

Even if you did start life as a baby, you should outgrow it.—*Columbia Record.*

This is no advertisement, but a king in the Balkans should use only a Dodge car.—*Cleveland Times.*

News item says that in Georgia and Vermont the law entitles a man to his wife's earnings. What have Florida and California to offer that will offset this?—*Little Rock, Arkansas Gazette.*

Dinner for A. C. Reeves

A. Crozer Reeves, president of the *Trenton Times,* will be honored at a dinner of the Press Club of Trenton Monday night, Nov. 30, celebrating Mr. Reeves' election to the New Jersey Senate. James Kerney, principal owner of the Trenton Times, will be toastmaster.

Sells Paper to Write Novels

Wyoming's only woman editor, Miss Caroline Lockhart, publisher of the *Cody Enterprise,* who is the author of several successful novels, has sold her paper and will devote all of her time to writing.

ADDRESS WANTED

E. T. Jorgenson, formerly with Ft. Worth Record

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY SERVICE SAFETY
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

A REAL NEWSPAPER BUY

Afternoon daily in city of over 25,000 population. Only paper in city. In southern state where big development in Iron and Steel is taking place. Owner has to retire on account of ill health. Paper is paying net 10% on over $200,000. Will take $100,000 cash to handle proposition. This is gilt edge, meddlers need not write. Address "Southern Opportunity," Box B-921, Editor & Publisher.

Now is a Good Time

to get the facts about

CERTIFIED DRY MATS

In the brief space of one year of actual selling, CERTIFIED DRY MATS have won their way into SEVERAL HUNDRED stereotype plants.

When so many publishers and stereotypers are using CERTIFIEDS, they must know that they are getting full value for every cent they spend for our mats.

What is true in every line of business, is equally so of CERTIFIEDS, the "QUALITY-PRICE" is actually the cheapest in the end.

To COMPARE is to know; and there's no time like the present for doing so.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For "wet mat" printing with DRY MAT facility—use CERTIFIEDS.

Made in the U. S. A.

Covering the Ohio Market

Cleveland Press

The Cleveland Press has the largest circulation of any newspaper in the entire State of Ohio—largest total circulation—largest city and suburban—largest city circulation. The Press has the lowest milline rate. On every point it is the FIRST advertising "buy" in Cleveland.

Akron Times-Press

All of the circulation of The Times and of The Press was combined and retained in the consolidation and The Times-Press is steadily growing in circulation. The Sunday Times-Press is the only Sunday paper in Akron. The Times-Press is first choice in Akron.

Toledo News-Bee

In this busy industrial center, The News-Bee is the best and most economical contact with city families. Circulation exceeds 90,000. Not only because of its large circulation and advertising volume but also because it has such an intimate place in the lives of the most responsive people of the community, The News-Bee is the preferred medium.

Cincinnati Post

The Cincinnati Post is first in Cincinnati with a total daily net paid circulation of 191,816. The Post's city and suburban circulation in October, 1925, was 19,600 greater than in October, 1924. Cincinnati and the rich Ohio Valley cannot be covered without listing The Post, the leading paper.

Youngstown Telegram

With a larger circulation than any other Youngstown paper, daily or Sunday, and with a long-established dominance in volume of Youngstown advertising. The Telegram is first choice of discerning national advertisers. The Telegram's "firsts" include total circulation, local circulation, total advertising, local advertising.

Columbus Citizen

First in verified (A.B.C.) circulation, The Citizen is first choice with national advertisers who buy circulation as a definite, measurable, audited commodity. The Citizen is the strongest force in this quality market.

The six Ohio Scripps-Howard Newspapers have a combined rate of $1.15; a combined milline rate of $1.79; a total combined circulation exceeding 641,000. These evening newspapers are represented in the national advertising field by—

Allied Newspapers, Inc.

NEW YORK: 250 Park Avenue CHICAGO: 410 North Michigan Ave.

Cleveland—Cincinnati—San Francisco—Los Angeles—Seattle

WITH THE GENERAL ADVERTISERS

Dodge Brothers, Inc., Purchases Majority Interest in Graham Brothers—Buick Ad Chief Praises Newspapers—Campaign Being Planned for Dillingham

DODGE BROTHERS, Inc., nave purchased for cash the majority interest in Graham Brothers, one of the largest independent motor truck manufacturers in the world, it was announced this week by Clarence Dillon, head of the firm of Dillon, Read & Co., bankers.

Ray A. Graham has been appointed general manager of Dodge Brothers, and Joseph E. and Robert C. Graham have been added to the board of directors.

With the consummation of this deal, Dodge Brothers becomes the third largest producer of motor cars in the United States. Graham Brothers rank first among manufacturers of 1½-ton trucks and are second in the production of 1½ and 1-ton trucks combined. The field constitutes approximately 75 per cent of the total truck production.

Graham Brothers have factories in Detroit, Evansville, Ind., Stockton, Cal., and Toronto. There will be no change at present in the executive personnel, it was announced. Production for the first six months was 11,000 trucks, equal to the entire output of 1924, and the estimated output for the current year will more than double the 1924 output.

Graham Brothers Company was organized in 1919 and in 1921 effected an arrangement with Dodge Brothers whereby they were to use Dodge Brothers engines as standard equipment and market exclusively through Dodge Brothers dealers. In 1921, the first year of that arrangement, their output was 1,085 cars. This has been increased to 16,500 cars for the first ten months of 1925.

More than a million people were brought to Buick salesrooms in two days, following announcement of the 1926 model in 7,000 newspapers, according to A. Brown Batterson, director of advertising of the Buick Motor Company.

"The coming year promises to show a larger volume of Buick advertising in newspapers than has ever been published since the inauguration of the Buick national newspaper advertising campaign several years ago," Mr. Batterson declared.

"About 4,000,000 inches of display space was used last year, divided between the dealer advertising and that of the factory branches and distributors. The entire cost was over $2,000,000. The dealer and distributor paid for his own space, but the copy, plates, etc., were furnished gratis by the sales advertising department.

"The list ow newspapers now used totals 4,420 dailies and weeklies carrying dealer advertising, and 335 metropolitan papers which are used as media for branch and distributor advertising. The composite newspaper circulation of all these is about 40,000,000 and the list is constantly increasing."

Newspapers are to be used almost exclusively for the 1926 campaign for Dillingham's Plant Juice, Cincinnati, it was announced this week by the E. C. Harris Advertising Agency, Inc., Atlanta, Ga., which is handling the account. The appropriation is said to be about $250,000.

Advertising will probably be used to promote the "Save to Travel" movement, plans for which were discussed in New York this week at a meeting between representatives of leading banking institutions, the North American Steamship Conference, and some of the principal railroads. Francis H. Sisson, vice-president of the Guaranty Trust Company, New York, is one of the backers of the move.

Paul H. Helms, president of the General Baking Corporation, this week announced the purchase of the Smith Great Western Baking Corporation. The General Baking Corporation operates three plants in Kansas City, Mo., one each in Kansas City, Wichita and Hutchinson, Kan., and one each in Oklahoma City, Enid and Tulsa, Okla. To these will be added the nine bakeries operated by Smith Great Western in Missouri, Kansas and Oklahoma.

Directors of the William Wrigley Jr., Company this week declared an extra dividend of 50 cents a share on capital stock, in addition to four regular monthly dividends of 25 cents each. The extra dividend is payable Jan. 2, to stockholders of record Dec. 19.

For the quarter ended Oct. 31 the Fisher Body Corporation and subsidiaries report net income of $8,238,400, equal after all charges, to $3.36 a share earned on the 2,400,000 shares of common stock of $25 a share par value outstanding. This compares with net income of $3,178,199 in the same quarter last year, equal to $1.25 a share.

An increasing tendency towards newspaper advertising was reported by Stanton Van Wie of the Beech Nut Packing Company, speaking for his firm to EDITOR & PUBLISHER. Now Beech Nut is using small space in about 10 newspapers.

"But," he said, "the retail dealers are telling our salesmen they want advertising in their local newspapers, and the trend is definitely that way."

Mr. Van Wie believes in the power of the small newspaper advertisement.

Gold Dust Corporation, New York, reports net profits of $677,885, after charges, comparing with $673,885, last year.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

ADVERTISING AGENCY AFFAIRS

Critchfield & Co. Opens New Chicago Offices—Hine Named Frank Seaman, Inc., President—Wyly Elected Vice-President of Tauber Agency

CRITCHFIELD & CO., advertising agency, has leased the entire ninth floor of the Lytton building, Chicago for their headquarters in that city. Architects have devised a floor layout which will result in the utmost efficiency in the internal operation of the business and will give the company one of the finest and most complete advertising offices in America.

Critchfield & Co., was established in 1892, and ranks among the oldest agencies in the country. It maintains branch offices in New York, Detroit and Minneapolis.

F. A. Sperry is chairman of the board; Scott S. Smith, president; A. L. Salisbury, vice-president; R. J. Birkle treasurer and E. P. Nesbitt, secretary.

At a meeting of the directors of Frank Seaman Inc., Nov. 18, Frank Seaman was chosen chairman of the board and Walter R. Hine was elected president of the corporation to succeed Mr. Seaman. Mr. Hine has been associated with Mr. Seaman for the past thirty years and from the time the business was incorporated in 1905 has been its vice president and general manager.

The Tauber Advertising Agency, Washington, D. C., has elected R. D. Wyly vice-president. Mr. Wyly has been connected with this agency for the last year and a half.

W. G. Hastings and Eugene C. Cassady have joined the staff of the Massengale Advertising Agency, Atlanta, Ga.

Arthur E. Andrews has resigned from N. W. Ayer & Son, following seven years service with that advertising agency.

Irvin F. Paschall, Inc., Chicago a vertising agency, announces the appoi ment of Miss Cora I. Leiby to its co staff. Miss Leiby was formerly with t H. W. Gossard Company, Chicago.

John Craig Healy has opened an fice in Chicago to act as counsellor advertising agencies and service corpor tions and as an independent advertisi copy writer. Most recently Mr. Hea was associated with the Smith-Pauls Advertising Service, Inc., Chicago.

Watch this Department weekly f Agency Changes and keep informed.

Our Customers Write Our Ads

Brattleboro, Vermont, Reformer

SAYS:

"The DUPLEX FLAT-BED cannot be excelled for small newspaper requirements."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.

BATTLE CREEK, MICH.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their representative fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page.....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page .... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

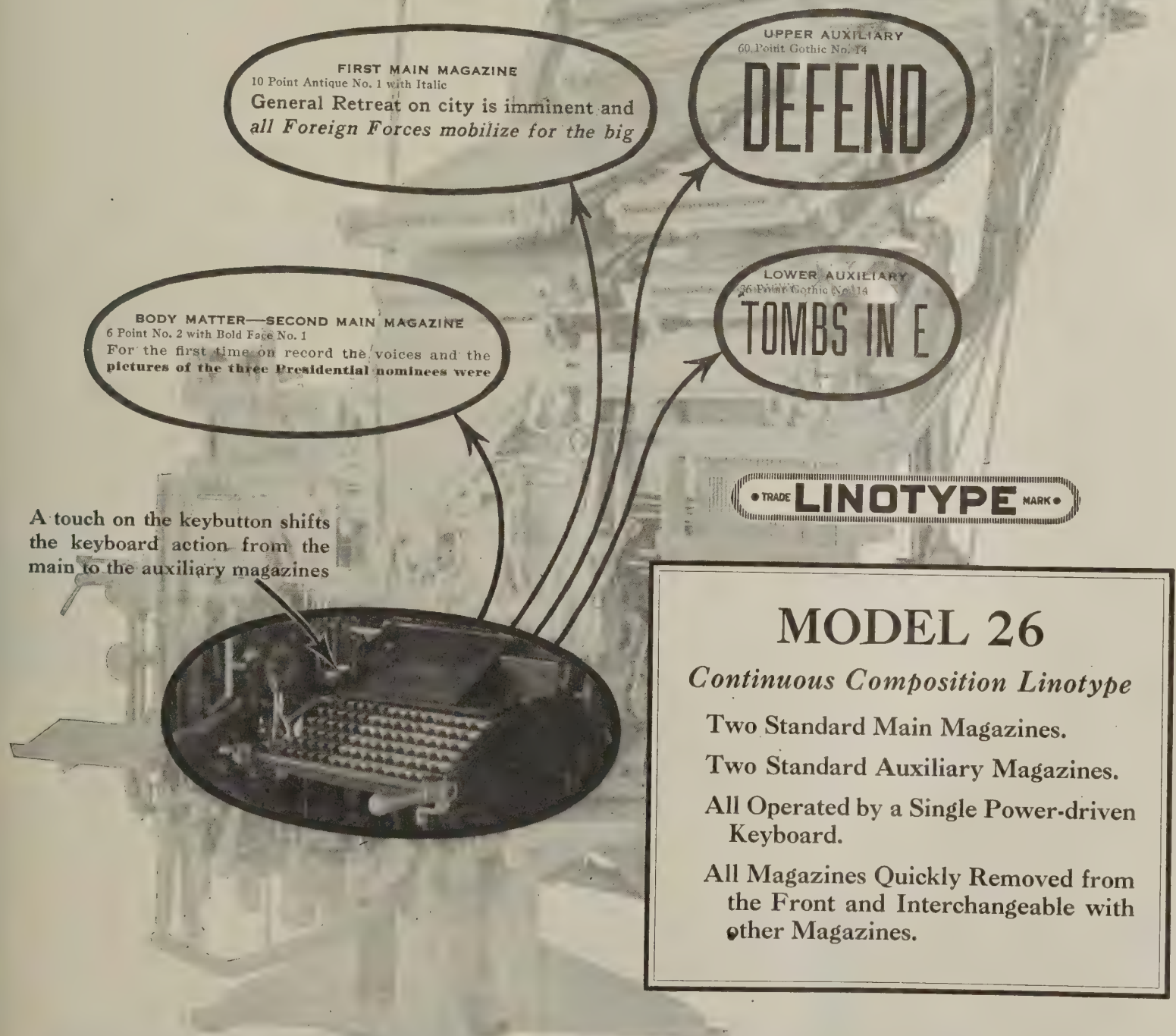
Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

CONTINUOUS COMPOSITION

Six to Sixty Point

All From The Same Keyboard



TRADE LINOTYPE MARK

MODEL 26

Continuous Composition Linotype

Two Standard Main Magazines.

Two Standard Auxiliary Magazines.

All Operated by a Single Power-driven Keyboard.

All Magazines Quickly Removed from the Front and Interchangeable with other Magazines.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

530.25.11-F

Composed entirely on the LINOTYPE *in the Caslon No. 3 Series with the exception of the hand-set title-line*

J. C. CORY, CARTOONIST, DIES IN DENVER

Nationally Known Newspaper Artist Aided in Wilson Campaign and War Activities—Formerly on New York World

J. Campbell Cory, nationally known newspaper artist, cartoonist and writer, died Nov. 17, at his home in Denver following a three weeks' illness.

Cory's work on the *New York World, New York Journal* and the *Cincinnati Times-Star,* and most recently on the *Rocky Mountain News* and the *Denver Times* won him national recognition as one of the most powerful political cartoonists of the day.

During the Woodrow Wilson campaign Cory was chosen to prepare cartoons for 100 newspapers in the doubtful sections of the United States, the effectiveness of his pen playing no small part, it was said, in the successful outcome of the campaig

A signal honor was paid Cory when the United States Government appointed him official cartoonist of the Government in France. Ill health prevented his acceptance of this commission.

Cory was born in 1867 in Waukegan, Ill. His first ambition was to become an animal artist and his first newspaper job was drawing horses for the horse race department of the New York Journal.

Later he became cartoonist of the New York World working for that paper for nine years at two different periods in his life. Some of his World cartoons of 25 years ago on Roosevelt are still remembered.

For seven years immediately prior to his death Cory's daily cartoon was a feature of the Rocky Mountain News and the Denver Times for which papers also he created his humorous feature, "How Strangely Small One Feels At Times." At the time of his death Cory had just inaugurated an animal series for juveniles entitled "Jack Cory Stuff."

Interspersed between Cory's newspaper experiences were years of vivid life as explorer, adventurer and mining man. He travelled the wilder sections of the Old West and remote parts of British Columbia as scout for a mining syndicate. He also established records as an amateur balloonist.

Cory is survived by his widow and one sister, Fanny Cory of Chicago, who under the pen name of F. V. Cory is a nationally known magazine artist.

N. Y. Graphic Cartoonist Dies

William Garvey, 20, cartoonist on the *New York Evening Graphic,* died Nov. 22 in the Hackensack, N. J. hospital. He was creator of the racing strip "Asparagus Tips." His first newspaper position was with the *New York American* and later he worked on the *Baltimore News.*

Mrs. Carpenter to "Carry On"

Following the death of Williard E. Carpenter, president of the *Lincoln* (Ill.) *Courier-Herald* the management of the paper has been transferred to Mrs. Carpenter, who was associated with her husband since he purchased the paper in 1922.

Memorial Tablet for Publishers

A bronze tablet commemorating the late William Henry Greenhow, publisher of the *Hornell* (N. Y.), *Tribune-Times,* from 1870 to 1918, has been placed near the entrance of the newspaper's new home at Cass and Canisteo streets.

Italian Editors Fight Duel

Curzio Suckert, editor of the Fascist paper *Conquista* and Pietro Nenni, director of the *Avanti* fought a duel in Rome, recently. Nenni was twice wounded in the tenth assault, but the duelists parted unreconciled. Suckert challenged Nenni after a newspaper controversy.

Obituary

NATHAN WELTMAN, 64, formerly connected with the *Pittsfield* (Mass.) *Journal,* died suddenly Nov. 21 in Pittsfield.

PATRICK H. LANNAN, 85, former publisher of the *Salt Lake City* (Utah) *Tribune,* died in Los Angeles, Nov. 6.

GEORGE MEANLEY, 4, grandson of E. W. Scripps, newspaper publisher, was killed at La Jolla, near San Diego, Cal., recently by an automobile truck.

EDGAR F. ENNIS, editor of the *Kiester* (Minn.) *Courier,* died Nov. 18, of heart failure.

THOMAS J. KENDRICK, 59, veteran Denver printer and long-time employe of the old *Denver Republican,* died Nov. 17, at his home in Denver.

MRS. TENA M. JORDAN, for the past two years dramatic critic of the *Portland* (Me.) *Press Herald,* died suddenly.

SOLOMON W. RAYMOND, for more than 30 years joint owner and publisher of the *Durango* (Col.) *Herald,* died recently in Denver, following a short illness. He retired six years ago.

EDWARD J. ECKHARDT, 53, New York advertising agent, died Nov. 22 at his home in Hollis, L. I. He was formerly on the staffs of the *New York World,* the *New York Journal,* and the *New Yorker Staats Herold.* At one time he was advertising manager for Ludwig-Baumann, New York furniture store.

A. A. SCHUTE, for the past three years editor and publisher of the *Gallatin* (Mo.) *Missouri-Democrat,* died at Minneapolis, Minn. Burial was made in Gallatin.

JOE BURNETT, 78, for many years editor of the *Paris* (Mo.) *Mercury,* and for half a century prominent in Missouri newspaper circles, died suddenly. He entered the newspaper business in 1860.

THOMAS P. MONTFORT, retired Missouri and Kansas newspaper man, died at his home in Kansas City. He founded the *Exelsior Springs* (Mo.) *Advocate* in 1880 and later the *Pittsburg* (Kan.) *Democrat,* now the *Pittsburg Daily Headlight.*

FRANCIS H. WITTRAM, former El Paso, Tex., newspaper man died recently and was buried at his former home in Ft. Scott., Kan.

ETHEL M. STEADMAN, for more than 20 years connected with the composition and proofreading departments of the *Boston* (Mass.) *Transcript,* died at her home in West Somerville, Mass., following an illness of about 8 weeks, Nov. 23.

Editors Guests of Stock Exchange

More than 200 editors from New York state, New Jersey and Connecticut and their wives were guests of the New York Stock Exchange, Monday Nov. 16, at the invitation of E. H. H. Simmons, president of the Exchange. Following the conference at which Mr. Simmons spoke, the guests watched operations on the floor of the Exchange. The editors also inspected the Federal Reserve Bank and the National City Bank. Luncheon was served at the Luncheon Club of the Exchange.

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

NEWS TEACHERS PLAN MEET

Two Journalism School Groups to Gather in New York

Plans are being completed in New York for the annual conventions to be held in that city Dec. 28-31 of the American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism. Sessions will be held at the Pulitzer School of Journalism, Columbia University.

Nelson Antrim Crawford, president of the former group, has announced various questions, which will be discussed. They include: What training would be given for other than newspaper work—for instance, magazine and book writing? What policies methods and habits of mind determine success in administration of a journalism department? What new and useful teaching methods have been devised? How many students best get the professional spirit in journalism?

Reports will be made by the association's committee on research and the special committee investigating salaries paid in various newspaper positions in the several parts of the country.

Charles Phillips Cooper, of the Pulitzer School, heads the schools group.

Tietsort Launching Florida Pap

Francis J. Tietsort, formerly of *New York American,* was to bring the first issue of his new paper, the *M* (Fla.) *Town Talk,* a weekly, on Tha giving Day.

OLDEST WISCONSIN AD FOU

Prairie du Chien Miller Offered I for Sale in 1818

The first Wisconsin business ma place an advertisement in a newspape Joseph Rolette, a miller of Prairi Chien, the historic city on the Missi river, and he made the venture in 18

It was on the first day of Dece that year that Mr. Rolette's baby a peared in the *St. Louis Inquirer.* I as follows:

"Three hundred barrels of fine flour, manufactured at the Prairi Chien water mill, can be yearly furn on the most reasonable terms by the scriber, Joseph Rolette, Prairie du C

The ancient ad was unearthed by G. Gregory, a veteran newspaper m Milwaukee while at work in the Wisc State Historical Library at Madison says that Prairie du Chien in 1818 population of about 300.

Ludlow Slug-Line Still Good after 1,000,000 Impressions

The following unsolicited letter from Mr. R. E. Fithian, Edito and General Manager of the Bridgeton (N.J.) Evening New gives some idea of the satisfaction he is receiving since hi feature heads and display advertisements are all being set th Ludlow way.

"NEXT week completes five months since we installe our first Ludlow. This afternoon our foreman brough to my attention a 94 em line of 48 Caslon which, with today' run, passes the 1,000,000 impression mark and as you wil observe, is good for considerable duty yet if we decide to le it ride the limit before renewing the line.



"When we installed this Ludlow, we had been studying numerous other kinds of machines. We have been consistently complimented upon the marked cleanliness of our advertising pages and the make-up which Ludlow slug-lines make possible. In fact we are tickled to death with the Ludlow System."

Simple — Economical — Efficient

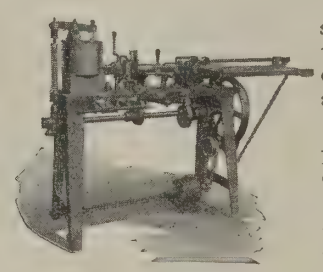
The Elrod Slug Caster

Now fully licensed by agreement under both Knight (Monotype) and Elrod paten

for Leads, Slugs and Plain Rules

The Elrod Slug Caster is a profitable investment in all bu the smallest composing rooms because—

It casts leads, slugs and plain rules of various point sizes in full lengt strips or cut to any lengths for less than the cost of distributing.



Practically automatic and extremel simple, it does not require constant a tendance of an expert operator or m chinist. It can be operated with minimu attention by almost anyone.

Changes from one size or kind product to another are made quickly an easily with no intricate adjustments.

Elrod material is solid and stands u under the most severe press and stere typing conditions.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Ro
Boston: 261 Franklin Stre

LUDLOW QUALITY COMPOSITION

NEWSPAPERS IN PENNSYLVANIA ARE PRODUCERS

Pennsylvania is still commercially supreme and continues its leadership in individual wealth. As a merchandising territory it is of vast importance to the National advertiser because of its attractive variety of trade advantages.

Pennsylvania productions are enormous and it demands commodities in variety and volume. It is a potential, prosperous market.

Successful newspaper advertising campaigns have been carried through in Pennsylvania, campaigns are now in operation and others will follow. If your merchandise is manufactured to meet the demands in this territory, you can be assured of the utmost cooperation in territorial survey, merchandising and sales promotion by the daily newspapers that dominate the Keystone State.

The concentration of an intensive National advertising campaign will cultivate this territory and secure the cooperation of jobber, dealer and newspaper for permanent trade.

Don't pick your papers at random. The advertising rates and circulation figures that are submitted by the daily newspapers listed below assure you state wide service at a nominal cost.

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
†Bloomsburg Press.....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker....(E) / †Hazleton Standard-Sentinel.(M)	19,721	.07	.06
*Mount Carmel Item .....(E)	4,343	.0285	.0285
*Oil City Derrick .....(M)	7,379	.035	.035
†Scranton Times .....(E)	43,495	.12	.11
*Sharen Herald .....(E)	7,031	.0357	.0357
†Stroudsburg Record (E) Press...(M)	7,401	.045	.045
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.

†Government Statement, Sept. 30, 1925.

HOW LARGEST LIBRARY FILES NEWSPAPERS

Congressional Librarian Declares 810 Papers Preserved Because They Reflect Life of People, Investigation by F. B. Shutts

Methods employed in filing newspapers by the Congressional Library, Washington, the largest in the world, were investigated recently by Frank B. Shutts, publisher of the *Miami* (Fla.) *Herald.*

"I was interested to know what importance the librarians attached to newspapers that would lead them to preserve newspapers so carefully—all issues are kept at least a month," said Mr. Shutts.

"I was surprised to learn that 318 newspapers are bound and permanently preserved. I was told by the chief of the periodical division that they receive 810 newspapers—about 300,000 issues annually. Of these, 507 are American dailies and ninety-nine foreign, while 179 are weeklies published in this country. with twenty-five weekly editions from abroad.

"I got the librarian's viewpoint from H. H. B. Meyer, director of the legislative reference service, who told me that there is much information in newspapers not found in books or periodicals—local information not, as a rule, given in periodicals. I found they are particularly interested in interviews and details of opinions of prominent men which are given quite fully in newspapers as well as current business, political and social events.

"The legislative reference service of the library maintains a collection of newspaper clippings on current, social, political, economic, financial and historical questions for the use of committees and members of Congress. These clippings are pasted on standard sheets of manila paper and kept in regular letter files.

"Mr. Meyer, I think, sounded the keynote when he said, 'Librarians are committed to the preservation of files of newspapers as far as their resources permit, because newspapers reflect more fully the life of the people.'"

DAILY WINS SUIT

Truck Carrying Newsboys to Picnic Is on Business Wisconsin Court Rules

A newspaper truck transporting newsboys to a picnic is being used for business, it was stated in a ruling handed down by the Wisconsin supreme court in the case of the *Milwuakee* (Wis.) *Journal* against the General Accident Insurance Company.

The supreme court affirmed an order overruling in this case a demurrer of the insurance company. The Journal Company had a policy of insurance against damage or loss in connection with its trucks. Five newsboys were killed and one injured while in a Journal truck on the way from a picnic given newsies by the Journal. The insurance company denied liability, claiming the truck was used for pleasure, making it exempt from damages under a specific clause of the policy.

The court held that the truck and other automobiles used for the gathering were employed partly in the business of the Journal Company and that the insurance company was therefore liable.

LOS ANGELES EVENING HERALD

Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

GRAPHIC'S SHOCKING PICTURE

New York Tabloid Describes With Photographs Court Disrobing Scene

On Wednesday *New York Evening Graphic,* the Macfadden tabloid, appeared on the streets with the most shocking news-picture ever produced by New York journalism. With headline and caption it filled the space of the first page. It purported to depict the scene in the private chambers of Justice Morschauser, of the White Plains court, when Mrs. Leonard Kip Rhinelander partially disrobed to furnish evidence of her flesh coloring.

The Graphic represented the picture as a "composite photograph." The figure of a woman, her back turned and face concealed, stood in the foreground, naked except for a single piece of lingerie which dropped to the waist and extended half way to the knee. E. H. Gauvreau, managing editor of the Graphic, told an EDITOR & PUBLISHER reporter that the person who posed for this picture was a chorus girl employed for the occasion.

At desks in a semi-circle, facing the partially nude figure, were ranged the judge, lawyers and family of Mrs. Rhinelander. A Graphic photographer had snapped these portraits in the court room and they were rephotographed for size and pasted in true perspective on the "composite" layout. The desks and background were from a photograph made for the purpose.

The caption did not explain how the picture was made except that it was "carefully prepared from a description given by one of the witnesses to this amazing scene." Mr. Gauvreau said that the paper had broken all previous circulation records for the day.

According to other newspaper reports Mrs. Rhinelander wore a long coat which she lifted. The scene was enacted in private by order of the court.

The Mirror, Hearst morning tabloid, used as striking a method of illustrating the disrobing episode, but instead of a "composite" photograph, reproduced Gerome's famous painting of Phryne disrobing before a Greek jury.

Presbrey a Director

Frank Presbrey, president and treasurer of the Frank Presbrey Company, has been elected a director of the White Rock Mineral Springs Company.

Entertain Wizard

Harry Houdini was guest of honor at a luncheon held in New York last week, celebrating the end of his first year as editor of the "Red Magic Section," distributed by the *New York World.*

Are you buying a Combination that has an 80 per cent. duplication and covers the same field twice?

The Baltimore News and Baltimore American, with its small factor of duplication, is beyond doubt the best buy in Baltimore at 35 cents a line.

THE BALTIMORE NEWS
and
Baltimore American

G. LOGAN PAYNE CO.
St. Louis, Los Angeles, Chicago Detroit

PAYNE, BURNS & SMITH
New York, Boston Atlanta

WHAT'S WHAT IN THE FEATURE FIELD

Col. Edward M. House to Break His Long Silence—McNaught Now Handling "Dubbville Foursome"—Al Posen Has a New Comic Strip

PURCHASE of the world rights for newspaper serial publication of "The Intimate Memoirs of Colonel House" was announced late last week by Harry Staton, manager of the New York Herald Tribune Syndicate, New York.

The sale, Mr. Staton said, carries with it the option to a later book by Col. House, covering a different period, which will not be written for two or three years.

The present memoirs, to be published in book form by Houghton Mifflin & Co., Boston, will be edited down from 300,000 words to about 150,000 words for newspaper publication, which will begin early in 1926.

"The Dubbville Foursome," a four-column Sunday golf comic has been taken over by the McNaught Syndicate, Inc., New York, effective, Dec. 6. This weekly art feature is drawn by A. W. Brewerton.

Henry M. Snevily returned this week to New York headquarters from a two weeks' business trip.

Al Posen, creator of "Them Days are Gone Forever," is now drawing a new daily two-column comic for United Features Syndicate, New York.

The D. P. Syndicate, has signed a co tract with Mayor John F. Hylan of N York for his memoirs of eight years the City Hall, to be ready in January a daily and weekly serial, just after he tires from the Mayoralty.

Two new comic strips entered the fi this week under the aegis of the Prem Syndicate, New York. They "Brothers-in-Law," drawn by Darr McClure, and "Frollicky Fables," Wesley Morse.

"Fifty Ways to Entertain at Bridg by Jean Walden, is announced this w as a new offering from the Ledger Syn cate, Philadelphia.

International Syndicate, Baltimo Md., has had prepared four full-p Christmas features and one full-page nual review of sport for the New Ye They are under the headings, "Christn Playthings Blend Art and Skill," Malcolm MacDonald; "Indians Ha Their Christmas Dolls," by Duncan Ca eron; "The Story of Jesus and the H Family in Nazareth," and "Famous P tures of the Christ Child." The sp feature is called "Champions of 1925."

TRANSLATE THIS INTO REVENUE—

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

Have you noticed how many outstanding periodicals are devoting space to religious topics? We refer to The Literary Digest, Harper's Monthly, The Ladies' Home Journal, Scribner's, the New York Herald Tribune, and many others.

Have you considered the economic trend of which these articles are the signal? If it is profitable for these periodicals and papers, would it not be profitable for you?

Translate this into revenue by teaching those in your community who have a message to broadcast it through newspaper advertising.

We will supply plans and copy for a page of church advertising in your Saturday issues.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

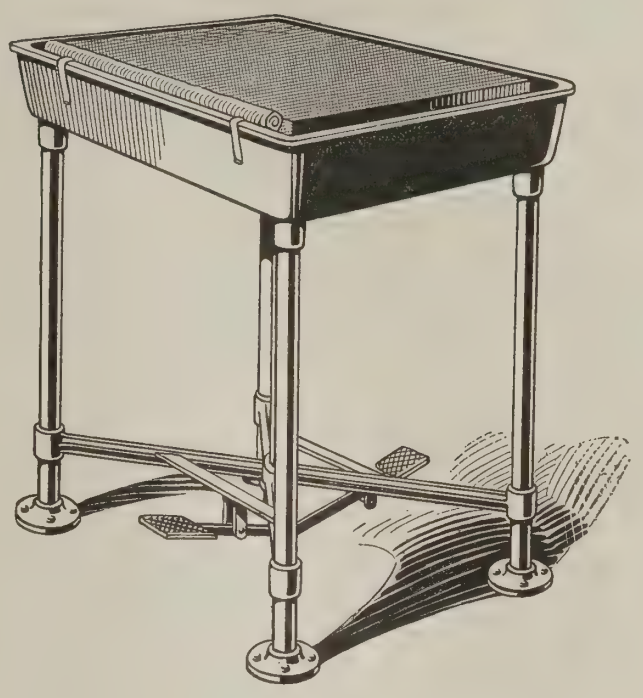
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is $350



The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

LETTERS FROM OUR READERS

Insurance Space Grafting

To Editor & Publisher: In a recent issue of your most valuable publication appeared a long letter from the "advertising manager," of the Hartford Fire Insurance Company, one of the largest units of the fire insurance monopoly, in which he took you to task for taking "a gentle crack at us."

What is needed in dealing with these people is not "a gentle crack," but a "mighty blast," as they are the worst space grafters in the country, through their annual fire prevention week, when frequently headed by the president of the United States and many state executives, they make one great onslaught on the press of the country. The primary purpose of this Fire Prevention week is to obtain a vast amount of publicity for their business, without the payment of a red cent, and they have been wonderfully successful.

Your correspondent admits as much, when in his communication he boasts of the "200 full page mats," which were sent out by his company. Publishers not wanting to look a gift horse in the mouth, were invited to accept these free mats, and send out their own advertising men to sell space to their local advertisers to help the Hartford, and other units of the fire insurance trust.

Personally I would rather donate them the space in the first place, than try to make our local advertisers pay for their advertising.

Edwin Rackaway,
Editor *Mt. Vernon Register-News.*

Why Not Advertise?

To Editor & Publisher: I have just read your editorial in which press agents are so vehemently referred to, and I must say, that you are right—but only partly so.

Don't you think yourself a bit hasty in condemning *all* publicity men just because some few—might have "pulled your leg" at one time or another?

Did you ever stop to think that press agents have been known to do good—as well as doing you good?

Let's think it over. During the World War, our citizens were called on again and again for money with which to support the army. Who told the people about the Liberty Loans? Advertising men? Yes, but publicity men stepped in and did their part, too.

An immense church is about to be erected, and a lot of money is needed to do the work. Advertising starts the ball rolling, but publicity places the story before thousands of people who would never have known of it.

Motion pictures. "The Ten Commandments"—perhaps one of the greatest factors for good ever put on a screen was just as good when it was shown in a projection room; but its work wasn't accomplished until the citizens of Gotham were told about it. If a press agent hadn't worked day and night on that one picture—"The Ten Commandments" would never have run for fifty-nine weeks on Broadway, and certainly, it would never have been the phenomenal success it turned out to be.

"The Fool"—another play which might come under the same category is an example of skillful publicity. I could keep this up for an indefinite length of time, but I hope you've gotten my point of view.

Before closing, I think it wise to state a fact—I am not a press agent!

James B. Zabin.
Famous Players-Lasky Corp.

Those Lost Checking Copies

To Editor & Publisher: "Where do the checking copies go," asks "A. D. Manager," in your issue of Nov. 7. His discussion of the subject was to the point and in not one instance was he wrong, neither did he exaggerate the situation, which, to say the least, is very aggravating.

In fact, I feel that much more could be said upon the subject. I do not feel it necessary to go over his ground, but the fact does remain, that a great many advertising agencies appear to lack a lot of system somewhere in their departments, evidently in the checking department, or perhaps the trouble is centered in the receiving and distribution of the mail.

For years we heard a great cry from agencies, and this was echoed through the trade journals, that newspapers were very lacking in their system of providing the agencies with checking copies. This complaint was hurled at the country press so consistently that the old practice of maintaining agencies on the mailing list was abolished, especially by the larger weeklies and the country dailies. The tear sheet system was adopted and apparently was a great help all around.

About four years ago, my publisher abolished the mailing list system and adopted the tear-sheet system. This country daily has about 50 foreign agencies for its clientele. At the end of each week, tear sheets showing the insertion of foreign advertisements are mailed to the respective agencies. They are carefully checked and mailed under first class postage, in a strong envelope, bearing the huge inscription on the front, "Advertising Checking Copies—Please Preserve." In the four years we have been mailing tear sheets in this manner, we have never recorded one instance of non-delivery of these envelopes by the postoffice department. But, sorry to say, at least a fourth of the agencies are heard from each month with the same old stereotyped message, "your bill held up for missing checking copies." And it is the same offenders each and every month, showing that something is "rotten in Denmark" with their systems.

It is mighty fine with some agencies—they attend to their business as though they meant business. Never a whimper is heard from them, and their checks are always correct to the cent. Then there the other offenders who never issue a correct check, and who take their discounts any old time they issue their checks. Purely unfair tactics. The writer can name a prominent advertising agency which never issues a correct check, and can beat the record for requesting checking copies. Then there is the other agency which does not pay until forced, and this applies to a large agency handling one of the large auto accounts.

What a blessing it would be if agencies had dependable service in their checking departments, and were as careful with their checking copy mail as they are to cut the publisher short and take unfair advantage of him in various ways.

"A. D. Manager" wrote a "mouthful," and in conclusion, this writer suggests that instead of the trade papers yelping at the publisher, they do a little yelping at the careless, unfair and non-co-operating agencies, and suggest to them the need of system and co-operation with the publishers. They would get more for their money and would create a kindlier feeling for their "free publicity," which, to a large degree, is now consigned to the waste basket.

A little organization and system in many of the advertising agencies would prove a Godsend to the publishers.

"Another A. D. Manager."

Editorial Ignorance

To Editor & Publisher: As one who has worked in both the "front office" and the mechanical departments of newspapers, I wish to endorse the statements made by Edward H. Edwards in his two articles on "How Editorial Laxity Nibbles Profits," which have appeared in Editor & Publisher. The ideas which are expressed in the articles are not in the least exaggerated, judging from my personal experience, and I believe a publication such as Editor & Publisher would do well to stress them by referring to them often, for I am afraid that the editorial offices will be slow in grasping the significance of them. Too often, I have found, the editorial office feels that those who work in the composing room "do not know anything," when, as a matter of fact, the printers are constantly making stories conform to the style of the paper, correcting grammatical errors, and even rewriting headlines so that they will fit.

I would hate to believe that young men and women, who have just left college, as many of the members of the staffs on some of our metropolitan papers have, can not write grammatically, yet a grade school pupil's compositions are written in much better English than a good portion of the copy which is turned in to the composing room. Of course, those in the editorial office have the excuse that they must work fast, and therefore do not have time to read copy carefully, but if they had worked in a composing room they would realize, as Mr. Edwards points out, that more time would be saved if the copy reader took the time to edit carefully, than if he left the work to the linotype operator, who would have the choice of letting an ungrammatical sentence "go through," or resetting two or three lines to make corrections. And a good printer invariably has enough pride in his work to refuse to let bad workmanship get by. He will either reset the sentence, or, as I have seen done, leave out a whole sentence becaus it lacks a verb, on the theory that "When in doubt, leave it out."

I once worked in a plant where there was a "production manager," whose duty was to increase the efficiency of the production of the paper. So far as I could see, he did not increase the efficiency of the composing room at all, although I understand he did complain about the payroll of that department. But I do not think he was a printer, for he apparently saved work for the clerks in the want ad department by attaching a lot of carbon paper to want ad copy, which probably increased the efficiency of the $30 a week clerks by decreasing the efficiency of the $50 a week men who had to handle all the extra paper in the composing room.

There were many ways in which the production of the composing room could have been increased, by securing more co-operation from other departments, but I think Mr. Edwards has pretty well covered them in his articles.

Lloyd Kirkeby,
San Francisco, Cal.

A good classified medium must be built right—from the ground up!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

WASHINGTON PAPERS GAINED

October Linage Up Half Million Over Year Ago

The *New York Evening Post* Statistical Department this week announced a correction of linage figures for the newspapers of Washington, D. C., for October, 1925. The revised agate line record is as follows:

	1925	1924	Gain
Washington Star..	2,664,757	2,426,707	238,050
Washington Post..	1,006,128	848,400	157,728
Washington Times.	785,342	750,693	34,649 (Loss)
Washington Herald	474,594	490,307	15,713
Washington News.	218,888	129,431	89,457
Total	5,149,709	4,645,538 (Gain)	504,171

In the previous announcement, reproduced in Editor & Publisher last week, all classified linage had been omitted by mistake, it was said. Instead of showing a loss, the Washington newspapers had a sound gain in October.

Colorado Springs Launches Campaig

The Colorado Springs Chamber o Commerce, through its Climatic Condi tions Committee, has started a uniqu advertising campaign in metropolita newspapers reaching the states of Illinoi Indiana, Michigan, Ohio, Wisconsir Iowa, Kansas and Missouri. It is di rected especially to sufferers from tuber culosis and features an ideal year-roun climate. The first advertisements wer 225 lines on 5 columns. The Chicag office of Albert Frank & Company, Ad vertising Agency, is handling this ac count.

New Chicago Radio Editor

O. N. Taylor, associate editor of *Radi Digest,* has assumed editorial managemen of the *Chicago Evening Post's* radio mag azine, succeeding D. D. Richards, who i leaving the newspaper field to becom assistant director of the Sears, Roebuc & Co. broadcasting station WLS.

FLORIDA
Sunshine City's Largest Circulation
The DAILY NEWS, St. Petersburg's *Picture Paper,* has the largest circulation in the Sunshine City.
The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.
It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.
Daily News ST. PETERSBURG'S PICTURE PAPER
Morning Sunday News ST. PETERSBURG'S PICTURE PAPER
Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

CLASSIFIED AND TO THE POINT

That is why the busy publisher likes the Classified page. That is why every Manufacturer with either Equipment or Supplies to sell to the Newspaper should carry on the Classified page an announcement of his product and where to get it. Under proper classification and stating vital facts only the Classified advertisement does its work. It conveys to the busy reader the information he wants without waste of time or effort.

The Classified page can also meet the demands of Syndicates and Services for quick contact with clientele and prospects.

And as a meeting place for the man who wants a job and the man who wants help, the Classified page has a record that substantiates its claim to successful service.

Buy and sell through the Classified page of

EDITOR & PUBLISHER

With This Issue—

EDITOR & PUBLISHER SPACE BUYERS' GUIDE

FOR 1925

EXCLUSIVE SURVEY OF 1257 DAILY NEWSPAPER CENTERS OF THE UNITED STATES AND CANADA

A Complete Standard Analysis of Markets

Thousands of facts and figures arranged in condensed, unbiased form for the use of national advertisers, advertising agents, space buyers, sales managers, and others who control the marketing and promotion of nationally known products of every description.

The Only Volume of Its Kind in America

A GENUINE SERVICE

PARTIAL LIST OF CONTENTS

Population of newspaper centers.
Number of families.
Exact location by counties.
Distance of each market from nearest larger city.
Transportation and shipping facilities.
Climatic conditions
Leading manufacturing interests.
Number of schools and pupils.
Number of churches.
Number of banks and resources.
Number of theatres, class and seating capacity.
Number and kind of wholesale houses.
Number of retail outlets in thirty-six (36) leading lines of trade.
Number of physicians.
Number of dentists.
Number of wired houses.
Number of chain stores in four leading lines of trade.
Description of retail trading districts.
Extent of trading area for each locality.
Residential features of each city.

288 Pages of Vital Facts and Figures

Edition Limited—Restricted to Regular Subscribers

Be Sure To Get Your Copy Now

If Not a Regular Reader of EDITOR & PUBLISHER Subscribe at Once

EDITOR & PUBLISHER
1700 Times Bldg. (B'way at 42nd St.)
New York, N. Y.

Enter my subscription and mail to address on this blank

Name..... Official Title .....

Address..... City..... State.....

DAILY'S FULL PAGE CAMPAIGN CHECKED INDIANAPOLIS REAL ESTATE SLUMP

By WILLIAM H. PICKETT
Classified Manager, Indianapolis News

THERE is no use trying to evade or equivocate, real estate was "off" in Indianapolis during July, August and September. The real estate fraternity was in the doldrums. Whatever the causes may have been—excessive Florida speculation, too high prices, too long and too many vacations, the excess building activity in rental properties that had considerably reduced rents—the fact was inescapable: real estate was "off."

In spite of increased selling efforts the volume of advertising in our real estate columns was showing a steady loss, both in actual lines and in number of offerings. Our linage in relation to the other papers was constant, so it was evident that the cause lay outside of our own organization and with the general condition of the real estate business.

We determined to run a promotion campaign of large display copy to advance the interests of our classified department, but, more than that, to create a market in Indianapolis for Indianapolis real estate. It seemed a task almost impossible of accomplishment. To transform a dull market into a brisk one, to turn indifference into enthusiasm, to overcome unvoiced obstacles that even the real estate men had been unable definitely to discover, was a job that might well dampen the ardor of even enthusiastic advocates of the power of display advertising.

Appreciating the magnitude of our objective, we prepared a campaign of six full pages, scheduled to run in two weeks, from Oct. 10 to 22, a page every other day.

Classified advertising occupied only a very minor position in the campaign, in fact four of the six pages had no displayed signature whatever. The real theme was to sell Indianapolis to Indianapolis, to sell the soundness of an investment in city real estate, to interest the speculative buyer in the certain future profits from Indianapolis real estate as indicated by the record of the past.

Six pages on alternate days is a big campaign, but the objective demanded it, and the copy was written with a broad, forceful sweep, worthy of the amount of space and the size of the schedule. We did not stop with the use of the space, we did as any other advertiser would have done with that amount of copy—we merchandised it intensively to the real estate profession. Complete sets of reprints were supplied them for display in their offices, giving us a second and third reading for the copy at the "point of purchase," tieing up each realtor with the campaign. Reprints were also displayed by banks and trusts companies, building and loan associations, building material dealers, and we even went so far as to display them in the paymasters' offices of Indianapolis industrial plants. This was done primarily for the effect on the real estate men who appreciated having the "buy a piece of Indianapolis" message put before the reader for the second time at the time when he had received his pay and thus felt more able to buy.

A week before the first advertisement appeared, classified salesmen called on every real estate dealer in the city with a portfolio of the campaign to tell him the full story of the advertising and the merchandising of it.

During the campaign our real estate classification showed an increase, directly traceable to the campaign, of 3,290 lines. This is not a large gain, but having transferred a losing classification over to the gaining side in two weeks is an achievement relatively larger than the mere gain in the lines indicates.

The biggest gain in linage will come in the next two months as an aftermath of the campaign. This is no mere hazarded prediction but it is a certainty because the real estate market is now sufficiently active to warrant extensive advertising by the real estate fraternity. The two objectives of the campaign have already been achieved (1) a satisfactory increase in linage has immediately resulted and (2) the stability of the real estate market has been assured, indifference on the part of the buying public has been turned into an alert activity and receptivity that augurs well for the winter months to come.

GOVERNOR SETS TYPE

Ohio Executive Earns 40 Cents in Columbus Dispatch Plant

Opening of the new building of the *Columbus* (O.) *Dispatch* got into the daily papers Nov. 24, when Gov. Vic. Donahey crossed the street from his office and tried out his hand at typesetting again, his former occupation. Next Tuesday he will receive a check for 40 cents, representing pay for 20 minutes work in the composing room.

The Governor made a bee-line for the composing room and asked Foreman John P. Kuhns for a job. The Chief Executive still retains a card in the Typographical Union.

He was first put to work on a linotype machine. After setting several sticks he donned a printer's apron and was given a job making up one of the Dispatch pages. In all he put in 20 minutes.

"The pace is too fast," he said as he walked out. "When I was a printer we worked much slower."

Foote & Morgan Has Priess Radio

The Foote & Morgan, Inc., advertising agency, New York, is placing the account of the Priess Radio Corporation, New York, not the Ferry-Hanley Advertising Company, New York, as reported in last week's EDITOR & PUBLISHER.

Mexican Editor Sentenced

A Texas jury last week assessed a penalty of 30 days in jail upon the editor of a paper in Mexico on a charge of criminally libeling a resident on the Texas side of the border. C. Learte Sanisteban, editor of *La Democracia*, Nuevo Laredo, Mex., was arrested when he crossed the international bridge to Laredo, Tex., after publishing in his paper, which was circulated in the Texas city, an article alleged to have libeled P. M. Alexander, Laredo bank president.

UNDER FIRE !



John O'Brien at the Morocco front

When French troops were bombarding Riffian tribesmen in Morocco, one of the few American correspondents at the front was John O'Brien, staff correspondent of the United Press and United News.

Always a restless trouble-seeker O'Brien this week welcomed the assignment from New York headquarters, to speed to Damascus, and the Syrian front.

O'Brien makes his home office the U. P. Paris bureau, but is seldom there. He is a roving correspondent, and likes new best when, he must write while under fire.

Furniture Store Takes 10 Pages

Ten solid pages of advertising were carried in the *Binghamton Press* by the Stickley-Brandt Furniture Company, Nov. 19, telling about a two-day $50,000 sale.

Wheeling Telegraph Joins A. P.

The *Wheeling* (W. Va.) *Telegraph* has been elected to membership in the Associated Press.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

They Like It
147 Nationally Advertised Products run regularly in the
ASHTABULA STAR-BEACON
Ashtabula, Ohio
The big daily of Northeastern Ohio. If you desire to reach the people in this territory, place your copy in their home paper.
Members A. B. C.—Ohio Select List
National Representatives
ROBT. E. WARD, Inc.
New York — Chicago

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. — Lytton Bldg. Chicago, Ill.

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6 W. Hoot Occidental Bld.
INDIANAPOLIS, IND.

ELKINS, W. VA.
is a beautiful little city situated high on the mountains, with prosperous industries, coal mines and rich agricultural and fruit development surrounding.
Elkins has one daily newspaper
The INTER-MOUNTAIN
Leased wire Associated Press service and modern in every respect.
Rate, 2½c a line
Represented nationally by
The Devine-MacQuoid Co., Inc.
New York Pittsburgh Chicago

Northern Ohio!
one of the country's
Greatest Markets
covered ALONE by
one of the country's
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The Plain Dealer
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THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION
Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.
Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

EXPANSION IN RETAIL BUSINESS IN New York State INDICATES A RECORD HOLIDAY TRADE

A record holiday trade in New York State is foreseen in the unusually satisfactory reports of business in retail stores. October retail business, as reflected in the reports of chain store organizations and department stores, was strikingly larger than in the same month of last year. November opened with business activities and indications favoring further expansion.

Other evidences of progress appear in the increasing operations at textile plants, in the betterment in mercantile collections, and in the reduced number of liabilities of failures, while such important barometers of commercial activities as bank clearings and freight car loadings continue to make exceptionally favorable comparisons. During the entire year business as a whole has made substantial gains and the upward trend of recent months has been the more gratifying because it has been of a conservative and healthy character.

New York offers ideal merchandising facilities and, with the exceedingly favorable trade conditions, no sales or advertising campaign is complete that does not include this steadily expanding market.

Shrewd national advertisers will use this list of New York newspapers

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	30,060	.08	.08
*Albany Knickerbocker Press	(M)	32,864	.10	.10
*Albany Knickerbocker Press	(S)	56,014	.14	.14
*Amsterdam Recorder-Democrat	(E)	7,603	.04	.04
†Auburn Citizen	(E)	6,214	.045	.035
*Batavia Daily News	(E)	8,669	.04	.04
†Binghamton Press	(E)	34,505	.10	.10
*Brooklyn Daily Eagle	(E)	70,622	.22	.22
*Brooklyn Daily Eagle	(S)	79,652	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	63,491	.17	.13
*Buffalo Courier	(S)	115,578	.27	.22
*Buffalo Evening News	(E)	128,455	.25	.25
*Buffalo Evening Times	(E)	102,796	.21	.21
*Buffalo Sunday Times	(S)	102,068	.21	.21
*Buffalo Express	(M)	50,796	.14	.12
*Buffalo Express	(S)	57,682	.18	.14
*Corning Evening Leader	(E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser	(E&M)	33,500	.11	.11
†Geneva Daily Times	(E)	5,527	.04	.04
*Gloversville Leader Republican	(E)	6,939	.035	.035
*Ithaca Journal-News	(E)	7,473	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
*Middletown Times-Press	(E)	6,792	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
*Newburgh Daily News	(E)	11,842	.06	.06
*New Rochelle Standard-Star	(E)	8,108	.04	.04
*The Sun, New York	(E)	254,189	...	.56
*New York Times	(M)	350,406	.75	.735
*New York Times	(S)	572,815	.90	.882
*New York Herald-Tribune	(M)	281,672	.6435	.624
*New York Herald-Tribune	(S)	321,889	.693	.672
*New York World	(M)	309,386	.595	.58
*New York World	(S)	542,386	.595	.58
*New York Evening World	(E)	311,450	.595	.58
*Niagara Falls Gazette	(E)	20,385	.06	.06
*Port Chester Item	(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
†Rochester Times-Union	(E)	67,974	.21	.20
*Syracuse Journal	(E)	45,204	.14	.14
*Troy Record	(M&E)	22,427	.06	.06

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

INCREASE OF PAVED ROADS AIDING NEWSPAPERS TO SERVE SUBSCRIBERS

Speedy Rural Delivery by Truck Has Added Farm Subscribers and Given Added Service to Advertisers—60,000 Buses Now Operating in U. S.

Following, in part, is the text of an address by H. Colin Campbell, advertising manager, Portland Cement Association, on "Highway Construction As Related To Newspaper Delivery Service" given before the Inland Daily Press Association Convention, Chicago, Oct. 14.

WITH practically 18,000,000 motor vehicles registered in this country, motor transportation naturally has assumed a position of importance.

Two things are basic to industrial and commercial prosperity—production and distribution. Distribution is synonymous with transportation. It doesn't do anyone any good to produce anything unless that thing can be placed within reach of somebody who wants it. Competition in all industry in this country is so intense today that speed is all-important. The automobile has annihilated distance for us in a way the railroads never did, and never can. They have to do their distributing where the rails lead. The automobile, the motor bus and the motor truck have greater flexibility since they may go where highways permit.

As molders of public opinion, newspapers occupy an enviable position. And as business organization, they likewise occupy the same position of selfish interest in local affairs that is occupied by the individual.

The experience of the *Indianapolis News* as a user of good roads from the standpoint of a business enterprise should be particularly interesting.

Early this year, John M. Schmid, circulation manager, called our attention to the important part which the highways in the vicinity of Indianapolis played in the circulation increase of his paper. Mr. Schmid's story was so interesting we asked him to tell it in his own way for the readers of our *Concrete Highway Magazine*. I am going to quote from Mr. Schmid's manuscript:

"Good roads are necessary, or this newspaper could not even attempt to serve its patrons in rural districts. They have opened a new field for the advertiser. For example, a city merchant advertises a sale for the following day. A rural subscriber has the same opoprtunity to read the advertisement as the city subscriber, and plans a trip to town early the next day to attend the sale. As travel on a paved highway is as convenient in January as in July the trip is easily and quickly made.

"The total circulation of the News in Marion County is approximately 85,000. About 9,000 copies are distributed in the country outside the city of Indianapolis. The News is an afternoon paper with its last edition going to press about 2:30 P. M. and both city and county deliveries are made before 6:00 P. M."

The remainder of Mr. Schmid's article is well summed up from the standpoint of interest to newspaper publishers by his concluding paragraph:

"Advertisers find favor in the plan as it tends to increase the radius of their trade. And the paved highways, most of which are concrete, make it convenient for customers from many miles around to get into the city quickly at any time."

Experience similar to Mr. Schmid's has been recorded by numbers of much smaller papers than his and located in parts of the country where on first thought you would not suspect that highways were so important to a newspaper.

One of the latest examples of this kind was brought to my attention recently by one of my fieldmen while making a trip through the Michigan peninsula. He called on the publisher of the *Iron Mountain* (Mich.) *News*, and among other things began to talk of the necessity for more improved highways in the Michigan peninsula.

The Iron Mountain News has a total circulation of approximately 6,500. Of this number about 1,350 copies are distributed in suburban towns within a radius of 20 miles. These towns are along what is known as the Iron Range.

When motor bus service was established between Iron Mountain and the Iron Range towns, the Iron Mountain News extended its circulation area to include these towns. This was impossible before the busses began operation because the only afternoon train leaving after the last edition was printed departed at 7:30 P. M., too late for evening delivery. With busses operating over good highways, the Iron Mountain News now leaves the publication office at 4:30 P. M. and is unloaded at various towns so that rural subscribers receive the paper on the date of publication at practically the same time it is delivered to city subscribers. By developing this suburban territory, the Iron Mountain News has been able to increase its circulation 22 per cent.

Advertising and business managers will testify that increased circulation of this kind make the paper of greater value to advertisers and likewise increases the advertising linage of the paper for quite obvious reasons.

There are other examples, but perhaps the two that follow will be sufficient to complete the picture.

Twenty-five thousand pounds of newspapers are delivered each month by the motor or bus line of Denver, Colo., to towns, villages and farms surrounding Denver.

Newspapers reach readers within 25 miles of Denver one hour after they have been printed; 54 miles from Denver two hours after printed; 70 miles from Denver three hours after printed.

The newspapers are carried on regular passenger coaches which run every two hours and serve farmers along the route. The three o'clock afternoon edition of Denver papers are delivered in Greeley, 54 miles away, at the same time they are placed on the doorsteps of Denver subscribers.

The Motor Transit Company of California operates 150 stages out of Los Angeles. During June, 1925, these stages carried 159,000 pounds of newspapers for delivery to various cities throughout southern California.

A "paper car" leaves Los Angeles at 1:00 A. M. for Bakersfield, arriving there at 6:00 A. M., so that Los Angeles newspapers can be laid on the breakfast table at Bakersfield and Taft. The last Southern Pacific train for San Joaquin Valley points leaves Los Angeles at 11:30 P. M., which is too early for the last edition of the Los Angeles newspapers. The stage leaving Los Angeles at 1:00 A. M. beats that train to Bakersfield by three hours and transfers consignments of newspapers to it for delivery to points farther south.

California has more than 4,000 miles of concrete roads and where there is a concrete road, there is an open traffic way for the motor bus or motor truck, as well as the automobile, 365 days a year.

The 60,000 busses now operating in the United States are the property of 31,000 separate corporations or individuals. The bus lines at present in this country travel regular routes of 200,000 miles. That is, there are established bus routes only 50,000 miles shorter than our present railway mileage. Some railroads are abandoning certain branch lines or are petitioning the Interstate Commerce Commission for permission to do so because they recognize that the railway has an inflexibility that does not meet present traffic demands. There are 20 of the leading railroads in this country at the present time operating bus lines—probably because it pays. There are 200 electric railway lines in the country also operating bus lines and, no doubt, for the same reason. Busses carry to and from school each day in this country more than 450,000 children.

Those of you who are immediately responsible for the business or advertising departments of your paper have no doubt connected some of my remarks with advertising possibilities. Do not the few figures which I have given you, indicate that your publication has a circulation possibility to a certain extent unknown to you, and if that is true, is it not also true that by getting that circulation, which means a larger audience, you can make your paper more valuable to its advertisers, more valuable therefore to yourself, and likewise more valuable to its readers? It seems to me that these are simple business facts.

The Portland Cement Association is a service organization, having nothing to do with the commercial side of the cement business, and therefore is not interested in the business affairs of its membership. Although our work is almost enti educational, it is nevertheless admitt for the purpose of increasing the busi of our members.

We are in a position to give an interested the last word as to what may expect from any proposed use concrete. Sometimes, and not in quently, we may have to tell an intere person that even concrete will not do w he hopes.

We maintain a Laboratory in coop tion with Lewis Institute here in Chic where a staff of 40 scientists is consta engaged in studying the behaviour possibilities of concrete.

The construction industry in its br est sense is one of the most far reach

America's most complete newspaper

The New York Herald Tribune

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

The one sure way to increase the producing power of your advertising is to use the
Norristown Times Herald
Norristown, Pa.,
Montgomery County's Great Home Newspaper
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Dominant and headed up right in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

ilustries as viewed from the benefits hich it spreads. $6,000,000,000 worth of nstruction means that a good deal of oney is put and kept in circulation. If e construction industry is enjoying reas-cable activity, the whole nation is shar-ig in some measure in its prosperity.

J look at a newspaper as simply a siness enterprise. It is one man's idea how to make a living. A newspaper blisher says: "I believe I can make a good living in this town by publishing paper here." He has a right to think a town in that way. First, it is noth-ig but a business proposition. To suc-ed, a newspaper, like any other business erprise, must make money. And to sceed, any business soon finds there is a mutual interdependence or obligation derlying success. You have to help sneone in order to succeed. This fact i obvious and it seems almost foolish t mention it, but simple things are fre-ently lost sight of.

You go into a community as a news-per publisher, unasked, like any other biness that comes to town—a shoe store example. As a newspaper, the busi-s success you enjoy depends upon how yi contribute to the success of you com-nity. It is characteristic of newspapers t be boosters—characteristic of most wspapers. There are a few who think tlt the community owes them a living. Fortunately, there are only a few. You hve to boost your community to get oney out of it. You have to help make yur community a larger one to get more culation for your paper. To make your community larger, you have to make it bter, more attractive, so that more p ple will want to come there and live, al like you, wrest a living from the pce. When you have done these things, y have increased your circulation. For mre people buy more papers; more pple read advertising; more people call oyour business men—your advertisers—a purchase their wares. Better paved stets, better schools, better homes, better sitary conveniences make your commun-it a better place to live. So if you are alays behind these things, you benefit directly and most surely from every such mvement.

n soliciting advertising, newspapers lay gat stress upon the fact that advertising is news" and that the advertiser should bi space to tell his news. That is a local viewpoint. We are buying space in5,200 newspapers at this time to tell on news. As nearly as I can find out, ony three or four other national adver-tirs have ever used as many newspapers inone year as we have used each year fc several years past.

often wonder what you mean some-tijes by the term "free publicity," which yt so frequently use. I have just re-mded you that nothing is free. You ca't give anything to anyone without ge ing something in return. And you cat discuss the news of the day without eraging in "free publicity" as you call it, or propaganda, if you please, that benefits someone, some thing or some case. You can't publish baseball "news" w out attracting people to the box-office of the grandstand. You can't tell abit someone having made a transcon-tinental motor trip without giving "free publicity" to automobiles. You can't talk of viation without directly helping some-on who may be at the present time en-gaed in financing an aeroplane factory. It is utterly impossible to separate pro-paanda of some kind or in some form from "news." Because advertising is news, news itself must necessarily partake something of advertising.

The great amount of material which we mail to publishers is by way of information. We are willing to abide by their judgment as to whether any of the information is of use. We feel we have a right to take exception to published statements that are contrary to the facts, when we have gone to the trouble of trying to place before those who take the responsibility of directing public opinion, the facts as we know them.

It has been our experience that many publishers pay no attention to certain classes of advertising in their publications. We are solicited each week by some newspaper representative from a paper which has been carrying our advertising over periods ranging from several months to several years, who does not seem to be aware of that fact. Such experiences are at least somewhat discouraging. Nevertheless, we have found that our advertising is read by many and it is producing results. If publishers themselves would make it a practice to read it more often, results would be in larger measure.

INTRODUCING THE NEW A. N. A. CHIEF

"A FRIEND of newspaper men and newspapers" is what is said of Edward T. Hall, advertising manager and vice-president of the Ralston Purina Company, St. Louis, elected this week president of the Association of National Advertisers. Mr. Hall invests $500,000 annually in advertising, is an extensive user of newspaper space, and is, he reported, rapidly increasing the appropriation for this medium. Mr. Hall said he liked "to get his feet under the same table" with newspaper publishers.

"I don't want free puffs in newspapers," he said to EDITOR & PUBLISHER in an interview following his election in Washington. "I do not believe it is good advertising.

"I do not believe that if the big buyers of space will get their feet under the same table with the newspaper advertising directors, that most advertising problems can be easily solved."

Mr. Hall said he liked to use newspapers that were showing a healthy growth in circulation and that he was absolutely opposed to some of "the high pressure circulation promotion stunts employed by some newspapers."

Asked his view regarding the merchandising services, offered by some newspapers, he replied:

"Newspaper merchandising departments should not give away the world with a fence around it, but should be willing to adapt their plans within reason to the requirements of an advertiser's business. I have been delighted to see that most newspapers the country over are willing to do this.

"I think the next big advance in merchandising service work by newspapers will be to cut out the unnecessary frills and spend what funds are justifiable along lines calculated definitely to move goods from dealers' shelves."

Mr. Hall graduated from Andover and then Amherst College, in 1907. His first work was in the circulation department of the Curtis Publishing Company, Philadelphia. He remained with this concern three years, during which time he was promoted to head of the subscription agents department, where he worked among the Saturday Evening Post carrier boys.

Next he went to St. Louis as promotion manager of the Ralston Purina Company. In 1918 he was made a member of the executive committee and shortly afterwards was appointed secretary. Two years ago he was promoted to vice-president of the company, retaining control, however, of the advertising activities.

With Theodore Roosevelt, he believes that every man should do something for the business in which he is engaged. Thus, in addition to his activities in the A. N. A., he has been president of the Advertising Club of St. Louis, a director of his local Better Business Bureau and very active generally in national Vigilance work. He has also been a member of the board of governors of the Direct Mail Advertisers Association, and last year was vice-president of the A. N. A.

His hobby, he said, was working with young boys, and he is chairman of a committee in St. Louis, which is promoting the building of a new Y. M. C. A. building. He also plays the cello and is very fond of painting.

Dr. Clay MacCauley

Dr. Clay MacCauley, vice-president of the International Press Association of Japan, and a cousin of Miss Lena MacCauley art editor of the *Chicago Evening Post*, died Nov. 15 at his home in Berkeley, Cal.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Six Months Average

Daily **11,064**
Sunday **10,793**

Was the average net paid circulation of the JACKSON (MISS.) DAILY NEWS for the six months ending Sept. 30, 1925, as released by the Publisher to the Audit Bureau of Circulations.

Jackson Daily News Leads

By far, the other Jackson paper in:

Circulation
Local Display Advertising
National Advertising
Classified Advertising

The News is supreme in its field.
The News is the only A. B. C. Member in Jackson.

Representative
THE S. C. BECKWITH Special Agency
New York—Chicago—St. Louis—Detroit—Kansas City—Atlanta—Los Angeles—San Francisco.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy



Springfield, O. Wisely Selects Imperial

THE Springfield, Ohio, Daily News and Daily Sun put Springfield on the Imperial Plus Plan Map.

We can't help but feel that the publishers of these papers showed an unusual amount of discrimination when they selected to care for their type metal, a concern whose entire efforts were confined to making and serving just one product—Type Metal.

Imperial's efforts, all being directed in one channel, enable us to give, through the Plus Plan, a metal and a service without a peer. To the publisher the Plus Plan means a constantly efficient metal with many years of additional working life.

Metal Wisdom

We think you will agree that the publisher who places the care of his metal into the hands of exclusively type metal specialists will reap a reward in service and saving. Have you read our Plus Plan?

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago

BEST BY ACID TEST
TRADE MARK REG.

AUTO MAKERS PLAN 1926 AD SPLURGES WITH PROSPEROUS YEAR ENDING

Tour Through Motor Territory Finds Everyone Optimistic—Abundant Page Copy Will Precede and Follow January Show

CHICAGO, Nov. 25.—Automobile manufacturers have had such a good year that they are now loosing purse strings for 1926 advertising. A tour through the motor territory finds everyone feeling very optimistic for next year. If one goes to Detroit, for example, he will find the advertising men very busy with plans for the annual shows which open at New York in January.

For New York this year the plans call for a number of full pages. There will be more of them than ever. The problem of the papers and the special representatives will be in placing them. Already the advertising men at factories and agencies are asking just what can be done on position for their copy, and they emphasize that they are going to start with full pages and may duplicate some of these during the week.

During this year the factories have done a great business. The orders have been coming in unceasingly from all over the country, with many sections looming up that never had looked to be at all possible for more than a few sales. Florida is an example. Factories have been shipping cars there by the hundreds when in past years they counted them by the half dozen. Dealers have had to get warehouses in Georgia to accept shipments because of the embargo against Florida. Agencies that in the past ranked low have jumped distributors in big cities who always were among the first 10. Other cars that never got a foothold in Florida are now well represented. A Miami paper on the desk of an executive in Cleveland carried a full page advertisement by a Ford dealer showing a business running into seven figures in eight months and telling of a new salesroom and service station there. Other places, where booms have not hit, have emerged from the "never-ran" class into the main speedway now.

In the last few months a number of men in the industry who knew that the financial conditions of their companies would cause their stock to rise in value added to their holdings. And they felt that the general rise would carry along others. So they went into the market and made money. They were not gambling or speculating, but decided to go along with the upward tide. They knew when to step out of the boat.

With the big profits from both angles they are optimistic. Looking ahead, they see in the downward revision of taxes tangible reasons for anticipating a good year. Some there are who feel that there will be good times anyway for the first six months and they will have made enough to tide along for any slowing up toward Fall and Winter.

With new models coming along there will be a greater incentive to advertise than ever. The hard-headed men in the industry realize that it has been the advertising which helped put the big volume of sales over. And they intend to do better.

General Motors has been a liberal spender this year, and the new Pontiac Six to sell under $1,000 is going to be backed by heavy copy. This car fits in between Chevrolet and Oldsmobile, also Oakland, and these cars, good sellers this year, will not be allowed to slip back.

Ajax came on the market recently and by show time it will be widely represented.

Paige-Detroit has a new six that will sell at a lower price and its campaign will be larger than ever beginning with full pages the middle of December, followed by half pages with now and again a full page until next June.

Peerless is entering a new regime with a light six selling at $1,595, and for the first time in months it is using full pages. Its policies are shaped for more aggressive advertising, of which the present is an indication.

Stutz is working on an eight cylinder model and will have to let the world know all about it to sell the car. With F. E. Moskovics, Col. E. S. Gorrell and Bert Dingley all in the Stutz organization, as they were with Marmon until recently, more activity for Stutz is expected than it has had in recent years.

Hupmobile introduced a new six a few weeks ago. To enable the dealers to keep up their sales of eights, when they might drop off due to the arrival of a new model, the Hupp people launched a newspaper campaign all of which was paid for by the factory. It is going yet, full pages alternating with half pages.

There will be other new announcements coming along about show time that are bound to add to the incentive to splurge. And when one adds to this all the copy of the old line companies the total to start the year is going to be good. The expected elimination of a number of companies this year did not take place, and while a few dropped out of the picture, others came back, with tentative new ones getting a start.

DAVIS PUNCTURES WILSON DRIVE

Herald Tribune Reporter Uncovers Plans of Obscure Promoters

A smart bit of reporting by Forrest Davis, staff correspondent of the *New York Herald Tribune,* has shattered the $5,500,000 dream of two obscure Washington promoters.

The dream was a vague one of gothic architecture rising on the banks of the Potomac to memorialize Woodrow Wilson in a University. The dreamers were W. W. Pettey, a clerk in the Treasury Department and A. Russell Lowell, a newspaper man out of a job.

Several months ago the two engaged offices in the Transportation Building and began sending out letters to prominent persons, enlisting their support.

A lesson in "suckerism" resulted. More than 50 of the best known politicians and educators in the country signed up for the "Executive Committee" of the Memorial without investigating and soon circulars were being dumped into the mails bearing these "big" names.

The Wilson following in Washington and New York sensed something unstable about the Memorial but were powerless to do anything, fearing that any move on their part would be misinterpreted as unwillingness to aid any Wilson cause.

Then Davis got a lead on the inside workings of the Memorial. He came to Washington and spent several days getting a line on Lowell and Pettey and then broke a series of four articles showing the thinness of the promoters' plans.

Today the Memorial has virtually collapsed. A majority of the politicians, after reading Davis' story, withdrew their names. The Memorial's offices have been closed and the circular campaign cut short.

STUDENT DAILY SUED

City Official Asks $30,000 Libel Damages of Columbia Missourian

Charging publication on Nov. 12, of a false and malicious news story about the city water and light department, J. E. Hathman, city councilman, late yesterday filed in Boone County Circuit Court a libel suit for $30,000 against the Missourian Publishing Association, a corporation.

The defendant owns the *Columbia Missourian,* evening daily paper written and edited by students in the Missouri School of Journalism. Hathman has supervision over the water and light department.

Hathman particularly stressed this paragraph: "No invoices are filed in the records of the water and light department to cover the expenditure of $1,534.22 of the $7,726.56 not yet approved by the council. Of this amount not proved by the council a check for was paid to J. E. Hathman and one $403.20 to Ira L. Davis."

Hathman alleges that Nov. 13, the Missourian "renewed and reiterated" statement. He claims $15,000 actual ages and $15,000 punitive damages, sides the cost of prosecution.

The date for the trial will be set a December docket.

C. H. Armstrong Joins Printing

C. H. Armstrong has resigned as iness manager of the *Chicago Journ Commerce* and will become a partn the Gentry Printing Company. Suc ing him on the paper is Ellis Sibley of W. G. Sibley, who writes the Jour highway column.

The reason EDITOR & PUBLISHER c fied department is so rapidly growi that newspaper wants are quickly rea through these advertisements.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Cinco Cigars
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

Los Angeles Tim
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market

The Dispatch-Herald
Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.
ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. M
CHAS. H. EDDY CO., Representatives
New York Chicago Bos

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK
Standard Gravure Corporation
LOUISVILLE, KY

WHAT THEY ARE SAYING

YOUTH DICTATING BUYING TODAY

"TEN years ago the young woman came into a store accompanied by her mother. The latter would say to the clerk: 'My daughter wants this r that.' But the mother did the selecting while the daughter merely looked n, not daring to make known her own desires. Today the young woman does er own buying and she also accompanies her mother. And now it is the aughter who says: 'Now mother, you don't want that. It isn't youthful nough.' And in the majority of cases mother buys what daughter prefers. he younger man and woman invariably pay more for the things they buy.)ad finds that $3 shirts are good enough for him but Jonathan, Jr., plunks own $10 for a silk shirt without batting an eye. Mother pays 85 cents for ockings, but Marjorie's trim ankles must be encased in silk hose at $3 a pair." —Andrew L. Carmical, Promotion Manager, *Chicago Evening American.*

* * *

PENALIZING INDUSTRY

"WOULD you put a tax on mass production, penalizing a man or the industry which makes possible a superior product at a price no other ountry can meet in spite of its low wages and low living cost? Certainly not, ut our government is doing that very thing today in placing a special postal ax on advertising."—Merle Thorpe, Editor, *The Nation's Business.*

* * *

THE PATH TO BROADWAY

"WERE I required to chart a course for a newly fledged reporter with his eye on a Broadway assignment as the ultimate Heaven of his existence, would present it as my opinion that he should at first establish himself in a maller community. I think that an ideal place to begin would be on a daily ewspaper in a town of from 20,000 to 50,000 people. A year or two in uch an environment would bring the ambitious acolyte into contact with almost very fundamental phase of newspaper publishing."—Frederick B. Edwards, f *New York Herald Tribune* staff.

WEEK'S AD TIPS

Agricultural Advertisers' Service, 76 West lonroe street, Chicago. Now handling the ac- iunts of John P. Gasson, Brookfield Poultry arm and Hatchery, Versailles, Ohio, and the ardner Nursery Company, Osage, Iowa.

George Batten Company, 383 Madison avenue, ew York. Placing account of the Jones Dab- y Varnish Company, Louisville, manufac- irers of Twenty Minute Lacquer.

Brandt Advertising Company, 7 South Dear- orn street, Chicago. Sending out 1000-line ontracts on Treasure Chest Company.

Brennan Phelps Company, 200 South State reet, Chicago. Will place the advertising of ie Williamson Candy Company, Chicago, Ill. O'Henry Candy Bar) in the future.

Coolidge Advertising Company, 310 Insurance xchange Building, Des Moines. Placing ac- ount of H. and H. Cleaner Company, Des oines, manufacturers "H. and H."

E. C. Harris Advertising Agency, Inc., At- nta, Ga., are now sending out orders to news- apers on Dillingham's Plant Juice, Cincinnati.

Hicks Advertising Agency, 52 Vanderbilt ave- ue, New York. Has secured the following ccounts: Jomark, Inc., Dress Manufacturers; Heit & Sons, Inc., Manufactuerrs of Women's oats; Dorothy Junior Frocks; Burndept Wire- ss Corporation of America, Manufacturers of e "Ethovox" Reproducers; all of New York ity.

Ralph H. Jones Company, Cincinnati, Ohio. Will handle the account of the Carey Roofing ompany in the future. The list for next year ill be made out in December.

Koenig Medicone Company, are sending direct ime 1400 line schedules to some Middle West apers.

Lord and Thomas, 400 North Michigan ave- ue, Chicago. Sending out schedules to middle 'est papers on Electrical Research Labora- tories (Radio) of Chicago, Ill. Planning a cam- aign for large city newspapers on Mary T. oldman Company of St. Paul, Minn.

McJunkin Advertising Company, 5 South abash avenue, Chicago. Sending out à sched- e on A. Stein and Company of Chicago. his will be complete within a few weeks.

McLain-Simpers Organization, 210 W. Wash- gton square, Philadelphia. Handling account the Speakman Company, Wilmington, Dela- are, manufacturers of showers and plumbing ctures.

Porter-Eastman-Byrne Company, 27 West unroe street, Chicago. Sending out copy on tional Fibre Textile Company of Neenah, is.

William H. Rankin Company, 435 North ichigan avenue, Chicago. Planning on start- g schedules for Zipper Boot Advertising for F. Goodrich Company of Akron, Ohio.

Arthur Rosenberg Company, Inc., 110 West th street, New York. Has secured account of e Trinity Six Radio Receiver.

Frank Seaman, Inc., 470 4th avenue, New York. Handling account of A. E. Nettle Company, Syracuse, N. Y., manufcaturers men's shoes.

J. Walter Thompson, 400 North Michigan avenue, Chicago. Preparing a special schedule for a few towns to run before January 1 on Cheek-Neal Coffee Company, Nashville, Tenn.

Charles H. Touzalin Company, 7 South Dearborn street, Chicago. Will start schedules on Stewart-Warner Company, Chicago (Radio) to newspapers this week. Will issue the radio advertising of Stewart-Warner Company to newspapers in towns only where they have a service station.

Vanderhoof & Company, 167 E. Ontario street, Chicago. Handling account of the Kewanee Private Utilities Company, Kewanee, Illinois.

N. C. NEWSPAPER INSTITUTE

University and Press Association Join in Planning Discussional Meet

CHAPEL HILL, N. C., Nov. 25.—A Newspaper Institute will be held here Jan. 13-15, 1926, under the joint direction of the North Carolina Press Association and the University of North Carolina. The Press Association, through its executive committee, has set the problems and the University has undertaken to supply experts to discuss them. The Institute will be open to any member of the Association on payment of a nominal registration fee, but the bulk of the expense will come from the treasury of the Association and from the University.

Five problems affecting all newspapers have been selected for study during the two-day session, and in addition a place will be reserved on the program for the discussion of questions peculiar to country weeklies.

The five scheduled general problems are, (1) free publicity, including propaganda of all sorts, (2) professional ethics, (3) editorial policy, (4) business policy, and (5) the law of the press.

The treatment of each problem will include at least one lecture and a round-table discussion. Paul Patterson, president of the A. S. Abell Company, publisher of the *Baltimore Sun,* will talk on business policy from the practical side.

E. E. Peacock, professor of accounting in the University School of Commerce, will discuss the theory of accounting. The law of the press will be discussed by a professor from the law school.

ADVERTISE IN

Indiana

The Business is There

Because it has unequalled trade advantages, great wealth in agriculture and live stock, manufacturing that includes practically all standard products and daily newspapers of dominating influence, Indiana offers a sales promotion territory that must not be neglected by the National Advertiser.

Transportation facilities are ideal, with 7,197 miles of steam railways, carrying immense tonnage, and over 2,000 miles of electric railroads.

Indiana farms are the best in the world. It is a big producer of corn. Cattle, horses, sheep and hogs are produced by the millions. Manufacturing products exceed agriculture and mining.

These diverse sources of prosperity combine to produce a purchasing power among an industrious people that are influenced by their daily newspapers.

Advertising in the Indiana newspapers will create local demand for your merchandise.

These Newspapers are Leaders in Indiana

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
†Decatur Democrat	(E)	3,194	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E & S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.

WOODBRIDGE SPEAKS AT 7TH DISTRICT MEET

Associated Ad Clubs Spending $750,000 Yearly for Truth in Advertising He Says at Oklahoma City

OKLAHOMA CITY, Nov. 24.—President C. King Woodbridge of the Associated Advertising Clubs of the World was guest of honor of the Seventh District convention of the Associated Clubs which closed here Tuesday night. In two addresses he discussed "Truth in Advertising" and "Problems and Results of Organized Advertising."

"This great world organization which I represent has two primary functions," he said. "One of them is the weeding out of statements in advertising that are misleading to the public.

"We are spending $750,000 annually to protect the American public from the fake stock promotor and concerns that use fraudulent, misleading and deceptive statements in their advertising.

"We are doing this through our central office in New York and in co-operation with 54 better business bureaus throughout the United States.

"The other primary function of this great organization is to make the dollar spent for advertising perform the maximum of service for both the advertiser and the consumer who busy the product advertised."

Other speakers were James Andrews, president of the Oklahoma City Ad Club; J. A. McLeod, Pine Bluff, Ark.; Ed. Overholser, president and manager of the Oklahoma City Chamber of Commerce, R. Fullerton Place, St. Louis; Shelley Tracy, Southwestern Advertising Agency, Dallas; John Fields, Oklahoma City banker; Dr. C. S. Duncan, Washington; K. E. Kilby and Robert H. Timmons, Wichita, Kan.; Arthur Hallaman, University of Oklahoma School of Journalism; R. D. McManus, Chicago; Carl Williams, editor of the *Oklahoma Farmer-Stockman* and George Ade Davis, Oklahoma City.

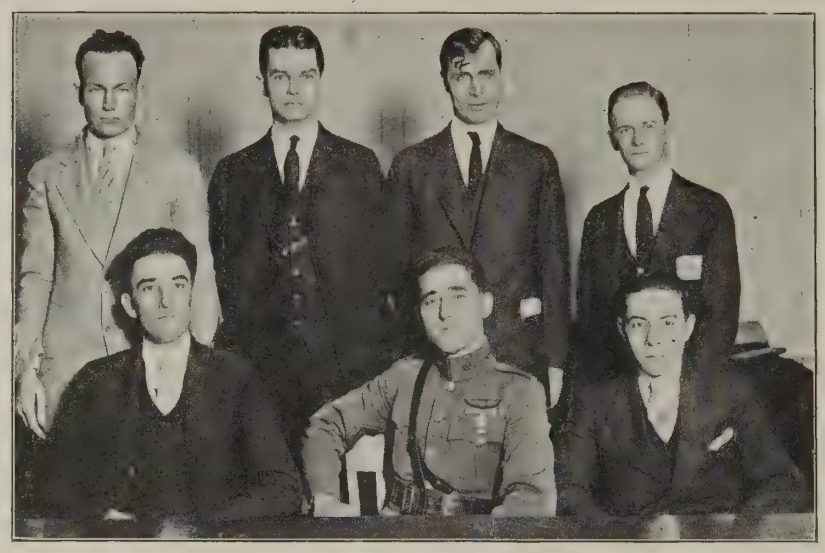
Arthur O. Fuller, of Muskogee, Oklahoma, was elected chairman.

TWO CLUBS JOIN A. A. C. W.

Bayonne, N. J., and Aurora, Ill., Groups to Affiliate with National Body

Two recently organized advertising clubs have voted to affiliate with the Associated Advertising Clubs of the World, it was announced this week at A. A. C. W. general headquarters, New York. They are the Advertising Club of Bayonne, N. J., and the Advertising Club of Aurora, Ill.

WITNESSES FOR "FLYING COLONEL"



Texas newspaper men who testified recently at the Washington trial of Col. Wm. Mitchell included this group, who are (left to right, sitting): A. H. Yeager, *San Antonio Light;* Capt. B. V. Baucom and L. F. Recinos, *La Prensa,* San Antonio; (standing) Lloyd Gregory, Associated Press; Kenneth McCalla, *Houston Press;* Bascom Timmins and Harry McCleary, *San Antonio News.*

William H. Marsh, *Roseville Tribune,* superintendent Motor Vehicle Department.

George H. Rhodes, former Mendocino county publisher, State Board of Forestry.

Harvey Johnson, *Banning Record,* Supervisor Riverside county.

S. D. Merk, *Burlingame Advance,* member of State Board of Education.

Oran A. King, *Jackson Ledger,* deputy Real Estate Commissioner.

George D. Squires, attorney California Press Association, Redwood City, Railroad Commissioner.

Justus F. Craemer, *Orange News,* member of State Board of Agricultu

J. E. Olmsted, *Petaluma Argus,* me ber State Industrial Accident Comm sion.

John Baker, *Holtville Tribune,* Imp ial county Supervisor.

A. E. Falch, *Los Gatos Mail-New* State Building and Loan Commission.

H. L. Moody, *Redding Searchlig* Supervisor Shasta county.

C. A. Storke, *Santa Barbara New* member State Board of Education.

G. G. Radcliff, *Watsonville Pajaroni* member State Board of Control.

Mrs. W. A. Fitzgerald, *Stockton Ind pendent,* member State Public Welfa Commission.

J. B. Sanford, *Ukiah Dispatch-Dem crat,* member State Harbor Commissi

R. M. Norton, *San Francisco Richmo Banner,* Notary Public.

F. W. Atkinson, *Watsonville Regist* member Redwood Park Commission.

29 EDITORS APPOINTED TO STATE POSTS BY GOV. F. W. RICHARDSON

TWENTY-NINE California editors have been appointed to state posts by Gov. Friend W. Richardson, president of the California Press Association and former owner of the *San Bernardino Daily Times Index* and the *Berkeley Daily Gazette,* it was brought out at the semi-annual meeting of California editors in Sacramento, Nov. 13-15.

Following are the editors and the posts they occupy under Gov. Richardson's administration:

W. A. Shepard, *Auburn Herald,* Nevada Exposition Commission.

John E. King, *Hemet News,* State Printer.

M. F. Cochrane, *San Rafael Independent,* member State Harbor Commission.

David J. Reese, *Ventura Free Press,* president State Civil Service Commission.

W. F. Mixon, *Woodland Mail,* secretary of State Highway Commission.

F. J. O'Brien, *Chico Enterprise,* member of the State Board of Control.

J. R. Gabbert, *Riverside Enterprise,* Real Estate Commissioner.

F. D. McPherson, *Santa Cruz Sentinel,* member of State Redwood Park Commission.

H. R. Braden, Braden Printery Co., San Francisco, member of the State Board of Control.

Harry Lutgens, *Sebastopol Times,* private secretary to Governor.

J. O. Hayes, *San Jose Mercury,* regent University of California.

B. A. Forsterer, *Oakland Tribune,* member Veterans' Home Board.

Christmas

FEATURE PAGES, Dec. 6, 13, 20
X-MAS PICTURE (3, 4, 5 col.)
SHOPPING DATES
KIDDIE PAGES AND PUZZLES
GIFT-MAKING SUGGESTIONS

The International Syndicate
Baltimore, Md.

— ONE OF A SERIES —
Letters That Speak For Themselves

The Register-Gazette
ROCKFORD, ILL.

The Advertising Checking Bureau, Inc.,
15-19 East 26th Street,
New York City, N. Y.

Gentlemen:

We have been subscribers to your service almost since its inception, and we have never for a moment regretted our inclusion in your list of patrons. We have, through your service, relieved ourselves not only of a considerable amount of confusion and detailed work, but we have given our national advertisers and the advertising agencies a more regular and prompt proof of service, and because of this we find that our national advertising bills are paid more promptly.

Yours very truly,
THE REGISTER-GAZETTE CO.,
Elliott S. Bartlett, Bus. Mgr.

Detroit

Fourth
Largest
City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

Facts

The Dallas Journal has the largest A. B. C. circulation among Dallas evening newspapers.

Four-fifths of it is city and suburban.

The Journal is a clean, bright and aggressive paper that appeals to the more intelligent and prosperous classes of the city.

The average milline rate of The Journal is the lowest among Dallas evening papers.

The Dallas Journal

Here

Joe Mitchell Chapple has returned from Spain where he had a lot of little talks with big people.

GET THIS
NEW SERIES

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

first! in OHIO

17,363,857 Lines

Dispatch advertising record first ten months of 1925 exceeding other Columbus newspapers combined by 2,908,834 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Our Own World of Letters

By JAMES MELVIN LEE

THE first issue of *Art & Publicity* edited by Goffrey Holme has made its bow to the public. Its editor hopes to make the publication an annual event. It has certainly made a good start.

The first volume opens with a resumé of the growth and development of advertising. The old advertisements reproduced by way of illustration will doubtless make the expert smile but they show the tremendous advance that has been made—especially in recent years.

It is the purpose of Art and Publicity to cover every field of advertising media including the container for goods manufactured. The editor invites the submission of material and requests that the name and address of the following be given at the same time: the advertiser, the designer, the advertising agent, and the printer.

Specimens should be addressed to the Editor of Art and Publicity, 44 Leicester Square, London, England. It should be noted, however, that he should receive nothing of which the sender is unable himself to authorize reproduction.

* * *

THE Committee on Economics of the National Advertising Commission of the Associated Advertising Clubs of the World has compiled a booklet "Facts Worth Knowing About Advertising Mediums." In very compact form it sets forth the advantages of almost every advertising medium.

The first section is devoted to daily and weekly newspapers. Emphasis is laid upon the fact that the inherent strength of newspaper advertising may be found in its exceptional flexibility. The advantages of newspaper advertising are listed under five main heads: Relatively small cost; Universal appeal; Timeliness; Frequency of publication; Localized circulation.

Other facts noted are the low cost of newspaper advertising, the ability to insert by telephone or by telegraph, and the quick-action results.

Other sections take up "General Magazines," "Business and Class Publications," "Agricultural Publications," "Direct Advertising," "Outdoor Advertising," "Car Cards," "Window Displays," "Theatre Programs," "Motion Pictures," "Specialties," "Radio," and "Reference Media."

The Committee on Economics responsible for the publication of the pamphlet consists of Frank L. Blanchard, of Henry L. Doherty & Co., New York; Homer J. Buckley of Buckley, Dement & Co., Chicago; C. H. Henderson, Union Trust Company, Cleveland; John Sullivan, New York; James O'Shaughnessey, American Association of Advertising Agencies, New York; and Julius Holl of the Lee Belt Company, Chicago.

* * *

WILLIAM A. DILL, assistant professor of journalism at the University of Kansas, has compiled a graphic check list of periodicals published from 1665 to 1790 in what was to become the United States. In this list may be found the names of newspapers and magazines of the century covering—so far as they can be ascertained—the date of establishment, the name of the editor, and the "thirty" of the paper. As far as possible newspapers related—either by continuing with the name or with the serial number of another—have been grouped together. Otherwise the plan of grouping is alphabetical by states and towns and chronologically within each town listed. The pamphlet bears the title "The First Century of American Newspapers" and may be obtained upon application to the Department of Journalism, University of Kansas, Lawrence, Kansas.

* * *

THE charity organization department of The Russell Sage Foundation of New York City has just published a new edition of "What Social Workers Should Know About Their Own Communities" by Margaret F. Byington. For all practical purposes this pamphlet might have been entitled "What Newspaper Men Should Know About Their Communities." It is filled to the brim and overflowing with practical suggestions for newspaper workers who would know their communities better.

THE story of the first newspaper in Iowa is given somewhat in detail in *The Iowa Journalist* for November. This pioneer paper *The Dubuque Visitor* first appeared on May 11, 1836 at the Dubuque Lead Mines, then a part of Wisconsin territory. A facsimile of the first issue and an illustration of the press on which the paper was printed are also given.

Frederick J. Lazell, the editor, opens the issue with "Wherein Some Histories are Found Wanting." He finds these histories wanting in the part played by newspapers in the organization and development of the American republic. Incidentally, he makes a strong case for the newspapers.

George H. Gallup follows with a discussion of "The Newspaper as Entertainer."

The Iowa Journalist is published by the School of Journalism at the University of Iowa, Iowa City.

* * *

THE advertising department of the *New York Times* has published a booklet entitled "The Educational Value of the New York Times." It is a compendium of excerpts from letters of prominent American educators. Charles W. Eliot, president emeritus of Harvard University, heads the list.

Preceding the excerpts is a foreword. This brief for a more intelligent perusal of newspapers asks the reader the pertinent question, "What do you get out of your newspaper?" and then answers it for him as follows:

The news of course.
But do you get out of it also—
a knowledge of current history,
a clear picture of the course of great events,
a multitude of suggestions for building up your information,
a stimulus to thought,
a method of arriving at sound judgments—
In short, does your newspaper contribute vitally to your education?

If it does not, you are getting only a small part of what the true newspaper can give you; for the time you spend on newspaper reading you are receiving only half a return.

This booklet is No. 21 of the series put out by the advertising department of the Times and may be obtained upon direct application to that department.

* * *

A SORT of reporters' Hall of Fame will be found in the article which O. O. McIntyre contributes to the current issue of *Hearst's International-Cosmopolitan* under the title "The Nose for News." Just why these reporters are entitled to their niches is given by Mr. McIntyre, but not until he has chatted for three or four paragraphs about the reporter and his job.

The newspaper reporter, according to Mr. McIntyre, strikes the highest note of excitement in the human scale and never *willingly* leaves his newspaper for a more lucrative position in another occupation.

The reason why so many skilled reporters seek other fields is because they are worth more than the newspapers pay them and when they find this fact out they quit romance for dollars—but always with regrets.

Mr. McIntyre insists that reporters have changed only outwardly; that they no longer liquor up between editions, that they are no longer out at elbows, but that inwardly, even though they may carry canes and wear spats, they are consumed by that same journalistic urge that propelled Stanley into the heart of Africa.

Among the men nominated by Mr. McIntyre for the Hall of Famous Reporters are Frank Ward O'Malley, Albert Payson Terhune, Jim Keeley, Irvin S. Cobb, Jersey Chamberlain—to distinguish him from the other Chamberlains that worked on the *New York Sun*, Arthur Brisbane, Will Irwin, John Vandercook, Richard Harding Davis, E. W. Howe, William Allen White, Alfred Segal, Thomas Millard, and Martin Green, called dean of Park Row reporters.

Possibly to emphasize the note struck in his opening paragraph Mr. McIntyre concludes his article with that Green said when given a dinner by his fellow workers, "I'd like to be starting out to-morrow on my first three-alarm fire."

* * *

THE official organ of Pi Delta Epsilon, the honorary collegiate journalism fraternity, is *The Epsilog*. It is edited by Robert Hooper McNeil of Colgate University, Hamilton, N. Y. The current issue contains a number of practical articles for those who are members of the editorial boards of undergraduate newspapers.

"SKIPPY"

By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

ROBERT QUILLEN

"World's Greatest Paragrapher"

The combined circulation of papers using Quillen's three features, PARAGRAPHS, AUNT HET and WILLIE WILLIS, is well over seven million daily.

Associated Editors, Inc.
440 S. Dearborn St., Chicago

REPUDIATION

No European Government, except Soviet Russia, has yet repudiated any part of its indebtedness to the United States.

When the United States was a debtor nation, however, eight American States repudiated their debts to Europe.

These debts, as has recently been brought out in the House of Commons, were contracted for industrial purposes, and not for war purposes.

Are European nations entitled to credits for these repudiated debts in the forthcoming funding operations?

This interesting subject is set out in full detail in our report of May 22.

EDITORIAL RESEARCH REPORTS
1425 G St., N. W., Washington, D. C.

fashions

ILLUSTRATED HOLIDAY FEATURE

Released Dec. 12.
Timely for Gift Buying.

Write for Proof

FAIRCHILD Newspaper Services
8 East 13th St. New York

N. BREWSTER MORSE

Has Created The Most Talked of Feature This Year

His Strip Picturization of Stevenson's "Treasure Island" is Appearing Daily in Leading Newspapers All Over the Country.

Write Us for Sample Strips Today

Wheeler-Nicholson, Inc.
15 West 44th Street, New York

FREE!
A WEEK'S RELEASE
of
RADIO DOINGS
"NEWS FROM THE AIR"

To prove to you it's the livest and best radio feature of the season.

AN INSTANTANEOUS HIT!

No obligation Write or Wire

AUDIO SERVICE
30 N. Dearborn St., Chicago
(More than 160 newspapers use our radio programs. Write for samples and prices.)

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

"Classified" Means To-day's Opportunities

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.

Special rates quoted for 13, 26 and 52 insertions.

The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions — Special Pages

BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices

BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion — Distribution
Premiums

EDITORIAL
Business News — Correspondents
Syndicate Features

EMPLOYMENT
Help Wanted — Situations Wanted

MECHANICAL
Equipment For Sale — Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Suite 1004, 1841 Broadway, New York City.

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

BUSINESS OPPORTUNITIES

Brokers

Weekly and Job Plant, very desirable, occupying exclusive Eastern field, new modern building, splendid equipment; good circulation; earning handsome dividends. Only $10,000 cash required, balance easy terms. J. B. Shale, Times Building, New York.

Newspapers For Sale

Evening Daily for sale. Established 1842 in cultured Southern city of 22,000. Exclusive territory. $10,000 cash. Terms on balance. Owner has two other papers requiring his entire time. The South is enjoying unprecedented development in all lines and this proposition affords a wonderful opportunity for an experienced newspaper-man. A-989, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Popular Radio News and Features from the Washington Radio News Service. Issued weekly. Write for samples and rates. Carl H. Butman, Mgr., 1422 F St., Washington, D. C.

EMPLOYMENT

Help Wanted

Advertising Salesman: Experienced, aggressive producer who can develop established accounts and knows how to sell new contracts. Good opportunity to right man. State experience and salary requirements first letter. Business Manager, Republican-American, Waterbury, Conn.

Circulation manager with organization and building ability. Must be able to direct street sales to increase same, in fact take complete charge circulation. Must also be able to take complete charge of mailing room if necessary. Boozers not considered and will not stay long on job. References required. A-990, Editor & Publisher.

Circulation Manager—Atlantic City's new daily newspaper requires an organizer and developer who can install and run a circulation department from beginning to end. One who will work on the street—and run office as well. Good salary and a bonus on business if he proves capable. Unquestionable references are required. Our organization is a live, virile crowd and we only want go-getters associated with us. G., News Publishing Co., Union National Bank Building, Atlantic City.

Circulation Solicitors wanted. Experienced men and women in the handling of a magazine-newspaper combination proposition, lucrative employment by addressing the Circulation Department. The Norristown Register Co., Norristown, Pa.

Circulation Assistant—Wanted: Man to promote and conduct subscription competitions on city carrier force and county boy agents. Penna. State age, experience and salary wanted. Permanent. B-519, Editor & Publisher.

Circulation Manager Wanted for small city daily; one with ability to handle carriers successfully in developing excellent field. Tribune, Royal Oak, Michigan.

Classified Manager for newspaper in middle western city over 200,000 population where classified is well developed. This newspaper does not have volume proportionate either to its standing display advertising or amount of circulation. To the applicant whose record proves he knows how to build classified, this opening offers unusual opportunity. Salary and bonus arrangement as start and unlimited future. Address detailed application to B-512, Editor & Publisher.

Combination Machinist and Proofreader wanted. Four machine plant. Models nine, fourteen, three and nineteen. A-967, Editor & Publisher.

Copy Writer wanted by leading Florida daily newspaper. Must be competent, experienced and efficient, one who is specially proficient in the preparation of attractive full page and double page advertisements. Steady position to right party. Applicants are requested to submit specimens of their work together with copies of written references, and to state salary expected by mail to B-515, Editor & Publisher, New York City.

Correspondents wanted in every part of the country. Apply Jewish Daily Bulletin, 621 Broadway, N. Y. C.

Newspaper Openings, all departments. Our commission—one week's salary. Investigate. Publishers' Placement Service, Seitz Bldg, Syracuse, N. Y.

Radio Editors interested in an attractive correspondence connection should write immediately to the Universal Trade Press Syndicate, T. A. Gallagher, News Editor, 522 Fifth Avenue, New York City.

Situations Wanted

Advertising Executive, newspaper and magazine experience; achieved successful record in developing men, writes good copy; capable of analyzing and planning promotion; retail or national campaigns. Forty years old, married, absolutely sober and reliable. Endorsements from important publishers. B-524, Editor & Publisher.

Advertising Man—Experienced daily paper ad solicitor, writer, familiar with making layouts, etc., desires position South. Address Box B-502, Editor & Publisher.

Advertising Man—Experienced newspaper, magazine, agency, copy, layout. Salesman. B-916, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager or Assistant to Publisher, with thorough knowledge of every department of a newspaper, desires connection on daily in city over 100,000 population. 33 years old; married. Experience covers six years on reportorial and nine years in local and national advertising field. Leaving recent connection because of sale of newspaper. B-523, Editor & Publisher.

Advertising Man, thoroughly experienced, clean cut, aggressive, resourceful, ambitious. Wants to make permanent connection with daily or weekly, Georgia, or Florida, preferred, but will go anywhere in the South. Married. Age 36, full of pep, can write features, editorials, assist publisher. No boozer. Available at once. Write, send paper and name salary. Address Box 291, Sebring, Florida.

Associate or Managing Editor—National press service executive; young, traveled, cultivated, former managing editor; longing for action in newspaper office, desires connection in 30,000 to 100,000 city in position affording opportunity to exercise natural talent and zest for making newspaper liked in home. Send issues with offer. B-514, Editor & Publisher.

Circulation Builder, successful, seeks connection with paper that needs rejuvenating. Preferably a "second paper" which needs the intelligent, vigorous editorial direction I can supply. I build circulation and prestige on editorial merit and enterprise. Sixteen years' metropolitan experience. Want stock or profit-sharing proposition. Box B-518, Editor & Publisher.

Desk Man or Reporter, 25, married, reliable, references, 3 years' experience, university education. Write Box B-511, Editor & Publisher.

Editor—Newspaper executive now with one of the fastest growing dailies in America wants a position as managing or news editor where circulation building ability will be adequately rewarded. B-520, Editor & Publisher.

Executive's Assistant or Advertising Manager, now employed in executive capacity, Southwestern city of 65,000. Thoroughly experienced Local and National advertising and business office. Trained from composing room up. Five years present connection. Excellent record. Aggressive. Best references. Seeking change where opportunities are greater than immediate salary. Age 29, married. B-517, Editor & Publisher.

Composing Room Foreman or Superintendent is available to publishers willing to pay commensurate with results obtained. A-963, Editor & Publisher.

Mechanical Superintendent and Composing Room Executive with record of exceptional accomplishment, desires connection with publisher expecting unusual results. A-962, Editor & Publisher.

Newspaper Executive filling duties of editor and general manager of daily newspaper in metropolitan territory, desires similar situation. Open for immediate engagement. Present position with paper of 14,000 has shown increase of 300 per cent in circulation and 600 per cent in volume of business in ten years, in highly competitive field. Could fill place for publisher wishing to retire from active work or who may have other interests requiring his attention. Never sought a situation before and have personal reasons for making a change. Address B-509, Editor & Publisher.

Newspaper Man thoroughly experienced from devil to managing editor and business manager is open for proposition from publisher needing services of such a man. Married, sober, reliable. Prefer proposition to take complete charge good weekly or small daily somewhere in the south. Would buy or lease the right kind of property. A-991, Editor & Publisher.

News or Telegraph Editor wants permanent position. Competent, dependable. Age 33. Married. Address P. O. Box 594, Bridgeport, Conn.

Pressroom Foreman—Experienced on both Goss and Hoe presses, reels, wet and dry mats. Can print and give production. Box A-957, Editor & Publisher.

Reporter—General reporting work wanted by university graduate with one year's experience. Good at features. Daily in Eastern States preferred. B-522, Editor & Publisher.

Reporter, Rewrite Man, age 27. Wishes position on newspaper. Writes intelligent, vivid copy. Particularly adapted to special features or human-interest stories. Salary secondary to good opening. A-994, Editor & Publisher.

Reporter, experienced on weeklies. Also thorough editorial and makeup, daily advertising. Wants feature or reporting on daily, anywhere. A-982, Editor & Publisher.

MECHANICAL

Equipment For Sale

Job Presses, Paper Cutters, Wire Stitche etc.—A complete line. Overhauled and gua anteed machines at bargain prices. Ea terms. Hoffmann Type & Eng. Co., 114 13th St., N. Y. City.

Large Scott Press, Model 8 Linotype, Sidn Folder, each alternating current motor. W exchange for guaranteed preferred stock if co poration owns its own real estate. Reason, co solidation. Martin B. Trainor, Greenville, Ohi

Linotype Bargains—We have many Model 1, 4, 5, 8, K and L, some with electric pot These machines will be sold very cheap f spot cash. We also have a number of used Lin graphs of various models, which will be so cheap for cash. If you want a real bargai write or wire, stating model preferred. Depa ment A, The Linograph Company, Davenpo Iowa.

Model 14 Linotype in excellent condition, $2,0 May be seen in operation. Evening Republica Columbus, Ind.

New Duplex Double Steam Table 5' x 5' with automatic boiler and attachments. Tucs (Arizona) Citizen. Best reasonable offer a cepted.

Printers' Outfitters—Printing Plants and bu ness bought and sold. American Typefounde products, printers' and bookbinders' machine of every description. Conner, Fendler & C 96 Beekman St., New York City.

Re-conditioned Machinery—Your opportunity procure printers, bookbinders and box mak reconditioned machinery at exceptional barga prices, and upon most liberal terms. Our pres stock contains 40 cylinder presses, over 100 j presses, (various makes, all sizes) automa presses, 30 paper cutters, from 16 to 65 inch folding machines, wire stitchers, perforato punching machines, standing presses, cutting a creasing presses, box making and miscellane machines. Must be sold regardless of c Send for revised list. Conner Fendler Branch A. T. F. Co., 96 Beekman Street, New Y City.

Used Goss Mat Roller for wet mats only, sale cheap. The Goss Printing Press Co., 1 So. Paulina St., Chicago, Ill.

Used Goss Mat Roller for wet mats only, a steam table, one steam boiler coal burner, steam boiler gas burner. Price reasona Daily Standard, Watertown, N. Y.

WE CONNECT THE WIRES

EDITORIAL WRITER, fit and willing to take combination position, handling any desk in addition to his page. University degree, plus graduate course and foreign travel. Over 10 years, small and metropolitan dailies—street, all desks, editorials and column. "Brilliant," writes publisher. Since 1922, present position, $55; wants more and worth it. Our No. 2649.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

Sell New and Used Equipment through the Classified page

Supplies and Equipment

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER
DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

Good 32-Page Hoe Web Press
At lower price than you expect.

Printing usual combinations up to 32 pages—7 columns 13 ems or 8 columns 12½ ems—has been printing tabloid paper. Is four plates wide, right angle design, so it does not require high ceiling.
Complete with 50 h.p. motor with full control and slow speed attachments.
Has Goss matrix roller, double steam table with boiler, rocker casting box, metal pot and pump, curved trimmer and shaver with individual motors, finishing block, chases, roller stocks, tools, etc.
Equipment all in first class condition, standing where it can be easily investigated.
Lease on building expires soon and a very low price will take the whole outfit—terms on part of the price.
Wire for details and price, mentioning our number 644.

Baker Sales Company
200 Fifth Ave., New York City

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

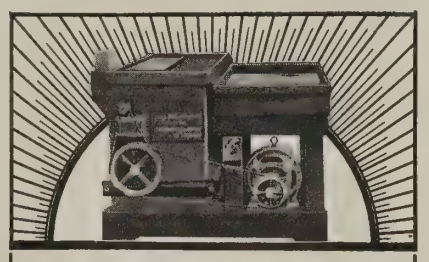
CSS 24 and 28-page presses good for black o color work.
HE Quadruple, Sextuple, Sextuple color Press, Cuple and Double Sextuple Presses.
PLEX Flat Bed Press—Prints 4, 6 or 8 pes. Also Duplex-Quadruple Stereotype Press, Stropolitan Pattern.
FTTER—16 page stereotype press with stereo-te machinery. Very good and very cheap pss.

Available For Early Delivery.

WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - - Monadnock Block

Keep a representative in the office of every publisher. Your message in EDITOR & PUBLISHER performs this service efficiently and economically.

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

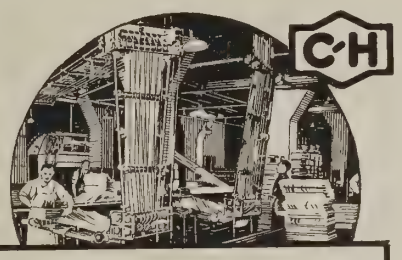


THE APPROPRIATE ETCHING DEVICE FOR THE NEWSPAPER

NEW PRICES:—
"MIGNON" .....$ 625
"SIRIUS" .....$ 890
"DIAMOND" $1025

AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut St., PHILADELPHIA, PA.

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON



Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.
CUTLER-HAMMER

Want to Start a Daily
in Florida or Elsewhere

We supplied equipment for the new Tampa daily, and now have
TWO COMPLETE DAILY PLANTS FOR SALE

No. 719—Plant includes 8-pp. flat bed web press, Cottrell drum cylinder press, one Linotype, 12 x 18 Chandler & Price job press, paper cutter, cabinets, imposing stones, plenty of type, etc., and office furniture—for sale because of consolidation in Virginia.

No. 729—Plant includes 16-pp. Hoe web press, with complete stereotype equipment, four Linotypes, one Ludlow outfit, Miller saw trimmer, type cabinets, type, imposing stones, in short a complete plant to produce a daily paper—for sale because of consolidation in Pennsylvania.

Immediate possession can be had. Both plants may be seen by those interested. These plants are idle and "eating their heads off"—their owners are anxious to sell.

Wire or write for details and prices

BAKER SALES COMPANY
200 Fifth Ave. New York City

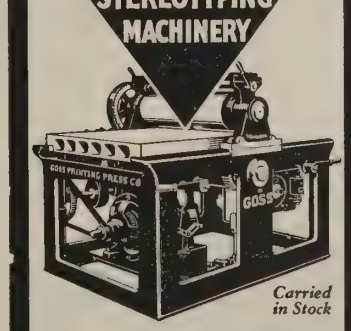
Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

GOSS STEREOTYPING MACHINERY



Carried in Stock

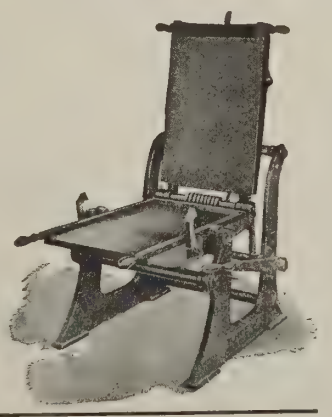
Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.



If It's a Hoe, It's the Best.

R. HOE & CO., Inc.
7 South Dearborn Street, CHICAGO, ILL.
504-520 Grand St., N. Y. City
Also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

"WINTER Sports News" was the heading of a special page in a Canadian daily recently. A general outline of what was planned in basketball, ice hockey, bowling, badminton and other winter sports was printed in the centre of the page. Advertising from sporting concerns which handled various makes of equipment was sufficient to make the effort worth while.—J. A. G., Vancouver.

"100 Ways to Make Money" is the title of a series of boxes on the front page of the *Calgary* (Canada) *Albertan* which each day shows one way to make money by using the classified section.—C. M. L.

Christmas club savings amount to thousands in your community each year. Why not prepare a special page featuring Christmas cuts and the total figure to be released from local banks this year.—D. O. V. *Frankford* (Ind.) *News.*

The banner of the "wet wash" or "family wash" keeps marching on. More and more people are sending their washing to the laundries. Get the laundries to come in on a page of ads devoted to the purpose of getting more family washing customers.—Frank H. Williams.

A good "reminder" stunt is to print some blotters using the wording, "We cannot write the little check that is necessary to renew your subscription for the coming year, but we'll provide the blotter." Mail these with expiration notices.—H. J. Whitacre, Lindsay, Neb.

Recently we published an "Information for the motorists" page. At the top of the page we used a cut of a speeding motor car and the words "Information for the motorist"—in the center we picked out some of the most common and important state laws for motorists with this heading "Do You Know These State Motor Laws"—on the outside and at bottom were ads from automobile dealers, tire dealers, automobile painters, automobile insurance agents, etc. The fact that we used the state motor laws in the center created unusual reader interest in this page, for so few people have a chance or rather know where to get them.—M. L. Wilson.

Right after Christmas the banks should welcome an opportunity to finance a series of cooperative advertisements offering prizes for letters telling how individuals or families saved up the money for a happy holiday season by starting early in the year with a savings account.—Fremont Kutnewsky.

A series of full pages with a strong general selling message on the radio set as an ideal family Christmas gift would be a good thing for radio dealers, who could have their advertisements grouped around the general display.—Fremont Kutnewsky.

Where does the large volume of classified advertising in the newspapers come from? It would be interesting to pick out a hundred average ads and find out how many of these advertisers had ever before used the classified columns, how many had picked out the paper because of the recommendations of friends who had previously used the classified columns and how many came to the paper because they liked its appearance. A story along this line would go far toward enhancing the prestige and standing of the paper's classified pages.—F. H. Williams.

YOUNGSTERS SET RECORD

Exonian Editors Issue "Extra" 13 Minutes After Game

Young newspaper men at school showed their metal recently when an "extra" of the *Exonian,* semi-weekly paper of the Phillips Exeter Academy, Exeter, N. H., was put on the streets 13 minutes after a tie game between that "prep" and its old rival Andover. Nearly 1,000 copies of the "extra" were sold at the regular 10 cent price.

Author of the football story was Geoffrey Parsons, Jr., who is editor-in-chief of the Exonian. Parsons' father is assistant editor of the *New York Herald Tribune.* Also on the staff of the school paper is John Darling, son of J. N. "Ding" Darling, star cartoonist of the New York Herald Tribune Syndicate.

A number of sons of newspaper men are preparing for college at Exeter, including Arthur G. Draper, son of Arthur S. Draper, foreign editor of the Herald Tribune; Ralph Pulitzer, Jr., son of the editor of the *New York World,* and Roy Howard, Jr., son of the president of the Scripps-Howard Newspapers.

HUNCHES

ONE DOLLAR WILL BEPAID FOR EACH "HUNCH" PUBLISHED

ONE of the most valuable features that newspaper can run is the "snapper" feature which introduces the competitive idea among readers. While some newspapers have stirred up interest by running "snapper" contests on who has the collar button or razor that has been in the longest continuous use, E. C. Pulliam, editor of the *Lebanon* (Ind.) *Reporter,* is conducting a contest to find the oldest newspaper in his county. The oldest paper so far discovered is a copy of the *Massachusetts Sun,* issued July 17, 1776, at Worcester, Mass.—Norman J. Radder, Bloomington, Indiana.

The Denver Post has inaugurated a feature which plays upon the intense interest manifest in religion at this time and is proving surpassingly popular. "If people won't go to church, let's take the church to the people," the Post urges and invites *ministers and laymen alike* to write short sermons, two of which—one from the clergy and one from laymen—are printed side by side each Sunday. These sermons are limited to 400 words each and because of the wallop that representatives from both sides of the pulpit manage to pack into this brief space, the feature, in three weeks time, has come to be widely followed.—M. S. M., Denver.

Each day a minister of one of the Seattle churches selects the text for the head of the editorial page of the *Seattle* (Wash.) *Post Intelligencer.* The name of the minister selecting the text, as well as his church is used. At the same time the name of the Minister who will pick the text for the following day is announced.—C. M. L.

Offer an award for the best New Year's resolution in 300 words and th use the winning resolution on New Yea day, or the day before and get th talking.—B. A. T., Springfield, O.

Department store detectives are alwa good sources of news as well as feature In the larger cities these stores ha woman detectives who watch especial for women shoplifters. Maybe there a many of these petty criminals in yo city and maybe they are so few that will make even a better story.— Smedal, Jr.

Thanksgiving and Christmas are t two big turkey eating days of the ye A Boston paper recently featured an a ticle on turkeys, where and how th were raised, killed, packed, shipped, e It also gave the reasons for the pric on different ones. The article was i teresting and timely.—C. E. Pellissie Boston.

In Making Your Plans for the New Year Remember

"THE METROPOLITA FOR FICTION"

Allure—Distinction—Enjoyment

Weekly Short Stories Served as Setting Copy, With Mats of Illustrations, Or as Full-Page Mats.

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.

Write for samples and rates

NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

The 1925 *Wonder-Serial*

SANDY

By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits

Get the best-selling newspaper serial of the year—

Ready for release—Wire NOW!

KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

WIRE NEWS

For Evening and Sunday Newspapers

International News Service
World Building, New York

11 Stupendous Weeks ! !

"THE GOLDEN BUTTERFLY"

By

A. M. WILLIAMSON

Romance !
Intrigue !
Action !
Thrills !

READY FOR IMMEDIATE RELEASE
THE BELL SYNDICATE
154 Nassau Street New York City
JOHN N. WHEELER, Pres.

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS
World Building New York

Stealing through dark streets . . . . . his knife ready . . . . he thought himself an instrument of the vengeance of God.

"The Lodger"

by

Mrs. BELLOC LOWNDES

The Greatest Mystery Story *Of Them All*

DAILY INSTALMENTS with Illustrations

Never Before Offered to Newspapers

Ask for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

Your National Advertising in
NEW ENGLAND
Is Local to Dealer and Consumer

The success of a National Advertising campaign is based on the cooperation of the jobbers and retailers in the territory covered, and the extent of their interest in your product depends entirely on the consumer demand that your advertising creates.

This consumer demand is assured through the greater cooperation of the newspapers, embracing as it does information on territorial facts such as marketing and transportation conditions, density and purchasing power of population and the actual requirements of the inhabitants.

Advertising is the most essential part of carefully planned merchandising, and there is no better medium for National Advertising—to bring the message of manufacturer directly to consumer—than the daily newspaper.

New England, industrious and prosperous, with a great variety of manufactured products and an enormous fishing industry, is an ideal tryout territory for distribution and sales promotion.

The one sure way to reach the New Englander is through his daily newspaper. More than two million people read the newspapers every day in New England.

These daily newspapers offer merchandising cooperation to National Advertisers

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,466	.05	.05
†Bangor Daily Commercial..(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot..(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,339	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Meriden Record .....(M)	7,640	.045	.03
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.13
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	13,757	.08	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican ...(S)	15,284	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

Follow the Leaders!

Here is a group of prominent National Advertisers who use THE NEW YORK TELEGRAM — There are *others.*

Admiration Cigars . Wrigley
General Cigar Co. . Forhan's
Hecker's . Prince Albert Tobacco
Fatima Cigarettes. . .Auto Strop Razor
B. T. Babbitt Co. . Lucky Strike
General Cigar Company
Hartley's Marmalade . Salada Tea
White Rose Tea . Camel Cigarettes
Royal Typewriter Co. . Listerine
Walter Baker & Co., Ltd.
Chesterfield Cigarettes
H. J. Heinz Co. . La Palina Cigars
Standard Oil Company
Victor Talking Machine Co.
American Cranberry Exchange

OUTSTANDING
Reader Interest Features
of THE NEW YORK TELEGRAM

FLORENCE SMITH VINCENT
Editor Women's Page

ELIZABETH HALLAM BOHN
Telegram Food Bureau

JANE DIXON *Women's Topics*

BETTY BRAINERD *Feature Writer*

BILL WATHEY *Authority on Sports*

FRANK VREELAND
Dramatic Editor

NAT FLEISCHER *Sports Editor*

S. JAY KAUFMAN *Round the Town*

JAMES E. DUFFY *Maritime News*

ED HUGHES *Famous Sport Cartoonist*

Each month shows substantial increases in national advertising—
OCTOBER *is no exception.*

The New York Telegram

Circulation 200,000

Publication Office: Telegram Square, New York City

DAN A. CARROLL—*Eastern Representative*
110 East 42nd Street, New York City

J. E. LUTZ—*Western Representative*
Tower Building, Chicago, Ill.

EDITOR AND PUBLISHER

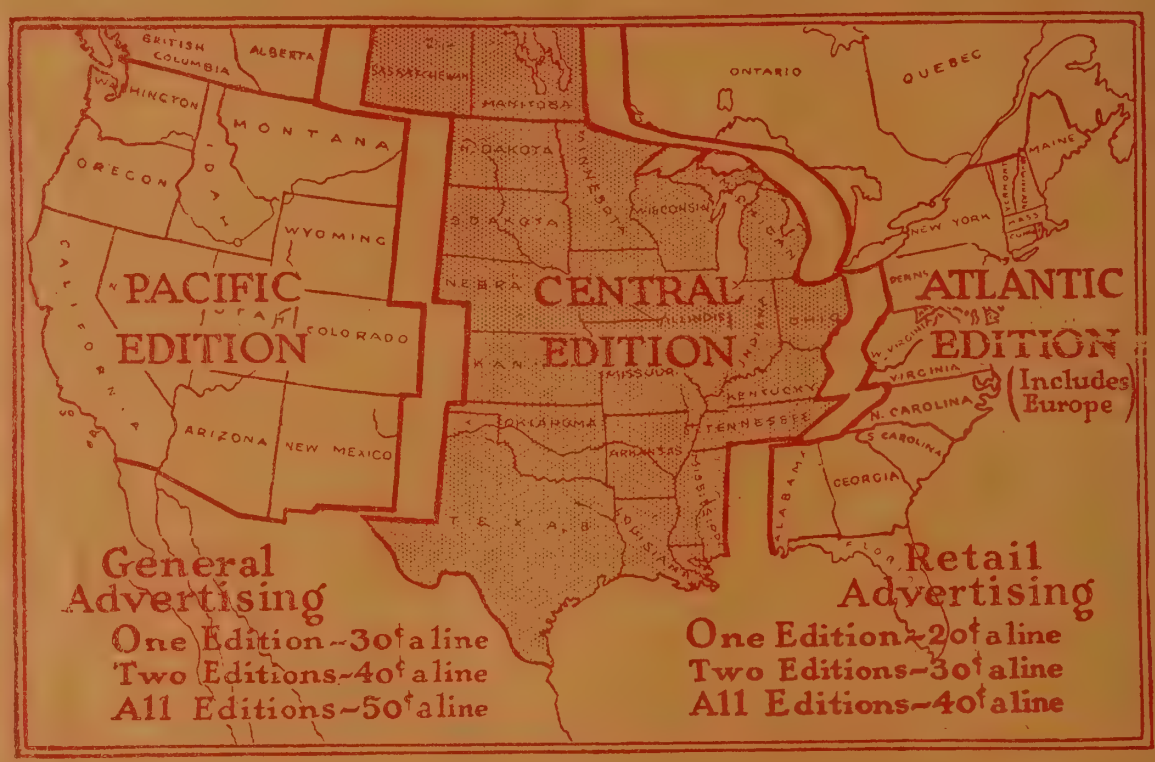
Authentic data in condensed form surveying the general trade markets in 1257 cities and towns of the United States and Canada where daily newspapers are published. An exclusive information service for national advertisers and the distributors of commodities.

SPACE BUYERS' GUIDE NUMBER FOR 1925

Vol. 58. No. 27 TWO SECTIONS SECTION TWO NEW YORK, SATURDAY, NOVEMBER 28, 1925 By Mail in Advance $4, U. S. A.; $4.50, Can.; $5, Foreign 10c Per Copy

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Regional Advertising at Regional Rates



To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

"Regional Advertising at Regional Rates" is well worth your early attention.

Ask Any Monitor Advertising Office for Full Information

The Christian Science Monitor

ADVERTISING OFFICES

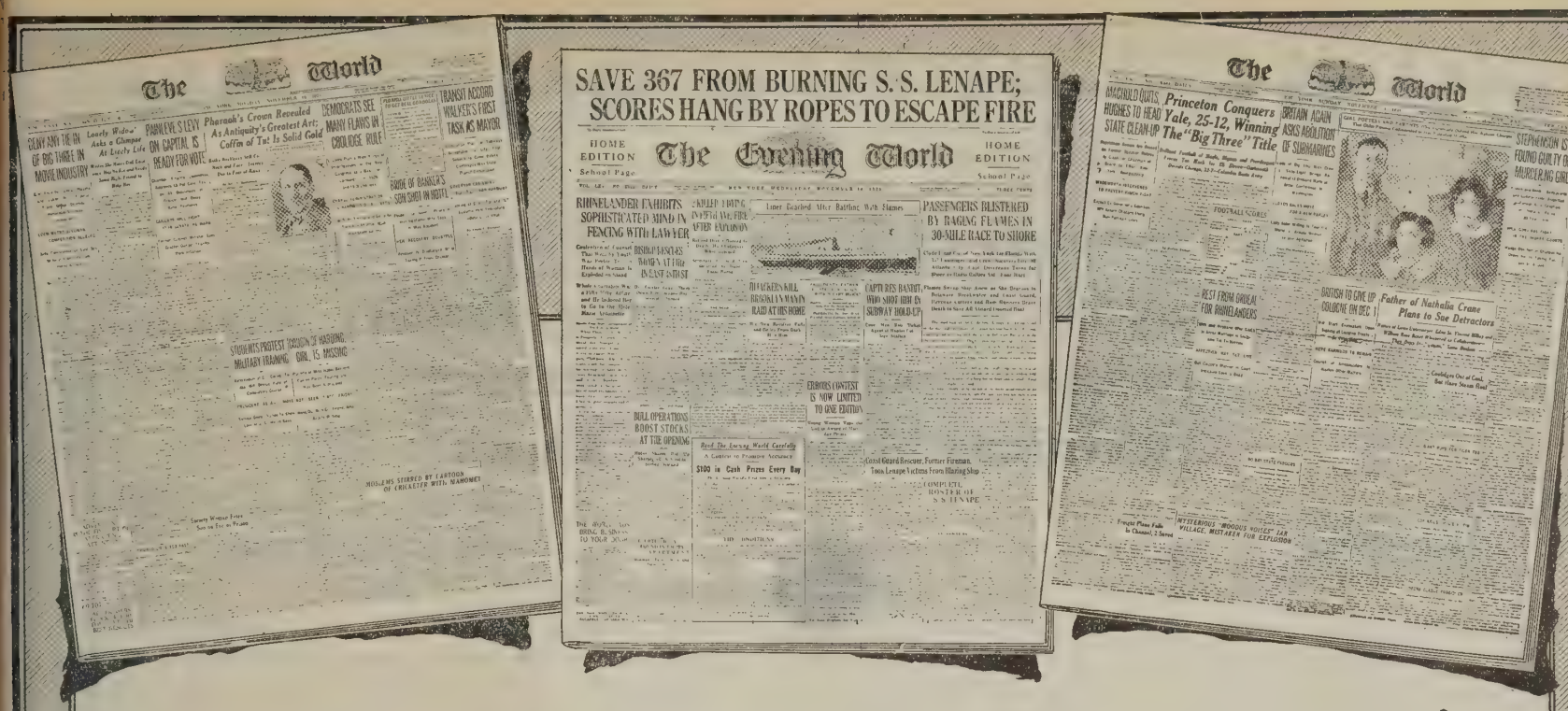
BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing SELECTED ADVERTISING



THE WORLD (daily)
October 8, 1925

Carried 200 columns of advertising, the largest volume in its 65 years of existence.

THE EVENING WORLD
October 16, 1925

Printed 262 columns of advertising, the largest volume in its 38 years of existence.

THE SUNDAY WORLD
October 11, 1925

Carried 673 columns of advertising, the largest volume ever printed in a regular Sunday issue.

Three Records Broken in Eight Days . . .

IT requires no better indication of the trend of advertising in New York than the three records noted above.

That these "peaks" were recorded within eight days by three papers under one direction constitutes a record in advertising that establishes once and for all the virility, the productiveness and effectiveness of THE WORLD and THE EVENING WORLD in serving those advertisers facing the problem of covering the New York market.

These three papers have a combined circulation of 1,162,000 copies. About 80% of this, or approximately 900,000 copies, is distributed in greater New York, within immediate reach of the retail establishments of the city.

It is natural, therefore, that many of the most successful local merchants think *first* of THE WORLD and THE EVENING WORLD when the question of advertising arises.

The importance of this to the national advertiser is obvious. It is through these very local stores that he secures his best distribution and his greatest volume of sales.

The service represented by these papers constitutes one of the indispensable units of New York advertising. In other words, it is a business fallacy to depend upon covering New York *adequately* without using *World Service*.

As factors in effecting distribution in this market, THE WORLD and THE EVENING WORLD have long exerted an influence among retailers distinctively their own, as evidenced by the result of a survey which indicated that 65% of New York retailers in all lines of business were readers of one or both of these papers.

There are many equally as sound reasons for the marked trend of advertising toward the papers comprising THE WORLD GROUP.

The World

Pulitzer Building, New York

Tribune Tower, Chicago

The Newspaper of Today Is the Most Direct, Acceptable, Completely Covering, Readily Available, Economical and Resultful Advertising Medium Ever Known



Newspaper advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may talk to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.



THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street, NEW YORK — Tribune Tower, CHICAGO — Chemical Building, ST. LOUIS — Healey Building, ATLANTA

Sharon Building, SAN FRANCISCO — Higgins Building, LOS ANGELES

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St. at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, NOVEMBER 28, 1925 No. 27

Editor & Publisher's Space Buyers' Guide

Trading Conditions in 1257 American Cities and Towns Surveyed for the Sellers of Merchandise and Buyers of Advertising—An Exclusive Service for the Executives of Concerns Engaged in Interstate Selling And Advertising—Authentic Data Giving Reliable Basis for Trading

EDITOR & PUBLISHER herewith presents the second annual issue of the Space Buyers' Guide, an exclusive national survey of trade conditions in 1,257 cities and towns of the United States and Canada, where daily newspapers are published.

This book, which is dedicated to the modern science of advertising and selling, represents months of painstaking research by more than two thousand individuals. The idea has been to produce for the vast army engaged in the manufacture, distribution and advertising of commodities, a soundly authentic, complete listing, in the most convenient form, of the essential facts concerning trading areas.

The Space Buyers' Guide has taken its place as an indispensable factor in the routine operations of thousands of sales executives doing national or sectional business, and there is no important advertising agency which lacks the benefit of this reference service.

Our readers will observe that the listings in the pages which follow are in amplified form and that the survey is much more comprehensive and complete than in our initial effort, launched a year ago. The size of the Guide has increased from 266 to 292 pages. The additional survey factors have been found in response to suggestions and requests made during the year by merchandise distributors or advertising executives. However, EDITOR & PUBLISHER has amplified the list of subjects only when the items were of general interest. The additional listings are as follows:

Number of medical doctors, dentists and osteopaths; number of wired houses; facts regarding street car service; natural or artificial gas; alternating or direct current electric service; hard or soft water; chain stores, classified as follows: Total number of chain grocery stores, total number of chain meat markets, total number of chain cigar stores, total chain restaurants; the names of counties have been added to the geographical data; also distance by travel by hours to the nearest larger city by automobile, trolley or railroad; concerning climatic conditions, the surveys include the average temperature, average number of rainy days and the most pleasant months of the year.

Obviously these added facts are not only generally germane, but in instances will prove of the highest service value to our subscribers. For instance, we do not believe that there has ever before been collected from the cities and towns of the United States the facts shown in this Guide in regard to chain store development, one of the most amazing of the modern retail trends. Dealers in electric specialties will doubtless find valuable new data in the new classification concerning wiring and currents and although this classification is not as complete as we had hoped to make it, it nevertheless furnishes to the electric trade an up-to-date and authentic local survey upon which to base sales and advertising operations. We do not believe that there has ever been a compilation of information of public service data to compare in value with that showing in the columns of this issue.

All of the classifications of interest covered by the Space Buyers' Guide of last year have been brought up to date in this issue, corrected and double-checked for accuracy.

Again, it was necessary for EDITOR & PUBLISHER to canvass the larger cities by assigning to the task trained survey investigators. They secured their information from city officials, chambers of commerce, boards of trade, business men's associations, banks and trust companies, newspapers and all other available sources of information, and the surveys were written locally, all the facts being sifted and checked by experts.

EDITOR & PUBLISHER gratefully acknowledged the splendid co-operative assistance given to our representatives wherever they have appeared.

The bulk of the surveys in this issue were made, at the request of EDITOR & PUBLISHER and on its prepared forms, by the advertising staffs of local newspapers. It has been a work of time and patience and the results represent the fine art of accurate reporting. Our newspaper friends everywhere have diligently sought the facts and have promptly returned the questionnaires. These have been edited by a specially trained staff, and in instances where inaccuracy has been indicated the subject has been returned for review and possible correction.

To the newspaper men who have devoted themselves to the preparation of this contribution to scientific advertising EDITOR & PUBLISHER hereby offers profound thanks.

Myriad uses have been found during the year for the Space Buyers' Guide, some idea of the range of service being found in letters which are constantly coming to EDITOR & PUBLISHER, largely from national sales managers and advertising agencies handling national accounts.

It is obvious that no man, or organization of men, can carry in mind or through hap-hazard collection of data the facts concerning the town and city markets of the United States. An amazingly large volume of advertising and sales effort has heretofore been "blindly" conducted, or on general information and belief. EDITOR & PUBLISHER has, it is everywhere concede, built a stout bridge where one was badly needed in interstate trade.

Whereas it is impossible for a sales manager or an advertising expert to visualize the infinite promotion possibilities of the whole trade field for a commodity, through these pages he now may, with a very marked degree of certainty, find the lines at least resistance. The hazard is materially reduced. An electric instrument for the household that can be operated only by alternating current need not, for instance, be inappropriately promoted in towns that are possessed only of direct current. Again, a soap adapted to soft water may not be offered to a city where hard water alone is obtainable. There is an endless variety of special services that may be taken from this reference book, each individual to the user. Whether the book serves to capacity depends upon the imagination of the person using it. Here is a case in point:

Charles W. Hoyt Company, Inc., in a recent letter to EDITOR & PUBLISHER said:

> "In making up a list for one of our accounts, a toilet powder, we intended to use schedules only in cities having drug jobbers. Our rate services did not contain this information, but we did find it in your Space Buyers' Guide. Your book contains a great deal of valuable information."

How other national distributors or advertising agencies have made use of the Space Buyers' Guide is indicated from the following statements, selected at random, from hundreds of letters received by EDITOR & PUBLISHER during the year:

> "During the past eight months we have had occasion to refer to the Space Buyers' Guide a good deal and have found it very useful. We make a practise of studying our markets very closely and are always looking for definite information such as is found in this book. The section we use the most is the section entitled, 'Number of retail outlets for nationally advertised products' being especially concerned with the number of grocery and delicatessen stores. This information has proved very helpful in a number of cases. Keep up the good work.
>
> "Carnation Milk Products Company."

> "Your standardized survey is a wonderful present to the American advertiser. In twenty years of experience with publishers I have never met a finer and more helpful example of enterprise and we thank you heartily for it.
>
> "Federal Advertising Agency."

> "The Space Buyers' Guide will actually revolutionize the methods of business development as at present practised by hundreds of companies. Sales managers and other charged with the intensive development work will find in this Guide a compact service that absolutely costs hundreds of dollars to procure elsewhere. We recall paying about $200 recently for exactly the same report covering one state only. With your Guide it is not difficult to compile this information at a considerably reduced cost.
>
> "National Surety Company."

> "We find the Space Buyers' Guide a very quick and useful reference book and is used many, many times through the year.
>
> "Calkins & Holden."

> "The material contained in the Space Buyers' Guide is of inestimable value to an advertising agency or national advertiser. It is one of the best tools for the advertising fraternity that I have had the pleasure of receiving. It is a splendid illustration of the wonderful advance made in the development and organization of advertising information in the last few years.
>
> "Lyddon & Hanford Co."

> "We have examined your Space Buyers' Guide very carefully. It contains much data of practical value to us in service to our clients.
>
> "George Batten Co."

> "The Space Buyers' Guide strikes me as being a very valuable book for our sales and advertising departments as it appears to give a very accurate cross section of cities throughout the United States and Canada. The information contained between the covers of this book is very useful in determining the market possibilities in the different cities and aids us materially in establishing agencies in cities where we are not now represented.
>
> "The General Fireproofing Company."

The Space Buyers' Guide is as well a service to the newspaper industry, as it communicates to the trading world the essential facts concerning local trade conditions in all cities and towns where dailies are issued. The following pages in this reference book indicate to the space buyer the stupendous possibilities of the trading fields covered by the daily press. They speak eloquently of the power and the flexibility of the daily press as an advertising medium.

Complete Index of Contents of the Space Buyers' Guide See Pages 286, 287 and 288

ALABAMA Daily Newspaper Markets

ALBANY-DECATUR, ALABAMA

(Morgan County)

1920 Population, 12,404.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 9.4%; Foreign Born, 1.6%; Industrial Workers, 25%; English Reading, 98%; Families, 5,000.

Schools: Public Grade, 8; High, 3; Number of Pupils, 4,500.

Churches: Baptist, 5; Christian Science, 1; Christian, 2; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, $9,500,000. Savings Bank Deposits Total, $1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,000.

Location: On the south shore of the Tennessee River, served by the Southern, and L. & N. R. Rs. Tennessee River Line of ship traffic. Bus service to south and west to Muscle Shoals, south to Birmingham. River boats to Chattanooga, Paducah, Muscle Shoals cities. Middle point Chicago to Florida Highway. To nearest large city by railroad, 3 hours; by auto, 4½ hours.

Principal Industries: Silk dress goods, silk shirting, mattresses, pillows, brick, tile, staves, handing, casting, hosiery, cooking oils, box and basket cornice, ventilators, railway cars, wood products, fertilizer, tanning extract. Only cities in south with the silk manufacture, location of second largest plant of American Oak & Leather Co., 2,500 employed in railway shops.

Manufacturing Establishments: Leading firms: Asphalt Rock (Southern Rock Asphalt Co.), Louisville and Nashville R. R. shops, American Oak & Leather Co., Schwartzenbach-Huber (silk), Alabama Brick & Tile Co., Albany Broom Works, Southern Cotton Oil Co., Home Oil Co., Churchill Compress, Decatur Fertilizer Co., Cooper-Wells Hosiery plant, Decatur Brick Corporation, Decatur-Albany Furniture Mfg. Co., Y. & S. Piston Ring Mfg. Co. Total value of yearly output of factories estimated at $26,000,000.00.

Special Information: Location of cities makes largest distributing center in northern part of the state. Position relative to Muscle Shoals project makes cities one of most sought for locations for eastern manufacturers. Distributing point for agricultural section with annual output of $50,000,000. Large bridge now under construction to cost $500,000. Cotton crop predominant feature in agricultural figures. Principal marketing point for farm products in northern section of state.

Residential Features: Mostly one- and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate. Health and climate makes this one of the finest residential sections of the state. Frame houses in great number, although brick seems to be the coming material.

Retail Shopping Section: Extends from Fourth Avenue, South Albany, to Church Street, Decatur, a distance of 12 blocks. People come from south, 16 miles with the aid of valuable bus service, west and east, distance of six miles. Northern trade distance of seven miles.

Trading Area: Extends distance of 10 miles each way, with approximate population of 40,000.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 2; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 3; automobile accessories, 16; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 15; druggists, 11; dry goods, 32; department stores, 1; electrical supplies, 6; florists, 2; fruits, 35; furniture, 11; furriers, 2; garages (public), 9; grocers, 76 (chain, 3); hardware, 6; jewelry, 3; meat markets, 15; men's furnishing, 23; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 9; shoes, 2; sporting goods, 7; stationers, 11; women's apparel, 32 (5 exclusive); total, 37.

Miscellaneous Data: Average temperature, 85 degrees; most pleasant months, April, May, Oct., Nov., Dec.: doctors (medical, 12), (dentists, 6); gas, artificial; electric current, alternating; water, soft.

ANNISTON, ALABAMA

(Calhoun County)

1920 Population, 17,734.

City and Suburban Estimate, 25,000.

Native Whites, 66%; Negroes, 32%; Foreign Born, 2%; Industrial Workers, 33⅓%; English Reading, 100%; Families, 4.000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Alabama Military Institute; Number of Pupils, 200 (Presbyterian), Barber Memorial Seminary (Col.), 150.

Churches: Baptist, 15; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 17; Presbyterian, 6; Roman Catholic, 2; Miscellaneous, Salvation Army.

Banks: National, 3; State, 1; Total Resources, $8,583,867.00. Savings Bank Deposits Total, $1,797,752.71.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Northeast Alabama in foothills of the Alleghenies, 56 miles ENE. of Birmingham, 104 west of Atlanta. Southern L. & N. and Seaboard Rys. Has 2 express and 2 telegraph companies. Southern Bell telephone. Through Pullman service to New York, Chicago, St. Louis, Kansas City, and Florida points. Water rates to Orient, Central and South America via Mobile Port and Panama Canal.

Principal Industries: Cast iron and pressure pipe, textiles, chemical products, iron and steel, cotton and corn. Principal farm products valued at $4,165,000 annually.

Manufacturing Establishments: 87. Leading firms, Federal Phosphorus Co., U. S. Cast Iron Pipe and Fdy. Co., Central Fdy. Co., Anniston Fdy. Co., and 10 other pipe plants. American Net and Twine Co., Anniston Mfg. Co., and 7 other textile plants. Kilby Car & Fdy. Co., Anniston Steel Co., using the electric process. Pipe output valued annually at $20,000,000. Total value of yearly output of factories estimated at about $35,000,000.

Special Information: Anniston is the home of Camp McClellan, where a garrison is maintained the year round and 10,000 young men of the R. O. T. C. and C. M. T. C. are trained every summer. The army payroll and other expenditures locally amount to about $2,250,000.

Residential Features: Principally one and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate. Sunset Heights, set in the foothills of the Blue Ridge, overlooking the Country Club and golf links, is one of the show places of the South. Homes in this section average $25,000.

Retail Shopping Section: Eight to Fifteenth on Noble St., with two blocks east and west on Tenth and Eleventh, and three blocks on West 15th St. This does not include Oxford, a town of 3,000 adjoining Anniston on the south, and Blue Mountain, a prosperous mill village on the north.

Trading Area: Twenty-five miles north, south, and east, and fifteen west. Splendid motor bus connections to Jacksonville, Piedmont, White Plains, Choccolocco, Talladega, and Gadsden. Good railway schedules to Heflin, Edwardsville and to Tallapoosa, Ga.

Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 1 Paper.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto, agencies, 5; automobile accessories, 19; automobile tire agencies, 19; bakers, 3; cigar stores and stands (including hotels), 15; confectioners, (including hotel stands), 13; delicatessen, 6; dressmakers, 12; druggists, 13; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 3; fruits, 4; furniture, 9; furriers, 1; garages (public), 8; grocers, 95; hardware, 6: jewelry, 7; meat markets, 15; men's furnishings, 7; men's clothing, 7; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 35; shoes, 7; sporting goods, 3; stationers, 5; women's apparel, 8.

BIRMINGHAM, ALA.

(Jefferson County)

1920 Population, 178,806 (230,000 est. in 1925).

City and Suburban Estimate, 600,000.

Native Whites, 60%; Negroes, 35%; Foreign Born, 5%; Industrial Workers, 40%; Dwellings, 48,500.

Schools: Public Grade, 60; High, 4; Colleges, 2; Junior, 6: Business Colleges, 4; Parochial, 4. Number of Pupils, 54,000.

Churches: 324. Baptist, membership: 18,500; Christian Science, 3,000; Congregational-Episcopal, 10,000; Hebrew, 12,000; Methodist, 32,000; Presbyterian, 12,000; Roman Catholic, 12,500; Miscellaneous—Christian, 6,000.

Banks: National and State, 30; Federal Reserve Branch. Total Resources, $125,000,000; Deposits Total, $90,000,000. Bank Clearings, $1,500,000,000.

Theatres: Legitimate, 1; Moving Pictures, 26: Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 34,000.

Location: Birmingham is located in north-central Alabama and extends up and down Jones Valley for 18 miles. The valley is five miles across, country hilly, mining center, coal, iron, limestone and minerals. Served by Louisville & Nashville R. R.; Southern Railway System, Alabama Great Southern R. R.; Atlanta, Birmingham & Atlantic Ry.; Central of Georgia Ry.; Illinois Central R. R.; Mobile & Ohio R. R.: Seaboard Air Line Ry.; St. Louis & San Francisco R. R. Two district railways serve the main lines—Birmingham Southern Ry. and the Birmingham Belt Line. Thirty miles from Warrior River, which has barge lines leading direct to Gulf. Can ship direct by water. Birmingham covers 52 square miles. To nearest large city, by railroad, 6 hours; by auto 8 hours.

Principal Industries: Coal, iron and steel and by-products. Cement, brick and hollow tile, structural and bridge steel, railroad cars, rails and equipment, cotton gins and machinery, coke,

Continued on page 5

A ROYAL FLUSH

1. ALABAMA.
2. BIRMINGHAM AGE-HERALD. Morning and Sunday.
3. MOBILE REGISTER. Morning and Sunday.
4. MOBILE NEWS-ITEM. Evening.
5. MONTGOMERY JOURNAL. Evening.

A WINNING HAND

ALL NECESSARY — ALL GOOD

BIRMINGHAM-AGE-HERALD

Only morning newspaper in the Pittsburgh of the South.

An exclusive field—undivided—reaching the *cream* of Birmingham.

Only Birmingham newspaper with full 24-hour-seven-day-a-week *Associated Press* service.

Growing as the town grows—*fundamentally sound*—no over-inflation.

A 40% gain in advertising under its present ownership.

The answer—A productive, result-producing clientele.

Circulation growth in proportion—investigate it.

Complete cooperation—try it out.

MOBILE—

The second largest city in Alabama. The greatest port on the Gulf Coast.

Largest ship building center on either the South Atlantic or Gulf Coast.

One of the wealthiest cities per capita in the United States.

A fertile, rich field covered completely by the

MOBILE REGISTER—Morning & Sunday

AND

MOBILE NEWS-ITEM—Every Evening

Surveys — Cooperation — All Assistance Gladly Furnished

MONTGOMERY—

Capital of Alabama. Journal—every evening. A rich agricultural field.

Concentration point for yellow pine and hardwood lumber.

Dominated completely by the Journal—carrying more advertising per issue than any other Montgomery paper. Home delivered city circulation 35% greater than any other Montgomery paper.

Try Out the Journal—It Always Makes Good

For further detailed information or cooperation write any of the above newspapers direct or

JOHN M. BRANHAM CO.

New York Chicago Detroit Atlanta St. Louis
Kansas City San Francisco

ALABAMA (Cont'd)

Birmingham (con't)

tar, benzol and all by-products of coal. Lumber manufacturing.

Manufacturing Establishments: 824. Varied products manufactured, 1,640. Leading firms, Tennessee Coal, Iron & Railroad Co., and the American Steel & Wire Co., subsidiaries of the United States Steel Corporation; Sloss-Sheffield Steel & Iron Co., Woodward Iron Co., Gulf States Steel Co., Republic Iron & Steel Co., Alabama By-Product Co., Pratt Consolidated Coal Co., De Bardeleben Coal Corp., American Cast Iron Pipe Co., Lehigh Portland Cement Co., Alabama Portland Cement Co., Atlas Portland Cement Co., Continental Gin Co., Hardie-Tynes Mfg. Co., Ingalls Iron Works, Virginia Bridge & Iron Co., The Barrett Co., American Radiator Co., Alabama Power Co., Grassell Chemical Co., Stockham Pipe & Fittings Co., and Kaul Lumber Co. Total value of yearly output of factories estimated at $600,000,000.

Special Information: Birmingham is the center of the industrial South and is referred to as the "Pittsburgh of the South." City is only 54 years old and is one of the largest cities for its age in the world. Phenomenal growth due to rapid expansion of coal, iron and steel business; unlimited supplies of coal and iron remain in hills surrounding Birmingham. Recent rapid growth of cement industry adds another basic industry to Birmingham.

Residential Features: Private residences prevail; very few two-family homes; best residential sections and one of the finest in South, located on Red Mountain, south of business district; majority of homes of bungalow type. On account of continued large increase in population many magnificent apartments have been constructed in the last two years.

Retail Shopping Section: Bounded by L. & N. R. R. tracks on south, Fifth avenue on north, six blocks; 19th street on west, and 22nd street on north, three blocks. These are boundaries of retail, department store section. Downtown retail section reaches from L. & N. tracks to Eighth avenue, 17th street to 26th street. Eight blocks by nine blocks.

Trading Area: Within radius of 52 miles, including such small cities as Anniston, Gadsden, Jasper, Carbon Hill, Sylacauga, Talladega, Tuscaloosa and Cullman.

Wholesale Houses: Groceries, 25; produce, 48; meats, 17; hardware, 4; dry goods, 17; electric, 7; drugs, 23; bottlers, 13; cigars and tobacco, 4; confections, 15; flour, feed and grain, 35; jewelers, 3; lumber, 37; shoes, 5; bakers, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial automobile agencies, 16; automobile accessories, 109; automobile tire agencies, 48; bakers, 47; cigar stores and stands (including hotels), 1,145 (chain, 17); confectioners (including hotels), 136; delicatessen, 18; dressmakers, 26; druggists, 188 (chain, 15); dry goods, 81; florists, 31; fruits, 138; furniture, 126; furriers, 4; garages (public), 74; grocers, 1,200 (chain, 235); hardware, 34; jewelry, 59; meat markets, 83 (chain, 3); men's furnishings, 35; men's clothing, 56; merchant tailors, 71; milliners, 14; opticians, 19; photographers, 24; pianos (and miscellaneous musical instruments), 15; radio supplies, 12; restaurants (including hotels), 5; shoes, 43; sporting goods, 5; stationers, 8; women's apparel, 20.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 43.02; doctors (medical), 318; (dentists, 117); (osteopaths, 6); number of wired houses, 40,221; street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

See announcement page 4

DOTHAN, ALA.

(Houston County)

1920 Population, 10,034.

City and Suburban Estimate, 18,000.

Native Whites, 60%; **Negroes,** 40%; **English Reading,** 100%.

Schools: Public Grade, 3; High, 1; Junior High, 2.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), Municipal Opera House; Total number of seats, 2,000.

Location: Dothan is located in the extreme southeast corner of Alabama is on the Atlantic Coast Line; Atlanta and St. Andrews Bay and Central of Georgia R. Rs., connecting Dothan with all the larger cities of the South. The Atlanta & St. Andrews Bay Railroad furnishes us a direct route to the Gulf of Mexico, only 80 miles to the south. The nearest larger city is Montgomery, 4 hours distant by automobile and 4 hours by railroad.

Principal Industries: Agriculture, fertilizer, and lumber manufacturers; coffins and caskets, overall and mattress factories, peanut oil mills, cigar factories, cottonseed oil mills, sulphuric acid plant.

Manufacturing Establishments: Home Guano Co. (Red Fox), Grascilla Chemical Co., Dothan Coffin & Casket Co., Inc., Bama Cigar Co., Virginia-Carolina Chemical Co., Southern Cotton Oil Mill Co., Young-Sanders Oil Mill Co., Williams-Voris Lumber Co., Dothan Overall Factory, Dothan Mattress Factory, Dothan Oil Mill, Dothan Ice Cream Co., Houston Guano Co., Dothan Guano Co.

Special Information: In 1890 Dothan's population was 247; 1900, 3,275; 1910, 7,016; 1920, 10,034; 1925 (post office statement), 18,788. Dothan is in the center of the wiregrass region of south Alabama, and has a trade territory of 200,000 derived from a number of small towns within a radius of 80 miles. It is one of the largest distributing centers in this section, reaching southeast Alabama, southwest Georgia and west Florida.

Residential Features: 1,997 White residences, approximately 600 Negro dwellings, 6 apartment houses.

Retail Shopping Section: Foster Street, 3 blocks; Main Street, 4 blocks; St. Andrews Street, 5 blocks; Crawford Street, 2 blocks; Troy Street, 3 blocks; College Street, 2 blocks; Powell Street, 3 blocks; Oates Street, 2 blocks.

Trading Area: North, as far as Abbeville, Ala., and Ft. Gaines, Ga., 35 miles; west as far as Florala, Ala., 60 miles; south as far as Panama City, Fla., 80 miles; east as far as Bainbridge, Ga., 60 miles. Towns within a radius of 50 miles are: Abbeyville, Ft. Gaines, Headland, Newville, Ozark, Brundidge, Newton, Pinckard, Midland City, Slocomb, Hartford, Geneva, Webb, Samson, Taylor, Ashford, Cowarts, Malvern, Madrid, Alaga, Cottonwood, Ala.; Cottondale, Fla.; Campbellton, Fla.; Blakely, Ga.; Donaldsonville, Ga.; and other small towns.

Wholesale Houses: Groceries, 6; Meats, 1; Fruits, 3; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 2; automobile accessories, 15; automobile tire agencies, 7; bakers, 2; total cigar stores and stands (including hotels, 15; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 7; dry goods, 10; department stores, 7; electrical supplies, 2; florists, 3; fruits, 3; furniture, 5; garages (public), 15; total grocers, 66 (chain, 2); hardware, 4; jewelry, 3; meat markets, 14; men's furnishings, 4; men's clothing, 9; merchant tailors, 5; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 17; sporting goods, 2; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, Jan. to June, Sept. to Dec., inclusive; doctors (medical, 14), (dentists, 6); number of wired houses, 1,800; electric current, alternating; water, hard.

FLORENCE, ALABAMA

(Lauderdale County)

1920 Population, 10,529.

City and Suburban Estimate, 1925 School Census, 19,300.

Native Whites, 75%; **Negroes,** 22%; **Foreign Born,** 3%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 3,860 approx.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Normal Training, 3; Negro Graded, 1; Negro High, 1. Number of Pupils, 4,910.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Christian, 2; Nazarene, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 3; Total Resources, $4,000,000; Savings Bank Deposits Total $1,000,000, aggregate (approx.).

Theatres: Legitimate, 1; Moving Pictures and Vaudeville, 1 (combination); Motion Pictures, 1; White, 1; Colored, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: On Louisville & Nashville R. R., 122 miles south of Nashville, Tenn., on the Tennessee River, at the foot of the famous Muscle Shoals. Wilson Dam, greatest hydro-electric development in America, is just outside of corporate limits of the city. To nearest city, by railroad, 5 hours; by auto, 6 hours.

Principal Industries: Iron furnaces, wagon building plant, cotton mills, fertilizer plant, stove foundry, asphalt producing plant, cotton gins, grist mills, lumber mills, dimension mills. Located within a hundred mile radius of coal, iron, phosphate, limestone, asphalt, kaolin, bauxite and with the greatest hydro-electric power in the world at its front door. At head of present navigation on the Tennessee River.

Residential Features: Said to be one of the most beautiful small cities in this section of the South. Streets broad and well-paved. Over 20 miles of asphalt streets. Beautiful and well-kept residences. Great majority of population own their own homes. Health conditions far above average. Recent inspection by U. S. Health Service said: "Florence and Lauderdale County can be held up as a model community from health standpoint." Municipally owned waterworks thoroughly modern.

Retail Shopping Section: Occupies approximately eight city blocks, and there are two suburban shopping centers, each with a group of stores.

Trading Area: Extends in a 30-mile circle around city, with bus service to all important points. Three national highways converge at Florence, Jackson, Lee and Scenic. All three of these highways are routed across the top of Wilson Dam, which is nearing completion.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 2; Hardware, —; Dry Goods, 1; Miscellaneous Lines, Drugs and Sundries, 1; Produce, 1; Meat Packing Distributing Offices, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 12; druggists, 9; dry goods, 18; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 7; furriers, 1; garages (public), 3; grocers, 47 (chain 7); hardware, 5; jewelry, 3; meat markets, 6; men's furnishing, 7; men's clothing, 2; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 14; shoes, 2; sporting goods, 5; stationers, 1; women's apparel, 7; decorators and drapers, 2.

Miscellaneous Data: Doctors (medical, 22), (dentists, 7), (osteopaths, 2); number of wired houses, 1,800; street car service; gas, artificial; electric current, alternating; water, soft.

GADSDEN, ALABAMA

(Etowah County)

1920 Population, 14,737 (1925, est. 22,160).

City and Suburban Estimate, 32,355.

Native Whites, 79%; **Negroes,** 20%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **English Reading,** 85%; **Families,** 3,500.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,950.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 1; Total Resources, $6,250,000; Savings Bank Deposits Total, $1,250,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,300.

Location: On Coosa River, river transportation to Rome, Ga., and south to Lock 3, on Coosa River. Louisville & Nashville Ry.; N. C. & St. L. Ry.; Southern Ry.; A. G. S. Ry.; T. A. G. Ry. and interurban lines to Alabama City and Attalia.

Principal Industries: Iron and steel, including pig iron, steel billets, merchants bar iron, reinforcing steel for concrete construction, ties, fish plates, wire (plain and barbed), wire fencing, nails and staples, stoves and ranges, plumbers' pipe and fittings, also brass plumbers' fittings, steam fittings, doors, sash and blinds, general lumber supplies, fertilizers, overalls, hosiery, mattresses, cotton goods.

Manufacturing Establishments: 39. Leading firms: Gulf States Steel Co., Dwight Mfg. Co., Southern Mfg. Co., A. & J. Stoves, Stringer Bros., Agricola Pipe Co., Coosa Pipe Co., Gadsden Pipe Co., National Pipe & Foundry Co., Alabama Co., Eureka Foundry Co., Etawah Foundry & Machine Co., Davis-Allcott Co.

Special Information: Gadsden's location on the Coosa River at the southern end of Lookout Mountain, with its numerous railroads, makes it the distributing point of a large section.

Residential Features: Mostly one-family houses, a few apartments, and a few double residences. The Bellevue Highland section, on Lookout Mountain, near the city, and surrounding beautiful Noccalula Falls, is being developed, and promises to be one of the finest residential sections in the South.

Retail Shopping Section: Extends four blocks on Broad Street, three blocks on Chestnut, three blocks on Third, two blocks on Fifth, and two blocks on Sixth Streets. There are several small outlying shopping centers, the largest at corner of Forest Avenue and 12th Street.

Trading Area: The retail trade covers a radius of from 30 to 45 miles, containing a population of approximately 150,000. The improved roads are extending it farther.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 1; dry goods, 1; Miscellaneous lines, 2 notions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; delicatessen, 3; druggists, 9; department stores, 3; electrical supplies, 2; florists, 3; fruits, 10; furniture, 9; garages (public), 10; grocers, 35; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 11; shoes, 2 (exclusive) (12 or more dealers); sporting goods, 4; stationers, 3; women's apparel, 7.

See announcement column 4

HUNTSVILLE, ALABAMA

(Madison County)

1920 Population, 8,018.

City and Suburban Estimate, 23,497.

Native Whites, 70%; **Negroes,** 20%; **Foreign Born,** 10%; **English Reading,** 95%; **Families,** 4,650.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 2,800; Huntsville College, 250.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, over $8,000,000; Savings Bank Deposits Total, over $2,000,000.

Theatres: Legitimate, 4; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,000.

Location: So. Ry.; N. C. & St. L. Ry.

Principal Industries: Cotton mills, foundries, agriculture and nurseries, also live stock.

Trading Area: 50 miles.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; hardware, 4; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, about 50; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; delicatessen, 5; druggists, 10; dry goods, 40 to 50; department stores, 10; electrical supplies, 5; florists, 2; fruits, 6; furniture, 10; furriers, 2; garages (public), 10; grocers, 18; hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 3; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 10; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 10.

MOBILE, ALA.

(Mobile County)

1920 Population, 60,777.

City and Suburban Estimate, 105,000.

Native Whites, 61%; **Negroes,** 34%; **Foreign Born,** 5%; **Industrial Workers,** 32%; **English Reading,** 85%; **Families,** 11,201.

Schools: Public Grade, 38; High, 2. Number of Pupils, 20,105.

Churches: 40.

Banks: 4. Total Resources, $31,160,500.

Theatres: 9. Total number of seats, 7,300.

Location: On main line Louisville & Nashville R. R.; served by Southern R. R., Mobile & Ohio R. R.; Missouri Central.

Principal Industries: Shipbuilding, lumber, foundries, steel, cotton mills, turpentine cups, canning plants, grain elevator.

Residential Features: Mostly individual of Southern type.

Retail Shopping Section: Covers area of 15 or 16 blocks.

Trading Area: Radius of 25 miles.

Wholesale Houses: Groceries, 15; meats, 7; fruits, 3; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto- agencies, 10; automobile accessories, 26 automobile tire agencies, 18; bakers, 17; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 31; druggists, 28; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 3; fruits, 23; furniture, 28; furriers, 1; garages (public), 20; grocers, 330; hardware, 6; jewelry, 11; meat markets, 51; men's furnishings, 33; men's clothing, 33; merchant tailors, 7; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 58; shoes, 18; sporting goods, 4; stationers, 9; women's apparel, 7.

MONTGOMERY, ALABAMA

(Montgomery County)

1920 Population, 43,464 (1925, est. 53,500).

City and Suburban Estimate, 65,000.

Native Whites, 60%; **Negroes,** 39%; **Foreign Born,** 1%; **Industrial Workers,** 20%; **English Reading,** 90%.

Schools: Public Grade, 10; High, 3; Junior

Continued on page 6

GADSDEN

Ala.

The Open Shop Town

Half Million Hydro-Electric Horse Power Available for Industries at a Low Rate.

POPULATION

City proper 22,322
City & Suburbs 37,357
Trading Radius
(35 Miles) 150,000

Eight and a Quarter Million Dollars Annual Pay Rolls

Cotton and Farm Products Ten Million Annually

The Gadsden Times

A. B. C.

Founded 1867

One Cost—Full Coverage

ALABAMA and ALASKA Newspaper Markets in Standard Surveys

ALABAMA (Cont'd)

Montgomery (con't)

High, 2; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 4; Presbyterian, 2 (white only); Roman Catholic, 3; Miscellaneous, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,040.

Location: L. & N. R. R.; Western Railway of Ala.; Central of Ga. Ry.; S. A. L. Ry.; A. C. L. Ry.; Mobile & Ohio Ry. On Alabama River, head of navigation. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Textiles; railroad repair shops; commercial; fertilizer; lumber and timber products; agricultural products (syrup, etc.); brick and tile; Water Power Co.

Manufacturing Establishments: 167. Leading firms: Ala. Ga. Syrup Co., Penick & Ford Syrup Co., Southern Cotton Oil Co., V. C. C. Chem. Co., American Agricultural Chemical Co., Jenkins Brick Co., Anderson Lumber Co., Georgia Show Case Co.

Total value of yearly output of actories estimated at $20,000,000.

Residential Features: Largely single cottages and duplex houses. Chiefly owned by the occupant. River and industrial section on the north, and residential section to the south.

Retail Shopping Section: Business section covering about 20 square blocks is located just between the railroad and industrial section and the residential section.

Trading Area: The wholesale trade area has a radius of about 150 to 200 miles. The retail trade covers a territory of approximately 50 miles.

Wholesale Houses: Groceries, 1; meats, 5; fruits, 5; hardware, 4; dry goods, 4; drugs, 2; Miscellaneous Lines—Shoes, 2; paper, 3; cigars and tobacco, 3; miscellaneous, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 25; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 17; delicatessen, 6; druggists, 29 (chain, 1); dry goods, 16; department stores, 4; electrical supplies, 8; florists, 2; furniture, 7; garages (public), 25; grocers, 251 (chain, 20); hardware, 4; jewelry, 6; meat markets, 60; men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 12; restaurants (including hotels), 19 (chain, 1); shoes, 5; sporting goods, 4; stationers, 5; women's apparel, 15.

Miscellaneous Data: Average temperature, 65.6 degrees; average number of rainy days per twelve months, 51.99%; most pleasant months, April, May, October, November; number of wired houses, 9,251; street car service; gas, artificial; water, soft.

OPELIKA, ALA.

(Lee County)

1920 Population, 4,960 (1925, est. 6,135).

City and Suburban Estimate, 10,000.

Native Whites, 55%; Negroes, 44%; Foreign Born, 1%; Families, 1,377.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,371.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3; Total Resources, $4,020,672.43.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,240.

Location: At intersection of Central of Georgia, and Western & Alabama R. Rs. To nearest large city, by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Cotton mills, oil mill, mattresses and overalls, dressed lumber, fertilizer, dairy products, stock raising, cotton growing.

Special Information: Opelika is a cotton center, and surrounding country is going into diversified farming. It has 7 miles of paved highway to Auburn, Ala.

Residential Features: Many large homes, but small bungalows are being built.

Trading Area: Extends from 30 to 40 miles.

Wholesale Houses: 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial automobile agencies, 3; automobile accessories, 6; bakers, 1; cigar stores and stands, 3; confectioners, 3; druggists, 5; dry goods, 12; department stores, 2; florist, 1; furniture, 3; garage, 7; grocers, 15 (chain, 2); meat markets, 3; men's furnishings, 4; merchant tailors, 1; milliners, 2; opticians, 1; photographer, 1; radio supplies, 2; restaurants, 2; shoes, 6; stationers, 1; sporting goods, 1.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per 12 months, 32; most pleasant months, April, Nov.; doctors (medical, 7); (dentists, 4); (osteopaths, 1); number of wired houses, 970; electric current, alternating; water, soft.

SELMA, ALA.

(Dallas County)

1920 Population, 15,589.

City and Suburban Estimate, 22,000.

Native Whites, 46.3%; Negroes, 52.6%; Foreign Born, 1.1%; English Reading, 95%; Families, 4,232.

Schools: Public Grade, 5 white, 2 colored; High, 1 white, 1 colored; Junior High, 1 white; Parochial, 1; Number of Pupils, about 2,100 in white schools, 1,400 in colored.

Churches: Baptist, 2 white, 12 colored; Christian Science, 1 white; Congregational, 1 colored; Episcopal, 1 white; Hebrew, 2 white; Methodist, 3 white, 6 colored; Presbyterian, 3 white, 2 colored; Roman Catholic, 1 white; Miscellaneous, 4 white, 1 colored.

Banks: National, 2; State, 3; Total Resources, $10,000,000; Savings Bank Deposits, $2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,600.

Location: Southern, Western of Alabama and Louisville and Nashville Railroads. Ala. River Steamboat service. Naturally located so as to serve as the distribution point for the rapidly developing Gulf States. Proximity to the Port of Mobile makes Selma destined to become an inland port of considerable consequence.

Principal Industries: Textile, lumber and cotton seed products, also creamery products.

Manufacturing Establishments: 51. Leading firms: Sunset Textile Mills, Selma Manufacturing Co., Dallas & Central Ala. Lumber Companies, Buckeye & People's Cotton Oil Companies, Union Iron Works, Leigh Banana Case Co. and Southern R. R. Shops, Selma Creamery & Ice Co., and Purity Creamery & Ice Co.

Total value of yearly output of factories estimated at $12,000,000.

Special Information: Location of the city in the rich, fertile agricultural section of the South makes it an important trade center for Alabama. Water and rail transportation makes it an ideal location for textile mills, furniture factories, and its proximity to the iron and coal fields with its cheap hydro-electric power makes it admirably suited for location of foundries.

Residential Features: Delightful climate and pure artesian water makes it an ideal city in which to live. Private homes predominate, with a very large percentage of the homes owned by the occupants. The town is growing rapidly and steadily.

Retail Shopping Section: Broad St. 4 blocks; Washington St. 3 blocks; Selma Ave. 2 blocks; Ala. Ave. 3 blocks; Water Ave. 2 blocks.

Trading Area: 70 miles west, 70 miles south, 60 miles north and 25 miles west.

Wholesale Houses: Groceries, 11; meats, 2; fruits, 1; hardware, 4; dry goods, 2; miscellaneous lines, candy 1, seeds 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 15; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 18; confectioners including hotel stands), 18; delicatessen, 1; dressmakers, 7; druggists, 12; dry goods, 12; department stores, 8; electrical supplies, 4; florists, 4; fruits, 4; furniture, 9; garages (public), 3; grocers, 90; hardware, 6; jewelry, 9; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 26; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 10.

SHEFFIELD, ALA.

(Colbert County)

1920 Population, 6,682.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 12%; English Reading, 80%; Families, 1,360.

Schools: 3. Number of Pupils, 2,400.

Churches: 11.

Banks: 2. Total Resources, $1,000,000.

Theatres: 2. Total number of seats, 1,000.

Location: On Tennessee River in northern part of state. Served by Southern and L. & N. R. R.

Principal Industries: Pig iron and blast furnaces, stove foundry. Cotton seed oil, railroad shops, machine shops, nitrate plant, agriculture.

Residential Features: Mostly one and two-family houses of southern and bungalow types.

Retail Shopping Section: Six blocks along Montgomery Street.

Trading Area: Radius about 30 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 7; druggists, 9; dry goods, 10; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 6; garages (public), 10; grocers, 60; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 10; men's clothing, 4; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscelaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 1; women's apaprel, 4.

TROY, ALABAMA

(Pike County)

1920 Population, 5,696.

City and Suburban Estimate, 6,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 10%; English Reading, 100%; Families, 1,250.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 1,850; State Normal, 1,150 pupils.

Churches: Baptist, 8; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources, $4,720,000; Savings Bank Deposits Total, $1,973,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: Atlantic Coast Line and Central of Georgia Railroads serve Troy in Southeastern Alabama, about fifty miles from the capital of the state.

Principal Industries: Farming.

Manufacturing Establishments: 6. Leading firms: Standard Chemical & Oil Co., Troy Veneer & Crate Co., Wiley Fertilizer Co.

Special Information: Location of one of the State Normal Schools with about 1,150 attending yearly. Center of rich farming territory.

Residential Features: Practically all one-family homes. Most streets are either paved or in the course of. Private homes.

Retail Shopping Section: Three Notch (5), Elm (3), Church (4), Love (2), Market (4), Oak (4), Walnut (3), and College (2). Town is built on the square style. In other words, the heart of the business district circles the County Court House, forming the Square of the town.

Trading Area: Extends about 15 miles in every direction.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 14; department stores, 4; electrical supplies, 2; florists, 1; furniture, 2; furriers, 1; grocers, 14; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 6; men's clothing, 6, merchant tailors, 2; milliners, 6; opticians, 1; photographers, 1; radio supplies, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 3; stationers, 2.

TUSCALOOSA, ALABAMA

(Tuscaloosa County)

1920 Population, 11,996.

City and Suburban Estimate, 28,000.

Native Whites, 21,000; Negroes, 5,250; Foreign Born, 95; Industrial Workers, 5,400; English Reading, 100%; Families, 4,200.

Schools: Public Grade, 11; High, 4; Junior High, 3; Parochial, 2; Number of Pupils, 3,846. University of Alabama, enrollment, 4,000.

Churches: Baptist, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; State, 1; Total Resources, $7,785,763.10; Savings Bank Deposits Total, $2,146,435.21.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,000.

Location: Southern, Mobile & Ohio, Louisville & Nashville. On the Warrior River, Government barge line to Mobile and New Orleans. Bus lines to suburban towns. Belt line around city. To nearest large city, by railroad, 2½ hours; by auto, 2 hours.

Principal Industries: Iron, coal, lumber, coke, iron pipe, furniture, brick and clay products.

Manufacturing Establishments: 46. Leading firms, Central Iron & Coal Co., Kaul Lumber Co., Horn Veneer Co., Fox Brick Co., Semet Solvay Co. Total value of yearly output of factories estimated at $150,000,000.

Special Information: Location of the University of Alabama. Water transportation.

Residential Features: Six to eight room bungalow homes predominate. Ten exclusive residential sections with homes costing $8,000 to $15,000. Two industrial sections.

Retail Shopping Section: The business district is confined within approximately fifteen blocks, and contains 4 department stores, 4 hardware stores, 13 drug stores and other mercantile firms.

Trading Area: Covers a radius of 30 miles, or 34 miles north, 55 miles west, 40 miles south, 25 miles east.

Wholesale Houses: Groceries, 7; Meats, 4; Fruits, 5; Hardware, 2; Dry Goods, 1; Miscellaneous Lines: Bottling Works, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 2; druggists, 13; dry goods, 12; department stores, 5; electrical supplies, 3; florists, 3; fruits, 6; furniture, 7; furriers, 7; garages (public), 15; grocers, 85 (Chain 6); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 12; men's clothing, 9; merchant tailors, 3; milliners, 8; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 37; shoes, 10; sporting goods, 5; stationers, 7; women's apparel, 12.

Miscellaneous Data: Most pleasant months in the year; May, June, Sept., Oct., Nov.; doctors medical, 30; dentists, 13; number of wired houses, 2,500; street car service; gas, artificial; electric current, alternating; water, soft.

Standard Surveys of ALASKA

ANCHORAGE, ALASKA

(Third Judicial Division)

1920 Population, 1,856.

City and Suburban Estimate, 1,000.

Native Whites, 90%; Foreign Born, 1%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 300.

Churches: Christian Science, 1; Episcopal, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National 1; State, 2; Total Resources, $1,300,000; Savings Bank Deposits Total, $500,000.

Theatres: Moving Pictures, 1; Total number of seats, 600.

Location: On Alaskan Railroad.

SEWARD, ALASKA

(Third Judicial Division)

1920 Population, 652.

Native Whites, 90%; Negroes, 10%; English Reading, 100%; Families, 300.

Schools: Public Grade, 1; High, 1.

Churches: Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: One Territorial; Total Resources, $368,654.95.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 500.

Location: Head of Resurrection Bay, gateway to interior points, as Fairbanks and Anchorage. Alaska R. R., Pacific S. S. Co. and Alaska S. S. Co., and San Juan mail boat Starr, which plies to westward.

Principal Industries: Mining, fishing, farming, printing, railroad shops, outfitting point for big-game hunters, lumbering, Standard Oil station, cold storage, cannery, Summer resort at Lake Kenai.

Special Information: Seward is the salt water terminus of the Alaska Northern Railroad, the basis of supplies for the Alaska Peninsula.

Residential Features: Mostly one family structures, one apartment house for seven families. Modern homes.

Retail Shopping Section: Railroad Ave. to Adams (2 blocks) on Fourth St. (Main St.).

Trading Area: People come from about 52 miles on the railroad, and from Kenai Lake and westward and outlying islands.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 3; druggists, 1; dry goods, 2; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; furriers, 2; garages (public), 2; grocers, 4; hardware, 2; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 4; milliners, 1; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 3.

Space Buyers' Guide to Newspaper Markets of ARIZONA

BISBEE & BISBEE MINING DISTRICT, ARIZ.

(Cochise County)

1920 Population, 9,205.

City and Suburban Estimate, including Bisbee mining district, 22,836.

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%; **Industrial Workers,** 95%; **English Reading,** 92%; **Families,** 8,600.

Schools: Public Grade, 12; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $7,113,946.67.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,100.

Location: 750 miles east of Los Angeles on El Paso and Southwestern Ry., 9 miles from Mexican border in southeastern corner of Arizona. To nearest large city (El Paso, Tex.) by railroad, 11 hours; by auto, 16 hours.

Principal Industries: Mining and allied industries are the only ones in the district.

Special Information: Phelps Dodge Corp. has uncovered an enormous low grade ore body which is being mined by steam shovels. Already among the largest industrial communities in Arizona the Warren District is in position to produce copper in greater volume than ever before. Population is a satisfied, well-paid class, the minimum wage being $5.20 per day, and average wage above $6.00. Over 50 miles of railway trackage is above ground in the district. Various towns united by electric railway, Bisbee and Lowell being the two trading centers.

Residential Features: Homes modern in every respect.

Retail Shopping Section: 14 blocks along Main Street and Brewery Gulch constitute the retail district, the other district being 4 blocks in Lowell, 3 miles from Bisbee.

Trading Area: Confined to the Warren district, with a good trade from outlying points in Cochise county and that portion of northern Sonora, Mexico, easily accessible to the district. Excellent concrete and macadam roads lead to the district from all the trading area.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 4; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 8; automobile accessories, 6; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 3; druggists, 9; dry goods, 20; department stores, 4; electrical supplies, 4; florists, 2; fruits, 26; furniture, 7; furriers, —; garages (public), 22; grocers, 61 (chain, 3); hardware, 4; jewelry, 5; meat markets, 15 (chain, 2); men's furnishings, 12; men's clothing, 10; merchant tailors, 10; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 24; shoes, 9; sporting goods, 3; stationers, 6; women's apparel, 15.

Miscellaneous Data: Most pleasant months, all but January, February and March. Doctors, (medical, 16), (dentists, 5), (osteopaths, 3). Gas, artificial. Electric current, alternating. Water, soft.

DOUGLAS, ARIZ.

(Cochise County)

1920 Population, 9,916.

City and Suburban Estimate, 13,216.

Native Whites, 75%; **Negroes,** 1%; **Foreign Born,** 24%; **English Reading,** 85%.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of pupils, 3,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; **Hebrew, 1; Methodist, 1; Presbyterian,** 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, —. Savings Bank Deposits Total, $5,250,000.

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: On main line of Southern Pacific Railroad. State service and railroad (So. Pac. branch) in valley north of Douglas. Nacozari Railroad south into Mexico.

Principal Industries: Smelting of copper.

Manufacturing Establishments: 6. Leading firms: Phelps Dodge Corp., Calumet & Arizona Mining Co., Arizona Gypsum Plaster Co.

Special Information: City modern in every respect. Metropolis of Sulphur Springs Valley, rich agricultural section. Splendid schools, churches, parks, public buildings and a progressive, hospitable citizenship. Bankhead Transcontinental Highway; free camping ground. Fine climate, maximum of sunshine; altitude, 3,930 feet. One of the greatest copper smelting cities in the West, smelters having monthly capacity of 31,000,000 pounds of copper. Fine paved streets—eight miles in length. Gateway to rich State of Sonora, Mexico.

Residential Features: Mostly one-family tions in any town in the county of its size.

Retail Shopping Section: Business section concentrated, with a few grocery stores in outlying sections.

Trading Area: Fifty miles west, 90 miles east, 150 miles north, and 150 miles south in Sonora, Mexico.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 3; dry goods, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 14; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands, 7; delicatessen, 2; dressmakers, 3; druggists, 4, dry goods, 8; department stores, 4; electrical supplies, 5; florists, 1; fruits, 20; furniture, 3; furriers, 2; garages (public), 10; grocers, 43; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 7; merchant tailors, 7; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 5; women's apparel, 6.

MIAMI & GLOBE, ARIZ.

(Gila County)

1920 Population, (Miami, 6,689; Globe, 7,044); Total, 13,733.

City and Suburban Estimate, 25,000.

Native Whites 75%; **Foreign Born, Mex.** 25%; **Industrial Workers,** 80% **English Reading,** 80%.

Schools: Public Grade, 16; High, 2; Junior High, 2; Number of pupils, 7,000.

Churches: Baptist, 2; Christian Science, 2; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 2; Total Resources, $5,935,000. Savings Bank Deposits Total, $2,590,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 8,000.

Location: Arizona Eastern R. R., sub. of So. Pac. is the only railroad touching these two cities. Regular stage service to Phoenix in western part of state, also to New Mexico state line. Miami is terminal of Miami, Superior Highway also on route of famous "Apache Trail" to Roosevelt Dam, 40 miles distant. To nearest large city by railroad, 8 hours; by auto, 4 hours.

Principal Industries: Copper mining and smelting.

Manufacturing Establishments: Leading firms: Inspiration Con. Copper Co.; Miami Copper Co.; Old Dominion Copper Co.; Boston and Superior International Smelting Co.; Iron Cap. International smelts 23,000,000 pounds of copper per month. Present price of copper 14¾ cents f. o. b., New York. Total value of yearly output of factories estimated at, $42,000,000.

Special Information: Miami and Globe are situated about 6 miles apart. Due to congested living conditions, as far as homes are concerned, the employes, or rather a large number of them, who are employed at the smelters of the Miami Copper Co., and the Inspiration Co., live in Globe as well as in Miami. This has created a better business condition in both cities. While the freight rates are quite high in this region, these two cities are twelve-month towns. Monthly payroll over $1,000,000. Not susceptible to mail order houses and very little outside trading in other cities. The district also draws trade from the big ranches in this vicinity. The Coolidge Dam on the Gila River, 25 miles distant from Miami, to cost $5,500,000, is now in course of construction. It will generate power and irrigate 25,000 acres of adjacent land. The Inspiration Cons. Cop. Co.'s leading, plant to cost $5,000,000, is now in course of construction at Miami. The Horse Mesa Dam, 60 miles from Miami on the Salt River, is building at a cost of $4,500,000 to furnish cheap power for Miami mines and smelters. These three projects will be completed by the end of 1926, or early in 1927.

Residential Features: Mostly one-story houses. Inspiration and Miami Copper Co.'s also have many houses near their mines for employes. All modern conditions in both cities.

Retail Shopping Section: In Globe; North Broad St. is principal business street, while in Miami there are 3 streets running parallel, extending about 7 city blocks, and three streets crosswise, 3 outlying sections between Globe and Miami, known as Lower Miami, Misland City, and small business city outside of Globe.

Trading Area: 7 miles west, south, and east, also some intermittent business from the north —San Carlos, Indian Reservation, ranches, etc.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 3; Hardware, 6; Dry Goods, 13; Miscellaneous Lines, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 10; Commercial Auto. Agencies, 4; Automobile Accessories, 17; Automobile Tire Agencies, 15; Bakers, 6; Cigar Stores and Stands (including Hotels), 35; Confectioners (including hotel stands), 16; Delicatessen, 10; Dressmakers, 7; Druggists, 10; Dry Goods, 13; Department Stores, 4; Electrical Supplies, 3; Florists, 2; Fruits, 10; Furniture, 6; Furriers, —; Garages (public), 12; Grocers, 36; (chain, 2) Hardware, 6; Jewelry, 6; Meat Markets, 5; Men's Furnishings, 12; Men's Clothing, 20; Merchant Tailors, 10; Milliners, 9; Opticians, 3; Photographers, 2; Pianos (and miscellaneous musical instruments), 6; Radio Supplies, 4; Restaurants (including hotels), 28; Shoes, 16; Sporting Goods, 8; Stationers, 10; Women's Apparel, 11.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 6; most pleasant months, September to May; doctors (medical, 30), (dentists, 12), (osteopaths, 4); gas, artificial; electric current, alternating; water, hard.

NOGALES, ARIZ.

(Santa Cruz County)

1920 Population, 5,199—plus 3,261 members of 25th U. S. Infantry (colored).

City and Suburban Estimate, 7,033, including 1,100 colored soldiers.

Native Whites, 45%; **Negroes,** 4%; **Foreign Born,** 51%; **Industrial Workers,** 12%; **English Reading,** 66%; **Families,** 1,300.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,447.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1.

Banks: National, 2; Total Resources, $5,458,854.45. Savings Bank Deposits Total, $1,148,737.24.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,576.

Location: On the Mexican border. Port of entry for the Southern Pacific Railway system extending 1,000 miles into the interior and is projected through to the city of Mexico.

Principal Industries: Eighty per cent of the business of Nogales is the export and import trade of the west coast of Mexico. Roy & Titcomb, Inc., has a large plant turning out Mexican hardwood products. This plant is now supplying sixty per cent. of the cedar cigar boxes of the United States.

Manufacturing Establishments, 2; **Leading firms:** Roy & Titcomb, Inc., Arizona, Sonora Mfg. Co.

Residential Features: All residences of Nogales must be built of fireproof, or semi-fireproof materials.

Retail Shopping Section: Morley Ave., four blocks; Grand Ave., four blocks.

Trading Area: One thousand miles into Mexico—maximum of 44 miles into Santa Cruz County in the agricultural and mining district.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 2; Automobile Accessories and Mining Machinery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 7; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 3; dry goods, 11; department stores, 3; electrical supplies, 2; fruits, 4; furniture, 3; garages (public), 4; grocers, 14; hardware, 3; jewelry, 4; meat markets, 2; men's furnishing, 3; merchant tailors, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 2; women' apparel, 1.

PHOENIX, ARIZ.

(Maricopa County)

1920 Population, 29,053. (1925, est. 45,000.)

City and Suburban Estimate, 110,000.

Native Whites, 90%; **Negroes,** 1.5%; **Foreign Born,** 85%; **Industrial Workers,** no%; **English Reading,** 95%; **Families,** 8,963 in Phoenix. Approximately 20,000 in immediate suburban area.

Schools: Public Grade, 18; High, 1, Group of seven bldg.; Parochial, 2; Number of Pupils, 10,933.

Churches: Baptist, 7; Christian Science, 2; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 8; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 16.

Banks: National 4; State 4; Total Reources, $28,596,342.73; Savings Bank Deposits Total, $7,030,042.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats 11,800.

Location: Phoenix is located in the heart of Salt River Valley (110,000 population), irrigated by famous Roosevelt Dam. Southern Pacific and Santa Fe Railroads serve community. Excellent railway and auto stage service connects with all of Arizona. To Los Angeles, Calif., by railroad, 12 hours; by auto, 18 hours.

Principal Industries: Agriculture which embraces the raising of high grade long staple-cotton, large crop of early cantaloupes, all citrus and deciduous fruits. Dairying, mining, cattle, poultry, jobbing and distributing center for state. Cotton gins, cotton seed oil mills, brick yards, broom factory, canning factories, creameries, flour mills, ice plants for freight car refrigeration.

Special Information: 161% increase in population in 10 years. Over 426 miles of concrete roads within 35 miles of Phoenix makes this city easily accessible to entire state, as these roads in turn connect with splendid state highways. 340,000 acres of rich irrigated land surrounds Phoenix. Phoenix is the political, shopping, wholesale, shipping, supply, educational, social, railroad and geographical center of the whole state. That is why Phoenix, a town of 45,000, looks, acts, and does business equal to a city of a quarter of a million. $45,000,000 being expended by Southern Pacific Ry. on new main line, and on big power and irrigation dams which are fast making Southern Arizona a great agricultural center.

Residential Features: A city of beautiful homes and apartment houses, mostly of brick and other durable materials. Annual winter residents build palatial homes, with extensive grounds. Spanish style of architecture coming into favor, majority of homes bungalow type. Wide streets, evergreen parks, unexcelled schools and public buildings.

Retail Shopping Section: Extends from railroad tracks on South to Pierce Street on North a distance of eight blocks. From Fourth Street on East to Seventh Avenue on West, a distance of 11 blocks. An outlying business district covering 4 square blocks. Neighborhood sections. Because of great number of paved roads radiating from city, the entire Salt River Valley being as one large town, with Glendale (2700), Mesa (5,000), Tempe (1800), Chandler (1500), Scottsdale (1000) considered as suburbs of Phoenix.

Trading Area: Immediate trading area bounded by Maricopa County approximately 40 miles in each direction. Entire trading area embraces practically whole state. Although not of metropolitan size, Phoenix is looked upon as being the metropolis of this vast area. Salt River Valley, the 32 mile radius around Phoenix, is the actual "suburban" market. The A. B. C. reports the 110 mile radius around Phoenix as suburban, which radius comprises a mountainous, "mining and live stock" market which presents different sales and advertising problems than in Phoenix and the Salt River Valley. The actual suburban market is the Salt River Valley, and 32 mile radius around Phoenix, in which 110,000 people, or one-third of the entire population of Arizona are concentrated.

Wholesale Houses: Groceries, 3; Meats, 9; Fruits, 8; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Stationers, 3; Automobiles, 16; Optical, 1; Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 34; Commercial Auto. Agencies, 8; Automobile Accessories, 25; Automobile Tire Agencies, 30; Bakers, 10; Cigar Stores and Stands (including Hotels), 12 (Chain, 2); Confectioners (including hotel stands), 250; Delicatessen, 6; Dressmakers, no figures available; Druggists, 25, (chain, 5); Dry Goods, 12; Department Stores, 4; Electrical Supplies, 10; Florists, 3; Fruits, 25; Furniture, 5; Furriers, 2; Garages (public) 50; Grocers, 200 (chain, 17); Hardware, 7; Jewelry, 8; Meat Markets, 32 (chain, 4); Men's Furnishings, 2; Men's Clothing, 20; Merchant Tailors, 3; Milliners,' 6; Opticians, 6; Photographers, 8; Pianos (and miscellaneous musical instruments), 8; Radio Supplies, 10; Restaurants (including hotels), 40; Shoes, 10; Sporting Goods, 5; Stationers, 5; Women's Apparel, 5.

Micellaneous Data: Average temperature, 69½ degrees; average number of rainy days per twelve months, 39; most pleasant months, October to June; doctors (medical, 80), (dentists, 30), (osteopaths 6); number of wired houses, 7,000; street car service; gas, artificial; electric current, alternating; water, soft.

PRESCOTT, ARIZ.

(Yavapai County)

1920 Population, 5,010.

City and Suburban Estimate, 8,500.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 50%; **English Reading,** 98%; **Families,** 1,499.

Schools: Public Grade, 3; High, 1; Number of Pupils, 2,000.

Churches: 14.

Banks: State, 4; Total Resources, $9,000,000.

Theatres: 1; Total number of seats, 850.

Location: On the Santa Fe Railroad. To nearest large city by railroad, 3 hours; by auto, 1½ hours.

Principal Industries: Mining, stock raising and farming.

Residential Features: One and two family houses.

Retail Shopping Section: A few blocks on Cortez, Curley and Montezuma Streets.

Trading Area: About thirty miles.

Wholesale Houses: Groceries, 3; hardware, 2; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 5; au-

Continued on page 8

ARIZONA and ARKANSAS Newspaper Markets in Standard Surveys

ARIZONA (Cont'd)

Prescott (con't)

tomobile accessories, 9; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 12; grocers, 12 (chain, 2); hardware, 2; jewelry 3; meat markets, 6 (chain, 2); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 68 degrees. Average number of rainy days per twelve months, 25. Most pleasant months, May to September, inclusive. Doctors (medical, 8), (dentists, 6), (osteopaths, 1). Number of wired houses, 2,100. Gas, artificial. Electric current, direct. Water, soft.

TUCSON, ARIZ.

(Pima County)

1920 Population, 20,292.

City and Suburban Estimate, 35,500.

Native Whites, 73%; **Negroes,** 2%; **Foreign Born,** 25%; **Industrial Workers,** 8%; **English Reading,** 75%; **Families,** 5,450.

Schools: Public Grade, 14; High, 1; Parochial, 5: Number of Pupils, 6,373.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2: Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, $9,677,685; Savings Bank Deposits Total, $7,933,543.90. (No complete statement has been issued on savings accounts.)

Theatres: Legitimate, 1; Moving Pitcures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,800.

Location: In Pima County, Arizona, on the main line of the Southern Pacific R.Rd. Tucson is 312 miles west of El Paso and 500 east of Los Angeles. It is the terminus of the Southern Pacific de Mexico R.Rd., 70 miles north of the international line. It lies on a plateau surrounded by mountain ranges, is 2,400 feet above sea level, and has a climate comparable with lower Egypt. To nearest large town by railroad, 15 hours; by auto, 24 to 36 hours.

Principal Industries: Railroad shops, brick manufacture, printing, flour mills, candy manufacture, mining, cottonseed oil, agriculture.

Manufacturing Establishments: 5. Leading firms, Albert Steinfeld & Company, Tucson Pressed Brick Company.

Special Information: Being only 70 miles from Mexico, Tucson serves as a distributing point for the Mexico West Coast. The city is also a health center.

Residential Features: Private homes predominate with considerable numbers of apartment houses. Also, large Mexican quarter.

Retail Shopping Section: Extends on three streets—Congress, Broadway, and Pennington for eight blocks, and four blocks on six cross streets—Fifth, Sixth, Fourth, Stone, Myer, and Scott.

Trading Area: 100 miles in all directions, thinly settled, with approximately 10 small towns. Railroad or auto stages connecting all towns with Tucson.

Wholesale Houses: Groceries, 5; meats, 5; fruits, 4; hardware, 3; dry goods, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 5; druggists, 10 (chain, 1); dry goods, 11; department stores, 2; electrical supplies, 5; florists, 3; fruits, 10; furniture, 7; furriers, none; garages (public), 17; grocers, 45 (chain, 3); hardware, 7; jewelry, 7; meat markets, 11; men's furnishings, 7; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 35; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 57.7 degrees. Average number of rainy days per twelve months, 18. Most pleasant months, October to May, inclusive. Doctors (medical, 28), (dentists, 9), (osteopaths, 3). Number of wired houses, 7,100. Gas, artificial. Electric current, alternating. Water, hard.

YUMA, ARIZ.

(Yuma County)

1920 Population, 4,237.

City and Suburban Estimate, 8,000.

Native Whites, 95%; **Negroes,** 1%; **Foreign Born,** 4%; **English Reading,** 99%.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $3,000,000; Savings Bank Deposits Total, $1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,000.

Location: Southern Pacific (Main Line).

Principal Industries: Printing and Railroad Shops.

Manufacturing Establishments: Concrete tile, ditch headings, brooms.

Special Information: Division headquarters of S. P. Ry. Division point to Gulf of California in Mexico, which is an all-the-year-round pleasure resort. Irrigation project of 130,000 acres places Yuma among the leaders of all such projects in the United States.

Residential Features: Mostly one-family residences. Finest residence district on highest lands leading toward Yuma's celebrated mesa grapefruit and orange section.

Retail Shopping Section: Extends from 2nd Avenue to River. One mile square, with every kind of store known in modern cities.

Trading Area: Extends 60 miles west, and 100 miles east and north, and to Gulf of California, 75 miles south. Good surfaced auto roads in all directions.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 1; automobile accessories, 11; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 4; electrical supplies, 4; fruits, 10; furniture, 2; garages (public), 10; grocers, 20; hardware, 2; jewelry, 3; meat markets, 6; men's furnishing, 7; men's clothing, 7; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 2; radio supplies, 4; restaurants (including hotels), 8; sporting goods, 4; stationers, 3; women's apparel, 6.

Standard Surveys of ARKANSAS

ARKADELPHIA, ARK.

(Clark County)

1920 Population, 3,311.

City and Suburban Estimate, 5,000.

Native Whites, 80%; **Negroes,** 20%; **Industrial Workers,** 30%; **English Reading,** 100%; **Families,** 1,000.

Schools: Public Grade, 2; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 1; Methodist, 2; Presbyterian, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $2,000,000; Savings Banks Deposits Total, $785,865.47.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 1,800.

Location: Missouri-Pacific Railroad. Bus service east, south and west.

Principal Industries: Flour and feed, staves, lumber, wooden toys, candy, printing, cotton seed oil, meal and hulls.

Manufacturing Establishments, 9. Leading firms: Arkadelphia Milling Co., Thos. G. Clark Lbr. Co., Clark-Huie Lbr. Co., Temple Cotton Oil Co., Galloway Candy Co., Wellborn & Walls, toys; Arkadelphia Ice Co., Arkansas Light & Power Co., J. G. Clark Lbr. Co. Total value of yearly output of factories estimated at $6,500,000.

Special Information: County site of fine agricultural country. Ouachita (Baptist) and Henderson-Brown (Methodist) State Colleges. Presbyterian (negro) and Baptist Academy (negro).

Residential Features: Almost exclusively one-family residences. Private homes predominate.

Retail Shopping Section: Main from 5th to 8th Sts. Caddo to Clay on 6th, 7th, and 8th Sts. Clinton from 5th to 8th Sts. Clay from 5th to 8th Sts.

Trading Area: Extends about fifteen miles east, south, north, and west. Considerable trade from greater distance, owing to fine cotton market and good highways.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; flour and feed, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 6; hardware, 3; jewelry, 2; meat markets, 4; men's furnishing, 2; men's clothing, 7; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; piano (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 3; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 3.

BATESVILLE, ARK.

(Independence County)

1920 Population, 4,299.

City and Suburban Estimate, 6,000.

Native Whites, 95%; **Negroes,** 5%; **Industrial Workers,** 25%; **English Reading,** 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,750.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Miscellaneous, 1.

Banks: National, 1; Total Resources, $600,000; Savings Bank Deposits Total, $3,000,000.

Theatres: Legitimate, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 10,000.

Location: Situated on the White River, important station on the Missouri Pacific Railroad.

Principal Industries: Sawmills, lumber mills, stave mills, printing, mining, milling, marble quarries, and farming. Manufacture of lime for all purposes.

Manufacturing Establishments: 50. Leading firms—Mount Olive Stave Co., Terry Lumber Co., Padgett & Pool Lumber Co., Batesville Bottling Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: Batesville has one of the largest high schools north of the Arkansas River, having 1,750 school children. We have the oldest chartered college in the state. Arkansas College has 250 students. Batesville is in center of large manganese fields, covering an area of 250 square miles. One of the largest towns on the Missouri Pacific R. R. between Little Rock, Arkansas, and Joplin, Missouri. Lying in the foothills of the Ozark Mountains it has a large trade territory covering the adjoining counties.

Residential Features: Batesville is noted for its beautiful homes and healthful climate. The city is sometimes called the "Athens of the Ozarks," as it has exceptional educational advantages. Batesville is a home city, a pleasure and health resort. The beautiful White River flows through the city. Three government dams provide three beautiful fresh-water lakes. Fine fishing and boating. Mountain-climbing and hiking, cave exploring, and camping provide pleasure for the visitor.

Trading Area: 100 miles in every direction for wholesale, and 25 to 50 miles for retail. Retail business in 1923, $4,750,000; wholesale business, $5,000,000. Total bank clearings for 1923, $20,000,000.

Wholesale Houses: Groceries, 3; fruits, 1; dry goods, 2; miscellaneous lines—drug companies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 5; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 2; fruits, 12; furniture, 2; garages (public), 6; grocers, 15; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 3; stationers, 4; women's apparel, 4.

BLYTHEVILLE, ARK.

(Mississippi County)

1920 Population, 6,447. **(1925 estimate,** 6,700.)

City and Suburban Estimate, 12,000.

Native Whites, 80%; **Negroes,** 20%; **Industrial Workers,** 600%; **English Reading,** 100%, **Families,** 2,380.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 3,610.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, $8,000,000. Savings Bank Deposits Totals, $1,680,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 1,500.

Location: On St. Louis & San Francisco, Cotton Belt, and Jonesboro, Lake City & Eastern Railroads, and Florida Midwest Highway, with concrete roads and daily truck service to Memphis, Paragould, Jonesboro, Caruthersville, and other cities. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Cotton compresses, cotton oil mills, cotton warehouses, hardwood lumber mills, woodworking factories, barrel factories.

Manufacturing Establishments: 20. Leading firms: Chicago Mill & Lumber Co., Arkansas Compress Co. Total value of yearly output of factories estimated at $25,000,000 (including output of cotton compresses).

Special Information: Blytheville claims to be one of the largest cotton markets in Arkansas. Mississippi County, of which Blytheville is the seat, grows $20,000,000 worth of cotton annually, leading all other counties of the United States. The city draws heavily from adjoining counties in northeast Arkansas, and southeast Missouri. Is a railroad center with extensive wholesale and jobbing interests, wheat, alfalfa, and flour mills.

Residential Features: Some of the finest homes in Arkansas are located in Blytheville. Of a total of 2,550 homes, more than 2,000 are owned by their occupants.

Retail Shopping Section: Ten blocks on Main Street, 4 blocks on Second Street, 4 blocks on Fourth Street, 6 blocks on Ash Street, 4 blocks on Walnut Street. Blytheville has more stores than most cities of twice its size, due to the rich country tributary to the town, and the extensive country trade enjoyed by local merchants and dealers.

Trading Area: Nine miles east to the Mississippi River, 60 miles south toward Memphis, 40 miles west toward Paragould, and Jonesboro, and 30 miles north toward Poplar Bluff, Mo.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 4; automobile accessories, 16; bakers, 2; total cigar stores and stands (including hotels), 11 (chain, 6); confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 14; druggists, 12; dry goods, 22; department stores, 5; electrical supplies, 4; florists, 2; fruits, 11; furniture, 6; garages (public), 9; grocers, 89 (chain, 2); hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; total restaurants (including hotels), 11; shoes, 14; sporting goods, 5; stationers, 3; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 18), (dentists, 6), (osteopaths, 2); number of wired houses, 2,310; electric current, alternating and direct; water, soft.

CAMDEN, ARK.

(Ouachita County)

1920 Population, 3,238.

City and Suburban Estimate, 10,000.

Native Whites, 40%; **Negroes,** 40%; **Foreign Born,** 20%; **English Reading,** 100%.

Schools: Public Grade, 2; High, 2; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Cotton Belt, Rock Island, and Mo.-Pac. R. Rs. Boats the year around from Camden to New Orleans on Ouachita River.

Principal Industries: Oil, sawmills, screen doors, handle factories.

Manufacturing Establishments, 4. Leading firms; Bear State Handle Co., Rockwell Mfg. Co., Houston Oil Co.

Special Information: Center of oil fields. Good farming.

Residential Features: Mostly one and two-family houses, private homes predominating. Limited section devoted to workingmen's tenements.

Retail Shopping Section: Two main streets, namely,: Washington and Adams, which run crosswise. Eight blocks of main business, with 2 blocks with retail groceries, confectionery, meat, and other small shops.

Trading Area: Extends for 20 miles, extending to the oil fields. Daily trains run extras on the Missouri-Pacific Railroad.

Wholesale Houses: Groceries, 2; meats, 7; hardware, 3; dry goods, 12; miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial auto agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; druggists, 6; department stores, 5; electrical supplies, 4; fruits, 7; furniture, 4; garages (public), 6; hardware, 3; jewelry, 3; meat markets, 8; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

CONWAY, ARK.

(Faulkner County)

1920 Population, 4,564 (not including 1,000 college students here 9 months every year).

City and Suburban Estimate, 8,250.

Native Whites, 85%; **Negroes,** 15%; **Foreign Born,** .001%; **Industrial Workers,** 850; **English Reading,** 99%; **Families,** 1,650.

Schools: Public Grade, 3; High, 3; Junior High, 3; Parochial, 1; Number of Pupils, 2,850; Colleges, 3.

Churches: Baptist, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1; Lutheran, 1.

Banks: National, 1; State, 2; Total Resources, $2,679,092.86; Savings Bank Deposits Total, $2,188,517.11.

ARKANSAS (Cont'd)

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 4,000.

Location: In almost exact center of state. Served by Missouri Pacific R. R. Numerous bus lines to the interior of county and south part of state.

Principal Industries: Merchandise stores (trading to farmers), cotton, cotton seed, cotton oil, printing, cotton compress, dairying, truck farming, staves.

Manufacturing Establishments: 10. Leading firms: Conway Oil & Ice Co., Conway Compress Co., Opitz Stave Mill.

Special Information: Location of State Teachers' College, Hendrix College and Central College makes Conway one of the main centers of educational activities in the state. Conway has a wide trading territory with a population of about 50,000.

Residential Features: Practically all one-family homes. Several apartment houses near schools. Private homes predominate. Fine residential section. Many fine homes, and fine college and church buildings.

Retail Shopping Section: Extends for six blocks on north and south Front Streets; four blocks on East, and West Oak Streets; two blocks on Railroad Avenue. Two outlying business sections.

Trading Area: Extends about 15 miles south and west; 25 miles east, and 50 miles north.

Wholesale Houses: Groceries, 3; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 9; delicatessen, none; dressmakers, 15; druggists, 3; dry goods, 16; department stores, 3; electrical supplies, 2; florists, 4; fruits, 25; furnitures, 4; furriers, none; garages (public), 7; grocers, 36; hardware, 5; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 17; sporting goods, 4; stationers, 4; women's apparel, 17.

EL DORADO, ARK.

(Union County)

1920 Population, 3,887.

Native Whites, 88%; **Negroes,** 12%; **Foreign Born,** none; **English Reading,** 100%.

Schools: Public Grade, 6; High, 1.

Churches: Baptist, 2; Christian Science Society; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, Holy Rollers (colored).

Banks: National, 2; Total Resources, weekly debits average $1,200,000.

Theatres: Moving Pictures, 5; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: Missouri Pacific R.R., Rock Island R.R. lines, El Dorado & Wesson Ry. Co. The government now deepening Ouachita River, which will give this section a water route to gulf.

Principal Industries: Oil and foundry in Union County; cotton is returning to its own and this year there is more acreage than any time since the discovery of oil in 1920. Negotiations are now in progress to establish a cotton mill. El Dorado is in the geographical center of cotton production.

Manufacturing Establishments, 2: Leading firms: Lion Oil Refining Co., El Dorado Foundry Co.

Special Information: El Dorado is located in the heart of the Arkansas oil field. and within a radius of 15 miles there are between 100,000 and 200,000 people—mainly a floating population, but thousands of oil-field workers are located in this city and surrounding towns.

Residential Features: Many new homes have been built here in the past year or so. The principal style of architecture being of the bungalow type. There are a few colonial houses, but the one-story house is the more popular. New additions and subdivisions have been opened and El Dorado can now boast of many attractive homes.

Retail Shopping Section: North and South Washington Avenue, and the Square comprise the shopping section, which is the center of the city. There are numerous suburban stores serving the outlying subdivision.

Trading Area: Covers a radius of 15 miles This area will be increased with the completion of highways, within the next six months.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 1 professional; druggists, 12; dry goods, 11; department stores, 3; electrical supplies, 5; florists, 1; fruits, 3; furniture, 7; furriers, none; garages (public), 7; grocers, 86; hardware, 5; jewelry, 7; meat markets, 16; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 6; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 64; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 11.

EUREKA SPRINGS, ARK.

(Carroll County)

1920 Population, 2,429.

City and Suburban Estimate, 4,500.

Native Whites, 95%; **Negroes,** 1%; **Foreign Born,** 4%; **Industrial Workers,** 3%; **English Reading,** 99%; **Families,** 950.

Schools: Public Grade, 1; High, 1; Number of Pupils, 500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Pentecostal, 1.

Banks: National, 1; State, 1; Total Resources, $670,000.00.

Theatres: Moving Pictures, 1; Total number of seats, 500.

Location: On main line of Missouri & North Arkansas R.R. Auto taxi service to Seligman, Mo., and Berryville, Ark.

Principal Industries: Lumber mills, planing mills, water shipping, ice plant, steam laundry, steam bakery.

Manufacturing Establishments, 6. Leading firms: Phillips Lumber Co., Ozarka Water Shipping Co., Crow Bakery, Perkins Lumber Co., C. D. Bradley Lumber Co., Yeastole Co. Total value of yearly output of factories estimated at $200,000.00.

Special Information: The three hard-surfaced highways from our city are not affected by rainy weather. Forty cold water springs in city limits. Noted health resort in the Ozark Mountain region. Six large hotels furnish accommodations for six hundred visitors.

Residential Features: Most homes owned by residents, several large rooming houses furnished for tourists. Streets have shade trees on both sides.

Retail Shopping Section: Spring and Main Streets. Business section is five blocks long.

Trading Area: Fifteen miles south, ten miles north, ten miles east, fifteen miles west. Hard-surfaced highways in all directions.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 6; dressmakers, 3; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 1; florists, 1; furniture, 3; garages (public), 3; grocers, 21; hardware, 4; jewelry 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 1; stationers, 2; women's apparel. 3.

FAYETTEVILLE, ARK.

(Washington County)

1920 Population, 5,362.

City and Suburban Estimate, 10,000.

Native Whites, 90%; **Negroes,** 10%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 1,000.

Schools: Public Grade, 6; High, 2; Parochial, 1. Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1 Advent.

Banks: National, 2; State, 2; Total Resources, $3,000,000 approximately. Savings Bank Deposits Total, $250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: In the heart of the Ozark Mountains. On the St. Louis & San Francisco R.R.

Principal Industries: Fruit, grapes, apples, berries, hardwood lumber

Manufacturing Establishments: Leading firms: Phipps Lumber Co., Brower Lumber Co., Sligo wagon-wood works. Total value of yearly output of factories estimated at $4,000,000, including output of canneries.

Special Information: Ideal summer resort. Site of Western Methodist Assembly, University of Arkansas, Business College, U. S. Experiment Station.

Residential Features: Mostly one-family residences, educational center.

Retail Shopping Section: Public square, 1 block on each side, Dickson St. 2 blocks. Hard surface roads in 4 directions.

Trading Area: Principal trading center of N. W. Arkansas. Includes county with a population of 35,468.

Wholesale Houses: Groceries, 1; meats. 2; fruits, 1; hardware, 1; dry goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 92; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 1; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; furriers, 1; garages (public), 9; grocers, 10; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 11; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

FORT SMITH, ARK.

(Sebastian County)

1920 Population, 28,870.

City and Suburban Estimate, 40,000.

Native Whites, 85%; **Negroes,** 12%; **Foreign Born,** 3%; **Industrial Workers,** 5,000; **English Reading,** 97%; **Families,** approx. 6,000.

Schools: Public Grade, 10; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 9,225.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 1; Total Resources, $20,000,000. Savings Bank Deposits Total, $5,827,830.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,000.

Location: On the extreme western border of Arkansas and near eastern border of Oklahoma. Served by the St. Louis & San Francisco, Kansas City Southern, Missouri Pacific, Midland Valley, and Fort Smith & Western R.Rs., and is 169 miles west of Little Rock, and about half way between St. Louis and Dallas, Tex.

Principal Industries: Furniture of all kinds: Glass bottles, chimneys, window glass, wagons, cottonseed oil, brick and tile, pants and overalls, metal beds, caskets, candy, zinc spelter, well buckets, auto bodies.

Manufacturing Establishments: 121. Leading firms: Radiant Glass Co., John Deere Implement Co., Harding Glass Co., Fort Smith Body Co., Fort Smith Furniture Mfg. Co., (this includes seven factories). Total value of yearly output of factories estimated at $25,000,000.

Special Information: Natural gas supply, 600,000,000 feet daily flow. Industrial gas rate, 12c. to 15c. Surrounding coal fields contain four billion tons. Large manufacturing and jobbing center, as a result of cheap fuel and good transportation facilities.

Residential Features: Eighty per cent homes owned by occupants. Majority one-family type. Residential section entirely paved and sewered 2,500 available lots ready for building in this district.

Retail Shopping Section: Garrison Avenue is principal retail street, is 90 feet wide, 13 blocks long, divides the city north and south, double street car tracks merging from all city lines, extend its entire length.

Trading Area: About 60 miles north, 45 miles east, 40 miles west, 40 miles south. Good roads leading from all directions in this territory.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 2; hardware, 2; dry goods, 3; Miscellaneous lines, 73; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 2; delicatessen, 3; dressmakers, 5; druggists, 23; department stores, 6; electrical supplies, 5; florists, 4; fruits, 1; furniture, 7; furriers, 1; garages (public), 8; grocers, 120; hardware, 4; jewelry, 5; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 10; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 5.

HARRISON, ARK.

(Boone County)

1920 Population, 3,477.

City and Suburban Estimate, 6,000.

Native Whites, 100%; **English Reading,** 100%; **Families,** 1,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $1,800,000. Savings Bank Deposits Total $1,500,000.

Theatres: Moving Pictures, 1

Location: Harrison is in the heart of the Ozark Mountains and is a popular resort for tourists. To nearest large city, by railroad, 6 hours; by auto, 5 hours. Headquarters and general offices and shops of Missouri & North Arkansas R. R.

Principal Industries: Timber, railroad shops, dairying and fruit farming.

Residential Features: Fine homes. Town is surrounded by hills.

Retail Shopping Section: Located on all sides of large central square.

Special Information: Fine parks, with $100,000 Court House in center. U. S. Land office, and United States District Court located here. $125,000 government building. Payroll of railroad shops, $50,000 per month.

Trading Area: County to south. Newton has no railroad and Harrison is the trading territory for large area. People come 30 to 40 miles to trade.

Wholesale Houses: Groceries, 1; hardware, 2; dry goods, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 4; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 1; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, September, October and November; doctors (medical, 8); (dentists, 3); electric current, alternating; water, hard.

HELENA, ARK.

(Phillips County)

1920 Population, 9,112 (corporate limits not changed since 1830).

City and Suburban Estimate, 22,000.

Native Whites, 48%; **Negroes,** 50%; **Foreign Born,** 2%; **Industrial Workers,** 60%; **English Reading,** 99%; **Families,** 4,000 estimated.

Schools: Public Grade, 10; High, 3; Junior High, 2; Parochial, 1; Number of Pupils, 4,652.

Churches: Baptist, 3; Christian Science, 1; Christian, 1; Episcopal, 2; Hebrew, 1; Methodist 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10, (mostly negro).

Banks: National, 2; State, 3; Total Resources, $10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: On Missouri Pacific, Mo. & North Arkansas, Memphis, Helena & Louisiana, Midland and Illinois Central R. Rs. Head of deep water navigation on Mississippi. River Terminal for interchange from river to railroad.

Principal Industries: Large hardwood lumber industry, cotton mills, cotton oil mills, cotton compresses, cooperage, machine shops and all plants necessary for thriving community.

Manufacturing Establishments: 50. Leading firms, Chicago Mill & Lumber Co., Poinsett Lumber Co., branch of Singer Sewing Machine Co.

Special Information: The location of this city makes it a convenient gateway to the Southwest County raises $6,000,000 cotton crop yearly average, a heavy yield of corn, hay, fruit and miscellaneous crops.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Extends from river west, 5 blocks, and from Arkansas street to Perry, 6 blocks.

Trading Area: Extends north 35 miles, south 90 miles, west 55 miles and across Mississippi River east, 20 miles. Bus lines extend south 50 miles, west 35 miles. Interurban lines, 6 miles.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines, mill supply, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 5; druggists, 15; dry goods, 50; department stores, 2; electrical supplies, 3; florists, 2; fruits, 8; furniture, 11; furriers, best stores; garages (public), 7; grocers, 110; (chain, 2); hardware, 4; jewelry 4; meat markets, 23; men's furnishings, 16; men's clothing, 28; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 45; most pleasant months, April, May, June, September, October, November, December; doctors (medical, 30); dentists, 8); (osteopaths, 2); number of wired houses, 1,771; street car service; gas, artificial; electric current, alternating; water, soft.

HOPE, ARK.

(Craighead County)

1920 Population, 4,790.

Native Whites, 65%; **Negroes,** 35%.

Schools: Public Grade, 4; High, 2; Junior High, 1.

Churches: Baptist, 2; Episcopal, 1; Methodist. 1; Presbyterian, 1; Roman Catholic, Miscellaneous, 1.

Banks: National, 2; State, 2.

Theatres: Moving Pictures, 2; Total number of seats, 700.

Location: Missouri-Pacific Railway running northeast and southwest; Louisiana and Arkansas Ry., running south into Louisiana. Hope is the northern terminus of a trunk line railroad from Mobile, Ala., giving Gulf port connection. The Frisco Railroad leads into Oklahoma and a little to the northwest. The A. & L. branch of the Missouri-Pacific opens up a splendid trade territory a little to the northwest.

Principal Industries: Handles, heads, brick and tile, machinery supplies, lumber, mattresses, crate and baskets.

Manufacturing Establishments: Hope Lumber Co., Hope Brick Works, Hope Heading Mill, Hope Crate & Basket Factory, Ivory Handle Co., Temple Cotton Oil Mills.

Special Information: Hope is located in one of the richest agricultural sections of the Southwest, the soil and climate being adapted to the growing of a large variety of truck farm and fruit products: is located in the center of a great lumber producing section. The only diamond mine in the country is less than twenty miles distant.

Residential Features: Mostly brick, five, to eight-room houses owned by the families living in them. Frisco and Brookwood additions are our two most exclusive residential districts. In these many large two-story modern homes are located, averaging in value from $5,000 to $40,000.

Retail Shopping Section: Retail shopping section comprises 18 blocks: Elm Street for three blocks: Main St. for 3 blocks; Walnut for 3 blocks; Front St. for 3 blocks; East Second Ave. for 3 blocks; East Third St. for 3 blocks.

Trading Area: Extends a little more than thirty-five miles in every direction. No trolley

Continued on page 10

ARKANSAS (Con'td)

Hope (con't)
lines but splendid rail service and good highways.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 5; dry goods, 12; department stores, 2; electrical supplies, 2; furniture, 3; garages (public), 6; grocers, 25; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; sporting goods, 1; stationers, 1; women's apparel, 1.

HOT SPRINGS NATIONAL PARK, ARK.

(Garland County)

1920 Population, 11,695. (1925, 20,500).

Native Whites, 75%; **Negroes,** 25%; **English Reading,** 100%.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,800.

Churches: Baptist, 12; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 13; Presbyterian, 3; Roman Catholic, 2; Christian, 1; Adventist, 1; Holiness Church, 1.

Banks: National, 2; State, 4; Total Resources, $6,892,323.85.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 14,000.

Location: On Missouri Pacific, and Chicago, Rock Island & Pacific R.Rs. run several trains into Hot Springs daily. The nearest large city, by railroad, 1 hour, forty-five minutes; by auto 2 hours.

Principal Industries: Lumber and Planing Mills.

Manufacturing Establishments: Hot Springs is primarily a resort city and has no manufacturing plants.

Special Information: Hot Springs is a resort city known as "The Nation's Health Resort," with forty-six hot radio-active springs with a daily flow of 851,308 gallons. The average temperature of these springs is 137 degrees F. Hot Springs has an annual visiting population of over 250,000. Recreations to be enjoyed here are dancing, swimming, tennis, golf, hiking, horseback riding, mountain climbing, boating, and motoring. Hot Springs was set aside by Congress as a national health resort in 1832, and the hot waters are owned and controlled by the U. S. Government. First unit of great hydro-electric works completed near Hot Springs, 25,000-h.p. now developed. Dam forms beautiful lake in the mountains. Second and third dams now being built, to cost $18,000,000. Total development, 150,000 h.p.

Residential Features: Hot Springs is made up of private homes, apartment houses, rooming houses and boarding houses in the residential sections. There are no tenements or working men's cottages.

Retail Shopping Section: Shopping district is mainly on Central Avenue from Ouachita Avenue to Park Avenue, a distance of approximately twelve blocks. Because of Hot Springs' location between mountains there are very few cross streets in the downtown section.

Trading Area: Hot Springs draws rural trade from about ten to fifteen miles in each direction.

Wholesale Houses: Groceries, 4; meats, 2; fruits,, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 10; druggists, 36; dry goods, 21; department stores, 3; electrical supplies, 6; florists, 3; furniture, 18; garages (public), 21; grocers, 103 (chain, 4); hardware, 8; jewelry, 16; meat markets, 12; men's furnishing, 5; men's clothing, 5; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 49; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 20.

JONESBORO, ARK.

(Craighead County)

1920 Population, 9,384.

City and Suburban Estimate, 17,500.

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **Industrial,** 15%; **English Reading,** 98%; **Families,** 3,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,710.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 4; Total Resources, $5,000,000; Savings Bank Deposits Total, $150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,250.

Location: On Crowley's Ridge in northeast Arkansas, 67 miles northwest of Memphis. Tenn. Served by Cotton Belt, Frisco and Jonesboro, Lake City and Eastern Railroads, with terminus and home offices of latter. Good bus service for radius of 30 miles. Also have quick (3 miles) connection with Missouri Pacific Railroad.

Principal Industries: Hardwood lumber, baskets, golf shafts, veneering, railroad shops, printing, flour mills, wholesale grocers, cotton compress, brick kilns, ice cream.

Manufacturing Establishments, 75. Leading firms, Pierce Williams Co., Fairy-Crest Mfg. Co., R. L. Muse Lumber Co., Jonesboro Rolling Mills, A. B. Jones Co., Jonesboro Grocer Co., Jonesboro Roller Mills, Jonesboro Compress Co., Jonesboro Brick Co., Maddy Ice Cream Co., Roberts Cotton Oil Co. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Intersection of the Cotton Belt and Frisco Railroads makes Jonesboro one of the largest jobbing centers in the state. Four wholesale groceries do an annual business of $5,000,000.

Residential Features: Is extensively a home-owning community. Three building and loan associations make it such. Mostly one-family homes. Estimate 60% home-owning. Suburban districts rapidly building up.

Retail Shopping Section:. Main, Union and Church Sts. from railroads south five blocks. Suburban groceries and confectioneries scattered throughout city.

Trading Area: Extends 25 miles east, and 40 miles north, west, and south, with hard surface roads leading in from all directions.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; druggists, 10; dry goods, 9; department stores, 5; electrical supplies, 5; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 6; grocers, 85; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 9; shoes, 8; sporting goods, 3; stationers, 5; women's apparel, 10.

LITTLE ROCK (including North Little Rock), ARK.

(Pulaski County)

1920 Population, 79,190.

City and Suburban Estimate, 150,000.

Native Whites, 69%; **Negroes,** 28%; **Foreign Born,** 3%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 24,500.

Schools: Public Grade, 33; High, 2, Junior High, 3; Parochial, 7. Number of Pupils, 19,700.

Churches: Baptist, 59; Christian Science, 2; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 34; Presbyterian, 9; Roman Catholic, 6; Miscellaneous, 15.

Banks: National, 3; State, 8; Total Resources $55,779,802. Bank Deposits Total, $49,853,856.22.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 11,000.

Location: On Arkansas River, in center of State of Arkansas, with excellent railroad connections, making it very accessible to all parts of the State. There are eight distinct railroad rights of way leading into Little Rock, extending in seven different directions. The railroads serving Little Rock are the Missouri Pacific Rock Island and Cotton Belt systems. Excellent bus service is also maintained to points within radius of 64 miles, embracing Hot Springs, Pine Bluff, Conway and other cities. To nearest large city, by railroad, 4½ hours; by auto, 6 hours.

Principal Industries: Railroad engine and car shops, cotton compresses, cottonseed oil mills, woodworking, stave and cooperage plants and furniture, overall, candy, harness, brick, tent and awning, broom and mattress factories and jobbing concerns in practically all lines.

Manufacturing Establishments: 219. Leading firms, 9; Charles T. Abeles Co., Nelson Mfg. Co., Arkansas Brick and Tile Co., Bruce Hardwood Flooring Co., McLean Arkansas Lumber Co., Hamlen Stave Co., Burton Dixie Corporation. Dixie Oil Mills, Rose City Oil Mills. Total value of yearly output of factories estimated at $175,000,000.

Special Information: Little Rock is in the center of the financial and commercial district of the State of Arkansas. It is the one large city of the State and, with its excellent railroad service and central location, dominates to a most unusual extent the commerce of Arkansas. New Lafayette Hotel, with 250 rooms, and Federal National Bank have been recently opened.

Residential Features: Mostly all one-family houses owned by the people living in same. A number of apartment houses have recently been erected. Well kept yards and lawns are attractive features of the residential sections. Sidewalks and 150 miles of paved streets contribute to make Little Rock's residential sections attractive.

Retail Shopping Section: Extends from Markham Street for nine blocks south on Main Street. Louisiana and Center Streets parallel Main Street and are business streets for about seven blocks. There are three outlying business sections and several smaller neighborhood sections.

Trading Area: Covers radius of about 50 miles in every direction. Intermittent business is secured from people living a greater distance because Little Rock stores offer a larger variety and higher class of merchandise than is available in the smaller cities in the State.

Wholesale Houses: Groceries, 4; meats, 7; fruits, 5; hardware, 2; dry goods, 2; produce, 6; drugs, 2; shoes, 1; ladies' ready-to-wear, 1; paper, 3.

Number of Retail Outlets for Nationally Advertised Produce: Passenger automobile agencies, 26; commercial auto agencies, 14; automobile accessories, 58; automobile tire agencies, 28; bakers, 23; cigar stores and stands (including hotels), 22, (chain, 2); confectioners (including hotel stands), 44; delicatessen, 8; dressmakers, 23; druggists, 68; dry goods, 27; department stores, 5; electrical supplies, 8; florists, 8; fruits, 16; furniture, 35; furriers, 2; garages (public), 31; grocers, 400 (chain, 54); hardware, 8; jewelry, 18; meat markets, 56; men's furnishings, 9; men's clothing, 9; merchant tailors, 26; milliners, 12; opticians, 5; photographers, 10; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 179; shoes, 16; sporting goods, 4; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 89; most pleasant months, October to May, inclusive; doctors (medical, 139), (dentist, 53), (osteopaths, 4); number of wired houses, 21,418; street car service; gas, natural; electric current, alternating and direct; water, medium hard.

MALVERN, ARK.

(Hot Springs County)

1920 Population, 3,854.

City and Suburban Estimate, 5,000.

Native Whites, 75%; **Negroes,** 23%; **Foreign Born,** 2%; **Industrial Workers,** 75%; **English Reading,** 92%; **Families,** 1,238.

Schools: Public Grade, 6; High, 2; Junior High, 2. Number of Pupils, 2,500.

Churches: Baptist, 5; Methodist, 3; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, $1,500,000; Savings Bank Deposits Total, $1,300,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,500.

Location: On Missouri Pacific and Rock Island Railroads.

Principal Industries: Lumber and brick plants.

Manufacturing Establishments: 5. Leading firms: Sheldon Handle Factory, Van Veneer Co., Moline Timber Co., Wisconsin and Arkansas Lumber Co. Annual output, $1,000,000.

Special Information: Through the center of Hot Springs County flows the Ouachita River, in the valley of which are some of the finest farms in the State. Recently the Arkansas Light & Power Co. has undertaken the project of constructing a series of dams along the river, extending from Magnet Cove to above Hot Springs. These plants will cost several millions and generate nearly 100,000 h.p. The first dam is being built near Malvern and will furnish cheap power.

Residential Features: A few apartment houses, private houses predominating.

Retail Shopping Section: Extends from Mo. Pac., and R. I. stations 5 blocks on Main St. Business and professional offices on 2d and 3d Streets.

Trading Area: About 25 miles in all directions.

Wholesale Houses: Groceries, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 5; dry goods, 18; electrical supplies, 3; florists, 1; furniture, 6; garages (public), 6; grocers, 20; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 1.

MENA, ARK.

(Polk County)

1920 Population, 3,441.

City and Suburban Estimate, 5,000.

Native Whites, 100% **Negroes,** none; **Foreign Born,** none; **Industrial Workers,** 400; **English Reading,** 100%.

Schools: Public Grade 2; High, 1 Parochial, 1; Number of Pupils, 1,275.

Churches: Baptist, 1; Christian Science, 1; Epsicopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, $1,194,504.92; Total savings account of 3 above banks, $368,040.36.

Theatres: Moving Pictures, 1 (combined with vaudeville); Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,750.

Locations: Kansas City Southern Railway Co., 380 miles direct line from Kansas City, Mo.; 468 miles from Port Arthur, Texas. To nearest large city, by railroad, 3 hours; by auto, 4⅔ hours.

Principal Industries: Planing mills, woodworking plants, stave and heading plants, flour mills, cotton gins.

Manufacturing Establishments: Leading firms, none widely known. Total value of yearly output of factories estimated at $3,000,000.

Special Information: Mena is the center of a valuable farming district, and, being the county seat and largest town in the county, has wide trade territory.

Residential Features: Majority of residents are home owners; average residence 5 rooms, 45% modern homes, with lights, sewer, city water, etc.

Retail Shopping Section: Mena street, principal street, has 6 blocks solid business houses, both side street; DeQueen street, next in importance, has 3 blocks. Minor side streets with small stores. Railroad divides the town, making Northside and Southside. Farmers supply stores, wagon-yards, etc., located on Southside. Stores relying on town trade on Northside.

Trading Area: Estimated 35 miles east and west, 20 miles north, and 35 miles south. Railroad runs north and south. Bus line south gives shoppers splendid service.

Wholesale Houses: Groceries, 2; Hardware, 1; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 3; druggists, 3; dry goods, 9; department stores, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 6; grocers, 11; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, covered by dept. stores and dry goods companies; merchant tailors, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; jewelry store (carries radio supplies), 1; restaurants (including hotels), 7; shoes (none exclusive); sporting goods, 1; book store, 1; stationers, 1; women's apparel (covered by dry goods and dept. stores).

Miscellaneous Data: Average temperature, 61 degrees; most pleasant months, May, October and November; doctors (medical, 6); (dentists, 3); (osteopaths, 1); number of wired houses, 550; electric current, alternating; water soft.

NEWPORT, ARK.

(Jackson County)

1920 Population, 3,771.

City and Suburban Estimate, 6,500 .

Native Whites, 75%; **Negroes,** 25%; **Industrial Workers,** 25%; **English Reading,** 100%: **Families,** 1,300.

Schools: Public Grade, 2; High, 2; Number of Pupils, 1,700.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $4,000,000. Savings Bank Deposits Total, $500,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: East bank of White River, three miles below the mouth of Black River, on the main line of the Missouri Pacific, and the White River railroads and a branch of the Rock Island, R.R.

Principal Industries: One axle handle factory, and numerous hardwood lumber mills.

Manufacturing Establishments: Total value of yearly output of factories estimated at $3,000,000.

Residential Features: One and two-story houses.

Retail Shopping Section: Comprises Front St., extending 9 blocks and all cross streets 2 blocks deep.

Trading Area: 25 miles north, east, south and west.

Wholesale Houses: Groceries, 2; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 1; automobile accessories, 5; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 12; druggists 3; dry goods, 12; department stores, 2; electrical supplies, 1; furniture, 3; garages (public), 5; grocers, 20; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; sporting goods, 1; stationers, 1; women's apparel, 1.

PARAGOULD, ARK.

(Greene County)

1920 Population 6,306.

Native Whites, 100%; **English Reading,** 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, $3,924,040; Savings Bank Deposits Total, $995,366.

Theatres: Moving Pictures, 3. Total number of seats, 3,000.

Location: In northeastern corner of the state, 223 miles from St. Louis and 78 miles from Memphis. On Mo., Pac., St. L., S. W. and Paragould Southeastern Rys.

Principal Industries: Export cooperage, staves, heading, veneer, shingles, lumber, ice cream, bottled goods, flour, feed mills, cotton ginning, vehicles, tomato canning, ice and cold storage.

Manufacturing Establishments: 41. Leading firms, Henry Wrape Co., J. F. Hasty & Sons, Standard Veneer Co., Lesser-Goldman Cotton Co., Amos Handle Co., East St. Louis Cotton Oil Co., Brown Lumber Co., East Arkansas Lumber Co., Hickson Rogers Mfg. Co., Ideal Ice Cream & Bottling Co., Paragould Co-operative Creamery, Paragould Milling Co., Arkansas Utilities Co. Total annual output, $3,816,043.

Special Information: Paragould, the county seat of Greene Co., occupies a high point on Crowley's Ridge. The surrounding territory is rolling, with a clay loam soil free from rocks.

ARKANSAS (Cont'd)

It is one of the finest fruit, truck, live stock and general farming counties in the state. One of the largest cooperage manufacturing centers. Large shipments of poultry.

Residential Features: Mostly one family houses. No slums or tenement sections.

Retail Shopping Section: Extends along Pruet St. (the main thoroughfare) for six blocks. Second St. parallels Pruet on the west end and has three business blocks. Second Ave. on the east, has four business blocks. Main, Emerson Court, Popular Highland, and Hunt cross Pruet St. and have three business blocks each. Suburban groceries and oil stations abound in all outlying territory within the buying radius.

Trading Area: 25 or 30 miles north, 20 miles west, 15 south, 25 east. Hard-surfaced roads now being made which will attract custom to the advantage of Paragould's merchants who carry stocks of goods of superior quality at attractive prices.

Wholesale Houses: Groceries, 4; Miscellaneous Lines, 1; Commission, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 9; automobile tire agencies, 12; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 5; druggists, 8; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 5; grocers, 25, (chain, 1); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 8; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 1; women's apparel, 1.

Miscellaneous Data: Doctors (medical, 8); (dentists, 3); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

PINE BLUFF, ARK.

(Jefferson County)

1920 Population, 19,280.

City and Suburban Estimate, 75,000.

Native Whites, 45,000; Negroes, 30,000; Industrial Workers, 5,671; English Reading, 90%.

Schools: Public Grade, 10; High, 1; Junior High, 2; Number of Pupils, 8,971.

Churches: Baptist, 7; Christian Science, 2; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, $14,000,000; Savings Bank Deposits Total, $1,-874,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc), 5; Total number of seats, 5,140.

Location: On St. Louis Southwestern; Missouri Pacific; Pine Bluff, Western, and Pine Bluff, Ark. River Rys. Also Arkansas River Packet Co. Head of low water navigation on the Arkansas River. About 46 miles SSE. of Little Rock, Ark.

Principal Industries: General offices and shops of St. Louis Southwestern Ry. Co., Branch of Lona, Bell Lumber Co., 5 other wood working plants and 2 large cotton compresses, and 3 cotton oil mills.

Manufacturing Establishments: 107. Leading firms: Standard Brake Shoe & Foundry Co., Arkansas Textile Mills.

Residential Features: 5,143 houses in city limits, 27 apartment houses, 5 hotels, 30 boarding houses, 2,187 residences outside city.

Retail Shopping Section: Six streets. Retail area covers about 15 blocks.

Trading Area: Pine Bluff claims to be the third largest city in Arkansas, and draws trade from about one eighth of the state, embracing a population of over 200,000.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 5; automobile tire agencies, 7; bakers, 4; total cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 15; delicatessen, 3; total druggists, 12; dry goods, 117; department stores, 9; electrical supplies, 5; florists, 2; fruits, 7; furniture, 14; garages (public), 5; total grocers, 141; hardware, 5; jewelry, 7; total meat markets, 30; men's furnishings, 5; men's clothing, 5; merchant tailors, 11; milliners, 7; opticians, 3; photographers, 5; pianos (and miscellaneous muscal instrument), 4; radio supplies, 3; total restaurants (including hotels), 11; shoes, 15; sporting goods, 3; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 23; most pleasant months, April, May, June, September, October, November; doctors (medical, 41); (dentists, 15); (osteopaths, 4); number of wired houses, 5,121; street car service; gas, natural; electric current, alternating; water, soft.

ROGERS, ARK.

(Benton County)

1920 Population, 3,318.

City and Suburban Estimate, 10,000.

Native Whites, 100%; Industrial Workers, 20%; English Reading, 100%; Families, 750.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,244.

Churches: Baptist, 1; Christian Science, 2; Presbyterian, 1; Episcopal, 1; Methodist, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $2,000,000; Savings Bank Deposits Total, $100,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: In Benton County, on main line of Frisco R. R., also branch of Frisco running into Oklahoma.

Principal Industries: Agriculture, fruit growing, dairying, four small furniture factories, cider and vinegar plants.

Manufacturing Establishments: 30. Leading firms: Ozark Cider & Vinegar Co., W. H. Wardlaw Co., sweet cider; R. E. McCarty, furniture; Benton Co.; Hardware Co., harness; E. Van Wagoner, furniture; Rogers Ice & Cold Storage Co., manufacturers ice for refrigerating all Frisco cars; Cady Cooperage Co., barrels, boxes etc.

Special Information: Rogers is one of the Ozark playgrounds, entertaining thousands of tourists each year. Benton County has large apple orchards. One of the largest wholesale distributing centers in northwestern Arkansas.

Residential Features: More than 90% of the inhabitants own their own homes. Has handsome large city park. Water furnished from a spring that can supply 60,000 people. Paved streets.

Retail Shopping Section: First St., 5 blocks; Walnut St., 4 blocks; Second St., 2 blocks; Elm St., 2 blocks; "A" St., 3 blocks.

Trading Area: People trade from all over Benton County. Rogers trading area is 20 miles. Net work of highways bring trade here.

Wholesale Houses: Groceries, 3; fruits, 5; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands, 3; delicatessen, 3; dressmakers, 5; druggists, 3; dry goods, 8; department stores, 4; electric supplies, 3; florists, 2; furniture, 6; garages (public), 6; grocers, 21; hardware, 3; jewelry, 5; meat markets, 3; men's furnishings, 1; men's clothing, 1; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 13; shoes, 1; sporting goods, 2; stationers, 4; women's apparel, 6.

RUSSELLVILLE, ARK.

(Pope County)

1920 Population, 4,505.

City and Suburban Estimate: City, 6,300; County, 28,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 10%; English Reading, 100%; Families, 5,000.

Schools: Public Grade, 3; High, 1; Junior High 1; One State Polytechnic College; Number of Pupils (Public Schools), 1,214.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 3; Miscellaneous: Christian, 1; Church of God, 1.

Banks: State, 3; Total Resources, $200,000.

Theatres: Moving Pictures, 2.

Location: Our Missouri Pacific, and Dardanelle & Russellville R.Rs. To nearest large city, by automobile, 3 hours; by railroad, 2 hours and 10 minutes.

Principal Industries: Coal and lumber.

Manufacturing Establishments: 4. Leading firms: Purity Ice Cream & Creamery Co.; Russellville Iron Works; Westphal Factory (cabinet and wood); American Amiesite Asphalt Co.

Special Information: Building operations during present year approximate $1,000,000, including over 5 miles of street paving, sewer, and water extensions, two new church buildings, 10 new business houses and approximately 75 residences. Improvement district formed to bridge Arkansas River at Dardanelle (cost limited to $600,000), which will open highway south to Hot Springs through Arkansas Forest Reserve. On two important state primary highways. New 94-room hotel under construction, to cost $150,000.

Residential Features: Practically all single residences.

Retail Shopping Section: Jefferson, 3 blocks; Main, 3 blocks; Torrence, 1 block; Oak, 1 block.

Trading Area: North 45, to 70 miles; east 18; west, 14; south, 4 to 8; Arkansas river is practically the southern limit of trade territory. Bridge at Dardanelle will extend territory to across the Arkansas River.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; total cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; delicatessen, 5; dressmakers, 2; total druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 1; florists, 1; furniture, 4; garages (public), 5; total grocers, 7; hardware, 4; jewelry, 3; total meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; total restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 8), (dentists, 3), (osteopaths, 1); electric current, alternating; water, soft.

SILOAM SPRINGS, ARK.

(Benton County)

1920 Population, 2,569.

City and Suburban Estimate, 3,000.

Native Whites, 100%; English Reading, 100%.

Schools: Public Grade, 1; High, 1. Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $1,107,342.00.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Northwest Arkansas on the Kansas City Southern Railroad. Western gateway to the Ozark playground.

Principal Industries: Canning factory, railroad icing.

Manufacturing Establishments: Not a manufacturing center.

Special Information: Located in the Ozark Mountains on the direct route of all cars coming out of Oklahoma. Have all facilities for handling tourists. Location of John Brown College, Mudlava Sanatorium, Baptist Assembly, Summer resort.

Residential Features: Nearly all are one-family houses. Many summer cottages for summer visitors. Average value around $5,000.00.

Retail Shopping Section: Three blocks around the railroad station, then commencing on East Main, it extends three blocks to St. Nicholas Ave., four blocks to St. John Street, two blocks to West Main, four blocks to Tahlequah St.

Trading Area: Thirty miles west, twenty miles south, ten miles north and twenty miles east.

Wholesale Houses: Groceries, 1; hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10 (sub); commercial auto. agencies, 4 (sub); automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 5; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; florists, none; fruits, 10; furniture, 2; furriers, 3; garages (public), 8; grocers, 15; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 10; shoes, 1; sporting goods, 4; stationers, 1; women's apparel, 1.

TEXARKANA, ARK.-TEX.

(Miller County, Ark.—Bowie County, Tex.)

1920 Population, 19,737. (In Ark., 8,257; in Tex, 11,480.)

City and Suburban Estimate, 63,493. (Miller Co., Ark., and Bowie Co., Tex.)

Native Whites, 80%; Negroes, 20%; Foreign Born, 5%; Industrial Workers, 70%; English Reading, 90%; Families, 6,000.

Schools: Public Grade, 24; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2.

Banks: National, 2; State, 2; Total Resources, $20,000,000. Savings Bank Deposits Total, $5,-000,000. Other deposits, $20,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 5. Total number of seats, 5,000.

Locations: On nine railroads, including trunk systems of the Mo. Pac., Texas Pacific, K. C. Southern, and the "Cotton Belt" Rys. To nearest large city (Shreveport, La.), by railroad, 3 hours; by automobile, 4 hours.

Principal Industries: Cotton, truck farming, lumber, caskets, live stock, and other agricultural products.

Manufacturing Establishments: 50. Leading firms: Texarkana Pipe Works, Southern Furniture Factory, Gulf Cooperage Co., etc. Total value of yearly output of factories estimated at $2,500,000.

Special Information: All principal streets paved, including residential sections. New $800,000 hotel, 2 Municipal buildings to cost $200,000 each, $250,000 new theatre built. Superior church and school buildings, new Union Ry. station building, to cost $1,000,000.

Residential Features: Many palatial homes, costing up to $150,000, 6,000 homes, 40 apartment houses. Delightful climate, out door life for ten months in the year.

Trading Area: Legitimate trade area extends in a 50-mile radius around the city, with a prosperous population of 300,000, approximately.

Wholesale Houses: Groceries, 3; meats, 5; fruits, 1; hardware, 2; dry goods, 2; miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; total cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 20; delicatessen, 6; dressmakers, 12; total druggists, 25; dry goods, $50; department stores, 5; electrical supplies, 15; florists, 5; fruits, 14; furniture, 7; furriers, 1; garages (public), 25; total grocers, 135; hardware, 10; jewelry, 8; total meat markets, 35; men's furnishings, 5; men's clothing, 15; merchant tailors, 10; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; total restaurants (including hotels), 15; shoes, 5; sporting goods, 10; stationers, 4; women's apparel, 10.

Additional Facts—Doctors: Number of medical, 20; number of dentists, 10; number of osteopaths, 8. **Public Service:** Number of wired houses 4,000; street car service; gas, natural; electric current, alternating; water, soft. **Climate, etc:** Average temperature, 65 degrees; Average number of rainy days, 45 average for year; usually the most pleasant months are March to June, September to December.

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ALAMEDA, CALIF.

(Alameda County)

1920 Population, 28,806. (1925, est. 34,000.)

Schools: Public Grade, 7; High, 1 (2,300 pupils); Parochial, 2; Number of Pupils, 6,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1 (and mission); Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 4; Christian, 1; Free Methodist, 1; Unitarian, 1.

Banks: National, 2; State, 3; Total Resources, $13,000,000; Savings Bank Deposits Total, $9,000,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditorium, etc.), Total number of seats, 3,500.

Location: On Southern Pacific, Western Pacific, Santa Fe R.Rs.; Luckenbach, Robert, Dallas, S.S. lines; Ralph lines, Panama Pacific lines and Watson S.S. lines. Two units of an $8,000,000 terminal project have been completed. Belt Line R. R. serves all industrial sites and waterfront. Ships from all parts of the world call here. To nearest large city, by railroad, ½ hour; by trolley, ¾ hour; by auto, ½ hour.

Principal Industries: Borax works; pencil factory, lumber industry, Alaska Packers' Assn., said to be the largest packing concern in the country, makes Alameda its home port.

Residential Features: 75 per cent of homes are occupied by owners. City Manager form of government. Municipally owned light and power company. Well lighted streets. Third city in U. S. to adopt zoning. Lowest fire loss in state. Gardening a specialty among the home owners.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 1; automobile tire agencies, 3; bakers, 18; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 30; delicatessen, 8; dressmakers, 5; total druggists, 12 (chain, 1); dry goods, 9; department stores, 3; electrical supplies, 8; florists, 12; fruits, 25; furniture, 7; garages (public), 15; total grocers, 100 (chain, 19); hardware, 11; jewelry, 7; total meat markets, 29 (chain, 1); men's furnishings, 5; men's clothing, 3; merchant tailors, 12; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 11; total restaurants (including hotels), 12 (chain, 1); shoes, 4; sporting goods, 1; stationers, 8; women's apparel, 13.

Miscellaneous Data: Average temperature, 56.4 degrees; average amount of rainfall per 12 months, 23 inches; most pleasant months, June, July, August, September; doctors (medical, 59), (dentists, 28), (osteopaths, 10); number of wired houses, 9,762; street car service; gas, artificial; electric current, alternative and direct; water, soft.

ALHAMBRA, CALIF.

(Los Angeles County)

1920 Population, 9,096. (1925, est. 22,000.)

City and Suburban Estimate, 35,000.

Native Whites, 90%; **Negroes,** ½ of 1%; **Foreign Born,** 5%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families,** 4,000.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 4,921.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, $372,809,703.45. (The Pacific Southern Bank and the Bank of California are Los Angeles banks with branches in Alhambra.) Savings Bank Deposits Total, $2,891,996.25.

Theatres: Legitimate, 1; Moving Pictures and Vaudeville, combined, 4; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: On Southern Pacific Ry. Pacific Electric Ry. To nearest larger city, by railroad, ½ hour; by trolley, ½ hour; by auto, 20 minutes.

Principal Industries: Heavy steel products for oil wells, felt products, sprinkling systems, steel pipe and tanks, building materials, date packing, soap products, honey, valves.

Manufacturing Establishments: 15. Leading firms: C. F. Braun Co., A. I. Root Co., Standard Felt Co., Brown Valve Co. Total value of yearly output of factories estimated at $6,000,000.

Residential Features: A very large percentage of population are home owners, with 4,000 houses and 30 apartment houses. No slum district in Alhambra.

Retail Shopping Section: Main St., 12 blocks; Garfield Ave., 3 blocks; 1st St., 1 block; 2nd St., 1 block; Valley Blvd., 4 blocks.

Trading Area: A 5-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 4; automobile tire agencies, 7; bakers, 7; total cigar stores and stands (including hotels), 21 (chain, 2); confectioners (including hotel stands), 7; delicatessen, 5; dressmakers, 4; total druggists, 17 (chain, 1); dry goods, 5; department stores, 3; electrical supplies, 12; florists, 3; fruits, 15; furniture, 10; garages (public), 15; total grocers, 30 (chain, 7); hardware, 10; jewelry, 3; total meat markets, 25 (chain, 7); men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels, 10); shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 25; most pleasant months, Oct., Nov., May, June; doctors (medical, 33), (dentists, 14), (osteopaths, 4); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, soft.

ANAHEIM, CALIF.

(Orange County)

1920 Population, 5,526.

City and Suburban Estimate, 12,500.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,335.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 4; State, 1; Total Resources, $7,616,835.35; Savings Bank Deposits Total, $6,451,625.03.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,800.

Location: On three trans-continental railroads: Santa Fe, Union Pacific and Southern Pacific.

Principal Industries: Anaheim Beef Co., Crystal Chemical Co., Orange Co., Brick & Tile Co. and The McBride Glass Co., eight large packing houses.

Manufacturing Establishments, 44. Leading firms: Crystal Chemical Co., Orange Co., Brick & Tile Co., Anaheim Beef Co., McBride Glass Factory. Total value of yearly output of factories estimated at $8,593,578.

Special Information: Citizens have formed a community industrial land company and have purchased a tract of land which they will sell at very special terms for the purpose of bringing industries to the city of Anaheim. The California Valencia Orange Show is held here annually.

Residential Features: Private homes predominate. Anaheim has as fine a residential section as can be found anywhere in southern California. In the center of the residential district we have a newly completed park, one of the prettiest little parks in southern California.

Retail Shopping Section: The business district of the city extends about five blocks east and west on Center St., and about four blocks north and south on Lemon and Los Angeles Sts. West of the city we have what is known as "Five Points" business district, with about fifteen stores, which take care of some of the trade in the western part of Anaheim.

Trading Area: About three miles north, five miles south, three miles east and five miles west.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 9; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands, 6; delicatessen, 2; dressmakers, about 20; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 7; florists, 2; fruits, 7; furniture, 4; garages (public), 8; grocers, 28; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 3.

BAKERSFIELD, CALIF.

(Kern County)

1920 Population, 18,638. (1925, est. 28,667.)

City and Suburban Estimate, 79,000.

Native Whites, 83.5%; **Negroes,** 0.9%; **Foreign Born,** 13.6%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 10,000.

Schools: Public Grade, 13; High, 4; Junior High, 1; Parochial, 3; Number of Pupils, 5,100.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous: Mexican M. E., Jap. M. E., Jap. Buddhist.

Banks: National 1; State, 4; Total Resources, $22,874,122 Savings Bank Deposits Total, $8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1 combination; Burlesque, 1.

Location: On Southern Pacific and Santa Fe R.Rd.'s. To Los Angeles, by railroad, 6 hours; by auto, 4 hours.

Principal Industries: Oil refineries, cement products, cotton, fruit, cattle raising.

Manufacturing Establishments: 73. Total value of 1925 output of factories estimated at $5,699,000.

Special Information: Fast deevloping into a cotton center; 6,000 acres in 1923, 3,500 acres new in vast oil resources, nearly 60,000,000 barrels in 1925. Surrounding community going to diversified farming; 7,000 carloads fruit and produce, and 40,000 bales of cotton produced in 1925.

Residential Features: Small, conservative substantial homes predominate, some very beautiful. New additions, filling with very desirable homes of individual architecture.

Retail Shopping Section: Main part on Chester and 19th—Baker, G. H. I, K, L—1 and 2 block cross street. Baker street section in east end of town, reached by 7 min. street car service.

Trading Area: Extends 40 miles south, 35 miles north, 35 miles west, 40 miles east, small towns scattering.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 5; automobile accessories, 11; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 13; delicatessen, 1; druggists, 11 (chain, 1); dry goods, 12; department stores, 10; electrical supplies, 16; florists, 2; fruits, 3; furniture, 10; garages (public), 18; grocers, 74 (chain, 6); hardware, 8; jewelry, 12; meat markets, 18 (chain, 3); men's furnishings, 18; men's clothing, 18; merchant tailors, 13; milliners, 9; opticians, 3; photographers, 9; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 40; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 3 exclusive.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per 12 months, 39; most pleasant months, September to June; doctors (medical, 28), (dentists, 18), (osteopaths, 3); number of wired houses, 10,000; street car service; gas, natural; electric current, alternating; water, soft.

BERKELEY, CALIF.

(Alameda County)

1920 Population, 56,036. (1925, est. 80,000).

Native Whites, 65,300; **Negroes,** 480; **Foreign Born,** 9,573; **Industrial Workers,** 6,523; **English Reading,** 69,400; **Families,** 17,823.

Schools: Public Grade, average attendance, 5,461; High, 1,695, part time 191; Junior High, 2,604; Parochial, about 500; Number of pupils, 10,451.

Churches: Baptist, 4; Christian Science, 4; Congregational, 5; Episcopal, 5; Hebrew, 1; Methodist, 6; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 7.

Banks: National, 2 main (1 branch); State, 3 (5 branches). Total Resources, $187,705,000.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Greek Theatre, Wheeler Hall, University of California.

Location: On Santa Fe & Southern Pacific R.Rds. Barges transport merchandise to San Francisco and the steamship lines absorb the charges for shipments by water. To nearest large city, by railroad, 20 minutes; by trolley, 25 minutes; by auto, 15 minutes.

Principal Industries: Steel, ink, chemicals, soap, fruit packing, furniture, Liberty motors, pottery and tile.

Manufacturing Establishments: 140. Leading firms, Byron-Jackson Iron Works, California Ink Co., California Packing Corp., Cutter Laboratory, Hall-Scott Motor Co., Peet Bros., Steel Tank & Pipe Co., Solano Iron Works, Jacuzzi Bros. Mfg. Co. (aeroplane parts). Total value of yearly output of factories estimated at $2,800,000.

Residential Features: Berkeley is the seat of the University of California and the educational Center of the Pacific Coast. It is a city of beautiful homes, and numbers among its inhabitants many Oakland and San Francisco business men and capitalists. Superior living and health conditions, exceptionally fine schools, a favorable climate and efficient police and welfare work helps to make Berkeley an ideal home city.

Retail Shopping Section: There are several shopping centers in Berkeley—the main one being on Shattuck avenue from Berkeley Way to Blake street, and including University avenue —the telegraph avenue district—West Berkeley, South Berkeley, Ashby avenue and College avenue, besides scattered stores in the outlying residential districts.

Trading Area: Berkeley has no surrounding agricultural territory from which it draws trade.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 1; automobile tire agencies, 11; bakers, 43; cigar stores and stands (including hotels), 16 (chain, 4); confectioners (including hotel stands, 42); delicatessen, 12; dressmakers, 14; druggists, 27 (chain, 3); dry goods, 15; department stores, 3; electrical supplies, 17; florists, 8; fruits, 26; furniture, 28; furriers, 6; garages (public), 37; grocers, 139 (chain, 8); hardware, 23; jewelry, 13; meat markets, 56 (chain, 3); men's furnishings, 10; men's clothing, 17; merchant tailors, 19; milliners, 17; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5 or 6; restaurants (including hotels), 60 (chain, 3); shoes, 16; sporting goods, 2 exclusive; stationers, 7; women's apparel, 11.

Miscellaneous Data: Average temperature, 66.6 degrees; average number of rainy days per 12 months, 71; most pleasant months, July to November; doctors (medical, 74), (dentists, 58), (osteopaths, 19); number of wired houses, 16,542; street car service; gas, artificial; electric current, alternating; water, hard.

BRAWLEY, CALIF.

(Imperial County)

1920 Population, 5,389.

City and Suburban Estimate, 6,927. Suburban, 15,000.

Native Whites, 60%; **Negroes,** 10%; **Foreign Born,** 30%; **Industrial Workers,** 20%; **English Reading,** 60%; **Families,** 2,500.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,103.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: State, 2 branches; Savings Banks Deposits Total, $439,552; Total Resources, $262,290,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2 .Total number of seats, 3,262.

Location: In the center of the Imperial Valley, served by main line of Southern Pacific, and branch of San Diego and Arizona Rys. Excellent motor transportation to all parts of California; fast freight truck service to all southern California and Arizona points.

Principal Industries: Manufacture of ice, cotton gins, grain mills. Surrounding country, of which Bradley is the shipping point and business center, is devoted to raising cantalopes, lettuce, and other winter truck crops, cotton, grain, alfalfa. The cotton center of the valley. Date industry growing fast, as well as grape fruit and grapes.

Manufacturing Establishments: 5. Leading firms, cement plants, piston ring plant. Imperial Ice and Dev. Co.

Special Information: Brawley ships about one-third of the total perishable product of the Imperial Valley. Has an active Chamber of Commerce, Rotary Club, Kiwanis Club and numerous fraternal organizations.

Residential Features: Mostly one - family houses, private homes predominating. Retail houses scarce, which calls for building activity, which is under way. Only 5 apartment houses. Wide and attractive streets, mostly paved. Limited section on extreme eastern part of city occupied by foreign population, but is well kept and contains no tenement houses.

Retail Shopping Section: Extends from 2 blocks east of railroad to 4 blocks west on Main St. to city Plaza; 3 blocks wide in center of town. Better stores centered on Main St. between Plaza and the railroad.

Trading Area: Extends 10 miles south, 25 north, 15 east, and 10 miles west. Shoppers from outlying towns come to Brawley to trade. Outlying towns of Westmoreland, Calipatria, and Niland considered in Brawley territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 8; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 25; hardware, 3; jewelry, 2; meat markets, 11; men's furnishings, 10; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 23; sporting goods, 1; stationers, 1; women's apparel, 1.

BURBANK, CALIF.

(Los Angeles County)

1920 Population, 2,913.

City and Suburban Estimate, 20,000.

Native Whites, 99%; **Foreign Born,** 1%; **English Reading,** 99½%; **Families,** 3,500 (estimated).

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 2,770.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $3,794,085; Savings Bank Deposits Total, $1,336,378.05.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), School Auditorium, 1. Total number of seats, 1,500.

Location: On Southern Pacific lines. Both coast and valley lines meet here, being only 10 miles from Los Angeles and have all the advantages of that port for water and rail shipping. On main highway to the north of city, which is served by local and state truck lines to San Francisco, and other northern points. To nearest larger city (Los Angeles) by trolley; ½ hour; by auto, ½ hour.

Principal Industries: Truck mfg., china ware and pottery, canning, health foods, soap and perfumes, water heater mfg., and many other small manufactured products.

Manufacturing Establishments: 30. Leading firms: Andrew Jergens Co., Moreland Motor Truck Co., Empire China Co., Genevieve Jackson Co., Libby-McNeil & Libby, Cannery, McKeon Cannery, Owens Six-Wheel Truck Co., General Water Heater Co., Burbank Planing Mill, and about 30 other miscellaneous manufacturing establishments. Total value of yearly output of factories estimated at $7,193,452 (1924 figures).

CALIFORNIA (Cont'd)

for apricots and peaches, and their pay roll runs over $200,000. There are more than 1,500,000 hens in the Burbank district, and the poultry investment for stock alone is about $1,650,000. Dairying and agriculture are prominent pursuits. Burbank is growing as a manufacturing center.

Residential Features: Consist of about 3,000 single houses, and about two, or three hundred court, duplex and apartment houses.

Retail Shopping Section: Extends from San Fernando Boulevard and 2d Street, six blocks in main part; Angeleno, Olive, and Orange Grove Ave., ½ block each way off San Fernando Boulevard. On Fourth Street, business houses are scattered. San Fernando Boulevard has business houses all the way to Los Angeles (10 miles), and scattered business houses all the way to San Fernando city, 9 miles in opposite direction. Magnolia Ave, 2 miles from center of town with 2 blocks of business houses.

Trading Area: Extends from north, 10 to 15 miles; from west, about 3 miles. Very little from south, or from the east or city side.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2 (7 in drug stores); druggists, 7; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 1; fruits, 9; furniture, 4; garages (public), 7; total grocers, 18 (chain, 4); hardware, 4; jewelry, 4; total meat markets, 12, (chain, 3); men's furnishings, 2 (exclusive); men's clothing, 2; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 12; restaurants (including hotels), 5; shoes, 3; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 56; most pleasant months, Jan., Feb., March; doctors (medical, 11); (dentists, 4); (osteopaths, 1); number of wired houses, 100%; street car service, interurban only; gas, natural; electric current, alternating; water, hard.

CALEXICO, CALIF.

(Imperial County)

1920 Population, 6,223.

City and Suburban Estimate, 9,000.

Native Whites, 60%; Negroes, 10%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 85%; Families, 1,650.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,356.

Churches: Baptist 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $3,758,534.22; Savings Bank Deposits Total, $749,871.60.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 900.

Location: On boundary line between United States and Mexico. Terminals for Southern Pacific, Inter-California, and Arizona & San Diego Railroads. Bus service on State highways, north, east and west.

Principal Industries: Cotton ginning and kindred industries, i. e., mattresses, cottonseed oil, tents, awnings, cottonseed meal. Winter fruits and vegetables, celery, cantaloupes, watermelons, grapefruit, peas, strawberries, also small grains.

Manufacturing Establishments 11. Leading firms: Cotton Ginning Co., Globe Mills, Calexico Cotton Products, Inc.

Residential Features: Private homes predominate. Many fine apartments and bungalow courts. Small section devoted to foreign and negro element. Private homes average $4,500.

Retail Shopping Section: Two blocks north from international border, then from one block east of this cross street four blocks west on Second St. from border, thence one block north, also two blocks on street north. There are two small outlying districts of a total of three blocks.

Trading Area: Twelve miles east on both sides of border, five miles north, five west and approximately thirty miles south into Mexico.

Wholesale Houses: Groceries, 1; hardware, 2; dry goods, 1; miscelaineous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 3; automobile accessories, 4; including agencies, 12; automobile tire agencies, 2, including car agencies, 9; bakers, 5; cigar stores and stands (including hotels), 5; confectioners including hotel stands), 4; dressmakers, 5; druggists, 4; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture 3; garages (public), 8; grocers, 86; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, no exclusive, 5; sporting goods, 2; stationers, 1; women's apparel, 7.

CHICO, CALIF.

(Butte County)

1920 Population, 9,339.

City and Suburban Estimate, 16,000.

Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 15%; English Reading, 85%; Families, 4,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Number of Pupils, 3,000. Also State Teachers' College.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; African M. E., 1; Christian, 1; Nazarene, 1; Brethren, 1; Lutheran, 1; Pentacostal, 1.

Banks: National, 1; State, 3; Total Resources, $7,500,000; Savings Bank Deposits Total, $2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,500.

Location: On Southern Pacific Sacramento-Northern Ry (owned by Western Pacific). To nearest large city, by railway, 3 hours; by trolley, 3 hours; by auto, 3½ to 4 hours.

Principal Industries: Manufacturing matches. Main office for 35 retail lumber yards in Northern California. Agriculture, prunes, almonds, peaches, rice, hay, wheat and barley.

Manufacturing Establishments, 1: Leading firms: Diamond Match Co., Northern Star Mills, manufacturing "Big Oak" flour; Valley Concrete Pipe & Products Co., manufacturing concrete pipe and ornamental work. Total value of yearly output of factories estimated at $3,000,000.

Special Information: $1,000,000 prune crop, $1,000,000 almond crop, $1,000,000 rice crop.

Residential Features: Private homes predominate.

Retail Shopping Section: Main St. 10 blocks, Broadway 8 blocks, 2nd, 3rd and 4th, 3 blocks each.

Trading Area: North 40 miles, east 28, south 30, west 26.

Number of Retail Outlets for Nationally Advertised products: Passenger automobile agencies, 18; commercial auto agencies, 5; automobile accessories, 5; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 8; dry goods, 5; department stores, 8; electrical supplies, 7; florists, 3; fruits, 3; furniture, 5; garages (public), 8; grocers, 35 (chain, 3); hardware, 5; jewelry, 6; meat markets, 7; men's furnishings and men's clothing, 14; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 10; shoes, 6 (exclusive); 10 more in other stores; sporting goods, 3; stationers, 4; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees (maximum, 80; minimum, 40); average number of rainy days per 12 months, 100; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 15), (dentists 11), (osteopaths, 2); number of wired houses, 2,000; street car service; gas, natural; electric current, alternating; water, soft.

COALINGA, CALIF.

(Fresno County)

1920 Population, 2,934.

City and Suburban Estimate, 6,800.

Native Whites, 92%; Foreign Born, 8%; English Reading, 96%; Families, 1,430.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; Total Resources, $1,378,480. Savings Bank Deposits Total, $285,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,160.

Locations: S. W. corner of Fresno County on Southern Pacific Railway, on paved highway, midway between San Joaquin Valley and coast main highways. Bus lines east and west.

Principal Industries: Production of crude petroleum, 1,217,000 barrels annually, cattle and sheep raising, 88,000 lambs shipped annually; 17,000 cattle. Oil well drilling supplies and specialties.

Manufacturing Establishments: 2. Leading firms: Bunting Iron Works, Baker Casing Shoe Co. Total value of yearly output of factories estimated at $140,000.

Residential Features: Mostly one and two-story frame dwellings. 40% owned by non-residents, not as desirable as privately owned. Approximate average value $2,000.

Retail Shopping Section: Four blocks on Elm Ave., the entrance to city by state highway; four blocks on Fifth St.

Trading Area: Extends about 25 miles north, south and west, and 30 miles east. Nearest trading centers are 52 and 41 miles away.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 1; fruits, 7; furniture, 3; garages (public), 7; grocers, 10; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 4.

COLTON, CALIF.

(San Bernardino County)

1920 Population, 4,282. (1925, est. 8,000.)

City and Suburban Estimate, (township) 12,000.

Native Whites, 82%, Negroes, 4%; Foreign Born, 14%; Industrial Workers, 95%; English Reading, 90%; Families, 1,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; (Junior College proposed).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; (Capital and surplus, $200,000.); Total Resources, $1,266,000. Savings Bank Deposits Total, $1,266,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On Southern Pacific; Atchison, Topeka and Santa Fe, and Union Pacific R.Rs. Pacific Electric, Ry. three ways. Motor Transit Stage Company, Pacific Fruit Express. To Los Angeles by railroad, 2 hours, by trolley, 2 hours, by auto, 2 hours.

Principal Industries: Oranges, lemons, grape fruit, cement manufacturing, flour mills, railroad shops, gas plants, cement tile, concrete pipe, Pacific Fruit Express.

Manufacturing Establishments: Leading firms, Globe Milling Company, Southern California Edison Company, Cotton Portland Cement Company, Starnes Shoe Co. Annual payroll more than $3,000,000.

Special Information: Colton is called the "Hub City," being the junction of three transcontinental railways and one electric line. Is known as the "Industrial City" of San Bernardino Valley.

Residential Features: Mostly private residences. Several up-to-date apartment houses and first class hotels.

Retail Shopping Section: Extends from the intersection of 8th and I streets for about two blocks in each direction.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 1; dry goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto, agencies, 1; automobile accessories, 5; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 5; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; furriers, 1; garages, (public), 10; grocers, 10 (chain, 1); hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 75 degrees; average rainfall for twelve months, 16.39 inches. Most pleasant months, spring and autumn seasons; doctors (medical, 6), (dentists, 3), (osteopaths, 1); number of wired houses, 1,600; street car service; gas, natural, (1,576 meters); electric current, alternating; water, soft.

CORNING, CALIF.

(Tehama County)

1920 Population, 1,449. Chamber of Commerce estimate based on housing, 2,400.

City and Suburban Estimate, 6,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 2%; English Reading, 100%; Families, nearly 2,000.

Schools: Public Grade, 1; High, 1; Number of Pupils, 472.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 2; Total Resources, $1,139,157.48; Savings Bank Deposits Total, $431,650.85.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 850.

Location: Five miles west of Sacramento River, on Southern Pacific R. R., 120 miles north of Sacramento; on Pacific Highway from Canada to Mexico; bus service in all directions. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Fruits, nuts, grain, wool, olives; fruit packing, olive processing and oil making.

Manufacturing Establishments: 6. Leading firms, Maywood Packing Co.; Heinz Co.; Williams Olive Oil Co.; Corning Rug Factory; B. E. Glick Olive Oil Co.; Corning Ice & Bottling Works.

Special Information: Location of this city makes it the logical outlet for 36,000 acres of pine and fir timber, 30 miles west; and is distributing point for about 100,000 h.p. electricity to be generated by water power. In the heart of the section growing the celebrated Maywood Mammoth olives. Total value of yearly output of factories estimated at $750,000.

Residential Features: Practically all one-family houses, with a few scattered apartment houses. No tenements. Fine residential section just starting, with several homes of the $10,000 class. Good, broad streets, but unpaved. Splendid city water (from wells) for domestic use.

Retail Shopping Section: Extends from the Southern Pacific R. R. line west for four blocks on Solano Street, and north one block to Yolo Street, on 4th and 5th and 6th streets. There are two outlying "neighborhood" districts, with usual grocery and auto service, including cold drinks, confections, etc.

Trading Area: Extends west for thirty miles, south for ten miles, east for eight miles, and north for fourteen miles. Being on the Pacific Highway brings quite a large tourist trade practically nine months in the year.

Wholesale Houses: Fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 1; bakers, 1; cigar stores and stands (including hotels), 3 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 1; druggists, 2 (chain, 1); dry goods, 2; department stores, 2; electrical supplies, 4; fruits, 6; furniture, 3; garages (public), 6; grocers, 7; hardware, 3; jewelry, 3; meat markets, 12; men's furnishing, 3; men's clothing, 2; merchant tailors, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 2; shoes, 4; sporting goods, 4; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 80; most pleasant months, fall months; doctors (medical, 4), (dentists, 2), (osteopaths, 1); number of wired houses, 500; electric current, alternating; water, soft.

CORONA, CALIF.

(Riverside County)

1920 Population, 4,129.

City and Suburban Estimate, 6,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 40%; English Reading, 85%; Families, 1,325.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,413.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, $3,000,000; Savings Bank Deposits Total, $554,319.68.

Theatres: Moving Pictures, 2. Total number of seats, 800.

Location: On the Santa Fe and Pacific Electric R. Rs. To nearest large city (Los Angeles) by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Citrus growing, manufacturing citric acid, fruit boxes, stone building material.

Manufacturing Establishments: 4. Leading firms: Exchange Lemon Products Co., United Chemical Co., Blue Diamond Material Co., and Corona Box Co. Total value of yearly output of factories estimated at $1,924,000.

Special Information: Twenty-five miles of paved streets within the city limits. Three miles 100-ft. wide circular paved boulevard. Large lemon shipping point. Large rock crushing plant.

Residential Features: City is laid out on a gently sloping mesa, with admirable drainage features and facilities. The price of city lots, $500 to $700, is lower than in other nearby communities and affords an attractive opportunity for building.

Retail Shopping Section: Four blocks on Sixth Street and four blocks on Main Street.

Trading Area: Extends 4 miles south, 7 miles west, 7 miles north and 5 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 3; druggists, 3; dry goods, 7; department stores, 1; electrical supplies, 1; fruits 16; furniture, 3; garages (public), 10; grocers 16 (chain, 4); hardware, 2; jewelry, 2; meat markets, 8 (chain, 2); men's furnishings, 8; men's clothing, 8; merchant tailors, 1; milliners 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 6; shoes, 9; sporting goods, 1; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 6 degrees; average number of rainy days per twelve months, 23; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical 5), (dentists, 3), (osteopaths, 1); number of wired houses, 1,325; gas, natural; electric current, alternating; water, medium.

DINUBA, CALIF.

(Tulare County)

1920 Population, 3,400 (1925 est. 4,700).

City and Suburban Estimate, 12,000 (192 est. 5,000).

Native Whites, 95%; Negroes, ½%; Foreign Born, 4½%; Industrial Workers, 65%; English Reading, 95%; Families, 1,000.

Schools: Public Grade, 5; High, 1; Parochial 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, Methodist, 2; Presbyterian, 1; Roman Catholi 1; Miscellaneous, 5.

Banks: National, 2; Total Resources, $1,500 000; Savings Banks Deposits Total, $500,000.

Theatres: Legitimate, 1; Moving Pictures, Vaudeville, 1; Miscellaneous (Auditoriums, etc. 2. Total number of seats, 2,000.

Location: Southern Pacific, and Santa Fe R Rs. Also hourly stage service in all direction To nearest large city, by railroad, 1 hour; auto, 1 hour.

Principal Industries: Raising and preparir for market, table, and juice grapes, raisin

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CALIFORNIA (Cont'd)

Dinuba (con't)

figs, peaches, apricots, prunes. Also big lumbering interests and canning factories.

Manufacturing Establishments: 5; Leading firms: Sunmaid Raisin Co. and Peach & Fig Growers, Dinuba Planing Mill, Dinuba Lumber Co. Total value of yearly output of farm and factories estimated at $10,000,000.

Special Information: Dinuba is located right in the center of the Alta District, one of the richest parts of the San Joaquin Valley.

Residential Features: A city of medium-priced bungalows, practically all new and modern, with all the latest building improvements. Dinuba has no slums and there is no recognized best part of town.

Retail Shopping Section: Tulare Street, four blocks solid; "L" Street, three blocks solid; "K" Street, 2 blocks.

Trading Area: Extends west 9 miles, east 9 miles, north 6 miles, south back into mountains. On special sales days merchants have attracted business from a radius of 20 miles in each direction. Fine bus service to outlying districts.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 6; department stores, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 10; grocers, 15 (chain, 3); hardware, 3; jewelry, 3; meat markets, 4; men's furnishing, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 8; sporting goods, 3; stationers, 5; women's apparel, 5.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 30; most pleasant months, all except July and August; doctors (medical, 5), (dentists, 3), (osteopaths, 2); number of wired houses, 1,000 in city and 3,000 in district; gas, artificial; electric current, alternating and direct; water, hard.

EL CENTRO, CALIF.

(Imperial County)

1920 Population, 5,464.

City and Suburban Estimate, 14,000.

Native Whites, 85%; **Negroes,** 10%; **Foreign Born,** 5%; **English Reading,** 95%; **Families** 3,000.

Schools: Public Grade, 5; High, 2; Junior College, 1; Number of Pupils, 1,568.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,800.

Location: Southern Pacific, and Arizona and San Diego R. Rs. Stage service to and from Los Angeles and San Diego. County seat of Imperial County, centrally located in the Imperial Valley. To nearest large city, by railroad, 6 hours; by auto, 4 hours.

Principal Industries: Dairying, agriculture, melons, vegetables.

Manufacturing Establishments: 8.

Residential Features: Mostly 4 to 6 room houses, private homes predominate.

Trading Area: 25 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 2; dry goods, 1; paper, 1; miscellaneous lines, 3; creamery products.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 5; druggists, 4 (chain, 1); dry goods, 8; department stores, 4; electrical supplies, 5; florists, 1; fruits, 15; furniture, 4; garages (public), 10; grocers, 34; meat markets, 14 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 5; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 26; shoes, 12; sporting goods, 5; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average number of rainy days per twelve months, very few; most pleasant months, September to June; doctors (medical, 8), (dentists, 5), (osteopaths, 4); electric current, alternating and direct; water, hard.

ESCONDIDO, CALIF.

(San Diego County)

1920 Population, 1,789.

City and Suburban Estimate, 4,000-8,000 in trade district.

Native Whites, 95%; **Foreign Born,** 5%; Industrial Workers, 10%; **English Reading,** %; **Families,** 400 in town, 1,600 in district.

Schools: Public Grade, 650; High, 250; Junior High (Night), 70; Adventist, 50; Number of Pupils, 1,020.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 2; Total Resources, $3,000,000; Savings Bank Deposits, Total, $600,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: On Santa Fe Railroad. Truck and stage lines daily to Los Angeles and San Diego.

Principal Industries: Fruit growing, grain, poultry, dairying, honey and diversified farming.

Residential Features: Private homes predominate.

Retail Shopping Section: Grand Avenue, and several cross streets.

Trading Area: From 10 to 25 miles.

Wholesale Houses: 2 packing houses and 1 cannery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 2; dry goods, 5; electrical supplies, 6; florists, 2; fruits, 10; furniture, 5; furriers, 1; garages (public), 7; grocers, 8; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 2.

EUREKA, CALIF.

(Humbolt County)

1920 Population, 12,923. (1925, est. 19,135).

City and Suburban Estimate, 50,000.

Native Whites, 90-95%; **Negroes,** ¼%; **Foreign Born,** 25-35%; **Industrial Workers,** 25-35%; **English Reading,** 80-90%; **Families,** 4,000.

Schools Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,198.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources, $8,977,438.15; Savings Bank Deposits Total. $3,290,781.30.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,020.

Location: East side of Humboldt Bay, on the Redwood Highway, 294 miles north of San Francisco, 472 miles south of Portland, Ore. Served by Northwestern Pacific Railroad, Admiral Steamship Line, Nelson Steamship Line, Bayside Steamship Line, Coggeshall Launch Co., Little River Steamship Co., S. S. McCormack Steamship Co. Through stage service each day south to San Francisco and all way stations, and north to Portland, Ore., and way stations, and east to Red Bluff and tri-weekly to Redding.

Principal Industries: Redwood, pine and spruce lumber, woolen goods, printing, bookbinding, and publishing, foundry products, burl products, dairy products, wholesale paper houses, candy factory, boiler works.

Manufacturing Establishments: 20. Leading firms: Eureka Woolen Mills, Acme Foundry, Cottrell Moulding Mill, Burns, Burl Mfg. Co., Eureka Mfg. Co., Eureka Fluff Rug Co., Eureka Boiler Works, Bayside Redwood Co., Dolbeer & Carson Lumber Co., Homes-Eureka Lumber Co., McKay & Co. (lumber), Huber Bros., Delaney & Young, candy factory; Hammond Lumber Co., Rew & Sons, foundry.

Special Information: Located on only large harbor between Portland and San Francisco. Central stage center between these two points. Principal redwood lumber center in the world. Equitable climate. Distributing center for campers' supplies. Fishing, hunting and fine scenery on the Redwood Highway. Largest redwood lumber mill on the Pacific Coast, located near Eureka, the leading coast city between San Francisco and Portland.

Residential Features: Mostly one-family houses. No tenements. Private homes. Fifteen new apartmenet houses, 175 new bungalows constructed during the year.

Retail Shopping Section: Extends from water front south 7 blocks to Seventh street, 10 blocks east and west between A street and J street. There are approximately 5 outlying retail business sections and several smaller neighborhood sections with the usual grocery, meat and small shops.

Trading Areas: Extends about 100 miles north and south, and 35 miles east.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; dry goods, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1 central stage office; commercial auto agencies, 15; automobile accessories, 5; automobile dealers, 17; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 26; delicatessen, 3; dressmakers, 10; druggists, 8; dry goods, 9; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 10; furriers, 1; garages (public), 25; grocers, 52; hardware, 4; jewelry, 8; meat markets, 10; men's furnishings, 12; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 50; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 60 degrees; doctors (medical, 20), (dentists, 19), (osteopaths, 8); street car service; gas, natural; electric current, alternating and direct; water, soft.

FRESNO, CALIF.

(Fresno County)

1920 Population 45,086. (1925, est. 79,000.)

Native Whites, 81%; **Foreign Born,** 19%; **English Reading,** 89%; **Families,** 11,236—1920 estimate.

Schools: Public Grade, 24 High, 1; Junior High, 1; Parochial, 3. Number of Pupils, 12,866.

Churches: Baptist, 17; Christian Science, 1; Congregational, 4; Episcopal, 3; Hebrew, 1; Methodist, 8; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 37.

Banks: National, 1; State, 3; Savings Deposits Total, $17,654,077.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,640.

Location: Center of California, and center of the San Joaquin Valley. Southern Pacific, and Santa Fe R.Rs. Two trucking services to all state points.

Principal Industries: Raisin and fruit packing. Lumber mill, ice cream, butter, flour, paper cartons, box shooks, auto bodies aluminum utensils, ice plants, mill works, tents and awnings, foundries.

Manufacturing Establishments: 156. Leading firms: Sun Maid Raisin Growers' Assn., California Peach & Fig. Assn., Sugar Pine Lumber Co., Benhan's Ice Cream Co. Total value of yearly output of factories estimated at $87,460,069.

Residential Features: Largely one-family bungalows, small apartments and flats. Total number of homes 11,234.

Retail Shopping Section: Van Ness Ave., Fulton, Broadway, Fresno, Mariposa, Tulare Tuolumne, Merced, 5 blocks on Mariposa 2 blocks on Kern, 6 blocks on Fulton and Broadway, 5 blocks on Van Ness, 3 blocks on Tuolumne, Merced, and Fresno, 9 blocks on Tulare.

Trading Area: 100 miles north and south, 30 miles east and west.

Wholesale Houses: Groceries, 7; meats, 6; fruits, 7; dry goods, 2; miscellaneous lines, 97.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto agencies, 8; automobile accessories, 10; automobile tire agencies, 32; bakers, 27; **cigar stores and stands** (including hotels), 16; confectioners (including hotel stands), 14; delicatessen, 7; druggists, 41; dry goods, 7; department stores, 8; electrical supplies, 35; florists, 6; fruits, 8; furniture, 33; furriers, 3; garages (public), 65; grocers, 92; hardware, 13; jewelry, 20; meat markets, 48; men's furnishings, 22; men's clothing, 22; merchant tailors, 19; milliners, 10; opticians, 4; photographers, 11; pianos (and miscellaneous musical instruments), 12; radio supplies, 2; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 10; women's apparel, 10.

FULLERTON, CALIF.

(Orange County)

1920 Population, 4,415. (1925, est. 9,000.)

City and Suburban Estimate, 27,000.

Native Whites, 87%; **Mexican,** 13%; **Industrial Workers,** 80%; **English Reading,** 91%; **Families,** 6,000.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,543; Teachers, 131; Junior College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3; Christian, 1.

Banks: National, 2; State, 2; Bank Deposits Total, $4,750,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,000.

Location: On Santa Fe, Southern Pacific, and Union Pacific R.Rs., Pacific Electric Ry. Twenty miles from harbor. Crown bus, motor transit stage, Pickwick stages, Pacific fruit express. To nearest large city, by railroad, 1.05 hours; by trolley, 1.10 hours; by auto, 1 hour.

Principal Industries: Deciduous and citrus fruit-growing (oranges, grapefruit, lemons, walnuts, avocados, grapes), crude oil. Oil fields have been producing for more than 20 years); Union Oil, Standard Oil, Shell Oil, West Coast Leases, General Petroleum leases and dozens of individual concerns.

Manufacturing Establishments: Glass-making, (one plant employing 175 men, payroll $25,000), paving plant, machinery equipment plants, numerous oil refineries; Balboa Motor Co., manufacturing eight cylinder motor cars for high-class trade, employing several hundred men and women.

Special Information: Fullerton has been selected by meany leading manufacturers as the home of their western plants. It enjoys a rate differential that enhances the value of manufacturing locations. "The Home of the Valencia Orange," originated in Southern California by Charles C. Chapman, of Fullerton, producer of Mission Brand oranges.

Residential Features: Some of the finest homes of the southland are located in and around Fullerton. Up-to-date apartment houses and two splendid hotels.

Retail Shopping Section: 114 stores covering more than six blocks on each side of the street.

Trading Area: Eight miles in every direction from the city.

Exports 1923, $11,000,000.

Wholesale Houses: Groceries, 2; paper house, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 4; hotels, 5; druggists, 6; dry goods, 4; department stores, 5; electrical supplies, 2; florists, 2; furniture, 6; grocer, 36 (chain 5); hardware 3; jewelry, 3; meat markets, 9 (chain, 1); men's furnishings, 5; merchant tailors, 3; milliners, 5; real estate 11; plumbing, 5; radio supplies, 3; restaurants (including hotels), 7; shoes, 11; stationers, 2; banks, 4; doctors, 16; music stores, 3; bakers, 8; women's apparel, 5.

Miscellaneous Data: Doctors (dentists, 7), (osteopaths, 3); gas, natural; electric current, alternating, direct; water, soft.

GLENDALE, CALIF.

(Los Angeles County)

1920 Population, 13,536. (1925, est. 45,000).

City and Suburban Estimate: School census, est. 58,000; Chamber of Commerce, est. 60,000; public service, est. 62,000.

Native Whites, 90%; **Negroes,** .001%; **Foreign Born,** 10%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** approx. 11,800.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 6,045.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 5; State, 2; Total Resources, approx., $30,000,000. Bank Deposits Total, $18,760,890.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 3; miscellaneous (Auditoriums, etc.), 3. Total number of seats, 12,400.

Location: A suburb of Los Angeles. Served by Southern Pacific, Salt Lake, and Union Pacific Rys. Direct connection to Los Angeles by Pacific, and Glendale & Montrose electric lines. To nearest larger city, by railroad, 20 minutes; by trolley, 25 minutes; by auto, 30 minutes.

Principal Industries: Pottery and tile, bottling, wholesale bakeries, auto trucks, proprietary medicines, aeroplanes, door and sash, auto gear, carbureters, window shades, cigar boxes, furniture, incinerator, concrete blocks, candy, ice cream, ice, cigars, etc.

Manufacturing Establishments: 27. Leading firms: Harrower Laboratories Certified Laboratories, Moreland Truck, Kinner Aeroplane; Winfield Carbureters, Meneley Window Shades, Kaighin Chocolates, Tropico Potteries, Comalt Co., Sierra Club Beverages. Total value of yearly output of factories estimated at $27,000,000, approx.

Special Information: One of fastest growing cities of size in United States. Building permits over $10,000,000 a year for three years. Buying power of inhabitants far above that of average city. Fine churches, schools and public buildings.

Residential Features: City of high class homes, mostly inhabited by high class professional men of Los Angeles, and wealthy retired people from East and Middle West. Nearly every family owns own home. Many residences costing from $20,000 to $100,000. Approximately 3,000 homes from $5,000 to $18,000. About 1,000 single apartments, 500 duplex apartments. No tenement district.

Retail Shopping Section: On Brand Blvd., 15 blocks; Broadway, 12 blocks; Colorado, 8 blocks; Central Ave., 5 blocks; San Fernando, 7 blocks; Los Feliz, 5 blocks; Maryland, 2 blocks; Glendale Ave., 5 blocks; Harvard, 2 blocks; Wilson, 2 blocks; Verdugo, 3 blocks; Kenwood, 1 block; Pacific, 1 block, and many scattered stores and markets.

Trading Area: About 5 miles square, and very thickly settled. Glendale is a suburban city with very little outside trade, except small foothill cities with approximately 30,000 population, extending 17 miles northeast of city and connected by electric and auto stage lines.

Wholesale Houses: Groceries, 1; fruit, 1. Miscellaneous lines, tobacco, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto agencies, 7; automobile accessories, 6; automobile tire agencies, 21; bakers, 29; total cigar stores and stands (including hotels), 34 (chain, 2); confectioners (including hotel stands), 26; delicatessen, 9; total druggists, 37 (chain, 2); dry goods, 13; department stores, 4; electrical supplies, 17; florists, 9; fruits, 19; furniture, 21; furriers, 1; garages (public), 17; total grocers, 123 (chain, 24); hardware, 11; jewelry, 13; total meat markets, 70 (chain, 17); men's furnishings, 17; men's clothing, 9; merchant tailors, 15; milliners, 11; opticians, 6; photographers, 11; pianos (and miscellaneous musical instruments), 3; radio supplies, 14; restaurants (including hotels), 67; shoes, 14; sporting goods, 5; stationers, 5; women's apparel, 16.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per 12 months, 19; most pleasant months, nearly all; doctors (medical, 81), (dentists, 44), (osteopaths, 12); number of wired houses, 13,000; street car service; gas, natural and artificial; electric current, alternating and direct; water, soft.

GRASS VALLEY, CALIF.

(Nevada County)

1920 Population, 4,006.

City and Suburban Estimate, 5,500.

Native Whites, 80%; **Foreign Born,** 20%; In-

CALIFORNIA (Cont'd)

dustrial Workers, 20%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $5,000,000; Savings Bank Deposits Total, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 800.

Location: In Nevada county, 15 miles from Colfax, which is on line of Southern Pacific Railroad. Served from Colfax by Nevada County Narrow Gauge Railroad. Four round trips daily made by auto stage from Sacramento.

Principal Industries: Gold mining and farming, fruit growing, founderies.

Manufacturing Establishments: Leading firms: Taylor's Foundry and Engineering Company, and George Brothers Foundry, manufacturing mining machinery.

Special Information: Seventy-five per cent of the homes are owned by the 1,000 miners employed in the gold mines. Elevation of 2,500 feet makes city noted for tourist resort. Nevada county holds World's Fair first prize for Bartlett Pears.

Residential Features: Mostly one and two-story homes with well-kept lawns, and nearly every home in the city has fruit trees. Residence streets are paved in cement. Mostly all owned by miners employed in mines. Gentle slope in all sections of city leading to creek passing through heart of town, giving ideal drainage and sanitary features.

Retail Shopping Section: Principally on Main and Mill streets, running parallel to each other. Three blocks of business buildings on each street. State highway from Sacramento leads to center of business district.

Trading Area: Trading area extends fifteen miles on each, west and south sides of the city, and thirty miles on north side, including about twenty small mountain towns, whose supplies all pass through Grass Valley.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 13; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels) 16; confectioners (including hotel stands), 7; delicatessen, 4; dressmakers, 7; druggists, 5; dry goods, 3; department stores, 8; electrical supplies, 4; florists, 1; fruits, 9; furniture, 4; garages (public), 8; grocers, 12; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments, 2); radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationery, 3; women's apparel, 4.

GRIDLEY, CALIF.

(Butte County)

1920 Population, 1,636.

City and Suburban Estimate, 5,000.

Whites, 100%.

Schools: Public Grade, 2; High, 1; Kindergarten, 1.

Churches: Christian Science, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3. United Brethren, Adventists, Christian.

Banks: State, 1 (a branch bank); Savings Bank Deposits Total, $830,000; Commercial Deposits, $700,726.

Theatres: Moving Pictures, 1; Total number of seats, 500.

Location: Southern Pacific and Sacramento Northern Electric.

Principal Industries: Fruit canning, creamery butter, ice plant, cement works, pipe and cement products.

Manufacturing Establishments: Libby, McNeill & Libby, Fruit Cannery, Gridley Creamery, Sacramento Valley Cement Works.

Residential Features: Mostly one family houses.

Trading Area: Seven miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 3; automobile tire agencies, 1; bakers, 1; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 2; dry goods, 2; electrical supplies, 2; furniture, 1; garages (public), 4; grocers, 6; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 2; merchant tailors, 1; milliners, 1; opticians, 1; photograpers, 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; women's apparel, 1. (The general merchandise stores carry shoes, hats, clothing, etc.).

Miscellaneous Data: Doctors (medical, 5), (dentists, 2); electric current, alternating; water, soft.

HANFORD, CALIF.

(Kings County)

1920 Population, 5,888. (1925, est. 7,000).

City and Suburban Estimate, 15,000.

Native Whites, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 25%; English Reading, 80%; Families, 2,666.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Providence, 1; Roman Catholic, 1; Christian, 1; Seven Day Adventists, 1.; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $8,741,036.04; Savings Banks Deposits Total, $2,666,203.21.

Theatres: Combination, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,234.

Location: In the center of San Joaquin Valley, exactly equidistant between San Francisco and Los Angeles. On main line of Santa Fe, and branch line of Southern Pacific Rys. Also on Sierra-to-the-Sea State Highway, connecting valley and coast trunk lines. County has complete paved highway system. Truck and passenger auto stages to all points over state and county paved highways. To nearest large city (Fresno), by railroad, 1 hour, 35 minutes; by auto, 1 hour, 25 minutes.

Principal Industries: Raisins, fruits, hay, grain, livestock, dairying, cotton.

Manufacturing Establishments: Leading firms, Kings County Packing Co., California Packing Corp., Associated Raisin Co., California Peach Growers, California Prune & Apricot Assn., Star Piston Ring Co., Lucerne Cream & Butter Co., Swift & Co., Los Angeles Cream & Butter Co., Hanford Foundry Co., Adell-Cortright Concrete Works.

Residential Features: Mostly one family houses. Private homes predominate, and are mostly owned by occupants. Homes average in value $3,000.

Retail Shopping Section: Business section runs 3 blocks east and west and 2 blocks north and south. There are three outlying retail sections and several neighborhood stores.

Trading Area: Extends about 25 miles west and south and ten miles north and east. Intermittent business is secured from people living at a greater distance because of the splendid county and state paved highway system.

Wholesale Houses: Meats, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 42; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 8; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; fruits, 8; furniture, 5; garages (public), 10; grocers, 31 (claim, 3); hardware, 3; jeweler, 3; meat markets, 11; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 10; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 9), (dentists, 4); number of wired houses, 1,877; gas, artificial; electric current, alternating; water, soft.

HAYWARD, CALIF.

(Alameda County)

1920 Population, 3,487. (1925, est. 5,000.)

City and Suburban Estimate, 15,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 15%; English Reading, 90%; Families, 1,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,100.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian. 1; Roman Catholic, 1; Miscellaneous: Grace, 1; Lutheran, 1.

Banks: National, 1; State, 3; Total Resources, $5,037,529.71; Savings Bank Deposits, Total, $3,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 800.

Location: On Southern Pacific, and Western Pacific RRs. Trunk line connections with key system boats on San Francisco Bay. To nearest largest city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Manufacturing Establishments: Leading firms, Hunt Brothers Cannery, Farm Products Corporation, Eden Creamery, Jersey Creamery.

Special Information: Hayward's population grows solidly over the city limit lines at all points. While the city population is estimated at 5,000, the population of the city and adjoining districts is 15,000.

Residential Features: One thousand homes, only one apartment house. Ninety per cent of people are home owners and have single houses.

Retail Shopping Section: Castro Street, 8 blocks; A Street, 3 blocks; B Street, 8 blocks; C Street, 3 blocks; Watkins Street, 4 blocks; Main Street, 6 blocks.

Trading Area: Fifteen miles east of town, 10 miles south; 3 miles north to San Francisco Bay, and 5 miles west. Trading center of very diversified farming region, poultry center, fruit and vegetable canneries and preserving plants.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 8; automobile tire agencies, 12; bakers, 4; total cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 18; furniture, 3; garages (public), 12; total grocers, 12 (chain, 2); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 2; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 12; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 2; women's apparel (exclusive), 1.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 25; most pleasant months, all but Feb., March and April; doctors (medical, 10), (dentists, 4), (osteopaths, 1); number of wired houses, 800; street car service; gas, artificial; electric current, alternating; water, soft.

HEALDSBURG, CALIF.

(Sonoma County)

1920 Population, 2,412.

City and Suburban Estimate, 3,750.

Native Whites, 75%; Foreign Born, 25%; English Reading, 95%; Families, 750.

Schools: Public Grade, 1; High, 1; Number of Pupils, 800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; Total Resources, $4,668,988.21; Savings Bank Deposits Total, $1,634,102.41.

Theatres: Legitimate, 1 combination; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: On main line of Northwestern Pacific Ry., 60 miles north of San Francisco, on Russian River and famous Redwood Highway. Bus lines from Eureka to San Francisco pass through, and line from Healdsburg to Santa Rosa (16 miles); also one from Healdsburg to The Geysers (24 miles). Paved highways radiate. To nearest large city, by railroad, 30 minutes; by auto, 30 minutes.

Principal Industries: Agriculture, canneries, fruit packing. No purely factory industries in Healdsburg.

Manufacturing Establishments, 8; California Packing Corp., California Prune Apricot Growers Assn., J. F. Miller & Sons, Sebastopol Apple Growers' Union, Diana Packing Co., Enterprise Canning Co., Sherriffs Brothers.

Special Information: Healdsburg is in the very heart of one of the richest agricultural sections of California, noted for the high quality of its prunes. The hops raised in this locality get highest market price, and grape juice shipped in cold storage all over the country also bring in top price. Orchard land held from $1,500 to $2,500 per acre. Sonoma County, of which Healdsburg is in the richest section, has been declared the 8th county in value of agricultural products, by the U. S. Census Bureau, in the entire United States.

Residential Features: Almost exclusive residential section of single homes; two or three small apartment houses, a couple of rooming houses, and two hotels. Houses average $4,500.

Retail Shopping Section: West St., 5 blocks; Center St., 3 blocks; Matheson St., 3 blocks; Powell St., 2 blocks; North St., 2 blocks. In the center is a park covering an entire block. Several neighborhood stores.

Trading Area: 20 miles north, 15 miles east and west; 10 miles south. Special sales draw trade from as far north as 75 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; (District Agents' Representatives, 8); commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels) 8 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 2; druggists, 3; dry goods, 2; department stores, 1; electrical supplies, 4; florists, 1; furniture, 2; garages (public), 11; grocers, 8 (chain, 2); hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 1; men's clothing, 1; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 3; sporting goods, 5; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 60; most pleasant months March to October, inclusive; doctors (medical, 4), (dentists, 5), (osteopaths, 1); electric current, alternating; water, soft.

HOLLYWOOD, CALIF.

(Los Angeles County)

1920 Population, 60,000.

City and Suburban Estimate (1925, est. 130,000).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 96%; Families, 20,000.

Schools: Public Grade, 15; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 18,529.

Churches: 33; Baptist, 2; Christian Science, 4; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 3; Miscellaneous: Christian, 1; Lutheran, 2; Pro-Catholic, 1; Unitarian, 2.

Banks: 34; National, 3; State, 31; Savings Bank Deposits Total, $55,000,000. Total bank clearings, 1924, $319,147,541.85.

Theatres: Moving Pictures, 16; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, in theatres, 8,000; in private auditoriums, 10,500.

Location: Seven miles from the business center of Los Angeles; 32 miles from Los Angeles harbor. Hollywood is served by the same railroads and steamship lines that serve Los Angeles, using the L. A. stations and terminals. Hollywood is connected to L. A. by five street car lines, operated by two companies, and by six motor bus lines operated jointly by the street car companies. To Los Angeles, by trolley, 30 minutes; by auto, 30 minues (no railroad).

Principal Industries: Moving pictures and numerous allied industries, building materials, eighteen motion picture laboratories.

Manufacturing Establishments: 32. There are 53 moving pictures companies operating in Hollywood. Leading firms include Buster Keaton Comedies, Century Film Corporation, Christie Comedy Company, Famous Players-Lasky, Fox, Hollywood Studios, Sol Lesser Productions, Principal Pictures Corporations, Schenck Productions, United Studios, Vitagraph, Lois Weber, Hunt Stromberg. Total value of output of moving picture studios for 1925 is estimated in excess of $175,000,000.

Special Information: There are 25,000 people employed in the various branches of the moving picture industry, which has a yearly payroll estimated at $75,000,000, and which spends for materials $30,000,000 annually. The University of California, Los Angeles branch, is in Hollywood, so is the California Christian College. There are numerous private schools of stenography, dancing, musical, sculptoring, English, scenario writing, and military academies. Hollywood has its natural amphitheatre. The Hollywood Bowl, with summer symphony concerts and operas; an annual season of production of the Pilgrimage Play, America's Oberammergau. There are 43 civic, commercial and social clubs in Hollywood. The Hollywood Chamber of Commerce has a membership of 1,500.

Residential Features: Hollywood is generally considered the best residential section in Los Angeles. It is a community of homes, private single dwellings predominating. There are a large number of bungalow courts, high class apartments and two-family dwellings. No tenement district. Values of homes varies from $5,000 to $200,000.

Retail Shopping Section: Hollywood, Sunset and Santa Monica Boulevards are best east and west business thoroughfares in that order. Hollywood and Santa Monica Boulevards have street car lines; Sunset has a bus line. Vermont and Western avenues are best north and south business streets, each has a bus line; Western has a street car line in addition. Highest class shops and limit-height buildings (12 stories) are on Hollywood Boulevard. None of these streets are built solidly with business. They are from four to six miles long.

Trading Area: This shopping section has as its trading area the territory within and immediately adjacent to the boundaries of Hollywood, which include a population of 130,000. This trading area also includes the San Fernando Valley, an area of 247 square miles.

Wholesale Houses: Building materials, 18; film accessories, 14; storage and transfer, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial automobile agencies, 8; automobile accessories, 14; automobile tire agencies, 31; bakers, 36; cigar stores and stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 41; delicatessen, 22; dressmakers, 8; druggists, 91 (chain, 3); dry goods, 37; department stores, 2; electric supplies, 26; florists, 21; fruits, 331; furniture, 30; furriers, 16; garages (public), 36; grocers, 312 (chain, 10); hardware, 28; jewelry, 28; meat markets, 176 (chain, 9); men's furnishings, 18; men's clothing, 18; merchant tailors, 54; milliners, 41; opticians, 14; photographers, 26; pianos (and miscellaneous musical instruments), 10; radio supplies, 21; restaurants (including hotels), 183; shoes, 17; sporting goods, 8; stationers, 11; women's apparel, 42.

Miscellaneous Data: Average temperature (summer), 69.2 degrees; (winter), 56.1; Average number of rainy days per 12 months, 11; most pleasant months, February to November; doctors (medical, 137), (dentists, 81); (osteopaths, 23); number of wired houses, all; street car service; gas, natural; electric current, alternating; water, hard.

INGLEWOOD, CALIF.

(Los Angeles County)

1920 Population, 3,286.

City and Suburban Estimate (1925), 26,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 100%; Families, 6,000.

Schools: Public Grade, 5; High, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $4,073,000; Savings Banks Deposits Total, $3,745,500.

Theatres: Moving Pictures, 3; Total number of seats, 2,000.

Location: On Santa Fe Railroad between Los Angeles and the Harbor. Pacific Electric line between Inglewood and the beaches. Los Angeles street railway between Inglewood and Los Angeles. Excellent bus service in every direction, 19 miles from Los Angeles harbor by well paved trucking highways.

Principal Industries: Light industry. Furniture manufacturing, metal enameling, fruit packing, printing, textile manufacturing, woodworking.

Manufacturing Establishments: 18. Leading firms, Inglewood Mfg. Co., Smoot-Holman Co., Dovetail Lath Co., Southland Fruit Products Co. Value annual output: $3,000,000.

Special Information: Inglewood offers ideal labor, housing, climatic and shipping conditions for manufacturers, and an exceptionally attractive residence city.

Residential Features: No tenements. Practically all single family residences. City is zoned for residence, business and industrial purposes. Half an hour ride from down-town Los Angeles, half an hour ride to the Harbor, and half an hour to Hollywood and the beaches

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CALIFORNIA (Cont'd)

Inglewood (con't)
make Inglewood a most convenient location for residential purposes.

Retail Shopping Section: Extends from Redondo Boulevard to Arbor Vitae Street on Market and Commercial streets, 24 blocks in all. There are two outlying business districts and several smaller neighborhood sections.

Trading Area: Extends about 5 miles north and east, and 10 miles west and south, with excellent transportation facilities in every direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 8; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 4; grocers, 22; hardware, 5; jewelry, 3; meat markets, 18; men's furnishings, 3; men's clothing, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 13; shoes, 4; stationers, 1; women's apparel, 3.

LONG BEACH, CALIF.

(Los Angeles County)

1920 Population, 55,593. (1925, est. 130,000.)

City and Suburban Estimate, 75,000. (1925, est. 200,000.)

Native Whites, 97%; Negroes, about 300; Foreign Born, less 1%; Industrial Workers, 5%; English Reading, 98%; Families, 40,000.

Schools: Public Grade, 19; High, 2; Junior High, 4; Parochial, 2; Number of Pupils, 22,774.

Churches: Baptist, 4; Christian Science, 3; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 42.

Banks: National, 2; State, 10; Total Resources, $39,520,250; Savings Bank Deposits Total, $10,000,000.

Theatres: Legitimate, 2; Moving Pictures, 12; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 15,000.

Location: On the south west coast, served by Southern Pacific, Union Pacific, and Pacific Electric, Wilmington Transportation, Los Angeles Steamship, Pacific Steamship, Dollar Steamship Line, General Steamship. To nearest large city (Los Angeles), by railroad, trolley, or auto. 1 hour.

Principal Industries: Oil, steel and lumber, canneries, shipping.

Manufacturing Establishments: 253. Leading firms: Los Alimatos Sugar Co., Golden State Woolen Mills, California Almond Confection Co., Curtis Corporation, Colonial Chocolate Co., L. B. Paper Box Co., Cannon Candy Co., California Seamless Shoe. Total value of yearly output of factories estimated at $40,000,000.

Special Information: California's most popular summer and winter resort; $10,000,000 amusement zone, "the Pike," about one mile long, which attracts millions of people yearly.

Residential Features: Forty per cent of permanent residents own their own homes. Many apartment houses and Own-Your-Own apartments. Ocean Boulevard one of the finest residential districts in California about 7 miles long.

Retail Shopping Section: American avenue to Pacific avenue; Ocean to 10th on American; Ocean to 8th on Locust; Ocean to 9th on Pine; Ocean to 6th on Pacific.

Trading Area: East 10 miles, north 7 miles. Fine electric bus service and auto roads bring shoppers from Huntington Beach, Seal Beach, Bellflower, Wilmington, Harbor City, Compton, Lomita and Torrance.

Wholesale Houses: Groceries, 6; meats, 6; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products Passenger automobile agencies, 43; commercial automobile agencies, 3 exclusive; automobile accessories, 36; automobile tire agencies, 18; bakers, 48; cigar stores and stands (including hotels), 120 (chain, 2); confectioners (including hotel stands), 37; delicatessen, 16; dressmakers, 30; druggists, 88 (chain, 3); dry goods, 18; department stores, 8; electrical supplies, 24; florists, 8; fruits, 88; furniture, 26; furriers, 4; garages (public), 59; grocers, 415 (chain, 17); hardware, 24; jewelry, 18; meat markets, 162 (chain, 18); men's furnishings, 12; men's clothing, 21; merchant tailors, 16; milliners, 27; opticians, 14; photographers, 18; pianos (and miscellaneous musical instruments), 7; radio supplies, 16; restaurants (including hotels), 118; shoes, 21; sporting goods, 6; stationers, 11; women's apparel, 32.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 23; most pleasant months, most of them; doctors (medical, 173), (dentists, 96), (osteopaths, 33); number of wired houses, 15,000; street car service; gas, natural; electric current, alternating; water, soft.

LOS ANGELES, CALIF.

(Los Angeles County)

1920 Population, 576,673. (1925 est. 1,100,000).

City and Suburban Estimate, (1920) 700,000; (1925) est. 1,280,000.

Native Whites, 75.4%; Negroes, 2.7%; Foreign Born, 21.9%; Industrial Workers, 31.6%; English Reading, 95%; Families, (1920) 159,476; (1925) est. 301,000.

Schools: Public Grade, 234; High, 23; Junior High, 14; Parochial, 37; Number of Pupils (Sept. 8, 1925), 176,848.

Churches: Baptist, 58; Christian Science, 20; Congregational, 27; Episcopal, 28; Hebrew, 21; Methodist, 80; Presbyterian, 52; Roman Catholic, 49; Miscellaneous, 211.

Banks: National, 14; State, 24; Total Resources, $1,084,527,009. Savings Bank Deposits Total, $547,310,665.

Theatres: Legitimate, 6; Moving Pictures, 127; Vaudeville, 4; Burlesque, 3; Miscellaneous (Auditoriums, etc.) 3. Total number of seats, 122,095.

Location: On the Pacific Coast of Southern California, served by Santa Fe, Union Pacific and Southern Pacific Railroads. Pacific Electric Railway connects with all cities within a radius of 75 miles. Extensive bus service in all directions. Direct steamship service to all of the principal ports of the world.

Principal Industries: Motion pictures, petroleum products, iron and steel machinery, food products, meat packing, agriculture, lumber and planing mills, confectionery, ice cream, wearing apparel.

Manufacturing Establishments: 5,750. Leading firms: Bishop & Company, Angelus Furniture Co., Llewellyn Iron Works, Cudahy Packing Co., Milton G. Cooper Co., Pacific Ready Cut Homes, Inc. Total value of yearly output of factories estimated at $959,806,503 (1922). $1,100,000,000, (1923 estimate). $1,175,000,000. (1924 estimate).

Special Information Largest city on the Pacific Coast, and the wholesale jobbing center for Pacific southwest. 139 steamship lines (15 carrying passengers) operate out of the port of Los Angeles; 7,445,573 out of 9,618,615 tons of the east-bound traffic through the Panama Canal during the year of 1923 originated at Los Angeles, and 1,177,463 out of 3,772,769 tons of west-bound traffic was consigned to Los Angeles. Manufacturing is rapidly increasing; the monthly payroll for 1923 being $27,015,634.

Residential Features: Los Angeles is largely a town of single family and duplex homes. There are two high class residential sections occupying considerable area of the western portion of the city where the values range from $20,000 upward. The middle-class homes will average in value from $5,000 to $10,000. There are a few low-price residential sections where the valuations will range from $2,000 to $4,000.

Retail Shopping Section: The principal downtown shopping district extends from First Street for nine blocks along Main, Spring, Broadway and Hill streets, continuing out Main for another 20 odd blocks. Exclusive retail shops are located on 6th, and 7th Streets, the latter covering a distance of nearly a mile to Westlake Park. In the western portion of the city there is a local shopping area in Holywood extending from Western Avenue about 20 blocks westward. In addition there are over 50 local shopping districts extending for two or three blocks in various parts of the city.

Trading Area: About 40 to 60 miles. This area is served by the numerous bus lines as well as by frequent service on the Pacific Electric Railway. This area is practically all covered by the leading department stores with a daily delivery service, and all is within the "two-or-three deliveries per week" area of these stores.

Wholesale Houses: Groceries, 25; meats, 30; fruits, 32; hardware, 20; dry goods, 30; miscellaneous lines: electric supplies, 7; furniture, 30; drug, 16; shoes, 18; confectionery, 70; stationery, 10.

Number of Retail Outlets for Nationally Advertised Products: Automobile agencies, 325; auto accessories, 340; auto tire agencies, 240; bakers, 425; cigar stores and stands, 320 (chain, 75); confectioners, 675; delicatessen, 85; dressmakers, 525; druggists, 746 (chain, 69); dry goods, 429; department stores, 31; electrical supplies, 151; florists, 150; fruits, 675; furniture, 380; furriers, 65; garages, 390; grocers, 2,990 (chain, 365); hardware, 385; jewelry, 365; meat markets, 1,235 (chain, 135); men's furnishing & clothing, 225; merchant tailors, 3; milliners, 335; opticians, 208; photographers, 190; pianos and musical supples, 102; radio supplies, 142; restaurants, 2,110 (chain, 28); shoes, 223; sporting goods, 32; stationers, 59; women's apparel, 113.

Miscellaneous Data: Average temperature, 62.5 degrees; average number of rainy days per twelve months, 29; most pleasant months, nearly all; doctors (medical, 1,680), (dentists, 865), (osteopaths, 183); number of wired houses, 295,000; street car service; gas, artificial and natural; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

MADERA, CALIF.

(Madera County)

1920 Population, 3,444. (1925, est. 4,000.)

City and Suburban Estimate, 7,500.

Native Whites, 70%; Negroes, 5%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 70%; Families, 900.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; Negro, 1.

Banks: National, 1; State, 1; Total Resources, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,400.

Location: On the Southern Pacific R.R., Santa Fe R.R., runs 1½ miles east of town. To nearest large city by railroad, 45 minutes.

Principal Industries: Lumber, fruit (raisins), alfalfa, granite quarries.

Manufacturing Establishments: 3. Leading firm: Madera Sugar Pine Co. Total value of yearly output of factories estimated at $10,000,000.

Retail Shopping Section: Yosemite Ave., 3 blocks; D St. and C St., 2 blocks each.

Trading Area: About 15 miles each way.

Wholesale Houses: Fruits, 1; lumber, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 1; fruits, 4; furniture, 2; garages (public), 6; total grocers, 8 (chain, 2); men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 3; sporting goods, 3; stationers, 2; women's apparel. 3.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 30; most pleasant months, Sept. to June; doctors (medical, 5), (dentists, 3); gas, artificial; water, soft.

MARTINEZ, CALIF.

(Contra Costa County)

1920 Population, 3,858. (Chamber of Commerce estimate, 6,000.)

City and Suburban Estimate, 7,800.

Native Whites, 88%; Foreign Born, 12%; Industrial Workers, 50%; English Reading, 92%; Families, 1,000.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $43,000,000; Savings Bank Deposits Total, $1,250,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; total number of seats, 1,200.

Location: On Southern Pacific and Santa Fe R.Rs. River steamers. To Oakland and San Francisco, by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Two printing offices, oil companies, smelters, art metal company, chemical company, lumber, box factory.

Manufacturing Establishments: Shell Oil Co., Associated Oil Co., Mountain Copper Co., Chipman Chemical Co., Coos Bay Lumber Co., General Chemical Co., Alhambra Mineral Water Co., Union Ice Co.

Special Information: Rail and water facilities. Increase in population 100% in 8 years. Good climate. Agricultural resources. County seat town.

Residential Features: Many beautiful homes. Good schools. Churches. One and one-half hours from San Francisco.

Retail Shopping Section: Main St., 14 blocks; Ferry St., 11 blocks; Castro St., 6 blocks; Escabar St., 5 blocks; Court St., 3 blocks; Las Juntas, 7 blocks; Smith, 9 blocks.

Trading Area: Within a radius of 12 miles we reach 18,000 people. Agricultural, horticultural, industrial.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 7; automobile accessories, 7; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 7; grocers, 7; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 4), (dentists, 3); gas, artificial; water, soft.

MARYSVILLE-YUBA CITY, CALIF.

(Yuba County—Sutter County)

Note.—Marysville and Yuba City are separate municipalities, but must be regarded as one town for the purpose of this survey—they are connected only by a river bridge.

1920, Population, 7,169. (Marysville, 5,461, Yuba City, 1,708). 1925, est. Marysville, 7,228; Yuba City, 3,462.

City and Suburban Estimate, 28,000.

Native Whites, 96%; Negroes, 2%; Mexican, 2%; Industrial Workers, 5%; English Reading, 98%; Families, 9,100.

Schools: Public Grade, 5; High, 2; Parochial, Grammar and High, 1; Number of Pupils, 1,383.

Churches: Baptist, 2; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 5; Ttotal Resources, $11,500,000; Savings Banks Deposits Total, $5,123,000. (Savings Dept. only.)

Theatres: Legitimate, 1; Moving Pictures, 3; Legion Auditorium just completed, cost $200,000. Seats 3,000.

Location: At confluence of Yuba and Feather Rivers, 50 miles north of Sacramento. Served by Sacramento Northern Electric Ry., with several trains daily to San Francisco, Oroville, Chico and Colusa. Main line Southern Pacific to Portland and Los Angeles. Main line Western Pa-

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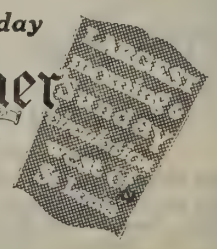
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CALIFORNIA (Cont'd)

cific. Salt Lake line. Hourly motor bus transportation to San Francisco and Los Angeles. Served by paved highways to Portland, Los Angeles and San Francisco. River navigation to Sacramento and San Francisco to be resumed. Government engineers now dredging channel. To Sacramento, by railroad, 2½ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Fruit growing, farming, dairying, canning, gold dredging, sheep rasing in adjacent foothills, cattle. Sand pits shipping 20 carloads sand daily. Annual gold output 6 million dollars, peaches, $4,000,000 annually, pears $1,000,000 annually. Shipped 1,400 carloads of grapes this year; 4,000 acres sugar, beets grown. Rice culture extensively carried on. Every kind of fruit from apples and other northern fruits to oranges, lemons, figs, etc., thrive here and are grown commercially. One farm boasts over 200 varieties fruits, berries, and grains. Cotton now being extensively grown.

Manufacturing Establishments: Main factory Yuba Tractor Co., which also manufactures the gold dredges used in Yuba River operations and in Alaska, and in Russia. Concrete pipe factory makes irrigation systems. Virden Packing Co. operates peach and pear cannery, employing 600 to 800 persons in season. California Canning Corp. (Dei Monte Brand) operates cannery for peaches, apricots and fruits in Yuba City, employing 900 workers in fruit season. Fruit picking in summer employs 2,000 to 3,000. Flour mills, Sun Maid Raisin stemming and packing plant, brick factory. Total output valuation yearly, $23,000,000.

Special Information: 53% canning cling peaches of United States produced within an area of 15 miles from Marysville-Yuba City. 10,000 tons raised in 1925. Most of this industry centers in Yuba City. Many points of historical interest here. In early gold days of California, Marysville was principal distributing point. Several hydro-electric plants in mountains nea here receive supplies through Marysville. A $3,000,000 dredge now building for the Russian government, to be used in platinum mining in the Ural Mountains.

Residential Features: Marysville is situated in a triangle between the Yuba and Feather Rivers, and vertually all available space in this area is built up with homes, a large number of which are of native burned clay brick. Yuba City is devoted almost exclusively to one-family homes of the bungalow type. These two towns are connected by electric street cars, and it is only five minutes ride from business district of one to the other. Homes in Marysville average $8,000; in Yuba City, $4,500.

Retail Shopping Section of Marysville extends from Yuba River bridge, 5 blocks on D St. to 5th St. Cross Sts., 1st, 2nd, 3rd, 4th and 5th Sts., average 2 blocks each of business houses. C. & E. paralleling the main street (D), each have 3 blocks business houses. Yuba City has 2 retail trading districts, older being on 2d and Bridge Sts., which take 4 blocks of stores. New section lies on Plumas St. on what is known as the "Hill" and has received 59 new retail business concerns in past 2 years. These 3 shopping districts are connected by electric trolley line and are a 10 minutes' ride on the electric line.

Trading Area: Extends 100 miles north and east into foothills district of Sierra Nevada Mountains. Marysville being the only gateway into this particular area, and 25 miles to the west, south, and north, it embraces all of Yuba and Sutter counties in the Sacramento Valley, and parts of Butte, Nevada, and Colusa counties. Paved highways into these areas. Rural mail delivery out of Marysville covers Yuba County, and rural mail delivery out of Yuba City covers Sutter County.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 2; miscellaneous lines, 1 electrical pumps and supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 5; automobile accessories, 5; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 11; delicatessen, 1; dressmakers, 15; druggists, 7; dry goods, 7; electrical supplies, 3; florists, 2; fruits, 9; furniture, 4; garages (public), 8; grocers, 36 (chain, 4); hardware, 3; jewelry, 6; meat markets, 18; men's furnishing, 8; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 52; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 4; auto tops, 2; harness makers, 1.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per year 72 months, 61; most pleasant months, March, April, May, June, Sept., Oct., Nov.; doctors (medical, 18), (dentists, 16), (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

MERCED, CALIF.

(Merced County)

1920 Population, 3,974. (1925 est. 7,000.)

City and Suburban Estimate, 9,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 6%; English Reading, 92%; Families, 2,000.

Schools: Public Grade, 1,075; High, 450; Number of Pupils, 1,590.

Churches: Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 2.

Location: On Southern Pacific, Santa Fe, and Yosemite Valley R.Rs., Terminal of Merced transit stage lines. To nearest larger city (Stockton) by automobile, 2 hours.

Principal Industries: Agriculture, fig packing, tomato packing, tomato cannery, pottery, tile, cotton, fruit and nuts.

Manufacturing Establishments: 15. Leading firms: California Pottery Co., Merced Concrete Works, Cross Lumber Co., I. S. Goldman C., Merced Lumber Co., J. R. Graham Co., San Francisco Shoe Shop, Benhardt Ice Cream, Acme Ice Cream; Merced Plumbing & Sheet Metal Works.

Special Information: Gateway to Yosemite National Park; terminal of Yosemite Valley Railway; highway to Yosemite Valley, open the year round. Merced County is the site of the Exchequer Dam, one of the largest irrigation projects in the country. Large peach and apricot orchards, 3,890 acres, 5 miles from Merced. Large fig orchard a few miles distant, containing 12,000 acres.

Residential Features: About 12,000 private homes, and 12 apartment houses.

Retail Shopping Section: On 17th and Main Streets, 8 blocks in shopping district; L Street, 4 blocks; M Street, 4; N Street, 2; and K Street, 2 blocks.

Trading Area: From 15 to 20 miles in all directions.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 5 (chain, 1); dry goods, 10; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 3; garages (public), 11; grocers, 12 (chain, 1); hardware, 5; jewelry, 3; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 83; most pleasant months, April, May, Sept., Oct.; doctors (medical, 8), (dentists, 6), (osteopaths, 2); number of wired houses, 2,000; gas, artificial; electric current, alternating; water, soft.

MODESTO, CALIF.

(Stanislaus County)

1920 Population, 9,241. (1925, est. 15,000.)

City and Suburban Estimate, 66,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 40%; English Reading, 97%; Families, 3,100.

Schools: Public Grade, 10; High, 1; College, 1; Number of Pupils, 3,543.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 3; Total Resources, $13,897,170.39; Savings Bank Deposits Total, $9,197,319.31.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200 theatres, 2,300 auditoriums—total 6,500.

Location: 90 miles south of San Francisco in the San Joaquin Valley. On main line Southern Pacific, Western Pacific and connects with Santa Fe via Modesto-Empire Traction Co. R. R. Excellent motor bus and freight service to San Francisco, Los Angeles and Sacramento. To nearest large city, by railroad, 4 hours; by trolley, 4 hours; by auto, 3 hours.

Principal Industries: Manufacturing of dairy products, fruit canning and fruit packing, meat packing plants, ice manufacturing plant, chemical plant.

Manufacturing Establishments: Leading firms, Borden's Condensed Milk Plant, Milk Producers Ass'n Plant, Pratt, Lowe Preserving Co., California Canneries, Modesto Packing Co., Valley Ice Company, D. V. O. Chemical Co.

Special Information: Modesto is county seat of Stanislaus County, leading dairy county of the West. Center of 400,000 acres of splendid irrigated land, over 3,000 dairies. Large acreage in fruits and truck gardens. Third county in State in poultry raising. Fourth county in U. S. in number of miles of paved roads. U. S. Department of Agriculture sustains claim of county to be the first dairy county on the Pacific Coast, seventh county in California, and twenty-eigth in the United States in agricultural resources.

Residential Features: Mostly one family homes. No workingmen's tenement section. Several splendid residential sections with building restrictions from $5,000 to $7,000.

Retail Shopping Section: Extends from G street (south) to K street (north) and from Ninth street (west) to 12th street (east). Total of 34 blocks. Nine neighborhood sections with usual stores and shops.

Trading Area: Extends twenty miles south, 30 miles east, 25 miles west and 14 miles north. Considerable business is secured from people residing at more distant points due to the many miles of paved highways leading into Modesto from all directions.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto agencies, 7; automobile accessories, 2; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands,) 12; delicatessen, 4; dressmakers, 14; druggists, 10 (chain, 2); dry goods, 9; department stores, 4; electrical supplies, 5; florists, 3; fruits, 7; furniture, 6; garages (public), 13; grocers, 102 (chain, 5); hardware, 4; jewelry, 6; meat markets, 17; men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 9; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 61 (chain, 1); shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 76 degrees! average number of rainy days per 12 months, 5 per cent; most pleasant months, May, June, Sept., Oct.; doctors (medical, 10), (dentists, 18), (osteopaths, 2); number of wired houses, all; gas, artificial; electric current, alternating and direct; water, soft.

MONROVIA, CALIF.

(Los Angeles County)

1920 Population, 5,480.

City and Suburban Estimate, 12,000.

Native Whites, 82%; Negroes, 8%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 98%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,157.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $5,400,000; Savings Bank Deposits Total, $1,800,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200.

Location: 13 miles southeast of Los Angeles in the San Gabriel valley. Served by Santa Fe, Southern Pacific and Pacific Electric railroads. Excellent bus service to surrounding points. Transportation and shipping situation excellent. To nearest large city (Los Angeles), by railroad, 15 minutes; by trolley, 45 minutes; by auto, 30 minutes.

Principal Industries: Orange and citrus fruit growing. Dairying, poultry raising, small farming. Date packing, broom manufacturing, water heater plants, automobile and truck and tractor manufacturing. Sash and door factory.

Manufacturing Establishments: 10. Leading firms, Day & Night Solar Heater Company; Coast Heaters Mfg. Co.; Kimball Truck Co.; Campbell Sash & Door Co.; Colby Mfg. Co.; Valley Packing Assn. (largest date packing plant in the U. S.) Total value of yearly output of factories estimated at $12,000,000.

Special Information: Largest city in the San Gabriel valley. One of the largest shipping points for citrus fruits in citrus growing section of So. California. Noted as health center with numerous recreation resorts and sanitariums. Rapidly growing industrial city making concerted bid for establishment of small industries of various nature. Per capita wealth high. For years recognized as one of most stable small communities in southern section of state.

Residential Features: Mostly one and two-family houses, with one-family houses and private homes of highest class architecture highly predominant. No tenement or cheap residence district, due to its location in foothill country and popular permanent home location of people of wealthy class. Homes in better residence sections will average in value $6,000.

Retail Shopping Section: Myrtle avenue, White Oak avenue, Olive, Lemon and Lime streets. Extends on Myrtle from Olive to White Oak, a distance of 6 long blocks, one block each side of Myrtle on intersecting streets and two blocks each side on Olive and White Oak. Two outlying small retail centers.

Trading Area: Extends out for a radius of 5 to 7 miles. Considerable business from small communities immediately surrounding.

Wholesale Houses: Wholesale business on small lines only, most wholesale distribution coming from Los Angeles.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 7; automobile accessories, 7; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 14; delicatessen, 3; dressmakers, 6; druggists, 8 (chain, 1); dry goods, 6; department stores, 4; electrical supplies, 4; florists, 4; fruits, 11; furniture, 3; furriers, 1; garages (public), 17; grocers, 25 (chain, 4); hardware, 4; jewelry, 4; meat markets, 22 (chain, 4); men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous muscal instruments), 2; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature 77 degrees. Average number of rainy days per twelve months 5 per cent. Most pleasant months nearly all. Doctors (medical, 24), (dentists, 7), (osteopaths, 5). Number of wired houses, 3,145. Street car service, Gas, natural. Electric current, Alternating and direct Water, soft.

MONTEREY, CALIF.

(Monterey County)

1920 Population, 5,479 (Monterey only).

City and Suburban Estimate, 13,000 (including immediately adjacent Pacific Grove and Carmel by the Sea).

Native Whites, 75%; Negroes, 1%; Foreign Born, 24%; Industrial Workers, 20%; English Reading, 95%; Families, 1,600.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,570.

Churches: Baptist, 1; Christian Science, 3; Congregational, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $3,428,918.27; Savings Bank Deposits Total, $1,643,132.20. (Also 1 bank in Carmel, 2 in Pacific Grove.)

Theatres: Legitimate, 1; Moving Pictures, 2 (also one in Carmel and 1 in Pacific Grove; Miscellaneous (Auditoriums, etc.), 3.

Location: Southern Pacific Railroad, Santa Cruz and Monterey S. S. line, and Linden S. S. line. The steamship lines are merely freight lines, picking up fresh and canned fish from industries here, lumber, etc. Monterey is situated on the southern part of the great Bay of Monterey, which promises to become a great seaport in the future. Excellent bus service to Santa Cruz, San Francisco, San Jose, Los Angeles and the San Joaquin Valley and Yosemite. In the background is the great Salinas Valley.

Principal Industries: Fisheries, sardine canning, poultry, dahlia tubers, gladiolus bulbs, diatomaceous earth, mining, stock raising.

Manufacturing Establishments: 7 large canneries. Leading firms: Hoyden Canning Co., Booth Canning Co., Carmel Canning Co., Monterey Canning Co., Funston & Gross Bayside Company, Monterey Products Co. Total value of yearly output of factories estimated at $4,000,000, not including Monterey Products Co.

Special Information: Monterey Peninsula is the greatest playground of California. Regular flow of business dependent upon the sea throughout year, maintaining general level of prosperity, which reaches very high peaks in summer and winter months, as result of tremendous influx of tourists and Californians from the valleys. Jobbing houses consider this locality this year a "bright spot" in California. All merchants credits very high. City of Monterey, which is main center of peninsula, is the old capital of California, first and last Spanish capital, Mexican capital, and here the American flag was first raised officially in California. Great number of historic buildings and land marks. Presidio of Monterey, home of 11th U. S. Cavalry and 76th Field Artillery, C. M. T. C. camps, National Guard summer camp, Hotel Del Monte.

Residential Features: Mostly one-family houses. No slums, no tenements. Private homes, owned by occupants, predominate greatly in Monterey, Pacific Grove and Carmel. Homes average in value about $5,000, but there is great variation, due to expensive villas in Monterey, Pebble Beach and Carmel Highlands, 18,000 acres being exploited by Del Monte Properties Company for the homes. Climate shows variation of mean temperature winter and summer not more than ten degrees. Great purchasing power in population.

Retail Shopping Section: Alvarado street in Monterey, three blocks, in main shopping district—Lighthouse avenue in New Monterey section of Monterey is secondary district, two blocks; also Lighthouse avenue in Pacific Grove, three blocks, and Ocean avenue in Carmel, three blocks. Main shopping district is in Monterey, to which most business comes from Pacific Grove, Carmel and outlying territory. There is the city of Monterey as a political unit, but it is the Monterey Peninsula that is the economic trading unit.

Trading Area: Extends 38 miles to the south down the coast-line, 33 miles up Carmel Valley, 15 miles N. E. toward Salinas, 14 miles North up the coast-line, and including the entire Monterey Peninsula, which is composed of Monterey, Pacific Grove and Carmel. Hotel Del Monte, Del Monte Lodge, Pebble Beach and Seaside, are all immediately adjacent communities. There is a high class bus service within and between these places.

Wholesale Houses: Groceries, 2; meats, 2; miscellaneous lines, 12 fresh and packed fish, 1 flour products.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 3; automobile accessories, 8; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 11; druggists, 8; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 3; fruits, 3; furniture, 5; garages (public), 9; grocers, 31; hardware, 5; jewelry, 5; meat markets, 12; men's furnishings, 4 exclusively; men's clothing, 4 exclusively; merchant tailors, 6; milliners, 4 exclusively; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 38; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 3.

NAPA, CALIF.

(Napa County)

1920 Population, 6,757. (1925, est. 7,600.)

City and Suburban Estimate, 10,000.

Native Whites, 75%; Foreign Born, 25%; English Reading, 95%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 150.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Bank of Italy, 1; Total Resources, $8,385,925.30.

Theatres: Moving Pictures and Vaudeville combined, 1; Miscellaneous (Auditoriums, etc.), Hippodrome, 1. Total number of seats, 1,800.

Location: At the head of navigation on Napa

Continued on page 18

CALIFORNIA (Cont'd)

Napa (con't)

River, 46 miles north of San Francisco. One steam car, and one electric line. Boat plys between Napa and San Francisco daily, carrying freight and passengers. To nearest larger city by railroad, 3 hours; by trolley or auto, 2½ hours.

Principal Industries: Grape and prune growing, peaches, apricots, cherries and apple cultivation. Boots and shoes, tanning, gloves, shirts,

Manufacturing Establishments: Leading firms: California Glove Co., Keig's Boot & Shoe Co., Sawyer Tanning Co., Cameron Shirt Factory, Sugar Beet Factory. Total value of yearly output of factories estimated at $3,750,000.

Special Information: A beet sugar factory, with a daily capacity of 600 tons, is now under construction. This industry wil add very materially to the agricultural production of the farmers, and the value of the output of the factories.

Residential Features: Ideal location for homes. Excellent climate, pure mountain water, transportation facilities unexcelled, good soil, many wooded hillsides. Its proximity to San Francisco Bay, and other bay cities makes Napa an ideal residential city.

Retail Shopping Section: On Main Street, 4 blocks; Brown Street, 5; Coombs Street, 3; First Street, 3; Second Street, 2; Third Street, 2.

Trading Area: North, 30 miles; east, 30; south, 10; west, 14.

Wholesale Houses: Fruits, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 6; automobile tire agencies, 18; bakers, 6; cigar stores and stands (including hotels), 18 (chain, 2); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 14; department stores, 2; electrical supplies, 12; florists, 1; fruits, 30; furniture, 2; garages (public), 32; grocers, 34 (chain, 4); hardware, 6; jewelry, 4; meat markets, 6; men's furnishings, 8; merchant tailors, 2; milliners, 10; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 16 (chain, 1); shoes, 4; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: average temperature, 52 degrees; average number of rainy days per twelve months, 25; most pleasant months, June to October, inclusive; doctors (medical, 20), (dentists, 12); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, soft.

OAKLAND, CALIF.

(Alameda County)

1920 Population, 216,261.

City and Suburban Estimate: (1925), Oakland, 295,000; Oakland and contiguous territory, 475,000.

Native Whites, 204,004; **Negroes,** 5,489; **Foreign Born,** 45,162; **Industrial Workers,** 39,000; **English Reading,** 208,261; **Families,** 43,252.

Schools: Public Grade, 50; High, 6; Junior High, 17; Parochial, 9; Number of Pupils, 53,000.

Churches: Baptist, 17; Christian Science, 10; Congregational, 12; Episcopal, 12; Hebrew, 15; Methodist, 25; Presbyterian, 15; Roman Catholic, 17; Miscellaneous, 62.

Banks: National, 2; State, 5; Total Resources, $173,000,000; Savings Bank Deposits Total, $98,500,000.

Theatres: Legitimate, 2; Moving Pictures, 35; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 50,248.

Location: Oakland is the hub, or trading center of a group of communities on the eastern, or continental shores of San Francisco Bay, easily accessible from all directions, with expansion possibilities unlimited. A growing, prosperous territory with an estimated population in excess of 550,000. To San Francisco, by rail or ferry, 40 minutes.

Principal Industries: Diversified, from automobile manufacturing, fruit packing, electric lamp manufacturing, chemical industries to paints and roofing materials, caused by comparatively low distribution costs, excellent transportation facilities, complete power requirements, ideal climate and satisfied labor.

Manufacturing Establishments: 1,050. Leading firms: General Motor Co., Durant Motor Co., Fageol Motor Co., Fisher Body Co., Victor Talking Machine Co., California Cotton Mills Co., Magnavox Company, Montgomery Ward Co., Libby, McNeill & Libby, Palmolive Co., Wyllis Overland Pacific Co., and many others of equal importance, nationally and locally. Total value of yearly output of factories estimated at $400,000,000.

Special Information: Location of the city makes it the terminus of the Southern Pacific, Western Pacific, and Santa Fe Railways. Oakland has wonderful water terminal facilities which mke the city a port of ever increasing importance. It is a port of call for steamers from ports all over the world. Oakland is well termed the city "Where Rail and Water Meet."

Residential Features: The homes of Oakland possess a charm that inspires a love of home and pride in ownership. It is a perfect home city, with private homes for working men, but with the wealthier classes predominating. There are no slums or tenement districts. The average cost of the Oakland home will range from $5,000 to $8,000.

Retail Shopping Section: Extends First and Broadway, Washington, Franklin, and Webster streets, on the South to 28th and Broadway, on the North to 14th and Broadway, the center or hub of all radiating laterals for street cars, bus transportation and automobile boulevards or highways leading to the great Santa Clara Valley. On the east and south are Richmond, Vallejo and a rich back country. On the north and east small sectional trading centers are numerous throughout this entire district.

Trading Area: Extends about fifty miles east and north. A wonderful system of paved highways, steam railways, electric railways, locally situated trolley lines and efficient motor bus transportation make trading in Oakland from any point within this fifty mile radius an event of convenience and pleasure for the buyer.

Wholesale Houses: Groceries, 10; meats, 15; fruits, 38; hardware, 1; dry goods, 4; shoes, 1; confectionery, 21.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial auto agencies, 8; automobile accessories, 39; automobile tire agencies, 69; bakers, 152; cigar stores and stands (including hotels, 198 (chain, 16); confectioners (including hotel stands), 102; delicatessen, 40; dressmakers, 15; druggists, 227 (chain, 19); dry goods, 59; department stores, 6; electrical supplies, 50; florists, 75; fruits, 92; furniture, 78; furriers, 21; garages (public), 206; grocers, 1,257 (chain, 190); hardware, 108; jewelry, 55; meat markets, 234 (chain, 29); men's furnishings, 32; men's clothing, 26; merchant tailors, 116; milliners, 33; opticians, 40; photographers, 51; pianos (and miscellaneous musical instruments), 37; radio supplies, 83; restaurants (including hotels), 215 (chain, 12); shoes, 59; sporting goods, 15; stationers, 21; women's apparel, 100.

See announcement page 19

ONTARIO, CALIF.

(San Bernardino County)

1920 Population, 7,280. (1925, est. 12,500.)

City and Suburban Estimate, 28,000.

Native Whites, 96%; **Foreign Born,** 4%; **English Reading,** 95%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $4,497,106; Savings Doposits, $1,515,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: On main lines of Union Pacific, Southern Pacific, and Santa Fe, R.Rs. Bus service and Pacific Electric interurban connections to all points in southwestern California; 37 miles east of Los Angeles, midway between mountains and the sea in a fertile valley devoted to intensive cultivation in agriculture and horticulture. To nearest large city, by railroad, 2 hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Electric appliances, work clothing (men's and children's), automobile accessories and metal specialties.

Manufacturing Establishments: 4. Leading firms: Edison Electric Appliance Co.; Hotpoint plant of Edison Electric Appliance Co., Ironall Factories, Inc.

Special Information: Ontario is uniformly prosperous because of the diversity of its resources and industries. There are a dozen different industries that insure good times. Citrus fruits keep the packing houses busy; deciduous fruits keep the canneries going; poultry and dairying are active throughout the year; the Hotpoint electric plant, manufacturing a nationally known product and some smaller industries furnish steady employment to hundreds. A junior college of agriculture attracts many.

Residential Features: Ontario has a far wider and more populous community than the census report indicates. Although the 1920 census gave it 7,280 and it is now 12,500 (est.), it is the center of a close-in community of 18,850 and has a trading territory of 30,000. It is a well balanced community, mostly devoted to agriculture and horticulture, but with an unusual amount of industrial activity for a western city. People are prosperous, nearly all living in their own homes.

Retail Shopping Section: Centers at Euclid and A streets; 6 blocks on Euclid and 8 blocks on A, with intervening blocks occupied by smaller shops.

Trading Area: Extends 15 miles east, 18 miles south, 10 miles north and 5 miles west. Good roads in every direction make trading easy for any one in the trading territory, and free telephone service to all the tributary territory makes Ontario the trading centers for entire region.

Number of Retail Outlets for Nationally Advanced Products: Passenger automobile agencies and commercial auto agencies 25; automobile accessories 15; automobile tire agencies 6; bakers 5; cigar stores and stands (including hotels) 10 (chain 1); confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists 6 (chain 1); dry goods 6; department stores 3; electrical supplies 3; florists 2; fruits, 2; furniture, 4; garages (public), 22; grocers, 43 (chain, 2); hardware, 3; jewelry, 4; meat markets, 13 (chain, 2); men's furnishings, 4; men's clothing, 4; merchant tailors, 7; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 10; shoes, 5; sporting goods, 1; stationers, 8; women's apparel, 6.

Miscellaneous Data: Average number of rainy days per 12 months, 14; most pleasant months, February to December; doctors (medical, 20), (dentists, 8), (osteopaths, 6); number of wired houses, 5,000; street car service; gas, natural; electric current, alternating; water, medium hard.

ORANGE, CALIF.

(Orange County

1920 Population, 4,884. (1925, est. 9,000.)

City and Suburban Estimate (1925), 14,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 20%; **English Reading,** 98%.

Schools: Public Grade, 5; High, 4 (1,300 seats); Parochial, 2; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Christian Disciples, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; Lutheran, 1; Free Methodist, 1; Nazarene, 1.

Banks: National, 4; State, 1 (savings department also); Total Resources, $3,892,131.64; Savings Bank Deposits Total, $988,732.90.

Theatres: Moving Pictures, 1; Vaudeville, 1.

Location: Santa Fe, Pacific Electric, and Southern Pacific R.Rs. Crown Stage bus line. To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Wire works, cordage factories, rope factory, gold leaf factory, cereal breakfast food, towel factory, ice and cold storage, citrus packing plants, cement pipe works.

Manufacturing Establishments: 10. Leading firms: California Wire Co., California Cordage Co., Western Cordage Co., West Coast Textile Co.

Special Information: Ideal labor conditions are helpful to all industries. Cheap power and ample raw material for industries named.

Residential Features: Mostly bungalows. Numerous small ranches.

Retail Shopping Section: Glassell St. and Chapman Ave. are main business streets. The Plaza is a circular park in the heart of the city from which business district radiates.

Trading Area: 2 miles from El Modena to Orange, 3½ miles from Olive, 2 miles from Villa Park, 2 miles from West Orange.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 2; bakers, 3; druggists, 4; dry goods, 4; electrical supplies, 3 florists, 2; fruits, 2; furniture, 3; garages (public), 5; grocers, 25 (chain, 5); hardware, 2; jewelry, 2; meat markets, 10 (chain, 2); men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 65 degrees average number of rainy days per 12 months, 25; most pleasant months, nearly all; doctors (medical, 5), (dentists, 4), (osteopaths, 2); number of wired houses, 3,300; street car service; gas, natural; electric current, direct; water, hard.

OROVILLE, CALIF,

(Butte County)

1920 Population, 3,340. (1925, est. 5,700.)

City and Suburban Estimate, 11,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 20%; **English Reading,** 93%; **Families,** 2,015.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $1,900,000; Savings Bank Deposits Total, $450,000

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Civic Auditorium. Total number of seats, 3,000.

Location: At the mouth of Feather River canyon. On Southern Pacific, Western Pacific and Northern Electric Rys. Division point on Western Pacific Ry. To nearest large city, by railroad, 2 hours 10 minutes; by trolley, 2 hours 15 minutes; by auto, 2 hours.

Principal Industries: Orange, olive, grape, fig, nut and cotton growing, tile and brick factory.

Manufacturing Establishments: 3. Leading firms: Virden Packing Co., The Olive Products Co., Wyandotte Canneries. Other independent fruit packing companies. Total value of yearly output of factories estimated at $4,000,000.

Special Information: Railroad shops located at Oroville. Direct shipment east to Chicago by the shortest route east and west.

Residential Features: A wide section devoted to private residences. Most homes owned by occupants, mostly single families.

Retail Shopping Section: Six streets averaging 4 blocks each.

Trading Area: East 180 miles (canyon country); west, 15 miles; north, 25 miles; south, 25 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 5; hardware, 1; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 4; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels, 7; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; garages (public), 5; total grocers, 32 (chain, 4); hardware, 3; jewelry, 3; total meat markets, 3 (chain, 1); men's furnishings, 4; men's clothing 4; merchant tailors, 2; milliners, 3; opticians 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 3; shoes, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 61½ degrees; average number of rainy days per 12 months, 56; most pleasant months, all but January and February; doctors (medical, 8), (dentists, 4), (osteopaths, 3); gas, artificial; electric current, alternating; water, soft.

OXNARD, CALIF.

(Ventura County)

1920 Population, 4,417.

City and Suburban Estimate, 12,000.

Native Whites, 80%; **Negroes,** 1%; **Foreign Born,** 19%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 1,000.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, Savings Bank Deposits Total, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 800.

Location: 62 miles north of Los Angeles, on Southern Pacific R. R.

Principal Industries: Truck farming, sugar beet raising and sugar manufacturing, lima beans.

Manufacturing Establishments: A. B. S. sugar factory, Wineman A. B. S. factory and Dunn Mfg. Co. Total value of yearly output of factories estimated at $5,250,000.

Special Information: Oxnard is close to shipping port at Hueneme, excellent transportation facilities, fertile soil, every street in the city paved, fine school systems, ideal climate.

Residential Features: Mostly one-family houses and adequate apartments. Restricted poorer section. Private homes perdominate. Handsome residential section takes in twelve square blocks with Fifth Street as main business thoroughfare.

Trading Area: Five miles west and south of city, and 25 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels stands), 4; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 5; florists, 1; fruits, 10; furniture, 3; garages (public), 10; grocers, 30; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 7.

PALO ALTO, CALIF.

(Santa Clara County)

1920 Population, 5,900. (1925 (municipal census), 10,746.

City and Suburban Estimate (including Mayfield), 20,000.

Native Whites, 83.3%; **Foreign Born,** 16.7%; **Industrial Workers,** 2%; **English Reading,** 96%; **Families,** 2,487.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial and Private, 8; Number of Pupils, 5,894 (Stanford University, 3,268).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $6,971,304; Savings Bank Deposits Total, $3,162,328.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,100.

Location: On Southern Pacific, 32 miles south of San Francisco, on the San Francisco peninsula. Excellent bus service to San Francisco (bus leaves every 20 minutes). To nearest large city (San Francisco), by railroad, 40 minutes; by auto, 45 minutes; by trolley, 1½ hours.

Principal Industries: Redwood fancy boxes, millwork, radio equipment..

Manufacturing Establishments: 3. Leading firm: Steere Mfg. Co. Policy of the city is to discourage factories locating within city limits.

Special Information: Palo Alto is an educational and cultural center. Population mostly purchasers of high grade products with almost unlimited buying power. As an indication of wealth, when deposits of the county as a whole showed a decrease of over $3,500,000, July to Dec., 1923, Palo Alto banks showed a gain of over half a million.

Residential Features: Strictly a residential city. It is the home of Stanford University, and the educational advantages and unsurpassed climate have attracted a wealthy class of home owners. Nearly all homes are one-family houses averaging $9,000.

Retail Shopping Section: University Ave., 6 blocks; Hamilton Ave., 5 blocks; High St., 4 blocks; Emerson St., 5 blocks; Alma St., 4 blocks; Ramona St., 3 blocks, and Waverly St., 2 blocks. The latter 5 being cross streets. Because of building restrictions, there are no neighborhood stores.

Continued on page 20

In Oakland, California

[And Trading Area]

—indicative of progress, population-increase and sound prosperity is the vast amount of needed construction work now being carried to completion.

Public service corporations show increasing demands made by the people of the Eastbay cities for water, telephone, gas and electric connections. Street car and bus transportation companies are continually extending and increasing carrying facilities.

107,511 water meters are in service.
5,523 new water meters were installed in the first six months of 1925.

91,900 gas meters are in service at this time.
3,785 new gas meters were installed in the first six months of 1925.

323,049 passengers is the average number carried daily by the public transportation service of the Eastbay area.

Downtown building construction continues with the general move and trend of business. The construction of dwellings in all parts of the community is greater than for any previous period. New homes by the block are being erected and sold in great numbers.

13,094 building permits were issued in the Eastbay area in the first six months of 1925. Total amount of money involved in this immense building program is $25,261,890.

School construction work is going forward with adequate speed to meet the needs of increasing school registrations.

A $9,600,000 bond issue recently voted by the people in this community is now being used for the improvement and the enlargement of schools already functioning and for the building of many additional units to the present schools system.

55,000 pupils are enrolled in the Eastbay public schools. 3,535 pupils are enrolled in Eastbay private schools. The University of California registration is above 10,000.

Exclusive Associated Press Service

Oakland Tribune

United Press Consolidated Press Association

One of the West's Great Newspapers

and the home of Radio Station K L X

Typical of Western prosperity is the prosperous condition of Oakland, California.

The OAKLAND TRIBUNE—the foremost newspaper in this great, growing metropolis—meets the demand of every advertiser for the proper medium by which he may reach the 550,000 people in Oakland and Trading Area.

The average net paid daily and Sunday circulation of The OAKLAND TRIBUNE for October, 1925, was 71,263—92% City and Suburban circulation, distributed almost wholly by carrier delivery—and 8% Country Circulation.

The OAKLAND TRIBUNE Charter Membership in the Audit Bureau of Circulations authenticates the above circulation statements.

National Representatives

225 Fifth Avenue, New York City · WILLIAMS, LAWRENCE & CRESMER CO. · 360 North Michigan Avenue, Chicago

CALIFORNIA (Cont'd)

Palo Alto (con't)

Trading Area: 5 miles north, 3 west, 8 south, and 3 east. This includes the towns of Atherton, Menlo Park, Stanford University, Los Altos, Runnymede and Ravenswood. Palo Alto now includes Mayfield within its city limits.

Wholesale Houses: Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 4; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 14 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 3; department stores, 3; electrical supplies, 4; florists, 2; fruits, 5; furniture, 5; garages (public), 22; grocers, 14 (chain, 2); hardware, 5; jewelry, 3; meat markets, 11 (chain, 1); men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 17;; shoes, 4; sporting goods, 3; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per 12 months, 43; most pleasant months, April to November, inclusive; doctors (medical, 20), (dentists, 12), (osteopaths, 6); number of wired houses, 100 per cent; gas, artificial; electric current, alternating; water, hard.

PASADENA, CALIF.

(Los Angeles County)

1920 Population, 45,354.

City and Suburban Estimate, 81,000 (1925 estimate).

Native Whites (1920), 36,977; Negroes, 1,092; Foreign Born, 6,785; Industrial Workers, 10%; English Reading, 85%; Families, estimated, 11,000.

Schools: Public Grade, 25; High, 1; Junior High, 4; Parochial, 2; Number of Pupils, 10,742.

Churches: Baptist, 6; Christian Science, 3; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 11; Presbyterian, 4; Roman Catholict, 4; Miscellaneous, 36.

Banks: National, 5; State, 6; Total Resources $410,673,981.20; Savings Bank Deposits Total (last call March 31, 1924), $46,404,449.66.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1 (combined with motion pictures); Miscellaneous (Auditoriums, etc.), 1. Total number of seats (estimated), 7,000.

Location: On Santa Fe, Southern Pacific, and Union Pacific R.Rs. Excellent bus service to nearby towns and cities. To nearest large city (Los Angeles), by railroad, 30 minutes; by trolley, 40 minutes; by auto, 30 minutes.

Principal Industries: Printing, milling, furniture.

Manufacturing Establishments: 225 (estimated). Leading firms: Pasadena Milling Co., Pasadena Biscuit Co., Pasadena Mfg. Co., Crown City Mfg. Co., Bryant Mfg. Co., Coops & Co., Wickercraft, California, Alfalfa Products Co. Total value of yearly output of factories estimated at $3,325,100.

Residential Features: A city of homes, surrounded by great natural playgrounds of beauty. The modest cottages of the workers blend in harmony with the mansions of the wealthy; beautiful lawns, flowers and trees are common to all, making Pasadena one of the most attractive garden spots on the Pacific Coast.

Retail Shopping Section: Colorado Street, the main street of Pasadena, which runs east and west, is comprised of about 22 blocks of shopping area. Fair Oaks Avenue runs north and south, composed of about 9 business blocks. North and South Raymond St., composed of about 7 business blocks; North and South Marengo St. about 5 blocks.

Trading Area: Five miles south, 7 miles east, 8 miles northwest, 6 miles west.

Wholesale Houses: Groceries, 2; fruits, 3; dry goods, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 33; commercial automobile agencies, 2; automobile accessories, 20; automobile tire agencies, 20; bakers, 20; cigar stores and stands including hotels), 11; confectioners (including hotel stands), 44; delicatessen, 1; dressmakers, 106; druggists, 55; dry goods, 24; department stores, 4; electrical supplies, 13; florists, 15; fruits, 30; furniture, 26; furriers, 4; garage (public), 45; grocers, 135 (chain, 30); hardware, 17; jewelry, 22; meat markets, 35 (chain, 1); men's furnishings, 2; men's clothing, 6; merchant tailors, 1; milliners, 17; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 7; radio supplies, 5; restaurants (including hotels), 42 (chain, 2); shoes, 28; sporting goods, 6; stationers, 9; women's apparel, 25.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per 12 months, 25 (6%); most pleasant months, nearly all; doctors (medical, 85), (dentists, 82), (osteopaths, 37); number of wired houses, 25,000 (approx.); gas, artificial; electric current, alternating and direct; water, hard.

PETALUMA, CALIF.

(Sonoma County)

1920 Population, 6,226.

City and Suburban Estimate, 14,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 25%; English Reading, 85%; Families, 1,750.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 3,400.

Location: On Northwestern Pacific Ry., running to Eureka; Petaluma and Santa Rosa (branch) R. Rs. running 20 miles north and connecting with San Francisco by boat. Situated at head of tidewater navigation on Petaluma River, or estuary, 37 miles north of San Francisco.

Principal Industries: Poultry, hatcheries, dairying, butter and cheese factories, milling, shoes, silk mills, lumber, box and egg cases.

Manufacturing Establishments: 26. Leading firms: Golden Eagle Milling Co., Petaluma Incubator Co., Shoe Factory, Belding Bros. & Co., Silk Mills, Camen & Hedges Lumber Co., Paper Box and Egg Case Filler Factory, Poultry, Producers of Central California.

Residential Features: Mostly one, and two-family houses. Small section devoted to industrial workers. Average residential section about the same extent as any other city of equal size.

Retail Shopping Section: Main St., Kentucky St., Western Avenue and Washington St; 18 blocks devoted to retail business section.

Trading Area: Twenty miles to the west and northwest, eight miles in all other directions.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 12; grocers, 16; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

PLACERVILLE, CALIF.

(El Dorado County)

1920 Population, 1,650.

City and Suburban Estimate, 3,000, July 1, 1925.

Native Whites, 90%; Foreign Born, 10%; English Reading, 95%; Families, 900 (est. July 1, 1925).

Schools: Public Grade, 2; High, 1; Number of Pupils, Placerville Grammar, 345; High, 227.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, Gospel Mission 1, Evangelistic 1.

Banks: National, 1; State, 1; Total Resources, $3,678,959; Savings Bank Deposits Total, $1,-975,727.35.

Theatres: Moving Pictures, 1; Miscellaneous (Audioriums, etc.), 1. Total number of seats: Theatre, 550; Auditorium, 375.

Location: Placerville is situated 50 miles east of Sacramento on S. P. R. R. (branch line), on main Lincoln Highway from east to west, and main road, east to Lake Tahoe, with highways to Tioga Pass and into Yosemite Valley. To nearest large city, by railroad, 3 hours; by auto, 2 hours.

Principal Industries: Bartlett pears, lumbering, box and shook factories, gold mining, fruits, peaches, grapes.

Manufacturing Establishments: 2. Leading firms: S. G. Beach Box and Lumber Factory (branch of Michigan-California Lumber Co.), California Door Co. (located at Diamond Springs, 3 miles north). Total value of yearly output of factories estimated at $15,000,000.

Special Information: Bartlett pears raised in this county have sold at top prices in eastern markets for the past five years and grapes for the last three years. Tourist travel through Placerville to Lake Tahoe, and to and from the East, last year, was 30,000 autos, with average of 3.16 passengers per auto, according to city census.

Residential Features: Placerville has 600 houses, 15 apartment houses with total of 105 apartments.

Retail Shopping Section: Situated on Main Street, 5 blocks; Broadway, 3 blocks; Center Street, 2 blocks; scattered, 7 blocks.

Trading Area: Extends 15 miles east, 18 miles west, 21 miles north, and 20 miles south.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 2; hardware, 2; dry goods, 2; miscellaneous lines, department store, 1; gents, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 12; automobile tire agencies, 7; bakers, 2; total cigar stores and stands (including hotels), 21 (chain, 1); confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 1; druggists, 2 (chain, 1); dry goods, 2; department stores, 1; electrical supplies, 3; fruits, 2; furniture, 2; garages (public), 5; grocers, 5 (chain 1); hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 21; most pleasant months, April, May, June, July, September, October; doctors (medical, 4), (dentists, 3); number of wired houses, 451; gas, natural; electric current, alternating; water, soft.

POMONA, CALIF.

(Los Angeles County)

1920 Population, 13,505. (1925, est. 22,500.)

City and Suburban Estimate, 1925 (post office estimate), 25,000.

Native Whites, 87%; Negroes, 1%; Foreign Born, 12%; Industrial Workers, 2%; English Reading, 86%; Families, 4,750.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 18.

Banks: National, 2; State, 2; Total Resources, $16,912,467; Building and Loan Assns., 2; Savings Bank Deposits, $889,232.57.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,900.

Location: On Main line of Union Pacific, Southern Pacific, and Santa Fe R.Rs.; Pacific Electric and Motor connections with Los Angeles and the harbor. Local bus lines connect with six smaller towns, none more than 6 miles distant. To nearest large city (Los Angeles), by railroad, 1¼ hours; by trolley, 1¼ hours; by auto, 1½ hours.

Principal Industries: Deep well pumps, knit goods, sweaters, shirts, overalls, air cleaners, "Brogdex" refrigeration process, brick, canned fruits, cigars, furnaces, ice, tents, awnings, boxes (fruit packing), cottonseed oil, mosaic tile, meat packing, flour and feed, planing mills, dairying, poultry, eggs, hay and grain, walnuts, rabbits, etc.

Manufacturing Establishments: 19. Leading firms: San Antonio Fruit Exchange, Pomona Mfg. Co., Pomona Valley Ice Co., Pomona Brick Co., Brogdex Mfg. Co., Pomona Valley Canning Co., Sunset Cannery, Pomona Sweater Factory; Baker Skirt Works, Detomel Products Co., Vortex Air Cleaner Co., Pomona Tile Co., Pomona Cigar Co., Valley Box Co., San Antonio Meat Co., P. F. Caldwell (gas furnaces), Cloverleaf Products Co. Total value of yearly output of factories estimated at $2,900,000.

Special Information: The principal industry of this valley is the growing, packing and shipping of citrus, and deciduous fruits and vegetables, besides meat packing and dairying.

Residential Features: Splendid residence town, 30 miles paved street. Pomona College situated at Claremont, 3 miles from Pomona. There are approximately 6,560 private homes within the city limits, with from 56 to 75 apartment houses and surrounding Pomona are several small residential communities, all within a seven-mile radius.

Retail Shopping Section: Second St., 6 blocks; Garey Ave., 4 blocks; Third St., 3 blocks; Locust St., 2; Thomas St., 2; Main St., 2; Gordon St., 2.

Trading Area: The Pomona Valley trading area is approximately 15 miles square, extending 7 miles east, 8 miles west, 6 miles north and 9 miles south.

Wholesale Houses: Grocers, 2; meats, 2; fruits, 11; cigars, 1; bakeries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto agencies, 6; automobile accessories, 18; automobile tire agencies, 15; bakers, 4; total cigar stores and stands (including hotels), 12 (chain, 1); confectoners (including hotel stands), 8; delicatessen, 2; druggists, 7; dry goods, 3; department stores, 6; electrical supplies, 10; florists, 4; fruits, 3; furniture, 5; garages (public), 24; total grocers, 43 (chain, 5); hardware, 5; jewelry, 5; total meat market, 15 (chain, 1); men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels, 12; shoes, 5; sporting goods, 6; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per 12 months, 30; most pleasant months, nearly all; doctors (medical, 25), (dentists, 15), (osteopaths,, 6); number of wired houses, 6,500; gas, natural; electric current, alternating; water, hard.

PORTERVILLE, CALIF.

(Tulare County)

1920 Population, 4,097. (1925, est. 7,000.)

City and Suburban Estimate (1925), 15,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; English Reading, 91%; Families, 1,400.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, Grade, 1,600; High, 700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1;, State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On So. Pac., and Santa Fe R Valley Transportation Co. passenger and fre trucks. Gateway to 7 mountain resorts, st line to each. Located south central part of Joaquin Valley in Central California. Center citrus fruit district. To nearest large city, railroad, 1½ hours; by auto, 1¼ hours.

Principal Industries: Packing citrus fruit, ciduous fruit, cattle raising, magnisite min oil wells, cotton and cotton ginning.

Manufacturing Establishments: 4. Lead firms: Ulmer Machinery Co., turbine pun National Kellstone Co., stucco; Sierra Magni Co., Porterville Machine Works, pumps machinery.

Special Information: Porterville's favorable cation on two railroads, several stage li and having numerous well paved highways f which many mountain roads lead, makes i wonderful gateway for tourists. Ships 2, cars citrus fruit; plums, 900 tons; peaches, 4, tons; quinces, 200 tons; grapes, 2,200 tons.

Residential Features: Exceptionally large centage owned homes. Large part of city u building restrictions. Many new homes. building and loan associations. Now paving blocks.

Retail Shopping Section: Main St., 9 blo Second St., 5 blocks; Hackett St., 3 blo Three neighborhood districts. Many outli garages, and machine and auto repair shop

Trading Area: North 4 miles, 80% of busin 8 miles east into mountains, fruit district 20 miles; south 6 miles, 85% of business 20 miles. West 10 miles, 60% of business 15 miles. Trading center for 7 mountain sorts, one 65 miles distant. Surrounded several small towns which trade with l stores and theaters in Porterville.

Wholesale Houses: Meats, 1; fruits, 2; cellaneous lines, pump machinery, 1.

Number of Retail Outlets for Nationally vertised Products: Passenger automobile a cies, 11; commercial auto agencies, 3; auto bile accessories, 18; automobile tire agenc 13; bakers, 3; cigar stores and stands (inc ing hotels, 9 (chain, 7); confectioners (inclu hotel stands), 8; delicatessen, 3; dressmak 4; druggists, 3; dry goods, 4; departm stores, 3; electrical supplies, 6; florists, fruits, 7; furniture, 3; furriers, 3; gar (public), 10; grocers, 18 (chain, 4); hardw 4; jewelry, 3; meat markets, 5 (chain, men's furnishings, 4; merchant tailors, 2; m ners, 5; opticians, 3; photographers, 1; pi (and miscellaneous musical instruments), radio supplies, 3; restaurants (including hot 8; shoes, 4; sporting goods, 4; stationers, women's apparel, 4.

Miscellaneous Data: Average temperature, degrees; average number of rainy days per months, 45; most pleasant months, Septen to May, inclusive; (doctors (medical, 14), tists, 5); (osteopaths, 4); number of w houses, 1,500; gas, artificial; electric curr alternating; water, soft.

REDLANDS, CALIF.

(San Bernardino County)

1920 Population, 9,751.

City and Suburban Estimate, 18,000.

Native Whites, 95%; Negroes, 2%; For Born, 3%; Industrial Workers, 15%; Eng Reading, 95%; Families, 3,872.

Schools Public Grade, 7; High, 1; Ju High, 1; Parochial, 4; Number of Pupils, 3, University of Redlands, 400 Pupils.

Churches: Baptist, 2; Christian Science, Congregational, 1; Episcopal, 1; Methodist Free Methodist, 1; Presbyterian, 1; Roman C olic, 1; Miscellaneous: Lutheran, 1; Christia Holiness, 1; Unitarian, 1.

Banks: National, 1; State, 2; Total Resou $7,000,000. Savings Bank Deposits Total, a $3,000,000. Building & Loan Society, as $3,144,000.

Theatres: Legitimate, 1; Moving Pictures Miscellaneous (Auditoriums, etc.), Conte rary Club, Municipal Amphitheatre. Total ber of seats, 5,000.

Location: Sixty-seven miles from Los Ang at the head of the fertile San Bernardino ley. The altitude is 1,356 feet above sea l and the sheltering mountains on three protect the city from winds and extreme temperature. The city stands at the hub radiating system of rail and motor transp tion, giving access to mountains and bea over paved boulevards. On the main lin the Southern Pacific, the loop of the Santa and connected by Pacific Electric with L Pacific line, and limited trains to Los Ang Redlands is accessible to transcontinental t by both railroad and automobile. The Ocea Ocean Highway runs through Redlands places the town in close communication Imperial Valley, and the Bankhead Highwa the east, via Yuma and Tucson, or Phoe Arizona. To nearest large city, by railroa hours; by trolley, 3½ hours; by auto, 3 hou

Principal Industries: Citrus fruits, apples other deciduous fruits, poultry, bees, dair and general farming.

Manufacturing Establishments: Leading f West Coast Textile Co. (towels), Jones Cid Vinegar Co., Sanborn Foods, Hodson Towel Anderson Flume Gate Co., Johnston Trac Kubias Olive Co., H. Rettig, farm tools. Ex Co., tree wraps, planting pots, surgical spl J. D. Jones, toys; Sunset Tile Co., hydrol tile; All Orange Products Co., manufact bakers' supplies.

Special Information: Transcontinental H way, Ocean-to-Ocean Boulevard, Arrowhead T Community singing, and artists' concerts held throughout the season in Municipal Au theatre. No charge for admission is m Rainbow angling club, and Forest Home

CALIFORNIA (Cont'd)

's are located near Redlands. Southern Cali-nia Edison Co. has six electric generating nts in mountains near Redlands.

tesidential Features: Mostly private resi-ces. While the larger percentage will run at st to $5,000, more pretentious homes cost up $35,000, and more.

tetail Shipping Section: Extends from Tri-le, heart of business section, two blocks t and west on Citrus Avenue and State et, five blocks north on Orange Street. Pack-houses located on Southern Pacific, and ta Fe tracks, east and west of Orange et.

rading Area: Extends twenty-five miles east Beaumont, and Banning, nine miles south to eno Valley, five miles west to Loma Linda, five miles north to East Highlands, High-d, and Patton.

lumber of Retail Outlets for Nationally Ad-rtised Products: Passenger automobile agen-s, 13; commercial auto agencies, 3; automo-e accessories, 8; automobile tire agencies, 8; ers, 6; cigar stores and stands (including ho-s), 11 (chain, 1); confectioners (including el stands), 3; delicatessen, 3; dressmakers, druggists, 7; dry goods, 7; department stores, electrical supplies, 4; florists, 2; fruits, 8; niture, 4; garages (public), 18; grocers, 60 ain, 2); hardware, 3; jewelry, 3; meat mar-ts, 11 (chain, 2); men's furnishings, 6; men's bing, 6; merchant tailors, 7; milliners, 5; icians, 4; photographers, 4; pianos (and mis-aneous musical instruments), 3; radio sup-s, 6; restaurants (including hotels), 21; les, 9; sporting goods, 4; stationers, 3; nen's apparel, 7.

liscellaneous Data: Average temperature, 63 rees; average number of rainy days per 12 nths, 9; most pleasant months, nearly all; tors (medical, 19), (dentists, 8), (osteopaths, number of wired houses, 3,156; gas, natural; tric current, alternating; water, soft.

REDONDO BEACH, CALIF.

(Los Angeles County)

920 Population, 4,913. 1925, est. 11,200.)

ity and Suburban Estimate, 13,500.

lative Whites, 95%; Foreign Born, 4½%; groes, ½%; Industrial Workers, 20%; Eng-h Reading, 85%; Families, 3,300.

chools: Public Grade, 5; High, 1; Parochial, Number of Pupils, 1,900.

hurches: Baptist, 1; Christian Science, 1; ngregational, 1; Episcopal, 1; Methodist, 1; man Catholic, 1; Miscellaneous, 1.

anks: National, 3; State, 1; Total Resources, $173,591; Savings Bank Deposits Total, $3,850.

heatres: Moving Pictures, 2; Vaudeville, 1. al number of seats, 2,000.

ocation: On Pacific Electric Co. line, 19 miles thwest of Los Angeles, 12 miles northwest Long Beach, on Santa Monica. Good electric bus lines transportation. Two miles from ta Fe Railway branch. Mostly resort and ne community.

rincipal Industries: Southern California Edi-plant, Southern California Gas Co. Old fis, fishing, lumber plant, glass plant.

lanufacturing Establishments: 9. Leading is: Pacific Electric Co. wharf, Southern Cali-nia Gas Co., Southern California Edison Co., Redondo Milling Co., Redondo Planing Mill, Wil-se Beverages, Glass Plant.

pecial Information: Amusement center of h class, home of famous "Moonstone Beach." radise for fishermen, seven acre municipal k facing ocean, large salt water bathing pilion, joined by the Palos Verdes estates. eat depth of water in Santa Monica Bay fa-vable to heavy-draught shipping.

esidential Features: Mostly single family hes, moderate number apartment houses, few rts. Perfect drainage for entire city on es of hills. Real estate and homes are held a reasonable prices, even such as have ocean ntage.

etail Shopping Section: Pacific and Catalian, mond and Emerald Aves. about 12 blocks. ttering community stores.

rading Area: Radius of about five miles. ding population about 25,000.

lumber of Retail Outlets for Nationally Ad-rtised Products: Passenger automobile agen-s, 2; commercial auto agencies, 18; automo-e accessories, 15; automobile tire agencies, 6; ers, 4; cigar stores and stands (including hotels), 35; confectioners (including hotel nds), 12; delicatessen, 1; dressmakers, 6; ggists, 5; dry goods, 7; department stores, 2; ctrical supplies, 5; fruits, 10; furniture, 5; ages (public), 15; grocers, 30; hardware, 2; elry, 3; meat markets, 10; men's furnish-gs, 8; men's clothing, 8; merchant tailors, 3; lliners, 3; opticians, 2; photographers, 2; os (and miscellaneous musical instruments), radio supplies, 3; restaurants (including hotels), 43; shoes, 7; sporting goods, 2; station-s 3; women's apparel, 3.

REDWOOD CITY, CALIF.

920 Population, 4,020 (Chamber of Commerce timate, 1925, 5,350).

ity and Suburban Estimate, 12,000 (entire ling area).

ative Whites, 90%; Negroes, 1%; Foreign n, 9%; Industrial Workers, 19%; English ding, 92%; Families, 1,600.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,710.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: Located 25 miles south of San Francisco on the San Francisco peninsula, main line of the Southern Pacific, Peninsula Rapid Transit Co., and other bus lines. Also many trucking companies out of San Francisco. Water and barge transportation down the San Francisco Bay.

Principal Industries: Cement, leather tanning, magnesia, asbestos, salt, silicate, fruit and produce canning.

Manufacturing Establishments, 10. Leading firms: Pacific Portland Cement Co., Frank Tannery, Beegar Tannery, National Magnesia Co., Pratt-Lowe Preserving Co.

Special Information: Redwood City has both the greatest potential factory sites of the peninsula, as well as the most beautiful home and residential district. These two sections do not conflict due to the geographical make-up of the city. Many millionaires make their homes in and about Redwood City. Being so located, all roads from the surrounding territory lead into Redwood City. In the last two years its possibilities have been recognized and it is advancing with great rapidity. The Pacific Portland Cement Plant ($2,000,000), is a proof of its recognition. Other industries are coming.

Residential Features: Redwood City is in a perfect climate belt. It is free from wind and fog, and suffers from no excessive heat in midsummer. The city is an ideal place for home building. There are 1,200 dwellings in the city limits.

Retail Shopping Section: Broadway from Highway to Main St., 6 blocks. Main St. from Chestnut to Five Points, 10 blocks.

Trading Area: South (Menlo Park), 4 miles. West (Half Moon Bay and Pescadero), 35 miles; North (Belmont), 6 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; garages (public), 10; grocers, 17; hardware, 4; jewelry, 3; meat markets, 7; men's furnishing, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

RICHMOND, CALIF.

(Contra Costa County)

1920 Population, 16,843 (1925 est. 29,000).

City and Suburban Estimate, Retail trade area, 40,000.

Native Whites, 79%; **Negroes,** 1%; **Foreign Born,** 20%; **Industrial Workers,** 75%.

Schools: Public Grade, 11; High, 1; Junior High, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 1; State, 4; Total Resources, $8,500,000; Savings Bank Deposits Total $3,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 5,000.

Location: Mainland deep-sea terminus of the Santa Fe, and Southern Pacific Rys. Direct rail to deep-water connections. On eastern shore of San Francisco Bay. Metropolitan area, 1,300,000 people within 25 mile radius. Two electric interurban systems to all parts of metropolitan area. To nearest large city (Oakland), by railroad, 30 minutes; by trolley, 45 minutes; by auto, 30 minutes.

Principal Industries: Oil refining and metal products, vitreous and porcelain ware, sanitary fixtures, railroad and car shops, foundries, building materials.

Manufacturing Establishments: 60. Leading firms: Standard Oil Co. (refining), Certainteed Products Corp., Pullman car shops, Pacific Sanitary Mfg. Co., California Art Tile Co. Value annual output, $135,000,000.

Special Information: Third largest tonnage of any port on the Pacific, ranking ahead of Portland, Oakland, Seattle and Vancouver in 1923; fourth pay-roll city in California; $15,000,000 payroll for 27,000 population. City is 21 years old and has increased 51% in population since 1923 census. Metropolis of manufacturing county, Contra Costa, which ranks third in state. Los Angeles and San Francisco counties being first and second, with $400,000,000 factory output in 1923.

Residential Features: No slums or tenements; mostly one-family homes, bugalow type predominating. Cheap land makes home ownership for workingmen easy. 35 minutes from San Francisco by ferry makes the city as admirable suburban residential district. Hill district facing San Francisco Bay and Golden Gate affords view unsurpassed by any residential district in the world. Wide use of gas and electricity for power minimizes smoke nuisance. Few objectionable foreigners. Excellent schools from kindergarten to high school.

Retail Shopping Section: Macdonald, 23 blocks; Nevin, 2 blocks; 23rd Street, 1 block; Standard Avenue, 3 blocks; 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th and 15th Streets, 2 blocks each. Many neighborhood stores and trading districts.

Trading Area: Includes all of western end of Contra Costa county, tapped by two railroads, regular bus lines and good highways.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 16; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 75 (chain, 3); confectioners (including hotel stands), 15; delicatessen, 5; druggists, 7; dry goods, 10; department stores, 3; electrical supplies, 10; florists, 3; fruits, 35; furniture, 7; garages (public), 18; grocers, 40 (chain, 3); hardware, 3; jewelry, 6; meat markets, 10 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 14; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 8.

Miscellaneous Data: Avearge temperature, 65 degrees; most pleasant months, August, Sept., October, November; street car service; electric current, alternating; water, soft.

RIVERSIDE, CALIF.

(Riverside County)

1920 Population, 19,341. (1925, est. 31,000.)

City and Suburban Estimate, city 20,000, suburbs, 7,000. Trading area 65,000.

Native Whites, 27,000; **Negroes,** 1,000; **Foreign Born,** 2,500 (Mexican); **Industrial Workers,** 23%; **Families,** approx. 10,000, average 3 to 1 family.

Schools: Public Grade, 14; High, 2; Junior College, 1. Also branch of University of California.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Christian, 3; Lutheran, 3; Miscellaneous, 11.

Banks: National, 3; State, 2; Total Resources (June, 1925), $13,323,113,54; Savings Bank Deposits Total, $5,048,244.03.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 24,000.

Location: On Main line of Santa Fe, of Union Pacific Ry., main line and connecting with Southern Pacific and P. E. Ry.

Principal Industries: Fruit and orange growing, dairy, chicken raising.

Manufacturing Establishments, 31; Leading firms: Riverside Pt. Cement, Stebler Parker, Cresmer Mfg. Co., Parker Iron Works. Estimated value of yearly output $11,000,000. Payroll $4,000,000.

Residential Features: Beautiful home city. Sherman Institute, Magnolia Avenue, 14-mile double drive.

Retail Shopping Section: 6th, 2 blocks; 7th, 4; 8th, 6; 9th, 6; 10th, 3; 11th, 3; Main, 9; Orange, 4; Market, 6; Lime, 3; Lemon, 3.

Trading Area: From the east 30 miles, south 14 miles, north 8 miles, west 8 miles.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto, agencies 6; automobile accessories, 3; automobile tire agencies, 18; bakers, 7; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 9; delicatessen, 2; dressemakers, 14; druggists, 11; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 5; fruits, 6; furniture, 5; furriers, 2; garages (public), 48; grocers, 55 (chain, 5); hardware, 5; jewelry, 6; meat markets, 12; men's furnishing, 11; men's clothing, 6; merchant tailors, 8; milliners, 8; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 24; shoes, 4; sporting goods, 3; stationers, 4; women's apparel, 8; exclusive, 3.

Miscellaneous Data: Average temperature, 46 degrees; number of rainy days in 10 year period, 3,652 days; most pleasant months, October to May; doctors (medical, 23), (dentists, 16), (osteopaths, 8); number of wired houses, 5,400; street car service; gas, natural; electric current, alternating; water, soft.

SACRAMENTO, CALIF.

(Sacramento County)

1920 Population, 65,908.

City and Suburban Estimate, 101,942.

Native Whites, 79%; **Negroes,** 1%; **Foreign Born,** 20%; **Industrial Workers,** 25%; **English Reading,** 88%; **Families,** 25,895.

Schools: Public Grade, 19; High, 2; Junior High, 1; Junior College, 1; Parochial, 4; Number of Pupils: Public Schools, 19,976; Parochial, 1,400.

Churches: Baptist, 4; Christian Science, 3; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 8; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 11.

Banks: National, 4; State, 9; Total Resources, $99,410,120; Savings Bank Deposits, Total $50,448,957.

Theatres: Legitimate, 2; Moving Pictures, 8; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 14,000.

Location: On Sacramento River, 125 miles from San Francisco. Southern Pacific and Western Pacific transcontinental railroads with branch lines. Central California electric connecting with Santa Fe at Stockton, 48 miles from Sacramento. Sacramento Short-line to San Francisco Bay points and Sacramento Northern to Sacramento Valley points. Sacramento River navigable for river shipping and passenger and freight, operating to points in Sacramento Valley and San Francisco Bay sections.

Principal Industries: Canning and preserving, railroad repair shops, slaughtering and meat packing, flour and feed mills, rice cleaning and polishing, bread and bakery products, automobile repairing, butter, planing mill products, printing (book and job), gas (manufactured), ice cream, iron and steel products, food by-products, ice (manufactured), boxes, caskets, barrels, beverages, bookbinding, engraving, sheet metal products, confectionery, chemical and drug compounds, coffee roasting and grinding, auto bodies and parts, brick and pottery.

Manufacturing Establishments: 417. Leading firms: Southern Pacific Company, Western Pacific Company, Pacific Gas and Electric Co., Great Western Power Co., Earl Fruit Co., Libby, McNeill & Libby, California Packing Corporation, Smith-Frank Packing Co., Cannon & Co. (clay products), Pacific Coast Biscuit Co., H. S. Crocker Co., California Almond Growers, Swanston & Son. Total value of yearly output of factories estimated at $48,301,500.

Special Information: Sacramento has one of the largest railroad shops west of the Mississippi, with a yearly payroll of $8,000,000. It has two immense fruit and vegetable canning establishments, and large almond-shelling plant. It is a big wholesale center, covering entire northern California and parts of Nevada and southern Oregon.

Residential Features: Private residences prevail, most of them constructed during the past few years. The city is distinctive in appearance because of the extraordinary number of shade trees, flowers and lawns. It has more than one thousand acres of parks.

Retail Shopping Section: Extends from Sacramento River on the west to 16th Street on the east; from I Street on north to L Street on the south, a total of 16 blocks from east to west, and 3 blocks from north to south. Also a suburban section covering 6 blocks on 35th Street, known as "Oak Park."

Trading Area: Intensive retail area extends over radius of 40 miles, and in many cases to 60 miles. Excellent transportation by train, auto stage, and river passenger boats.

Wholesale Houses: Groceries, 6; meats, 7; fruits, 11; hardware, 2; sporting goods and radio, 1; miscellaneous lines: stationers, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto. agencies, 9; automobile accessories, 50; automobile tire agencies, 41; bakers, 35; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 23; delicatessen, 8; dressmakers, not available; druggists, 60; dry goods, 13; department stores, 8; electrical supplies, 9; florists, 20; fruits, 20; furniture, 22; furriers, 7; garages (public), 89; grocers, 251; hardware, 22; jewelry, 21; meat markets, 68; men's furnishings, 21; men's clothing, 21; merchant tailors, 42; milliners, 9; opticians, 12; photographers, 12; pianos (and miscellaneous musical instruments), 15; radio supplies, 10; restaurants (including hotels), 118; shoes, 26; sporting goods, 6; stationers, 9; women's apparel, 16.

SAN BERNARDINO, CALIF.

(San Bernardino County)

1920 Population, 18,721 (1925 est. 25,000).

City and Suburban Estimate, 38,749.

Native Whites, 81%; **Negroes,** 4%; **Foreign Born,** 15%; **Industrial Workers,** 55%; **English Reading,** 89%.

Schools: Public Grade, 27; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 8,245.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 4; State, 2; Total Resources, $13,283,000; Savings Bank Deposits Total, $11,267,544.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location: Located in the heart of the Southern California citrus area, 60 miles east of Los Angeles, on Santa Fe Ry., Union Pacific, and Southern Pacific Railroads. Excellent bus service. Division points for the Santa Fe, Union Pacific, and Pacific Electric Lines.

Principal Industries: Santa Fe railroad shops with monthly payroll of $1,500,000. Wholesale jobbing center for the interior of Southern California, citrus growing, packing, icing and shipping, deciduous fruits, hay, grain and produce, grapes, olives, etc.

Manufacturing Establishments: 38. Leading firms: Parker Iron Works, Hanford Iron Works, Gill Storage Battery Co. Total value of yearly output of factories estimated at $15,000,000.

Special Information: This city is the gateway to Southern California from the east, and on the main highways of motor travel. Location of National Orange Show and entrance to the "Rim o' the World" scenic region, which is dotted with resorts.

Residential Features: Mostly bungalows and fine residences. Many fine apartment houses, section duplex structures, and bugalow courts growing. Houses being constructed at average cost from $4,500, to $6,000.

Retail Shopping Section: Extends on Third Street from B to K on about 10 blocks. On E Street from Second to Fifth, on D Street from Second to Fifth; on 4th Street from Arrowhead Avenue to F Street (three blocks), Court St. from D to F (two blocks), Mt. Vernon from Fourth to Seventh (3 blocks). There are five outlying retail business sections of the usual character as well as scattered neighborhood stores.

Trading Area: Extends 40 miles southeast to Banning, seven miles east to East Highlands,

Continued on page 22

CALIFORNIA (Cont'd)

San Bernardino (con't)

17 miles west to Cucamonza, eight miles south to Grand Terrace, and Highgrove, and north to embrace many of the "desert" communities—such as Victorville, etc.—the residents of which come in at least once or twice a month to do periodical buying.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 5; hardware, 2; dry goods, 1; miscellaneous lines, butter and creamery products, 3; ice cream, 3; drugs, 1; confectionery, 1; bakeries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 19; bakers, 8; cigar stores and stands (including hotels), 41; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 45; druggists, 17; dry goods, 15; department stores, 4; electrical supplies, 5; florists, 3; fruits, 32; furniture, 10; furriers, 2; garages (public), 21; grocers, 68 (chain, 6); hardware, 8; jewelry, 7; meat markets, 20 (chain, 2); men's furnishings, 12; men's clothing, 18; merchant tailors, 8; milliners, 9; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 46; shoes, 12; sporting goods, 6; stationers, 3; women's apparel, 16.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 27; most pleasant months, all, except January and February; doctors (medical, 40), (dentists, 21), (osteopaths, 12); number of wired houses, 7,000; street car service; gas, natural and artificial; electric current, alternating; water, soft.

SAN DIEGO, CALIF.

(San Diego County)

1920 Population, 74,683 (1925 Directory, 140,000).

City and Suburban Estimate, 172,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 35,000.

Schools: Public Grade, 32; High, 1; Junior High, 5; Parochial, 3; Number of Pupils, 24,391.

Churches: Baptist, 9; Christian Science, 6; Congregational, 7; Episcopal, 6; Hebrew, 2; Methodist, 14; Presbyterian, 7; Lutheran, 5; Roman Catholic, 14; Miscellaneous, 45.

Banks: National, 3; State, 6; Total Savings Bank Deposits (Dec. 31, 1924), $62,610,643. Bank Clearings (1924), $215,183,261.

Theatres: Legitimate, 2; Moving Pictures, 18; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 20,323.

Location: Nearest port of entry for trade with Orient, and through Panama Canal. Nearer to Chicago and the east (via Panama Canal), than other Pacific ports. Terminus of two transcontinental railways: Atchison, Topeka and Santa Fe, and San Diego and Arizona (Southern Pacific). Port of call for a number of steamship lines. To nearest large city (Los Angeles, 130 miles north), by railroad, 3½ hours; by auto, 5 hours.

Principal Industries: Fish canneries, (packs over 275,000 cases a year).

Manufacturing Establishments: 350. Leading firms: Spreckles, Savage Tire Co., Cottonseed Oil Products Co., Salt Works, Olive Oil, Citrus Soap Co., Potter Radiator Corperation, San Diego Macaroni Factory, Shiffer Furniture Factory. Total value of yearly output of factories estimated at $38,000,000.

Special Information: Building permits for 1923 largest in history of city amounting to $13,264,144. Home base of torpedo destroyers of the Pacific Coast, Naval Training Station, Marine Brigade Post, U. S. Naval Air Station and other naval projects. Naval payroll over $20,000,000 a year. Building permits largest in history of city, amounting to $15,152,734.

Residential Features: Has pure water. Balboa Park, the site of Panama-Calif. Exposition in 1915, has an area of 1,400 acres and is situated in the center of the city. Average but nine days a year without some degree of sunshine. Mean annual temperature, 61 degrees. Eighty-eight miles of one of the best street railways in the U. S., situated on San Diego harbor, which is completely landlocked, free of current, accessible for all types of vessels in all kinds of weather. The home of a great many retired wealthy easterners.

Retail Shopping Section: Extends from water front east for twelve blocks, and from water front north for about fifteen blocks. There are three outlying business sections, and several smaller neighborhood sections.

Trading Area: Extends about 40 miles north and 40 miles east.

Wholesale Houses: Groceries, 4; meats, 8; fruits, 24; hardware, 1; miscellaneous lines, 11; confectioners, 3; druggists, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, 60; bakers, 67; cigar stores and stands (including hotels), 1,100; confectioners, (including hotel stands), 83; delicatessen, 9; dressmakers, 125; druggists, 80; dry goods, 34; department stores, 10; electrical supplies, 21; florists, 34; fruits, 43; furniture, 45; furriers, 6; garages (public), 120; grocers, 400; hardware, 35; jewelry, 60; meat markets, 91; men's furnishings, 40; men's clothing, 12; merchant tailors, 10; milliners, 25; opticians, 20; photographers, 30; pianos (and miscellaneous musical instruments, 9; radio supplies, 15; restaurants (including hotels), 250; shoes, 30; sporting goods, 9; stationers, 8; women's apparel, 15.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 9; most pleasant months, nearly all; doctors (medical, 200), (dentists, 90); (osteopaths, 21); number of wired houses, 37,000; street car service, 88 miles; gas, artificial; electric current, alternating and direct; water, hard.

See announcement below

SAN FRANCISCO, CALIF.

(San Francisco County)

1910 Population, 416,912.

1920 Population, 506,676.

1923 Population, 670,000 (estimated).

1925 Population, 695,000 (estimated).

City and Suburban Estimates (1925) 1,250,000.

Native Whites, 69%; **Negroes,** 0.5%; **Foreign Born,** 27,7%; **Industrial Workers,** 39%; **English Reading,** 88%; **Families,** 123,349.

Nativity of Foreign Born (1920)

Armenia	234
Australia	1,633
Austria	3,694
Belgium	548
Canada-French	346
Canada, other	6,737
Central America	944
Czechoslovakia	757
Denmark	3,389
England	10,107
Finland	1,810
France	6,908
Germany	18,513
Greece	3,204
Hungary	1,390
Ireland	18,257
Italy	23,924
Jugo-Slavia	1,320
Mexico	3,793
Netherlands	788
Norway	3,121
Poland	2,152
Portugal	816
Rumania	765
Russia	5,752
Scotland	3,569
South America	871
Spain	2,500
Sweden	6,468
Switzerland	2,806
Syria	216
Wales	445
All others	2,423

Suburban and Farm Residents

Within a radius of 50 miles practically all of the larger purchases of over one million people are made in San Francisco. The geography of California makes San Francisco the shopping center for the entire northern part of California, drawing from the rich San Joaquin, Sacramento and Santa Clara valleys, due to the fact that the southern part of California is practically shut off by the Tethachapi Mountains.

Schools: Public Grade, 107; High, 6; Parochial, and Private, 80; Number of Pupils, 87,720. Total Number of Pupils, Public and Private, 98,870.

Churches: Baptist, 9; Christian Science, 11; Congregational, 11; Episcopal, 17; Hebrew, 12; Methodist, 27; Presbyterian, 26; Roman Catholic, 45; Miscellaneous, 41.

Banks: National, 7; State, 32; Total Resources, $1,537,773,946. Savings Bank Deposits, $758,273,421. Commercial Bank Deposits, $555,653,043. Total Deposits, $1,313,926,464.

Theatres: Legitimate, 5; Moving Pictures, [illegible]; Vaudeville, 6; Total number of seats, 72,692.

Location: San Francisco is located on t[illegible] northern end of the peninsula, at the mouth [illegible] the Sacramento and San Joaquin Rivers, and bounded on the west by the Pacific Ocean, a[illegible] on the east, and north, by San Francisco B[illegible] San Francisco is the western terminus for [illegible] trans-continental railroads, namely: the Southe[illegible] Pacific, Western Pacific, and Santa Fe, and [illegible] the principal point of call for over 100 tra[illegible] Pacific and inter-ocean steamship lines. [illegible] nearest large city: by trolley, ½ hour; [illegible] auto, ½ hour. To Los Angeles, by railro[illegible] 12½ hours; by auto, 26 hours.

Principal Industries (1925).

Number of establishments			4[illegible]
Salaried employees			66[illegible]
Wage earners (average number)			[illegible]
Salaries			$20,889,[illegible]
Wages			$61,376,[illegible]
Total payroll			$82,265,[illegible]
Value of products in excess of			$500,000,[illegible]
Total Value Exports (1924)			$173,632,[illegible]
Total Value Building Permits (1924)			$57,852,[illegible]

Printing and publishing, meat packing, p[illegible] serving and canning, foundry and machine sho[illegible] shipping, ship-building, tanning, manufactur[illegible] of furniture, boots and shoes, flour, coff[illegible] glass, tobacco, lumber, bags, tinware, cleani[illegible] and polishing rice, men's clothing, wome[illegible] clothing.

The principal industries of San Francisco [illegible] which statistics can be presented separately [illegible] ranged in the order of the value of product[illegible]

	No. of Firms	Value Product San Francisco	Per c[illegible] Sta[illegible]
Slaughtering and meat packing	(2)	$20,451,709	20

Continued on page 24

SAN DIEGO
CALIFORNIA

With a 1925 population of 140,500, of which 85 per cent are native white, 15 per cent foreign born, 98 per cent English reading and 100 per cent literate.

With more than 2,800 retail outlets for nationally advertised products and a trading territory extending 40 miles north and 40 miles east.

only **MORNING** newspaper **San Diego Union**
net paid circulation
DAILY 23,711
Sunday 30,796

and

leading **EVENING** newspaper **San Diego Tribune**
net paid circulation
Evening
Daily 18,163

CIRCULATION SUPREMACY IS AN INDICATION OF READER INTEREST

Advertising Linage Supremacy Is An Indication of the Confidence of National Advertisers.

NATIONAL ADVERTISING for nine months to October 1
UNION 1,832,711
Tribune 1,657,748
2nd paper..... 769,468

Cover this Important Merchandising and Sales Promotion Territory by Advertising in the Only Morning Paper and the Leading Evening Paper at a Low Combination Rate.

O'MARA & ORMSBEE, INC.
Publisher's Representatives
New York Chicago Detroit San Francisco





A Summary of Examiner Street Sales

Dist. No.	Between 8 and 10 P.M. Daily	Between 8 and 10 P.M. Sunday*	Between 10 and 12 Daily	Between 10 and 12 Sunday
3	2,050	12,000	500	375
4	175	3,550	90	1,525
5	2,490	2,050	745	850
7	3,835	8,785	1,900	3,750
8	1,660	5,225	755	1,550
9	....	800	....	75
10	2,385	3,375	655	700
11	1,070	4,625	330	1,425
12	385	2,050	25	150
13	175	....	....	....
15	550	2,700	....	50
20	75	....	....	....
22	....	150	....	50
25	250	800	35	250
28	75	....	....	....
TOTAL	15,175	46,110	5,035	10,750

After midnight until afternoon papers appear on the streets—only 4,500 daily Examiner street sales are made as follows: District No. 3—500; No. 7—2,225; No. 10—1,500; No. 12—275. On Sunday 4,850 sales are made after midnight as follows: Districts No. 3—700; No. 7—1,550; No. 9—200; No. 10—1,300; No. 11—400; No. 12—500; No. 15—200.

Summary of Carrier Circulation

Dist.	Daily	Sunday	Dist.	Daily	Sunday
1	866	868	17	711	811
2	712	1,270	18	1,574	1,883
3	6,365	4,771	19	1,153	1,392
4	1,275	1,608	20	1,150	1,399
5	1,107	1,297	21	325	325
6	258	258	22	399	567
7	4,692	6,045	23	1,375	1,724
8	3,661	4,596	24	1,151	1,385
9	1,438	1,646	25	3,470	4,658
10	2,877	3,565	26	345	482
11	2,257	3,008	27	448	549
12	4,391	5,316	28	2,117	3,289
13	1,683	2,009	29	1,194	1,769
14	829	1,054	30	526	1,078
15	887	1,042	31	811	1,201
16	1,006	1,184	32	679	809
TOTAL	....	....	..	51,732	62,858

* First edition of Sunday Examiner is on streets at 6:30 Saturday evening.

Why San Francisco Examiner

STREET SALES

Spell results to advertisers!

Street sales of the San Francisco Examiner in San Francisco represent a definite and genuine value to advertisers. Time of publication—sales relation to passenger traffic conditions and points of sales all contribute to this end—as the following analysis shows and the tabulations verify.

The first edition of The Examiner is on the streets at 8 P.M. and is a complete newspaper in every detail. In fact it is the same newspaper that morning readers get except for the few news stories that "break" during the later hours. Features, comics and make-up however, are identical with that of the last edition which is issued in the early morning.

A glance at the summary shows that on week days an average of 15,175 Examiners are sold in thirteen districts between 8 and 10 o'clock at night, and an average total of 5,035 Examiners are sold in nine districts between 10 o'clock and midnight. After midnight only 4,500 sales are made.

The significant factor in the sales made up until midnight is that the vast majority are in districts quite removed from the retail shopping section—or districts in which the large hotels are located—and this applies to street sales of the Sunday Examiner as well as the daily. As a matter of fact the districts in which the largest sales are recorded are those largely made up of apartment and flat dwellings—where readers prefer to buy The Examiner from a newsboy at a nearby corner rather than wait for a morning delivery. In reality, then, these street sales may be truly classed as home delivered circulation.

District No. 3 for instance is approximately 16 blocks from the main down-town cross streets of Stockton and Market. Districts No. 7, 8, 10, 11 are in reality residential districts made up almost entirely of apartment houses and apartment hotels. Districts No. 12, 13, 15, 20, 25 and 28 are strictly residential sections—made up of homes, apartments and flats.

On the other hand, Districts No. 4 and 5 and a small part of No. 7 are in the down-town section—but contribute, as the figures show, but a small share of the total street sales.

That outgoing or incoming passenger traffic has little or no effect upon Examiner street sales is revealed in the fact that more than 66,000 of a total of 77,500 people who leave the city by train or ferry each day do so before the first edition of The Examiner is on the streets. Where a great proportion of the street sales of afternoon papers are made to commuters—and defined as city circulation, though taken out of the city—Examiner street sales stay in San Francisco—and must be credited on the basis of true worth.

The Examiner with its street sales coupled to its huge carrier-boy distribution reaches by far the greatest number of people who actually live and stay in San Francisco—and at the same time has a greater distribution among the great urban population that leaves the city at night and doesn't return until the morning—though in the case of The Examiner this circulation is defined as suburban circulation because it is delivered to them in the communities surrounding San Francisco in which they live.

San Francisco Examiner

Monarch of the Dailies

There is no substitute for circulation

Daily more than 170,000 : : Sunday more than 350,000

W. W. CHEW,
Eastern Representative,
1819 Broadway, New York.

W. H. WILSON,
Western Representative,
Hearst Bldg., Chicago

CONGER-MOODY,
Los Angeles Representative,
Higgins Bldg., Los Angeles

CALIFORNIA (Cont'd)

San Francisco (con't)

	No. of Firms	Value Product San Francisco	Per cent. of State
Shipbuilding (wood)		769,487	38.
Coffee and spice roasting	(1)	23,870,186	32.
Automobiles (bodies and parts)		2,993,619	18.5
Bread	(5)	14,357,937	23.7
Bags (not paper)	(10)	7,895,209	100.
Foundry	(4)	14,704,193	19.8
Printing (newspaper)	(3)	19,016,749	26.4
Printing (book)	(7)	12,816,383	38.
Canning (fruit and vegetable)	(12)	6,774,352	4.6
Tin	(8)	10,923,870	45.
Rice	(14)	4,911,009	57.9
Clothing (men's)	(9)	10,638,325	68.
Clothing (women's)	(13)	5,388,813	32.
Tobacco	Figures not published		
Confectionery	(11)	6,882,225	37.4
Furniture	(6)	13,009,786	36.6
Leather		3,973,561	33.9
Flour Milling	(15)	4,474,376	11.25
Chocolate and cocoa	(16)	4,463,104	100.

Manufacturing Establishments: 2,360. Leading firms: Allan & Pyle (Meat), Albers Bros. Milling Co., Associated Oil Company, American Can Company, American Biscuit Co., Ames Harris Neville (Jute Bags), Alaska Packers Assn. (Fish Canners), Acme Ice Cream Co., Abbott Brady Printing Co., Alcone Knitting Mills, Bemis Bro. Bag Co. (Jute Bags), Bollman, John & Co. (Cigarette Mfg.), Buckingham & Hecht (Shoes), Bass Hueter Paint Co., Bethlehem Shipbuilding Corp., Brandenstein, M. J. Co (Coffee & Spice), Booth, F. E. Co. (Fish Canners), Blake, Moffitt & Towne (Paper Mfrs.), California Baking Co., California Packing Co. (Fruit and Vegetables), California Canneries Co., California Hawaiian Sugar Refin. Co., Crocker, H. S. Printing Co., Crown Shirt Factory, California Barrel Co., Crown Williamette Paper Co., Columbia Marble Co., Columbia Steel Corp., California Card Mfg. Co., Day, Thos. & Co. (Electric Fixtures), David P. Foundry, Dyers Bros. Golden West Iron Works, Eloesser, Heynemann (Overalls), Eureka Foundry Co., Enterprise Foundry Co., Edwards, E. H. (Struc. Iron), Eureka Wire & Iron Works, Eureka Boiler Works, Ford Motor Co., Frank & Hyman (Shoes), Fuller, W. P. (Paints), Fleischmann Yeast Co., Golden State Milk Prod. Co., Chiradelli, D. & Co. (Chocolate), Gantner & Mattern (Knitting Mills), Gunst, M. A. & Co. (Cigars), Glidden Co. of Calif. (Paints), Gabriel Meyerfeld Co. (Printing), Granat's Jewelry Co., Goodyear Rubber Co., Hooper Lumber Co.. Hills Bros. (Coffee and Spice) Haas, Geo. & Sons (Candy), Hellman Food Products, Halpin Lithograph Co., Hodge Falk Co. (Millinery), Hillard Iron Works, Herbst Mfg. Co. (Tin), Holbrook. Merrill & Stetson (Hdw. and Plumbing), Hoey, John & Co. (Mattresses and Upholstery), Illinois Pac. Glass Co., Independent Cracker Co., Judson Mfg. Co. (Rolling Mills), Johns-Manville, Inc., of Calif., Knight-Counihan Co. (Printing), Kleiber Motor Trucks, Inc., Kroebler Furniture Co., Loop Lumber Co., Lyon's Cal. Glace Fruit Co., Langley & Michaels (Drugs and Chemicals), Liebes & Company (Furs), Last Brand Food Products (Mayonnaise), Lewis Packing Co. (Meat), Langendorf Baking Co., Miller & Lux (Meat), Musto-Sons-Keenan (Marble Work), Michel & Pfeffer Iron Works, McCormick Bros. Iron Works, Mutual Biscuit Co., National Carbon Co. (Batteries), Neustadter Bros. (Overalls), National Paper Products Co., National Ice Cream Co., National Ice & Cold Storage Co., National Biscuit Company, Occidental Furniture Co., Owl Drug Co., Otis Elevator Co., Pacific Coast Biscuit Co., Pacific Coast Glass Works, Petri Cigar Co., Paraffine Companies, Inc., Pig'n Whistle (Candy), Pacific Foundry Co., Pacific Coast Steel Co., Pacific Box Factory, Inc., Rosenberg Bros. (Canning and Pack.), Roesch, Louis (Printing and Litho.), Raymond Granite Co., Roberts Mfg. Co. (Elec.), Standard Oil of California, Shell Oil Company of Cal., Sperry Flour Co., Schmidt Lithograph Co., Shreve & Co. (Mfg. Jewellers), Simmons Bed Co., Strauss, Levi & Co. (Overalls), Schilling, A. & Co. (Coffee and Spice), Schwabacher-Frey Co. (Printing-Litho.), Simon Millinery Co., Stauffer Chemical Co., Simon Mattress Co., Sunset Iron Works, Sartorius Co. (Iron Works), Selby Smelting Works, Standard Biscuit Co., Standard Shirt Factory, Townsend's Calif. Glace Fruit Co., Traung Lithograph Co., Tubbs Cordage Co., Union Hill Company, United Cigar Stores, United Milk Co., Upham, Isaac Co. (Printing), Virden Packing Corp. (Meat and Fruit Canners), Van Arsdale Harris Lumber Co., Vermont Marble Co., Western Pipe & Steel Co., Western Sugar Ref. Co., Western Meat Co., Wilson, Ernest Co. (Candy), Western Paper Box Co., Williams Bros. Aircraft Corp., Wobbers, Inc. (Printing), West Coast Wire & Iron Co., Zellerbach Paper Co.

Special Information: Financial centers of the West. Principal port of the West. Outlet of the products of the Sacramento and San Joaquin Valleys, and the western and central Rocky Mountain states. Jobbink center for northern and central California. Western terminus for three transcontinental railroads. In San Francisco there are many branch offices of firms doing an international business. There are over 500 San Francisco concerns that maintain branches in other Pacific Coast cities.

Residential Features: There are homes of every description, from the modest cottage of the workman to the city chateau of the millionaire. The fact that San Francisco is a city of hills and valleys lends to the general effect, in the residence district, an appearance of neatness, refinement, and beauty. Both the apartment house, and the bungalow are well represented and have been brought to a point of high development.

Retail Shopping Section: Extends from Market and Kearney to Market and Eighth, and the district bounded by Market, Kearney, Sutter, and Bason. There are many outlying buying districts, and several smaller neighborhood sections. These outlying districts are: Fillmore St., 15 blocks; Clement St., 12 blocks; Mission St., 16 blocks; Polk St., 10 blocks; Geary St., 9 blocks. Also Union, Haight, Divisadero, Cortland, 24th, Ocean Ave., and others, making in all, approximately, 145 blocks of outlying retail shopping districts, in addition to the downtown section, with some 4,500 retail establishments. Due to the tremendous commuting and outside population shopping in San Francisco and district is extremely large for a town of its size. Because of its even temperature San Francisco affords an all year market for many otherwise unseasonable items. In a retail way, San Francisco stands comparison with New York City. There is, of course, a "main shopping district," and then there are an immense number of outlying, or neighboring districts. Market Street is the "big" street. It is 120 feet from building line to building line, and is said to be the only "Main Street" where four lines of street car tracks are laid, and all of them used simultaneously. Geary Street, Post Street, Powell Street, Stockton Street, Grant Avenue and O'Farrell Street are all important retail streets, all running into Market Street. Grant Avenue, just off Market, is a very highclass shopping street. Further up is the section in which the important Chinese stores are. It is the main artery of Chinatown, a part of the city that, apart from being picturesque and interesting, is important commercially.

Trading Area: San Francicso is the distributing point on the Pacific Coast. In a wholesale way, San Francisco reaches into all the Pacific Coast states, and into Arizona, New Mexico, Utah, and parts of Idaho and Montana. There are many branch offices of firms doing an international business, and over 500 San Francisco concerns that maintain branches in other Pacific Coast cities. San Francisco's retail trade zone may be roughly estimated within a fifty-mile radius, and the bulk of the populations within this territory consider San Francisco their retail shopping center. Intermittent business is secured from people living within this radius by fine trolley, bus, and ferry services. Twenty-one interurban lines and railroads, together with California's remarkable auto highways, link this high purchasing area to the business district of San Francisco.

Wholesale Houses: Grocers, 15; meats, 19; fruits, 30; hardware, 30; dry goods, 19.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 147; commercial auto agencies, 48; automobile accessories, 129; automobile tire agencies, 102 bakers, 1,500; cigar stores and stands (including hotels), 398 (chain, 79); confectioners (including hotel stands), 245; delicatessen, 165; dressmakers, 65; druggists, 321 (chain 67); dry goods, 172; department stores, 7; electrical supplies, 96; florists, 142; fruits, 188; furniture, 107; furriers, 97; garages (public), 256; grocers, 2,127 (chain, 104); hardware, 162; jewelry 120; meat markets, 400 (chain, 11); men's furnishings, 72; men's clothing, 216; milliners, 94; opticians, 46; photographers, 70; pianos (and miscellaneous musical instruments), 40; radio supplies, 125; restaurants (including hotels), 2,740 (chain, 82); shoes, 113; sporting goods, 45; stationers, 90; women's apparel, 475.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 70; most pleasant months, April, May, September, and October; doctors (medical, 1,105), (dentists, 751) (osteopaths, 38); number of wired houses, 95,294; street car service; gas, artificial; electric current, alternating; water, hard to medium soft.

See announcement page 23

SAN JOSE, CALIF.

(Santa Clara County)

1920 Population, City, 39,642.

City and Suburban Estimate, 55,000 (Santa Clara County 100,676).

Native Whites, 75%; Foreign Born, 25%; English Reading, 86%; Families, City 12,000, County 26,000.

Schools: Public Grade, 10; High, 1; Junior High, Normal, 1; Parochial, 4; Number of Pupils, 15,064.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 11; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 19.

Banks: National, 1; State, 5; Total Resources, Available, $21,800,000 (2 branches of San Francisco Banks).

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 6,000.

Location: Fifty miles south of San Francisco, on main line of Southern Pacific. Western Pacific branch line to Oakland. Also old Central Pacific line to Oakland. Ten miles to tidewater at head of San Francisco Bay. An interior valley running sixty miles back from the bay. Width twenty miles.

Principal Industries: Fruit, farm products, canneries, live stock. Produces 120,000,000 pounds of prunes annually. Produces 450,000 tons of fruits, nuts, and vegetables. Acreage: Cereals 61,670. Vegetables 15,930. Fruits, nuts, and berries 121,203 acres. Produces one half of the dried prunes of the world.

Manufacturing Establishments: 73, employing 3,717 people (17,000 employed in Santa Clara County). California Fruit Canners Association, California Co-Operative Canneries, Central California Canneries, Richmond, Chase Co., Pratt-Lowe Co., J. H. Flickinger Co., Shaw Family, Inc., Libby, McNeil & Libby, Virden Packing Co., Greco Canning Co., Biseeglia Canning Co., and otehrs. Canning one third the entire canned fruit output of California. Also California Prune and Apricot Growers' Association. Total value of yearly output of factories estimated at $50,000,000.

Special Information: San Jose is the chief and central city of the Santa Clara Valley, a wonderfully rich and productive locality. The surrounding towns and country are peopled by the same high class of people as live in the town.

Residential Features: The country is peculiarly adapted to the bungalow type of houses. Most of them are one, and a few two-family houses. All private homes; only a few apartment houses.

Retail Shopping Section: Two blocks, on St. John St., 20 on Santa Clara, 5 on San Fernando, 3 on Post, 2 on San Antone, 2 on San Carlos, Crosstown: 4 blocks on Market, 7 on First, 3 on Second, and 2 on Third. Shopping center is Santa Clara and First Sts. A very compact section.

Trading Area: Includes the entire Santa Clara Valley and the towns and country within a thirty mile radius of San Jose. This valley is cut off from other communities on three sides by mountain ranges, and on the north by San Francisco Bay. The entire valley, city, towns, and country is served by automobile and bicycle, carrier every day in all seasons, and the people trade in San Jose stores almost exclusively.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; canneries, 34.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 60; automobile accessories, 3; automobile tire agencies, 25; bakers, 28; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 23; delicatessen, 12; druggists, 25; dry goods, 2; department stores, 6; electrical supplies, 18; florists, 9; fruits, 7; furniture, 21; furriers, 1; garages (public), 40; grocers, 144; hardware, 9; jewelry, 14; meat markets, 49; men's furnishings, 12; men's clothing, 10; merchant tailors, 13; milliners, 16; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 11; radio supplies, 6; restaurants (including hotels), 74; shoes, 18; sporting goods, 3; stationers, 8; women's apparel, 4.

SAN LUIS OBISPO, CALIF.

(San Luis Obispo County)

1920 Population, 5,895. (1925 est. 8,000).

City and Suburban Estimate, 12,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 90%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic Mission, 1; Miscellaneous, 2.

Banks: State, 3; Total Resources, $8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Fifteen miles from Pacific Ocean, midway between Los Angeles and San Francisco, So. Pac. R. Rs., and Pacific Coast Railroad. Steamships (Via Fort San Luis) to all coast points and bus and stage to all California. Main highway from Mexico to Canada. To nearest large city, by railroad, 9 hours; by auto, 9 hours.

Principal Industries Building brick, foundry products, insulating bricks, canned goods, meat products, dolls, toys, creamery products, quicksilver, soda, cedar blocks, dairying, diatomaceous earth, railroad shops, printing, iron ore, fisheries, electric signs.

Manufacturing Establishments: 39; Leading firms, Golden State Milk Products Co., Los Angeles Creamery, Swift & Co., Southern Pacific division point; Pacific Coast R. R. headquarters, San Luis Brick Co., Union Oil Co., pipe line and storage; Incello Brick Co. Total value of yearly output of factories estimated at $35,000,000.

Special Information: Being midway between Los Angeles and San Francisco, 250 miles from each, makes this city a center of population for the larger part of this area. Rail, water and highwy transportation. Big wholesle center. Shipping point for Orient through Port San Luis, which is one of the largest oil shipping ports in the country.

Residential Features: Practically one family houses. No tenements. City is situated in a valley surrounded by hills on which homes are scattered. Private homes predominate. Average value, $5,000.

Retail Shopping Section: Extends from city limits to Higuera St. to Morro St. and city limits on Monterey St. to Chorro St., Morro and Chorro and Garden and Osos are all in shopping center. Small outlying shopping region around the So. Pac. station and yards, with usual run of small shops and groceries in the residential section.

Trading Area: The trading area of San Luis Obispo can be divided into three distinct sections: (1st) city and suburbs, (2d) intermediate county, (3) extends 80 miles. Buyers in this territory depend on the city for 75% of their goods. Excellent bus and stage lines and 85% owning automobiles makes this city the center of the county trade.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 1; hardware, 3; miscellaneous lines, confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 1; automobile accessories, 10; automobile tire agencies, 17; bakers, 4; cigar stores and stands (including hotels), 17; (chain, 2); confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 14; druggists, 7; (chain, 1); dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; garages (public), 14; grocers, 28; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 19; shoes, 6; sporting goods, 7; stationers, 4; women's apparel, 11.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 40; most pleasant months, all but December and January (rainy); doctors (medical, 13), (dentists, 8), (osteopaths, 2); number of wired houses, 1,800; gas, natural; electric current, alternating and direct; water, soft.

SAN MATEO, CALIF.

(San Mateo County)

1920 Population, 5,979 (1925 city census 10,486).

City and Suburban Estimate, 1,250.

Native Whites, 75%; Negroes, 2%; Foreign Born, 23%; Industrial Workers, 2%; English Reading, 90%; Families, 1,850.

Schools: Public Grade, 6; High, Day 1,200, Evening 1,000; Junior High, College 400; Number of Pupils, 1,443.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Bank of Italy, 1; Total Resources, 4,879,622; Savings Bank Deposits Total, $4,190,795.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,100.

Location: On Southern Pacific R. R., with sixty trains daily. Thirty minutes from San Francisco. Electric cars run into city at intervals of 10 minutes. To nearest larger city, by railroad, ½ hour; by trolley, 1 hour; by auto, 40 minutes.

Principal Industries: Bottling works: feed and fuel, shoes, nursery stock, salt works, planing mills (2), creameries (2), auto tops, Italian paste.

Manufacturing Establishments: Leading firms: Highland Bottling Works, Leslie Salt Works, San Mateo Feed & Fuel Co., Planing Mills, (2), Mission Shoe Factory, Creameries (2), San Mateo Nursery, Western Auto Top Co., Ravioli Factory. About 230 people employed.

Residential Features: San Mateo is a city of beautiful homes of business men who work in San Francisco, it being but 30 minutes ride by train to the city of San Francisco. It has doubled its population in the last five years and is making rapid strides in building up its business section, as well as many new homes. The climate is its principal asset.

Retail Shopping Section: On Baldwin, 2 blocks Railroad, 2 blocks; First, 3 blocks; San Mateo Drive, 2 blocks; Third, 4 blocks; Fourth, 4 blocks; A, 2 blocks; B, 5 blocks; Main, 1 block

Trading Area: People come to shop from as far as fifteen miles north, south, and west.

Wholesale Houses: Miscellaneous Lines: San Mateo Tobacco Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 2 bakers, 3; total cigar stores and stands (including hotels), 16 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 3 dressmakers, 10; total druggists, 4 (chain, 1) dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3 garages (public), 4; grocers, 10; hardware, 2 jewelry, 2; meat markets, 5; men's furnishings 5; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2 radio supplies, 5; restaurants (including hotels) 12 (chain, 1); shoes, 4; sporting goods, 2 stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 70; most pleasant months, Aug. September, October; doctors (medical, 11) (dentists, 3), (osteopaths, 1); street car service gas, artificial; electric current, alternating water, medium.

SAN PEDRO, CALIF.

(Los Angeles County)

1920 Population, 15,000 (1924 est. 45,000).

City and Suburban Estimate, 65,000.

Native Whites, 60%; Negroes, 2%; Foreign Born, 38%; Industrial Workers, 35%; English Reading, 80%; Families, 4,270 estimate; 1924 est. 9,600.

Schools: Public Grade, 10; High, 1; Special 1; Parochial; Number of Pupils, 11,642.

Churches: Baptist, 4; Christian Science, 1 Congregational, 1; Episcopal, 1; Methodist, 3 Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 14.

Banks: National, 1; State, 2; Branch Banks 7. Total Resources, $899,969,167.91. Savings Bank Deposits Total, $12,500,000.

Theatres: Legitimate, 1; Moving Pictures,

CALIFORNIA (Cont'd)

Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,620.

Location: San Pedro is located 350 miles south of San Francisco on San Pedro Bay, and is the principal port of call in southern California for 39 foreign, intercoastal and coastwise steamship lines. It is the shipping, lumber, shipbuilding, oil refining and fish canning center of southern California. To nearest large city, by trolley, 25 minutes; by auto, 20 minutes.

Principal Industries: The 24 miles of wharves furnish berths for steamship lines which employ from 3,000 to 6,000 freight handlers and longshoremen. San Pedro has 7 wholesale lumber yards, 14 fish canneries, 6 oil refineries, employing hundreds of men, and supply cargoes for a large fleet of foreign and domestic tankers. Also shipbuilding, canning, oil wells, tools, finished lumber, tile and brick, cement and awnings, dredging machinery.

Manufacturing Establishments: 23. Leading firms: Pan American Refining Co., Union Oil Refining Co., Van Camp Sea Food Co.

Special Information: The drill grounds of the battle fleet of the United States Navy are located off San Pedro, and 11 dreadnoughts with 15,000 men and officers can be sheltered behind the Government breakwater. Fort McArthur is also located at San Pedro, which is the home of many officers and men of the army and navy.

Residential Features: Beautiful one and two-family homes.

Retail Shopping Section: The principal shopping center of San Pedro lies along Sixth Street for 4 blocks; Seventh Street, 3 blocks; Beacon Street, 3 blocks; Front Street, 2 blocks. There are also many scattered neighborhood stores along Pacific Avenue for a distance of 25 blocks and also on other streets.

Trading Area: The following towns and vicinity are tributary to San Pedro, and included in the retail trading area: Wilmington, Torrance, Lomita, Harbor City, Redondo Beach, Terminal Island and East San Pedro. Wilmington is an industrial and shipping center of growing importance, while Torrance, in addition to being a manufacturing city, is in the center of an oil producing district of importance. Lomita is also an important oil producing center and also the center of a large truck farming and fruit growing section. Harbor City is a suburban town whose residents are mostly employed in San Pedro. East San Pedro and Terminal Island are supported by fishing, lumber and shipbuilding. Hundreds of acres of land to the west of San Pedro are in the frostless belt, and leased for growing early vegetables that are the first to reach the markets in southern California.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 2; miscellaneous lines, poultry, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 4; automobile accessories, 5; bakers, 10; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 30; delicatessen, 8; dressmakers, 20; druggists, 8; dry goods, 10; department stores, 4; electrical supplies, 9; florists, 21; fruits, 21; furniture, 14; garages (public), 11; grocers, 92; hardware, 9; jewelry, 12; meat markets, 25; men's furnishings, 18; men's clothing, 9; merchant tailors, 12; milliners, 8; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 35; shoes, 6; sporting goods, 3; stationers, 23; women's apparel, 5.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 22; most pleasant months, April, May, June, September, October, November; doctors (medical, 34), (dentists, 16), (osteopaths, 2); street car service; gas, natural; electric current, alternating; water, soft.

SANTA ANA, CALIF.

(Orange County)

1920 Population, 15,485. (1925 est., 30,000).

City and Suburban Estimate, 57,500.

Native Whites, 81.6%; **Negroes,** 2%; **Foreign Born,** White 16.04%; **English Reading,** 95%; **Families,** 7,500.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,723.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1; State, 4; Total Resources (8 banks), $15,821,016.42. Savings Deposits total, $4,407,775.57.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums), 2. Total number of seats, 6,500.

Location: Ten miles from Newport Bay, 23 miles to Los Angeles Harbor, served by two transcontinental railroads, the A. T. & S. Fe and the Southern Pacific. In addition the Pacific Electric Ry. serves us, and connects us with 53 cities in Southern California. Bus service to practically all California points. To nearest large city, by railroad, 1 hour, 21 minutes; by trolley, 1¼ hours; by auto, 1½ hours.

Principal Industries: Food canneries, textiles, lumber products, glass, sugar beets, citrus packing, rose growing, walnut packing, woolen mills, machinery and tools.

Manufacturing Establishments: 114. Leading firms: Taylor's Cannery, California Packing Corporation, Santa Ana Cabinet Works, Santa Cala Woolen Mills, Santa Ana Iron Works, Kinslow Foundry and Machine Shop, Dixon Pump Works, Simons-Skidmore Company (tools), Vincent Mfg. Company, Amling Bros. (roses), Santa Ana Ice Company, Standard American Glass Company, Ulmer Machinery Corporation, Barr Lumber Company. Total value of yearly output of factories estimated at $13,000,000.

Special Information: Per capita assessed wealth of the county, $7,214. Deposits of Orange County banks claimed to be equal to those or of any other county in the country according to its character, as stated by latest Bankers' Directory. Ratio of automobiles, 1 to 3.7 of the population of the city.

Residential Features: Of the 2,593 families provided with houses during 1921-22, 2,054 secured single family dwellings, with a total value of $5,390,984,—$2,625 per house. This estimated number of new families from 1921-23 inclusive, is 2,750. This gives a ratio of 27 families to 25 dwellings.

Retail Shopping Section: Fourth Street extends to French Street on east, to Van Ness on west, 8 blocks. Parallel is 5th Street, Main Street, Washington north to 1st Street on south, 12 blocks. Parallel to Main Street are Bush, Sycamore, and Broadway, extending two blocks north, and three blocks south of 4th Street. Outlying districts: East End on 4th, from Minter to Santa Fe Streets, 6 blocks; West End on 4th, from Bristol to Artesia, 5 blocks; South Main Street; Richland Avenue to Edinger Street, 8 blocks.

Trading Area: 12 miles north, 10 miles south, 12 miles west, and 5 miles east.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; hardware, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial automobile agencies, 13; automobile accessories, 13; automobile tire agencies, 24; bakers, 14; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 25; druggists, 17; dry goods, 16; department stores, 7; electrical supplies, 11; florists, 7; fruits, 24; furniture, 15; furriers, no exclusive; garages (public), 16; grocers, 100 (chain, 5); hardware, 6; jewelry, 11; meat markets, 20 (chain, 5); men's furnishing, 5; men's clothing, 7; merchant tailors, 5; milliners, 10; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 11; radio supplies, 8; restaurants (including hotels), 44; shoes, 13; sporting goods, 7; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 35; most pleasant months, nearly all; doctors (medical, 45), (dentists, 20), (osteopaths, 6); number of wired houses, 7,185; street car service; gas, natural; electric current, alternating; water, hard.

SANTA BARBARA, CALIF.

(Santa Barbara County)

1920 Population, 19,441 (1925, est. 30,500).

City and Suburban Estimate, 65,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,330.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 18.

Banks: National, 2; State, 3; Total Resources, (est.), $22,000,000; Savings Bank Deposits Total $16,000,000. Claimed to be among highest deposits per capita of any city of equal size in the United States, excepting such as include county banks' deposits in their ratio.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: On Southern Pacific Ry., Pickwick stages, White Flyer steamship lines. To nearest large city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Resort city, both summer and winter.

Manufacturing Establishments: 9. Leading firms: Unit Brick & Tile Co., Boyd Lumber Co., Santa Barbara Radiator & Fender Co., Angula Tile Co., Channel City Construction Co., E. J. Vacher Sprinkler Co., Ambrose Lumber Co., Puritan Ice Co., Veronica Springs Company, (medicinal water), Velvert Ice Cream Company, Ord Ice Company, Santa Barbara Ice Company, Ervin Mattress & Rug Works, Union Mill & Lumber Co.

Special Information: Location and climate make it an ideal living place. Noted for its educational and recreational features and cultural environment.

Residential Features: Magnificent estates in millionaire district. Many beautiful homes and hotels famous the world over.

Retail Shopping Section: Extends from beach to Fourteen Hundred block on State Street, which is the main business district. Ortega, Canon Perdido, Carillo, and Figueroa and Victoria Streets, cross State Street and have many unique shops and other business houses. The business section of these 5 cross streets comprises about two blocks each.

Trading Area: About twenty-five miles. This being a tourist city trade is derived from all parts of the state.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 18; automobile accessories, 14; automobile tire agencies, 18; bakers, 11; wholesale 3; cigar stores and stands (including hotels), 16 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 4; dressmakers, 29; druggists, 12; dry goods, 5; department stores, 3; electrical supplies, 12; florists, 4; fruits, 8; furniture, 13; garages (public), 15; grocers, 91; hardware, 5; jewelry, 10; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 17; milliners, 11; opticians, 4; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 46; shoes, 12; sporting goods, 5; stationers, 6; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to October, inclusive; doctors (medical, 39), (dentists, 29), (osteopaths, 7); street car service; gas, natural and artificial; electric current, alternating; water, hard.

SANTA CRUZ, CALIF.

(Santa Cruz County)

1920 Population, 10,917.

City and Suburban Estimate, 20,000.

Native Whites, 81 6/10%; **Negroes,** 3/10%; **Foreign Born,** 18%; **English Reading,** 91%; **Families,** 3,491.

Schools: 8; Number of Pupils, 1,985.

Churches: 16.

Banks: 6; Total Resources, $9,800,000.

Theatres: 4; Total number of seats, 4,000.

Location: On Bay of Monterey, 80 miles south of San Francisco.

Principal Industries: Cement, lumber, leather, ice, soap, fish canneries.

Residential Features: Mostly one, and two-family houses.

Retail Shopping Section: About three-quarters of a mile in the heart of city.

Trading Area: Radius of 15 miles.

Wholesale Houses: Groceries, 2; fruits, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 7; automobile accessories, 20; automobile tire agencies, 20; bakers, 12; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 5; florists, 4; fruits, 3; furniture, 5; garages (public), 13; grocers, 38; hardware, 9; jewelry, 4; meat market, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 4; sporting goods, 8; stationers, 1; women's apparel, 4.

SANTA MARIA, CALIF.

(Santa Barbara County)

1920 Population, 3,943.

City and Suburban Estimate, 12,000.

Native Whites, 60%; **Negroes,** 1%; **Foreign Born,** 39%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 700.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 825.

Churches: Christian Science, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, $8,000,000; Savings Bank Deposits Total, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,700.

Location: Near coast, 200 miles north of Los Angeles. Served by the Santa Maria Valley R. R., and Pacific Coast Railway, with steamship at Port Alava. To nearest large city, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Large oil fields, sugar beet factory, flowers, seeds, 1,000 acres in sweet peas, 500,000 sacks of small white beans, $4,000,000 worth of lettuce shipped each year, cattle creamery, etc.

Special Information: Location of Santa Maria makes it the trading place of the Santa Maria Valley, which covers 147,000 acres. There are ten small towns in the valley and they all trade with Santa Maria.

Residential Features: Mostly private homes. Santa Maria is noted for its wide streets.

Retail Shopping Section: Main and Broadway, 10 blocks of business houses.

Trading Area: 20 miles each way. Highways all paved, and everyone has an auto, so it is easy to come to Santa Maria every day in the year.

Wholesle Houses: Meats, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 10; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 1; fruits, 4; furniture, 2; furriers, 2; garages (public), 4; grocers, 12 (chain, 1); hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per 12 months, 30; most pleasant months, July to January; doctors (medical, 8), (dentists, 5), (osteopaths, 2); number of wired houses, 800; street car service; gas, natural; electric current, alternating; water, hard.

SANTA MONICA, CALIF.

(Los Angeles County)

1920 Population, 15,252. (1925, est. 45,000).

City and Suburban Estimate, 60,000.

Native Whites, 88%; **Negroes,** 2%; **Foreign Born,** 10%; **Industrial Workers,** few; **English Reading,** 90%; **Families,** 12,000.

Schools: Public Grade, 8; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 3; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1 Municipal. Total number of seats, 10,000.

Location: Connected with Los Angeles by Pacific Electric Railway, and five boulevards, all paved. To nearest large city (Los Angeles), by railway (electric), 1 hour; by auto, 45 minutes.

Principal Industries: One large airplane factory and a pipe organ factory. This is principally a residential city, most of those working in factories do so in Los Angeles. Many people are employed in the amusement zone which attracts thousands of people daily.

Manufacturing Establishments: Leading firms, The Douglas Company.

Residential Features: Santa Monica is one of the residential sections of Los Angeles although it is a separate municipality. It is 12 miles to the heart of Los Angeles. There are hundreds of beautiful homes here of all types and descriptions from mansions to small cottages.

Retail Shopping Section: Santa Monica Blvd., 18 blocks. Second, Third, Fourth and Fifth, 4 blocks each. There is also another business section in Ocean Park, a suburb of Santa Monica having about ten blocks.

Trading Area: Extends about five miles north, south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 16; automobile tire agencies, 18; bakers, 23 (inc. delicatessens); cigar stores and stands (including hotels, 25; confectioners, (including hotel stands), 58; delicatessen, (see bakers); dressmakers, 13; druggists, 29 (chain, 2); dry goods and dept., 33; department stores, see dry goods; electrical supplies, 47; florists, 9; fruits, 21; furniture, 26; furriers, 2; garages (public), 71; grocers, 105 (chain, 7); hardware, 8; jewelry, 10; meat markets, 47 (chain, 2); men's furnishings, 8 (and men's clothing); merchant tailors and cleaners, 33; milliners, 12; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, see hdwe.; restaurants (including hotels), 74; shoes, 5; sporting goods, 5; stationers, 6; women's apparel, 8.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 32; most pleasant months, May to December, inclusive; doctors (medical, 30), (dentists, 20), (osteopaths, 7); number of wired houses, 12,061; street car service; gas, natural mixed with artificial; electric current, alternating; water, hard.

SANTA PAULA, CALIF.

(Ventura County)

1920 Population, 3,967 (1925 est. 6,500).

City and Suburban Estimate, 10,000.

Native Whites, 80%; **Foreign Born,** 20%; **English Reading,** 80%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, $3,000,000. Savings Bank Deposits, Total, $1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,100.

Location: On Southern Pacific R. R. To nearest largest city, by railroad, 1 hour; by auto, ¾ of an hour; by trolley, 1 hour.

Principal Industries: Citrus fruit packing, 2 oil refineries, shipping, etc.

Manufacturing Establishments: 2. Leading firms: Union and Oak Ridge Oil Co.

Special Information: Santa Paula is the center of one of the largest lemon belts in the country. It has two packing plants, employing from 500 to 2,000 people in the fruit season. Oil companies give employment to about 500. It has also two walnut, one apricot, and two vegetable packing plants. Ideal climate and very desirable city for homes.

Residential Features: A well planned city, parks, good schools, new $240,000 grammar school now being completed. All streets and alleys paved. Ornamental lighting system. Beautiful homes.

Retail Shopping Section: Main, Mill, and Tenth Streets comprise the business section, with 8 blocks on Main Street.

Trading Area: Ten to fifteen miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; delicatessen, 2; druggists, 5; department stores, 3; electrical supplies, 2; florists, 2; fruits, 12; furniture, 3; garages (public), 9; total grocers, 17 (chain, 1); hardware, 4; jewelry, 5; meat markets, 4; men's furnishings,

Continued on page 26

CALIFORNIA (Cont'd)

Santa Paula (con't)

3; men's clothing, 5; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; retsaurants (including hotels), 7; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 4.

SANTA ROSA, CALIF.

(Sonoma County)

1920 Population, 8,758. (City limits of very small area.)

City and Suburban Estimate, 20,000 (several thousand more within 3 miles of city).

Native Whites, 77%; **Foreign Born** (mostly Italians), 23%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 3,973.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 4,332.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Federated Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 3; Total Resources, $12,000,000; Savings Banks Deposits Total, $7,250.000. Two of these are branch banks with power to handle large loans.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,900.

Location: 50 miles north of San Francisco Bay in the heart of the Santa Rosa Valley and Sonoma County. Served by Northwestern Pacific, and Southern Pacific Railroads. Excellent bus service to the north, south, and east. To nearest large city (San Francisco), by railroad, 2½ hours; by trolley, 2½ hours; by auto, 2½ hours.

Principal Industries: Fruit packing, canning and drying, egg packing and shipping, pickle works, abbatoirs tanneries, paste making, shirt factories, shoe factories, printing. A great many large concerns use this city as a jobbing center.

Manufacturing Establishments: 18. Leading firms: California Packing Corp., Haegin Pickle Factory, Bergoe Products Co., Fitzgerald Egg Exchange, Cameron Shirt Factory, Levin Tanning Co., Greenbaum, Weil & Michael, Santa Rost-Vallejo Tanning Co., Santa Rosa Paste Co., Noonan Meat Co.

Special Information: Buying center of a rich agricultural county, and one of the largest single berry sections in the country. Home of the Gavenstein apple. $2,000 per minute, throughout the year, is the value of the poultry industry to this county. Santa Rosa is the center of that part of California where, for hundreds of miles, the country is intensively cultivated by hundreds of prosperous, modern American ranchers. Here there is little poverty. Paved roads, and automobiles bring much trade to the city.

Residential Features: 90% of houses in the city are owned by their occupants. Many of the nation's wealthiest people own big homes in the suburbs of Santa Rosa. Educational facilities attract better class of people to this city. Health regulations strictly enforced. Good streets and sidewalks, good lights, and a fine climate add to residential attractions.

Retail Shopping Section: Extends from court house, which is the center of the city. Five main shopping streets. Fourth Street east from court house, 2 blocks; west from court house, 5 blocks. Fifth Street parallel with Fourth Street, 6 blocks. Mendocino Avenue north from court house, 2 blocks. Main Street, south from court house, 2 blocks. Four outlying neighborhood sections with usual stores.

Trading Area: 7 miles south, 20 west, 25 east and 50 north. Includes 20 small towns, all within a radius of 20 miles, with populations of 200 to 3,000. Practically every rancher in this county owns an automobile. The main roads are all paved. A great deal of trade comes from points outside the territory given, on account of the excellent automobile traveling conditions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; dry goods, 1; miscellaneous lines, bakers, 3; confectionery, 2; shoes, 1; paper, 1; cigars, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 10; automobile accessories, 21; automobile tire agencies, 15; bakers, 14; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 10; druggists, 8; dry goods, 6; department stores, 4; electrical supplies, 9; florists, 5; fruits, 6; furniture, 8; furriers, 3; garages (public), 26; grocers, 38 (chain, 3); hardware, 6; jewelry, 4; meat markets, 21 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 9; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 20; shoes, 8; sporting goods, 7; stationers, 6; women's apparel, 10.

Miscellaneous Data: Average temperature, 56.9 degrees; average number of rainy days per twelve months, 70; most pleasant months, April to October inclusive; doctors (medical, 29), (dentists, 18), (osteopaths, 3); number of wired houses, 3,263; street car service; gas, artificial; electric current, alternating; water, medium, with low mineral content.

STOCKTON, CALIF.

(San Joachim County)

1920 Population, 40,203 (1925 est. 57,000.)

City and Suburban Estimate, (1925), 75,000.

Native Whites, 77%; **Negroes,** 8%; **Japanese, Chinese and Indians,** 4.9%; **Foreign Born,** white, 17.3%; **Industrial Workers,** 20%; **English Reading,** Practically 100%. No foreign Colony. Americanization work efficient here; **Families,** 14,425.

Schools: Public Grade, 22; High, 1; Parochial, 2; Number of Pupils, 8,000. College of the Pacific.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 17.

Banks: National, 1; State, 6; Total Resources, $29,000,000; (2 Banks are chain banks); Savings Bank Deposits Total, County $47,000,000, City $37,000,000—or over $711 per capita.

Theatres: Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. New Civic Auditorium, capacity 5,000.

Location: In the "hub" of the San Joaquin Valley, which is the centre of the great Sacramento, San Joaquin Valley, on navigable San Joaquin River, 42.5 miles from San Francisco Bay. Stockton lies in heart of some of the richest agricultural land in the country. Served by S. P., W. P., and Santa Fe R.Rs., Central California Traction. Tidewater & Southern Stockton, Terminal & Eastern railways. To nearest large city, by railroad, 1½ hours; by trolley, 1¾ hours.

Principal Industries: Tractors, harvesters, flour and cereals, box board, cartons, box shooks, canned fruit and vegetables, farm irrigation, paving, reclamation machinery, wool scouring, brick, leather, pencil slabs, auto trucks.

Manufacturing Establishments: 260. Leading firms: American Carton Co., California Cedar Products Co., California Navigation & Improvement Co., Eldorado Brewery, Geiger Iron Works, Harris Mfg. Co., Monarch Foundry, Caterpillar Tractor Co., Richmond-Chase, Delmonte Cannery, Sperry Flour, Sterling Pump Co., Stockton Box Co., Stockton Brick Co., Stockton Iron Works, E. H. Tryon Wool Scouring Plant, Wagner Leather Co., Graham Bros. Total value of yearly output of factories estimated at: $35,000,000.

Special Information: Geographical location makes it the centre of agricultural district. Natural outlet of mining and lumber sections. Is gateway to Yosemite Valley, and stopping point for tourist travel to other scenic attractions. Makes natural shipping point for 7 railroads, and river freighting. Has diversified manufacturing interests and large population of home-owning citizens. Several rural P. O. routes. Good artesian wells. First class fire and flood protection. Many parks and up-to-date city manager form of government, with a manager at a salary of $20,000 a year.

Residential Features: Ownership rests with unusually large percentage of occupants. Greater portion lives in detached dwellings. Land well drained, with 170 acres of parks. Exclusive district homes cost as high as $45,000. Each factory has its section of workmen's homes (with yards and gardens), where situation makes it possible.

Retail Shopping Section: Business, or shopping sections radiate from Main and Sutter Streets chiefly along Main, Weber, and Market, both to the east and west with frontages aggregating over 180 blocks (303 ft. each), which are occupied by stores, offices, hotels, garages, restaurants, and other business enterprises. Tallest building, 10 stories.

Trading Area: Extends for 25 miles north, south, and west. Additional trade brought in by 2 rural electric lines, and excellent stage service to the foothills country. Also by the large number of good highways into the mountain district, and through the valley. Eleven railroads enter the city, and eleven highways cross it. Trade area 100 miles to east, which is the mountain section.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 18; hardware, 2; miscellaneous lines, 38.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 31; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 16; bakers, 15 retail, 7 wholesale; cigar stores and stands (including hotels), 28 (chain, 1) retail 5—wholesale; confectioners (including hotel stands), 50; delicatessen, 5; dressmakers, 25; druggists, 35 (chain, 1); dry goods, 12; department stores, 8; electrical supplies, 12; florists, 7; fruits, 18; furniture, 23; furriers, 1; garages (public), 51; grocers, 120 (chain, 15); hardware, 10; jewelry, 23; meat markets, 32; men's furnishings, 8; men's clothing, 25; merchant tailors, 16; milliners, 20; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 10; radio supplies, 10; restaurants (including hotels), 85 (chain, 4); shoes, 25; sporting goods, 6; stationers, 8; women's apparel, 16.

Miscellaneous Data: Average temperature, 59 degrees; average number of rainy days per twelve months, 45; most pleasant months, April, May, September, October; doctors (medical, 62), (dentists, 44), (osteopaths, 5); number of wired houses, 11,400; street car service; gas, natural and artificial; electric current, alternating and direct; water, hard.

TAFT, CALIF.

(Kern County)

1920 Population, 3,317.

City and Suburban Estimate, 35,000.

Native Whites, 95%; **Foreign Born,** 5%; **English Reading,** 100%.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Heart of vast oilfield. Railroad, stage, and truck transportation to all important trading centers. Population of about 35,000, includes surrounding territory.

Principal Industries: Petroleum, gas.

Residential Features: Mostly small houses. The greater part of our population resides outside of the incorporated city, while a large number of the workingmen live in rented houses.

Retail Shopping Section: Taft has up-to-date stores, and a wonderful shopping district.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 5; automobile accessories, 18; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 7; druggists, 6; dry goods, 2; department stores, 7; electrical supplies, 4; florists, 1; fruits, 8; furniture, 4; garages (public), 14; grocers, 16; hardware, 4; jewelry, 4; meat markets, 8; men's furnishings, 5; men's clothing, 4; merchant tailors, 4; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 3.

TULARE, CALIF.

(Tulare County)

1920 Population, 3,539. (1925, local census, 6,500.)

City and Suburban Estimate, 18,000.

Native Whites, 4,460; **Negroes,** 40; **Foreign Born,** 2,000; **English Reading,** 90%; **Families,** 1,300.

Schools: Public Grade, 20; High (Union), 1; Number of Pupils, 1,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $3,950,000; Savings Bank Deposits Total, $1,051,576.71.

Theatres: Moving Pictures, 1; Miscelalneous (Auditoriums, etc.), 2; Total number of seats, 1,500 (in Auditoriums).

Location: On Southern Pacific and Santa Fe RRs. Tulare has three stage lines from San Francisco to Los Angeles, as well as to all neighboring towns, also to General Grant Park and Sequoia National Park, in the Sierra Mountains. To nearest larger city (Fresno) by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Dairying, fruit (deciduous and citrus), cotton, alfalfa hay, poultry, pure bred dairy cattle and swine, which latter industry is one of Tulare's very important sources of revenue. Tulare has 3 creameries, 2 canneries, 3 packing houses, with $4,200,200 from creameries alone.

Manufacturing Establishments: Leading firms: Swall Land Co., Pacific States Corp., Totecc Dairy Ranch.

Special Information: Average monthly pay roll from creameries, $350,000; from poultry products, $60,000. This is paid in cash and comes into Tulare and its surrounding agricultural district, every month. The cotton industry is new, but the acreage is increasing each year. This extremely long fiber cotton sells at premium prices.

Residential Features: Tulare has 1,750 to 1,800 houses. 200 of these are on the outskirts of the city. There are 3 or 4 apartment houses of good class, the rest are of a cheaper grade. Much of the residential district is paved.

Retail Shopping Section: Extends on Tulare Street, 3 blocks; Kern Street, 2 blocks; J. Street, 2 blocks; K. Street, 2 blocks; San Joaquin Street, 2 blocks; and Inyo Street, 2 blocks.

Trading Area: Covers 10 miles north, 18 miles south, 10 miles west, and 6 miles east. Considerable trade from the extreme southwestern part of the country.

Wholesale Houses: Fruits, 5; Miscellaneous lines, 6 (creamery and poultry shippers).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commerical auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 2; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 1; furniture, 3; garages (public), 16; grocers, 14 (chain, 3); hardware, 2; jewelry, 3; meat markets, 5; men's furnishings and men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 2; sporting goods, 5; stationers, 2; women's apparel, 5.

Miscelaneous Data: Most pleasant months, Feb. to June, Sept. to Jan.; doctors (medical, 7), (dentists, 4), (osteopaths, 2); number of wired houses, 1,471; gas, artificial; electric current, alternating; water, soft.

TURLOCK, CALIF.

(Stanislaus County)

1920 Population, 3,394 (est. 5,000).

City and Suburban Estimate, 12,000.

Native Whites, 84.05%; **Negroes,** .05%; **Foreign Born,** 15%; **Industrial Workers,** 1%; **English Reading,** 95%; **Families,** 1,250.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 11.

Banks: National, 1; State, 2; Total Resources, $4,500,000. Savings Bank Deposits Total, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: The Santa Fe, Southern Pacific, and Tidewater Southern Railways serve the city and district, the Santa Fe being three and one-half miles away. These three lines insure easy transportation for the agricultural products of the district. To nearest large city (Modesto), by railroad, or auto, 45 minutes.

Principal Industries: Glove manufacturing, butter, ice cream, children's furniture, soda water, incubators, wrenches, fruit, artificial flowers.

Manufacturing Establishments: 10. Leading firms: Hume Cannery, Master Wrench Co., Turlock Glove Co., W. Charters Incubator Co., Paramount Creamery.

Special Information: Turlock is in the center of the Turlock irrigation district, comprising 181,490 acres, or 267 square miles. The people of the district own the water, and the power stored and generated at the great Don Pedro Dam.

Residential Features: The greater part of the residential population is housed in single-family residences.

Retail Shopping Section: Extends from Main Street, 5 blocks; Broadway, 4 blocks; First Street, 3 blocks; Center Street, 2 blocks; Front Street, 2 blocks.

Trading Area: Covers a radius of 12 miles.

Wholesale Houses: Meats, 2; fruits, 2; miscellaneous lines, confectionery, '1.

Number of Retail Outlets for Nationally Ad-

CONNECTICUT (Cont'd)

cised Products: Passenger automobile agen-, 10; commercial automobile agencies, 6; omobile accessories, 4; automobile tire agen-, 14; bakers, 3; cigar stores and stands luding hotels), 8 (chain, 1); confectioners luding hotel stands), 3; dressmakers, 5; drug-s, 3; dry goods, 2; department store, 2; elec-al supplies, 3; florists, 1; fruits, 2; furniture, garages (public), 7; grocers, 14 (chain hardware, 6; jewelry, 4; meat markets, 5; 's furnishings, 4; men's clothing, 4; merchant rs, 2; milliners, 3; opticians, 2; photograph-r 3; pianos (and miscellaneous musical instru-ts), 3; radio supplies, 6; restaurants (includ-hotels), 13; shoes, 3; sporting goods, 4; sta-ers, 2; women's apparel, 1.

iscellaneous Data: Average temperature, 55 ees; average number of rainy days per 12 ths, 30; most pleasant months, Aug., Sept., : doctors (medical, 9), (dentists, 6); num-of wired houses, 95%; gas, artificial; electric nt, alternating; water, soft.

VALLEJO, CALIF.

(Solano County)

20 Population, 21,107.

ty and Suburban Estimate, 30,000 (Solano nty, 40,602).

ative Whites, 80%; Negroes, 5%; Foreign n, 15%; Industrial Workers, 15%; English ding, 99%; Families, 4,000.

hools: Public Grade, 8; High, 1; Junior h, 1; Parochial, 1.

urches: Baptist, 1; Christian Science, 1; rcopal, 1; Hebrew, 1; Methodist, 1; Presby-n, 1; Roman Catholic, 1; Miscellaneous, 3.

nks: National, 3.

eatres: Moving Pictures, 2; Vaudeville, 1; ellaneous (Auditoriums, etc.), 5.

cation: San Pable Bay, at the confluence he Sacramento and Napa Rivers. On South-Pacific Railroad. Monticello steamship line an Francisco. Napa Valley Electric Lines. earest large city (Oakland), by railroad, 2 s; by automobile, 1½ hours.

incipal Industries: Mare Island Navy Yard. ry Flour Mills.

sidential Features: Good streets, good ols, parks and playgrounds. Vallejo has 0 single houses and 200 apartments.

tail Shopping Section: Marin, Sacramento, ma, and Santa Clara Streets, north and n; Georgia, Virginia, and Capitol Streets, and west.

ading Area: Fifteen miles to north, and .

holesale Houses: Groceries, 1; meats, 2; ts, 2.

mber of Retail Outlets for Nationally Ad-sed Products: Passenger automobile agen-11; commercial auto agencies, 4; automo-accessories, 2; automobile tire agencies, 5; rs, 8; total cigar stores and stands (includ-hotels), 15 (chain, 1); confectioners (in-ing hotel stands), 2; delicatessen, 7; drug-, 6; dry goods, 3; department stores, 1; rical supplies, 3; florists, 2; fruits, 11; niture, 3; garages (public), 7; grocers, 48; ware, 3; jewelry, 2; total meat markets, en's furnishings, 6; men's clothing, 6; millin-e, 3; opticians, 3; photographers, 2; pianos miscellaneous musical instruments), 4; res-ants (including hotels), 9; shoes, 3; sport-goods, 2; stationers, 1; women's apparel, 3.

iscellaneous Data: Average temperature, 76 ees; average number of rainy days per 12 ths, 30; most pleasant months, Aug., Sept., : doctors (medical, 9), (dentists, 6); num-of wired houses, 95%; gas, artificial; electric nt, alternating; water, soft.

VENICE, CALIF.

(Los Angeles County)

20 Population, 10,385. (1925, est. 18,000.)

ty and Suburban Estimate, 20,000.

tive Whites, 81.4%; Negroes, 1%; Foreign n, 16.8%; English Reading, 92%; Families, 1.

hools: Public Grade, 6; High, 1; Junior h, 1; Number of Pupils, 1,620.

urches: 11.

cation: Twelve miles west of Los Angeles ur routes of Pacific Electric Railway.

incipal Industries: Venice is an all-the-year ic pleasure resort.

ecial Information: The Venice municipally-ed beach is one of the finest beaches on the ific Coast, and is known as "the safest ch," and the nearest one to Los Angeles. bathing every day in the year. Boulevards: hington Boulevard, the 100-foot boulevard o Los Angeles (approximately 14 miles), ed the "Great White Way," on account of electric lighting and its width. It promises come the most widely traveled boulevard in United States.

sidential Features: Venice boasts some beau-residences. Cosy bungalows, flower-lined s of canals, with unique concrete bridges, some of the delightful attractions. The s of Venice were excavated in 1905. There three miles of these beautiful waterways rsing the choicest residential section of the . Their banks are lined with flowers and ed with handsome bridges. Each canal is minated at night with a different color ne. Boating and canoeing, with these ar-surroundings are ideal, and all kinds of ure crafts are to be had at a reasonable al at the boathouse on the lagoon. Ocean is supplied through a channel, connecting the Pacific at Playa Del Rey, and a fresh supply is daily secured through the incoming tide.

Trade Territory: Only immediate territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 3; automobile accessories, 20; automobile tire agencies, 22; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 15; dressmakers, 10; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 5; florists, 2; fruits, 2; furniture, 4; garages (public), 25 grocers, 26; hardware, 6; jewelry, 5; meat markets, 11 men's furnishings, 8; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 7; pianos (and miscellaneous musical instruments), 3 radio supplies, 2; restaurants (including hotels), 27; shoes, 7; sporting goods, 4; stationers, 2.

VISALIA, CALIF.

(Tulare County)

1920 Population, 5,753.

City and Suburban Estimate, 10,000.

Schools: High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1 (Sundays only); Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 2,500.

Location: On Southern Pacific and Santa Fe RRs., and Visalia Electric Ry. Visalia is large shipping center for dried and canned fruits, stock, hay, nuts and grain. To nearest larger city by railroad, 1½ hours; by auto, 1¼ hours.

Principal Industries: Stock and poultry feed mills, automobile and truck body works, large prune packing houses, 2 canneries, 3 dried and green fruit packing houses, ice factory, 2 planing mills, creamery, marble works, pump works, poultry feed mill.

Manufacturing Establishments: 15. Leading firms: California Packing Corporation, J. K. Armsby, Griffith-Skeily Co., Earl Fruit Co., California Prune and Apricot Growers' Association, California Co-operative Canneries' Plant No. 4.

Special Information: County seat of 7th county in the United States for value of its agricultural and horticultural products. It is the gateway to Sequoia National Park. It is situated in the Kaweat Delta, overlying an inexhaustible supply of pure water. It has unsurpassed climate, with an annual average rainfall of 10¾ inches.

Residential Features: There are about 1,750 residences and 12 apartments in Visalia. Residence sections modern, with many paved streets, and completely paved sidewalks. Visalia is noted for its trees, flowers and lawns.

Retail Shopping Section: On Main Street, 4 blocks: Center Street, 1 block; Locust Street, 1 block; Court Street, 2 blocks; Church Street, 2 blocks and Bridge Street, 1 block.

Trading Area: North, 15 miles; east, 15 miles; south, 8 miles, and west, 9 miles. Visalia being the largest city in the county and the county seat, draws from all over the county. Department store circularization runs from 5,000 to 10,000, and goes to selected lists in other Tulare County cities. The mileages given are for those who consider Visalia their home city.

Wholesale Houses: Groceries, 2; meats, 1; Miscellaneous lines, automobile parts, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 9; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 25 (chain, 9); confectioners (including hotel stands), 22; delicatessen, 1; dressmakers, 12; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 10; florists, 1; fruits, 12; furniture, 4; garages (public), 10; grocers, 18 (chain, 4); hardware, 4; jewelry, 4; meat markets, 7; men's furninshings, 10; men's clothing, 13; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels) 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 77 degrees; average number of rainy days per twelve months, 90; most pleasant months, nearly all; doctors (medical, 12), (dentists, 8), (osteopaths, 3); number of wired houses, 2,079; gas, artificial; electric current, alternating; water, hard.

WATSONVILLE, CALIF.

(Santa Cruz County)

1920 Population, 5,013. (1925, est. 6,500.)

City and Suburban Estimate, 15,000.

Native Whites, 60%; Foreign Born, 40%; Industrial Workers, 25%; English Reading, 80%; Families, 3,200 (inclusive), 1,400 in city.

Schools: Public Grade, 3; High, 1; Parochial, 2; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $6,500,000.

Theatres: Moving Pictures, 2 Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On Southern Pacific and Pajaro Valley Consolidated R.Rs. Several automobile stage lines. To nearest large city, by railroad, 3 hours; by trolley, 4 hours; by auto, 4 hours.

Principal Industries: Fruit (apples, principally), lettuce, strawberries, bushberries, etc.

Manufacturing Establishments: Leading firms: Jones Bros. & Co. (vinegar), H. J. Heinz Corporation, California Spray Chemical Co.

Special Information: One of the largest apple districts in California, and one of the largest single shipping points for apples in U. S.; 90 packing houses, 30 evaporators, several fruit processing plants, 3 cold storage plants, approximately 10,000 cars apples grown, of which 3,500 shipped green. A large quantity dried or made into vinegar, etc., or shipped by truck.

Residential Features: Large proportion residences limited to prosperous orchard owners, packers, and well-to-do business people.

Retail Shopping Section: Extends on Main Street from river to Watsonville Heights, 8 blocks, two cross blocks on intersecting streets.

Trading Area: From Aptos, 12 miles north to Prunedale section, 15 miles south, 10 miles wide, from Monterey Bay to Santa Cruz mountains.

Wholesale Houses: Groceries, 1; meats, 1; fruits, over 100; miscellaneous lines: confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 10; automobile accessories, 10; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotel stands), 7; delicatessen, 1; druggists, 6 (chain, 1); dry goods, 4; also 2 variety stores; department stores, 3; electrical supplies, 3; florists, 1; fruits, 4; furniture, 4; garages (public), 4; grocers, 13 (chain, 2); hardware 3; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels); 12; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; most pleasant months, nearly all; doctors (medical, 10), (dentists, 4), (osteopaths, 1); number of wired houses 1,000 (est.); gas, artificial; electric current, alternating; water, soft.

WHITTIER, CALIF.

(Los Angeles County)

1920 Population, 7,997. (1924), 15,455; (1925), 17,000 (estimated).

City and Suburban Estimate (for 1924), 15,-500.

Native Whites, 95%; Foreign Born, 5%; English Reading, 90%; Families, 4,000.

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 3,100; College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 3; State, 2; Total Resources, 1924, $10,0£4,626; Savings Bank Deposits Total, $8,932,876.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,700.

Location: On Union Pacific and Southern Pacific R.Rs., and Pacific Electric Railroad. Whittier is located on El Camino Real, one of the finest and best known highways in the country, traversing California from north to south. Motor transit bus lines serve this city. To nearest large city, by trolley, 1 hour; by auto, ¾ hour.

Principal Industries: Oil producing, walnuts, lemons, oranges, avocados, clay products.

Manufacturing Establishments, 3 Leading firms: Pacific Clay Products Co., Packing Houses 13, Whittier Select Packing, Whittier Orange & Lemon Assn., Whittier Citrus Assn., Leffingwell Rancho, Murphy Ranch, Headquarters for producing department, Standard Oil Co. Other oil companies include the Union, General Petroleum, Shell, Midway Petroleum, etc. Total value of early output of factories estimated at $6,500,000 (does not include oil producers).

Special Information: Whittier is surrounded by citrus and walnut ranches producing some of the finest fruit in California. Shipments will average 4,000 cars fruit, and 2,000 tons walnuts annually. It is claimed that one of the highest gravity oil fields in the world adjoins Whittier, and Santa Fe Springs, and while activity is somewhat abated, there is still a production of close to 100,000 barrels of oil daily. Other active oil fields adjoining Whittier are Murphy, Coyote, North Whittier, or Whitley Heights and Central Oil Canyon.

Residential Features: One-family homes predemoinate. Whittier is a home-owning town. New northeast section has recently been developed and homes there will average from $15,-000 to $25,000. This district consists of about 6 square blocks, and is built up solid.

Retail Shopping Section: Extends 3 blocks on Greenleaf and 8 blocks on Philadelphia Sts., with the usual side-street shops. Several small districts are scattered throughout the town.

Trading Area: Extends about 4 miles north, and 10 miles east, south, and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 6; automobile accessories, 8 automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 8; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 3; fruits, 7; furniture, 5; garages (public), 16; grocers, 30 (chain, 4); hardware, 3; jewelry, 4; meat markets, 15 (chain, 2); men's furnishings, 6; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 90; most pleasant months, the summer months; doctors (medical, 22), (dentists, 11). (osteopaths, 6); gas, natural; electric current, alternating; water, hard.

WILLOWS, CALIF.

(Glenn County)

1920 Population, 2,100. (1925, est. 2,250.)

City and Suburban Estimate, 3,350.

Schools: Public Grade, 1; High, 1; Number of Pupils, 650.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 1.

Location: In the Sacramento Valley and on the Southern Pacific R.R., 80 miles NNW. of Sacramento, and 150 miles north of San Francisco. To nearest larger city (Chico) by railroad, 4 hours; by auto, 1 hour.

Principal Industries: Creamery feed mill, poultry, sheep, cattle, hogs, wheat, barley, rice, cotton, fruit.

Manufacturing Establishments: 1. Leading firms: Western Meat Co. Creamery.

Retail Shopping Section: On Tehama Street, 5 blocks; Sycamore, 3 blocks; Walnut, 4 blocks; Butte, 1 block.

Trading Area: Extends 20 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 4; druggists, 2; dry goods, 4; fruits, 2; furniture, 2; garages (public), 6; grocers, 5; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months March, April, May, June, Oct. and Nov.; gas, artificial; electric current, alternating; water, hard.

WILMINGTON, CALIF.

(Los Angeles County)

1920 Population, 8,000 (1925 est. 9,000.)

City and Suburban Estimate, 12,000.

Native Whites, 5,000; Foreign Born, 3,000; Industrial Workers, 3,000; English Reading, 6,500; Families, 2,500.

Schools: Public Grade, 7; High, 2; Junior High, 5; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 3; Savings Bank Deposits, Total, 1,500,000. Two Building and Loan Companies.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,900.

Location: On Union Pacific, Santa Fe, Pacific Electric, and Southern Pac. Rys., Los Angeles Steamship Company, McCormick Steamship Co., American-Hawaiian, Pacific Mail, Pacific Coast Steamship Co., Admiral Line, and several others. To nearest larger city, by trolley, ½ hour; by auto, ½ hour.

Principal Industries: Shipping, ship yards, fish canneries, machine shops, lumber, oil plants and refineries, fruit and truck growing.

Retail Shopping Section: On Canal Avenue, 3 blocks, each side; on Anaheim Street, 2 blocks, each side, and on Broad Ave., 1 block, 1 side.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 4; automobile accessories, 2; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 9; delicatessen, 2; druggists, 3 (chain, 1); dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 6; grocers, 16 (chain, 2); hardware, 3; jewelry, 2; meat markets, 14 (chain, 1); men's furnishings, 4; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 1.

WOODLAND, CALIF.

(Yolo County)

1920 Population, 4,147.

City and Suburban Estimate, 14,000.

Native Whites, 5,900; Negroes, 200; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 97%; Families, 1,000.

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; Total Resources, $10,-500,000; Savings Bank Deposits Total, $11,000,000 to $14,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,800.

Location: Central section of Yolo County, on

Continued on page 28

CALIFORNIA AND COLORADO Newspaper Markets in Standard Surveys

CALIFORNIA (Cont'd)

Woodland (con't)

So. Pacific R. R., and Sacramento Northern Elec. Line. Also 90 miles of waterfront on Sacramento Ricer, 24 miles from state capital, and 90 miles from San Francisco. Paved highway all the way. Water and rail transportation. Often referred to as being among the richest agricultural cities in U. S. in per capita bank deposits.

Principal Industries: Agriculture and allied industries. Fruit packing plants, flour and rice mills.

Manufacturing Establishments: Leading firms: Globe Mills, National Rice Mills, and ice cream factories on small scale.

Special Information: 20 miles of paved streets. City is practically a forest of trees. Every home has its orange, lemon, pomegranate, and almond orchard.

Residential Features: One hundred new homes built in the past year and a half. Special efforts to make the city beautiful by planting flowers and shrubbery. Flowers bloom out of doors the year round.

Retail Shopping Section: Main, and Court Streets. On the Pacific Highway from Portland, Ore., to Los Angeles and San Diego

Trading Area: 12 to 15 miles. Merchants have established a semi-monthly "Trade Day." This has been conducted successfully for 12 years without a break in dates.

Wholesale Houses: Groceries, 14; Meats, 4; Fruits, 9; Hardware, 3; Dry Goods, 6; Miscellaneous Lines, 70 to 95.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 14 (chain, 8; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 4; druggists, 5 (chain, 1); dry goods, 14; electrical supplies, 4; florists, 2; fruits, 9; furniture, 3; garages (public), 10; grocers, 14 (chain, 3); hardware, 3; meat markets, 5; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 11; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 15), (dentists, 7), (osteopaths, 3).

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 3.

Banks: National, 4; State, 1; Total Resources, $6,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 15,000.

Location: 29 miles northwest of Denver on Colorado & Southern Ry. (Burlington System). Union Pacific RR. has a branch from Brighton. The D. & I., a good electric line, from Union Station, Denver, with 26 trains daily, leaves on the even hour. Six trains daily on the C. & S., and 4 on the U. P. give good service. Also auto bus lines. To nearest large city (Denver) by railroad, 1 hour, 10 minutes; by trolley, 1 hour, 15 minutes; by auto, 1 hour, 20 minutes.

Principal Industries: Western States Cutlery Works. Agriculture, mining, tourist trade and educational institutions count as big assets. Sanitarium, food factory, broom works, planing mills, mattress factory, and the usual small machine and other shops.

Special Information: University of Colorado is located here. Our situation near Denver, and close to the foothills of the Rockies, makes Boulder not only a popular tourist resort, but "a good place to live." Sanatariums, and a new hospital. Good water and irrigation are among the many advantages of the city.

Residential Features: A city of many beautiful homes, fine paved streets, and attractive lawns. The city of Boulder owns 6,064 acres of park lands, much of it being improved by the building of trails, shelter houses, springs, etc. The U. of C., and Sanitarium have beautiful grounds.

Retail Shopping Section: Extends from Boulder to Nederland, Ward, Eldora, and many mining hamlets, as well as to the agricultural sections north, east, and south of the city.

Trading Area: Extends 25 miles west, 18 north, and 10 east and south.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, cutlery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 20; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 10; druggists, 9; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 4; fruits, 2; furniture, 3; furriers, 1; garages (public), 6; grocers 43 (chain, 3); hardware, 3; jewelry, 4; meat markets, 34; men's furnishings, 5; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 20; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 37; most pleasant months, May, to November: doctors (medical, 30), (dentists, 15), (osteopaths, 6); number of wired houses, 2,800; gas, artificial; electric current, alternating; water, soft.

Standard Surveys of COLORADO

ASPEN, COLO.

(Pitkin County)

1920 Population, 1,265. (Additions not incorporated but included in city, 2,200.

Native Whites, 60%; Negroes, 2%; Foreign Born, 38%; Industrial Workers, 90%; English Reading, 100%; Families, 900.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 568.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 1; Total Resources, $25,000 capital. Savings Bank Deposits Total, Over half million.

Theatres: Moving Pictures, 1; Total number of seats, 470.

Location: On south side of, and served by the Denver & Rio Grande Western RR.

Principal Industries: Silver mining, lead mining, smelting works.

Residential Features: Mostly one-family houses. Four or 5 rooming houses, 1 hotel, 2 restaurants.

Retail Shopping Section: Central portion of city with two neighborhood groceries.

Trading Area: About 15 miles west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 1; automobile accessories, 1; automobile tire agencies, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 1; druggists, 2; dry goods, 2; electrical supplies, 1; fruits, 6; furniture, 1; furriers, 1; garages (public), 1; grocers, 6; hardware, 1; jewelry, 1; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 1; opticians, 1: photographers, 1; restaurants (including hotels), 3; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

BOULDER, COLO.

(Boulder County)

1920 Population, 11,006.

City and Suburban Estimate, 16,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, .005%; Industrial Workers, 5%; English Reading, 99%; Families, 3,000.

CANON CITY, COLO.

(Fremont County)

1920 Population, 4,551 (1925 actual count, 5,843).

City and Suburban Estimate, 10.364.

Native Whites, 89.1%; Negroes, 2.7%; Foreign Born, 8.2%; Industrial Workers, 35; English Reading, all but 74 families; Families, 2,623.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 2,950. Boys Catholic College, 325; Girls Academy, 120.

Churches: Baptist, 1; Christian Science, 1; Congregational, none; Episcopal, 1; Hebrew, none; Methodist, 1; Presbyterian, 1: Roman Catholic, 1; Miscelloneous, 5.

Banks: National, 2; State, 1; Total Resources, $3,269,835.40.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,700.

Location: On the Arkansas River, and on the main line of the Denver, Rio Grande & Western R.R., and on branch of the Santa Fe Ry.. Forty miles west of Pueblo, 160 miles from Denver. At entrance to the famous Royal Gorge, center of bus service from all points in county, and adjacent territory. To nearest large city (Pueblo), by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Coal mining, zinc smelters (zinc oxide), cattle raising, center of head lettuce growing, apples and cherries in large commercial quantities, truck gardening; Colorado State Penitentiary, employing 125 guards and attendants, million dollar electric light plant supplying light and power to 15 communities; two large brick plants, specializing in firebrick, two big silica and gannister quarries, supplying Colorado Fuel & Iron Co. at Pueblo.

Manufacturing Establishments: 4. Leading firms: Empire Zinc Co., Diamond Fire Brick Co., Jewett Fire Brick Co., Royal Gorge Milling Co. Total value of yearly output of factories estimated at $3,000,000.

Special Information: One of the leading tourist points of Colorado, excluding Denver. Health resort for tuberculars and asthmatics. Center of wonderful scenic attractions, including Royal Gorge, Skyline Drive, and Red Canon.

Residential Features: Practically all completely modern homes of the bungalow, and New England type. No boom, but gradual growth. One hundred and seven new homes built last year. Canon City is noted for its beautiful lawns, trees and streets, all cultivated through irrigation and not dependent on rain. Average value of city homes, $5,000.

Retail Shopping Section: Nine blocks on Main street, with a block each way on the cross streets. Five neighborhood shopping districts situated in Canon City district.

Trading Area: Extends forty miles west and thirty miles east, includes all of Fremont County, of which Canon City is county seat. Separate municipalities. South Canon (1,281 pop.) and East Canon (485 pop.) get mail, and do all business in Canon City. Are practically a part of the city, but have separate governments. Lincoln Park, a fruit growing and truck gardening section, with 1,200 residents, also part of city, but is considered suburban, being a mile distant. Daily bus service from all the eight coal camps of county, besides Florence, Portland, and other towns adjacent.

Wholesale Houses: Groceries, 1; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 15 automobile accessories, 36; automobile tire agencies, 27; bakers, 3; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 11; delicatessen, none; dressmakers, 17; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 4; fruits, 25; furniture, 3; furriers, none; garages (public), 11; grocers, 27 (chain, 2); hardware, 3; jewelry, 2; meat markets, 13 (chain, 2); men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 10; most pleasant months, May, June, Sept., Oct., Nov., Dec.; doctors (medical, 10), (dentists, 5), (osteopaths, 3); number of wires houses, 2,277; street car service; gas, artificial; electric current, alternating and direct; water, soft.

COLORADO SPRINGS, COLO.

(El Paso County)

1920 Population, 30,105.

City and Suburban Estimate, 51,408 (city, 35,715; suburban, 15,963).

Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 25%; English Reading, 97%; Families, 12,846.

Schools: Public Grade, 22; High, 1; Junior High, 3; Parochial, 1; Number of Pupils, 9,247.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 5; Hebrew, 2; Methodist, 10; Presbyterian, 6; Roman Catholic, 5; Miscellaneous, 27.

Banks: National, 6; State, 2; Total Resources, $18,686,219.79; Savings Bank Deposits Total, $3,804,130.66.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 16,145.

Location: Colorado Springs, the hub of the Pikes Peak region, located betwen the east Colorado plateaus and the Rocky Mountains. Served by the Rock Island, Denver & Rio Grande Western, Stanta Fe, Midland Terminal and Colorado & Southern Rys. Headquarters for the Cripple Creek gold mining district, and for the irrigated and dry-farming districts. Is also the center of the dairying, hog, poultry, and stock-raising section of central and eastern colorado. To nearest large city (Pueblo) by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Coal mining, smelting, bottling of mineral water, toys, granite quarries, lime kilns, motor trucks, breakfast foods.

Manufacturing Establishments: 116. Leading firms: Pikes Peak Fuel Co., City Coal Mines Co., Corley Coal Co., Golden Cycle Reduction Co., Manitou Mineral Water Co., Jarrett Motor Truck Co., McKinney Roberts Mineral Water Co., Ute Chief Mineral Water Co., Allingham Candy Co., Colorado Granite Mfg. Co.

Special Information: One of the leading mountain resort cities and health centers of the U. S. Home of the International Typographical Union Sanatorium, Modern Woodmen Sanatorium, Colorado School for Deaf and Blind, Colorado College, Broadmoor Art Academy, Myron Straton Home, Cragmor Sanatorium, and a host of smaller sanatoria.

Retail Shopping Section: Along Tejon St. (north and south) 8 blocks, and along all side streets, 2 blocks each way; Pikes Peak Ave. (east and west), 5 blocks; Colorado Ave. (east and west), 7 blocks. This constitutes the downtown shopping section. Another business district is located 25 blocks west of the downtown section and extends for 7 blocks along Colorado Avenue.

Trading Area: 25 miles north to Palmer Lake and Monument; 47 miles west to Cripple Creek and Victor, including all resort and farming communities, such as Green Mountain Falls, Woodland Park, etc., 20 miles south to Buttes, including mountain and surrounding farming comunities, 75 miles east to Limon, including all territory tributary to Rock Island Ry.

Wholesale Houses: Groceries, 2; meats, fruits, 9; miscellaneous lines, candy, 3; dru 1; bakers' supplies, 1.

Number of Retail Outlets for Nationally vertised Products: Passenger automobile ag cies, 35; commercial auto. agencies, 6; auto bile accessories, 24; automobile tire agenc 23; bakers, 18; cigar stores and stands (incl ing hotels), 43 (chain, 1); confectioners cluding hotel stands), 24; delicatessen, 5; dr makers, 67; druggists, 36 (chain, 1); dry goo 9; department stores, 5; electrical supplies, florists, 8; fruits, 7; furriers, 6; garages (p lic), 28; grocers, 178 (chain, 9); hardware, jewelry, 18; meat markets, 32; men's furni ings, 26; men's clothing, 23; merchant tail 23; milliners, 13; opticians, 7; photographe 16; pianos (and miscellaneous musical inst ments), 6; radio supplies, 6; restaurants cluding hotels), 63; shoes, 13; sporting goo 5; stationers, 8; women's apparel, 11.

Miscellaneous Data: Average temperatu 47 degrees; most pleasant months, May December; doctors (medical, 109), (dentis 35), (osteopaths, 14); number of wired hous 10,500; gas, artificial; electric current, alt nating; water, soft.

DENVER, COLO.

(Denver County

(Note: Denver City and Denver County co-extensive, and have combined administ tion.)

1920 Population, 256,491. (1925, City Di tory count, 311,076.)

City and Suburban Estimate, 400,000. (A 58¾ square miles.)

Native Whites, 82.7%; Negroes, 2.7%; F eign Born, 14.6%; Industrial Workers, 30½ English Reading, 93%; Families, 61,916.

Schools: 76. Number of Pupils, 49,000.

Churches: 242.

Banks: 21. Total Resources, $198,871,771. Deposits, $181,796,754.05. Bank Clearin 1924), $1,611,164,332. Postal Receipts: (192 $3,200,992.

Theatres: 30. Total number of seats, 24,0

Location: On Union Pacific, Chicago, R Island & Pacific, C. B. & Q., Santa Fe, Colora & Southern, Denver & Salt Lake, Misso Pacific, and Denver & Rio Grande West Railroads, and several interurban lines. nearest larger city (Kansas City, Mo.) by r road, 20 hours.

Principal Industries: Meat packing, rubb goods, mining, motor cars, milling, smelti and agriculture in surrounding area.

Manufacturing Establishments: Leading fir Armour and Colorado Packing Plants, Ga Rubber Co., Ford Motor Co., General E Works, Denver Rock Drill Co., Colorado M ing and Elevator Co., Colorado Fuel Iron Co., Great Western Sugar Co. (Ma facturing statistics), 1923 Federal Census; Nu ber of Establishments, 629; Number of Wa Earners, 15,629; Value of Products, $120,78 757 (increase of 20% in two years). St Yards' Receipts: 1924, Number of Animals, 238,000; Total Value, $50,000,000. Build Permit Values: (1920), $7,549,920; (1921), $1 137,225; (1922), $18,016,095; (1923), $20,64 850; (1924), $26,309,200; (1925), (8 mos.), $1 762,060.

Residential Features: Mostly one, and t family houses. Several new apartment bui ings.

Retail Shopping Section: 38 blocks in dow town district.

Trading Area: About an 80-mile radius.

Wholesale Houses: Groceries, 16; meats, fruits, 63; drugs, 17; furniture, 7; grain, hardware, 7; dry goods, 21; general merch dise, 3; coal, 51; coffee, tea and spices, jewelry, 9; lumber, 54; millinery, 14; poul and eggs, 15; shoes, 10.

Number of Retail Outlets for Nationally A vertised Products: Passenger automobile ag cies, 146; commercial auto agencies, 11; auto bile accessories, 70; automobile tire agenci 40; bakers, 82; cigar stores and stands (incl ing hotels), 74; confectioners (including ho stands), 74; delicatessen, 22; dressmakers, druggists, 300; dry goods, 60; department stor 6; electrical supplies, 52; florists, 60; fruits, furniture, 70; furriers, 14; garages (publi 175; grocers, 900; hardware, 34; jewelry, meat markets, 89; men's furnishings, 25; me clothing, 61; merchant tailors, 156; milline 50; opticians, 29; photographers, 54; pian (and miscellaneous musical instruments), radio supplies, 23; restaurants (includi hotels), 196; shoes, 32; sporting goods, 8; s tioners, 13; women's apparel, 49.

Miscellaneous Data: Average temperatu 50 degrees; average number of rainy days twelve months, 30; most pleasant months, nea all; doctors (medical, 575), (dentists, 31 (osteopaths, 40); number of wired houses, 7 556; gas, artificial; electric current, alterna ing; water, soft.

DURANGO, COLO.

(La Plata County)

1920 Population, 4,116. (1925, est. 5,000.)

City and Suburban Estimate, 6,750.

Native Whites, 90%; Foreign Born, 10%; I dustrial Workers, 700; English Reading, 100% Families, 200.

Schools: Public Grade, 3; High, 1; Juni

COLORADO (Cont'd)

n, 1; Parochial, 1; Number of Pupils, 1,200.
urches: Baptist, 2; Christian Science, 1; copal, 1; Methodist, 2; Presbyterian, 1; an Catholic, 2; Miscellaneous. Free Metho- 1; Later Day Saints, 1.

nks: National, 3. Ttotal Resources, $2,- 000; Savings Bank Deposits Total, $333,000.
eatres: Moving Pictures, 1; Miscellaneous litoriums, etc.), 1. Total number of seats,

cation: In southwestern part of state. On Grande & Western Railroad, Rio Grande hern Railroad, 230 miles southwest of er. To nearest large city (Pueblo) by oad, 18 hours; by auto, 18 hours.

incipal Industries: Coal, stockraising, horti- ire, agriculture, lumber, mining, water r, smelting, iron works, flour mill, and meat ing plants.

nufacturing Establishments, 10. Leading : Garden Mercantile Co., The American ting & Refining Co. Total value of yearly ut of factories estimated at $2,250,000.

ecial Information: deposits, abundant water power, with icinal, and hot water springs in the vicinity. rist and fishing resort. Supply point for a agricultural and mining region.

sidential Features: Main residential streets nd east for 7 blocks along Main Street h runs north and south for 12 blocks and ce 3 blocks on each side of Main for 10 ss.

tail Shopping Section: Covers Main Ave. 4th St. to 12th St. and 5, 6, 7, 8, 9, 10, Streets on each side of Main St. for one k.

ading Area: East, 35 miles; north, 35 s; west, 30 miles; south, 25 miles. Durango g the commercial center of a very large (30,000 square miles) naturally draws ness from much greater distances.

holesale Houses: Groceries, 2; meats, 2; s, 2; hardware, 2; dry goods, 1.

mber of Retail Outlets for Nationally Ad- ised Products: Passenger automobile agen- 11; automobile accessories, 9; automobile agencies, 9; bakers, 3; cigar stores and ds (including hotels), 11; confectioners (in- ing hotel stands), 15; dressmakers, 3; drug- s, 5; dry goods, 4; department stores, 2; rical supplies, 7; florists, 1; fruits, 10; iture, 3; garages (public), 9; grocers, 11 in, 1); hardware, 4; jewelry, 3; meat mar- e, 9; men's furnishings, 5; men's clothing, erchant tailors, 3; milliners, 6; opticians, photographers, 3; pianos (and miscellaneous ical instruments), 1; radio supplies, 2; res- ants (including hotels), 7 (chain, 4); shoes, sporting goods, 6; stationers, 7; women's parel, 4.

iscellaneous Data: Most pleasant months, to October, inclusive; doctors (medical, (dentists, 8), (osteopaths, 1); number of id houses, 1,244; electric current, alternat- and direct; water, hard (medicinal).

FORT COLLINS, COLO.

(Larimer County)

20 Population, 8,755 (1925, est. 15,000).
ty and Suburban Estimate, 33,000.
ative Whites, 95%; Negroes, 2 families; reign Born, 5%; Industrial Workers, 20%; glish Reading, 90%; Families, 2,435.
hools: Public Grade, 8; High, 1; Junior h, 1; Colorado Agricultural College (1,200 dents); School of Agriculture (400 students); ness College, 1.
urches: Baptist, 1; Christian Science, 1; copal, 1; Methodist, 2; Presbyterian, 2; an Catholic, 2; Lutheran, 2; Miscellane- n 9.
nks: National, 3; State, 1; Total Resources v $5,000,000.
eatres: Legitimate, 1; Moving Pictures, 3; dieville, 1; Miscellaneous (Auditoriums, etc.),

cation: Fort Collins is on the Union Pacific, the Colorado & Southern Railroads. To est large city (Denver) by railroad, 2½ os; by auto, 2½ hours.
incipal Industries: Sugar beets (one of the est sugar factories in the United States), 2 o mills, brick plant, candy kitchens, iron o dry, cement works, oil wells, natural gas.
ecial Information: Two newly discovered ll wells are being opened up three miles north e town, each with an output of 100,000,000 ic feet of gas and oil. All the larger oil panies are leasing as well as many inde- ents. Field promises to be as large as n of the Wyoming or Oklahoma fields. All is directly tributary to Fort Collins. Sev- of the big companies, including the Union il Co. of California, have opened general op- ing offices here. Portland cement plant o building, to cost $1,000,000, using natural s from newly discovered oil wells as fuel. il wells now producing, 100 others being ed.
sidential Features: Situated close to the ntains, with pure mountain water, and an bundance of trees, Fort Collins is one of the ic beautiful little cities to be found for a ple. The houses are mostly one family houses, ging from 5 to 10 rooms, with an average e of $5,000. The people are friendly and ducated. They can educate their children from m kindergarten through high school, and ugh college, the State Agricultural College ng situated here. We have all the modern oveniences; natural gas for heat and fuel, 6 iles of paved streets, paved highway south to Denver, municipally owned street railway, one of the gateways to Estes Park, on the scenic road to Yellowstone Park, mountain playgrounds, good fishing and hunting, splendid stores, and an ideal place to live.

Retail Shopping Section: 3 blocks on College, 2 blocks on Linden, 3 on Walnut, 5 blocks on Mountain.

Trading Area: 20 miles in all directions.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies 14; commercial auto. agencies, 4, automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stand (including hotels), 6; confectioners (including hotel stands), 5; delicatessen, none; dressmakers, 14; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 4; furriers, none; garages (public), 9; grocers, 25 (chain, 2); hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 8; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 12; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature 60 degrees; most pleasant months, all summer months (only 6 days, last winter, below zero); doctors (medical, 20), (dentists, 8), (osteopaths, 4); gas, natural; electric current, alternating; water, soft.

FORT MORGAN, COLO.

(Morgan County)

1920 Population, 3,818.

City and Suburban Estimate, 6,500.

Native Whites, 70%; **Foreign Born,** 30%; **English Reading,** 90%; **Families,** 1,375.

Schools: Public Grade, 31; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,875.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $2,308,091.84; Savings Bank Deposits Total, $199,294.49.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,040.

Location: On Chicago, Burlington & Quincy, and Union Pacific Railways. Auto transfer service to Denver and intervening towns.

Principal Industries: Agriculture, sugar beet factories, canning factory, flouring mills, ice factory, ice cream and candy factories.

Manufacturing Establishments: Leading firms: Great Western Sugar Co., Farmers' Platte Valley Milling and Elevator Co. Total value of yearly output of factories estimated at $7,- 500,000.

Special Information: Only town between Denver and Omaha located on two main trans-continental lines of railroads. One of the leading sugar beet sections of the country. On Lincoln Highway, Detroit, Lincoln and Denver Highway.

Residential Features: Mostly five to ten-room residences, private homes almost exclusively. Ornamental residence section with abounding shade trees. Residences kept up in good condition. Fort Morgan is said to be one of the prettiest towns of its size in Colorado.

Retail Shopping Section: Practically all business is transacted on Main Street within a distance of three blocks, with business also on the two streets paralleling Main, within a distance of two blocks.

Trading Area: Trade comes from a farming community for a distance of 30 miles north, 40 miles south, 25 miles west and 10 miles east. Considerable paved highways; state highways running north, south, east, and west maintained in graded gravel condition.

Number of Retail Outlets for Nationally Advertised Products: All retail business for local consumption, with the exception of the Great Western Sugar Co., which is one of the largest beet sugar producing factories in the United States.

GRAND JUNCTION, COLO.

(Mesa County)

1920 Population, 8,665 (1925, est. 12,500).

City and Suburban Estimate, 30,000, county.

Native Whites, 94%; **Negroes,** less 1%; **Foreign Born,** 5%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 2,500.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 1; State, 2; Total Resources, $3,728,601.92; Savings Bank Deposits Total, $1,375,094.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,500.

Location: On D. R. G. & W. main line to Pac. Coast; D. R. G. & W. south. Excellent bus service to Durango, south; Collbran, north, and Vernal, Utah, northwest. Interurban to Fruita.

Principal Industries: Coal mining (8 mines), gold, silver, copper, radium and vanadium mining, asphalt, etc., farming, fruit, sugar beets, cattle and sheep, oil and oil shale, railroad shops, canning, candy, tourists' supplies, dairy products, printing, tile, flour mills.

Manufacturing Establishments: 30. Leading firms: Holly Sugar Corp., Knu Brooms, Grand Jct. Fruit Growers' Assn., Nichols & Son (furn.); Grand Jct. Ice Cream Co., C. D. Smith Drug Co., Watson Greenhouse, Nelson-Post (saddlery), Retig Packing Co., Lane Mfg. Co., Vorbecks Co.; J. G. Seed Co., Latimer-Goodwin Chemical Co. Total value of yearly output of factories estimated at: $1,300,000.

Special Information: Location makes this the natural hub for western Colorado and eastern Utah. All transportation centers here. Mild climate year around. 354 days of sunshine. World's largest flat top mountain containing over 300 trout lakes. Large fruit producing section. Large oil shale deposits.

Residential Features: Mostly one-family houses, no slum district, no tenements. Approximately 100 homes built annually. 80% own homes. Altitude, 4,602 feet. Assessed valuation, $9,052,000.

Retail Shopping Section: 7 blocks long, 2 wide. Good street car and interurban service.

Trading Area: 100 miles west, 60 north, 50 east, 60 south. Claims to be the largest city between Denver and Salt Lake.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 2; hardware, 2; drugs, 1; flour, 2; sporting goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 2; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 26; furniture, 7; furriers, 1; garages (public), 10; grocers, 26; hardware, 4; jewelry, 4; meat markets, 10; men's funishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 5.

GREELEY, COLO.

(Weld County)

1920 Population, 10,958.

City and Suburban Estimate, 1,600; Trading Territory, 40,000.

Native Whites, 9,848; **Negroes,** 18; **Foreign Born,** 1,087; **English Reading,** 85%; **Families,** 3,000.

Schools: High, 2; Junior High, 1; Parochial, 1. Number of Pupils, 2,479. Seat of Colorado State Teachers' College, the College of St. John the Evangelist (Episcopal).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 4; Total Resources, $6,- 027,378.17. Savings Bank Deposits Total, $4,- 845,636.18.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Union Pacific Railroad, 53 miles north of Denver, Colorado, and 53 miles south of Cheyenne, Wyoming. Served also by Colorado & Southern Railroad. Junction of South Plate and Cache la Poudre Rivers. Thirty miles east of the Rocky Mountain foothills and situated in the heart of a very large irrigated agricultural districts. To nearest larger city by railroad, 1½ hours; by bus or auto, 2 hours.

Principal Industries: Beet sugar manufacturing, flour, canning products, cattle and sheep feeding, dairying, etc.

Manufacturing Establishments, 10. Leading firms: Great Western Sugar Co., Colorado Milling & Elevator Co., Empson Canning Co., Knight-Tilden Auto Body Manufacturing Co., Thompson Potato Sorter Co., Greeley Monumental Works, Greeley Creamery, Greeley Ice & Storage Co., Olympia Candy Co. Total value of yearly output of factories estimated at $2,750,000.

Special Information: In the heart of one of the oldest, best developed and richest irrigated agricultural districts of the West.

Residential Features: Mostly one-family homes. Average homes of a very good type for small city. Many homes of a better class, varying from $10,000 to $15,000 in value.

Retail Shopping Section: Is well concentrated in an area covering approximately eight blocks. Boundaries of district are: Sixth Street to Tenth Street, between Seventh Avenue and Ninth Avenue.

Trading Area: Forty miles from the north, northeast, and east; thirty miles from southeast, and south; twenty miles from the southwest; fifteen miles from the west, and northwest.

Wholesale Houses: Groceries, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 10 (chain, 2); confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 6; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 4; fruits, 5; furniture, 6; garages (public), 12; grocers, 40 (chain, 4); hardware, 6; jewelry, 6; meat markets, 30 (chain, 4); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 6.

See announcement column 4

LA JUNTA, COLO.

(Otero County)

1920 Population, 4,964.

City and Suburban Estimate, 7,500.

Native Whites, 89%; **Negroes,** 1%; **Foreign Born,** 10%; **Industrial Workers,** 60%; **English Reading,** 90%; **Families,** 1,500.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 1,959.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 1; State, 2; Total Resources, $1,840,703.65.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4.

Location: In center of Arkansas Valley on main line of A. T. & S. Fe RR. Junction main line with line to Pueblo, Colorado Springs, and Denver. Arkansas Valley branch of A. T. & S. Fe RR. Bus service to Rocky Ford, Fowler, and Pueblo. Excellent train service each way daily.

Principal Industries: A. T. & S. F. railroad shops, flour mill, butter, ice cream and cheese factories, brick manufacturing plant, milk condensary, bottling works.

Manufacturing Establishments, 10. Total value yearly output of factories established at $750.000.

Residential Features: Principally cottage and one-family residences. Two small sections occupied by foreign population. Almost exclusively private homes throughout city. Country club. Restricted district of exclusive homes, value, $4,000 and more.

Retail Shopping Section: Surrounds public square and court house, around which town is built. Business extends 3 to 5 blocks in every direction from square. Numerous suburban stores supply urban localities in various sections of city.

Trading Area: Extends 50 miles south, 30 miles north, and 30 to 35 miles east and west, respectively. Trade territory extensive on account of its central situation in the Arkansas Valley, in Colorado, and its being the county seat of Otero County, the heart of the melon-growing industry.

Wholesale Houses: Meats, 2; fruits and vegetables (melons), 7; miscelaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 7; furniture, 6; garages (public), 6; grocers, 34; hardware, 6; jewelry, 4; meat markets, 23; men's furnishings, 6; men's clothing, 3; merchant tailors, 1; milliners, 5; opticians 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 3; sporting goods, 2; stationers, 4; women's apparel, 6.

LAMAR, COLO.

(Prowers County)

1920 Population, 2,512.

City and Suburban Estimate, 5,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 20%; **English Reading,** 95%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Nazarene, Church of God.

Banks: National, 2; State, 1; Total Resources, $1,430,000. Savings Bank Deposits Total, $27,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), High School, Elks' Home, State Armory. Total number of seats, 2,500.

Location: Fifty miles west of Kansas state line on main line of Santa Fe RR. A Santa Fe branch here also which runs north to May Valley, crossing northern parallel branch of the Santa Fe, A. V. division. On National Old Trails, and D. C. D. Highway, both state roads, and in good condition.

Principal Industries: "Pet" milk condensary; creamery; two ice cream factories; ice plant; broom factory; center of alfalfa meal industry; large flour mill; carbonated beverage plant; welding plant, pickle salting station.

Manufacturing Establishments: Leading firms:

Continued on page 30

The Best Advertising Buy in Northern Colorado

THE TRIBUNE-REPUBLICAN

Published at
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The Tribune founded by the Horace Greeley Colony, 1870

The only Daily covering the Famous
GREELEY DISTRICT

A prosperous irrigated section noted for its Sugar Beets, Potatoes, Beans, Hay, Wheat and Livestock Productions.

COLORADO (Cont'd)

Lamar (con't)

Denver Alfalfa Milling & Products Co., Lamar Alfalfa Co., Lamar Flour Mills, Pet Milk Co.

Residential Features: One restricted section, Paseo Place. Style and value of residence are only restrictions. Very few negroes here. Mexican workers live in colony outside city limits. Few pretentious mansions, and few extremely poor homes. Average of homes about $2,500.

Retail Shopping Section: Four blocks in business section, all on one main street, with block each way for four streets with scattering business houses. One department store, and number of large stores with general men's and women's departments. Stores cater to western styles. One exclusive ladies' store, and one exclusive men's store.

Trading Area: Lamar has an unusual trading territory. The adjoining county on the south, (Baca), has no railroad and, in fact, there is no railroad for 100 miles south of the Santa Fe. The Missouri Pacific RR. is on the north, 40 miles away, and the trading territory is 75 miles in each direction. Jobbing freight rates granted by the Santa Fe R. R. as result of growth as wholesale center. Town serves wide outside territory which is without rail facilities.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 4; dry goods, 11; department stores, 1; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 4; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 5; sporting goods, 2; stationers, 1; women's apparel, 1.

LONGMONT, COLO.

(Boulder County)

1920 Population, 5,848.

City and Suburban Estimate, 12,800.

Native Whites, 99.5%; **Negroes,** ½ of 1%; **Foreign Born,** .001%; **English Reading,** 95%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: On C. B. & Q., Colo. & Southern, and Great Western R.Rs. To nearest large city (Boulder), by railroad, 30 minutes; by automobile, 45 minutes.

Principal Industries: Agriculture, beet-sugar making, flour milling, auto supplies, butter, canning factory.

Manufacturing Establishments: Leading firms: Empson Packing Co., Great Western Sugar Co.

Special Information: Capacity of sugar factory about 3,200 tons of beets every 24 hours. One of the largest in the West.

Residential Features: Longmont is a growing city of substantial houses, generally brick, with most of workmen in packing, and sugar works owning their homes. Unexcelled drinking water, fine view of Long's Peak in the distance, from which the city took its name.

Trading Area: Sixteen to twenty miles.

Wholesale Houses: Meats, 1.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 15; most pleasant months, all except February and March; doctors (medical, 14), (dentists, 5), (osteopaths, 6); number of wired houses, 100%; electric current, alternating; water soft.

MONTROSE, COLO.

(Montrose County)

1920 Population, 4,000.

City and Suburban Estimate, 3,500.

Native Whites, 90%; **Foreign Born,** 10%; **English Reading,** 95%; **Families,** 1,400.

Schools: Public Grade, 7; High, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; Total Resources, $2,000,000. Savings Bank Deposits Total, $100,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc), 1 (Armory). Total number of seats, 1,100.

Location: Denver & Rio Grande Western R.R. To nearest large city, by railroad, 2½ hours; by automobile, 6 hours.

Principal Industries: Farming, stock-raising, beet-sugar growing, milling.

Manufacturing Establishments: Leading firms: Small manufacturing plants only.

Residential Features: Montrose has 1,000 houses, 10 hotels and rooming houses.

Retail Shopping Section: Five blocks.

Trading Area: Extends 120 miles west, 30 miles north, 60 miles east, and 65 miles south.

Wholesale Houses: Meats, 1; Fruits, 5; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 4 Commission Houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 3; total cigar stores and stands, (including hotels), 15; confectioners (including hotel stands), 16; dressmakers, 3; total druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 2; fruits, 8; furniture, 4; garages (public), 5; total grocers, 9; (chain, 1); hardware, 2; jewelry, 2; total meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 47.4 degrees; average number of rainy days per twelve months, very few; most pleasant months, nearly all; doctors (medical, 5), (dentists, 5), (osteopaths, 2); electric current, alternating; water, soft.

PUEBLO, COLO.

(Pueblo County)

1920 Population, 43,050.

City and Suburban Estimate, 65,000.

Native Whites, 80%; **Negroes,** 3%; **Foreign Born,** 17%; **Industrial Workers,** 28%; **English Reading,** 93%; **Families,** 12,460.

Schools: Public Grade, 18; High, 2; Junior High, 1; Parochial, 4; **Number of Pupils,** 8,646.

Church: Baptist, 4; Christian Science, 4; Congregational, 3; Episcopal, 3; Hebrew, 5; Methodist, 5; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 3.

Banks: National, 2; State, 3; Total Resources, $25,000,000. Savings Bank Deposits Total, $3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,500.

Location: In southern Colo. on Arkansas River, served by Denver & Rio Grande Western, Santa Fe, Missouri Pacific, Rock Island, and Colorado & Southern RRs. Common point on Denver lines. Good freight service.

Principal Industries: Iron and steel, meat packing, smelting, brick and tile works, fruit and agricultural regions. Oil development assuming large proportions.

Manufacturing Establishments: 181. Leading firms: Colo. Fuel & Iron Co., Nuckolls Packing Co., National Broom Factory, Rood Candy Co., Standard Fire Brick Co., Purity and Sunvill Baking Co. Total value of yearly output of factories estimated at $65,000,000.

Residential Features: Largely composed of small homes of the industrial class. Large residential section, very few industrial tenements. Exclusive residential section located north of city. Two excellent Y. M. C. A.'s and a number of good hotels. The climate of Pueblo is especially healthy and is considered a fine place for those afflicted with consumption.

Retail Shopping Section: There are about 80 blocks of business sections, including the wholesale district. The principal streets are Main, from 1st to 10th, San Fe from 10th to the Arkansas River. This street is east of Main. Grand and Court, west of Main, running from 10th to South Union, which is a connecting street between the north and south side of the city. Bessemer, a suburb, has a small business district composed of movies, markets, stores, barber shops and other business houses.

Trading Area: 350 miles west to western slope of the Great Divide; 250 miles south to New Mexico; 200 miles east to the Kansas line; 30 miles north to the trading area of Colorado Springs.

Wholesale Houses: Groceries, 5; meats, 6; fruits, 8; hardware, 2; dry goods, 3; miscellaneous lines, shoes, 1; saddles, 2; 1 drug house.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 15; bakers, 18; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 27; dry goods, 9; department stores, 5; electrical supplies, 8; florists, 8; fruits, 14; furniture, 22; furriers, 2; garages (public), 32; grocers, 187; hardware, 5; jewelry, 7; meat markets, 11; men's furnishings, 8; men's clothing, 22; merchant tailors, 12; milliners, 7; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 46; shoes, 11; sporting goods, 3; stationers, 7; women's apparel, 27.

STERLING, COLO.

(Logan County)

1920 Population, 6,415.

Native Whites, 80%; **Foreign Born,** 20%; **English Reading,** 90%; **Families,** 3,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; German, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Brethren, 1; Lutheran, 2; Evangelical, 1.

Banks: National, 2; State, 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 1,200.

Location: In northeastern part of state served by Union Pacific, and C. B. & Q. Railroads. Bus lines to cities 60 miles south and east. To nearest large city, by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Sugar beet industry, railroad shops, farming and stock raising.

Manufacturing Establishments, 1. Leading firm: Great Western Sugar Co.

Residential Features: Private homes predominate. One, and two-story houses, many bungalows.

Retail Shopping Section: On Main street, 4 blocks; Front, 3; Second, 2; Third, 3; Poplar, 3. Most of the stores are located on these streets, although there are many small grocery stores, and filling stations with auto accessories, scattered over the whole resident section.

Trading Area: About 60 miles east, 35 miles west, 60 miles north, and 30 miles south.

Wholesale Houses: Groceries, 2; Bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto, agencies, —; automobile accessories, 10; automobile tire agencies, 17; bakers, 3; cigar stores and stands (including hotels), 88; confectioners (including hotel stands), 25; delicatessen, —; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 2; furriers, —; garages (public), 7; grocers, 24 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5 (chain, 1); men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 8; restaurants (including hotels), 11; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 5.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 14; most pleasant months, Sept., Oct., Nov., Dec.; doctors (medical, 9), (dentists, 6), (osteopaths, 2); electric current, alternating and direct; water, soft.

TRINIDAD, COLO.

(Las Animas County)

1920 Population, 43,050 (1925, est. 15,000).

City and Suburban Estimate, 30,000.

Native Whites, 65%; **Negroes,** 1%; **Foreign Born,** 34%; **Industrial Workers,** 50%; **English Reading,** 90%; **Families,** 3,800 (in city proper).

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 2,700 in city 11,000 in county).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 2; State, 2; Total Resources, $10,000,000. Savings Bank Deposits, Total $8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1 (Community Hall). Total number of seats, 43,000.

Location: On main line of Santa Fe, Colorado & Southern, and Denver & Rio Grande Western Railroads. Trinidad is an ideal location for shipping to points east, west, north, and south, To nearest large city (Pueblo) by railroad, 3½ hours; by automobile, 3½ hours.

Principal Industries: Coal mining. The Colorado Fuel & Iron Co. holds vast interest in, and around Trinidad, employing about 9,000 miners and their families. Macaroni factory, brick and tile factory, sheep and cattle raising, agriculture.

Manufacturing Establishments: 2. Leading firms: Trinidad Brick & Tile Co.; Trinidad Foundry Co. Total value of yearly output of factories estimated at $500,000.

Special Information: Center of all Colorado Fuel & Iron Co.'s interests. A number of new buildings going up. Total Bank Deposits increasing every year.

Residential Features: Trinidad has approximately 3,800 homes with 500 single families. About 100 apartment houses, including large structures and 1, and 2-room apartment houses.

Retail Shopping Section: On Main Street, 6 blocks of business and commercial houses, 7 blocks on Arizona Street, 2 blocks each on Pine St., First St., and Elm Street.

Trading Area: North 40 miles, south 20 miles, west 50 miles, and east 60 miles.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 4; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 15; bakers, 5; total cigar stores and stands (including hotels), 25; (chain, 2); confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 5; total druggists, 6; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 2; fruits, 5; furniture, 5; furriers, (none exclusive); garages (public), 17; Total grocers, 65; (chain, 3); hardware, 3; jewelry, 4; total meat markets, 21; men's furnishings, 10; men's clothing, 10; merchant tailors, 8; milliners, 5; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; total restaurants (including hotes), 18; shoes, 12; sporting goods (none exclusive).

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 15; most pleasant months, April to October, inclusive; doctors (medical, 14), (dentists, 12), (osteopaths, 3); number of wired houses, 3,200; gas, artificial; electric current, alternating; water, soft.

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Standard Surveys of Newspaper Markets of CONNECTICUT

ANSONIA, CONN.

(New Haven County)

1920 Population, 17,643.

City and Suburban Estimate, 20,000.

Native Whites, 62.9%; **Negroes,** 3%; **Foreign** orn, 34.1%; **English Reading,** 85%; **Fam**ies, 3,629.

Schools: 6; **Number of Pupils,** 1,798.

Churches: 6.

Banks: 2; **Total Resources,** $8,110,243.

Theatres: 2; **Total number of seats,** 1,200.

Principal Industries: Brass manufacturing, ocks and various metal specialties.

Residential Features: One and two-family ouses.

Retail Shopping Section: About six blocks in nter of city.

Trading Area: Confined to Ansonia, Derby, elton, and Seymour.

Number of Retail Outlets for Nationally Adrtised Products: Passenger automobile agenes, 8; commercial auto. agencies, 3; automoile accessories, 15; automobile tire agencies, bakers, 3; cigar stores and stands (includg hotels), 7; confectioners (including hotel ands), 30; delicatessen, 1; dressmakers, 21; uggists, 9; dry goods, 19; electrical supplies, florists, 3; fruits, 6; furniture, 10; garages ublic), 9; grocers, 92; hardware, 4; jewelry, meat markets, 39; men's furnishings, 5; n's clothing, 5; merchant tailors, 3; milliners, opticians, 2; photographers, 4; pianos (and scellaneous musical instruments), 1; radio pplies, 2; restaurants (including hotels), 13; oes, 11; sporting goods, 1; stationers, 1; men's apparel, 4.

BRIDGEPORT, CONN.

(Fairfield County)

1920 Population, 143,555.

City and Suburban Estimate, 236,000.

Native Whites, 66%; **Negroes,** 1.6%; **Foreign** rn, 32.3%; **English Reading,** 92.1%; **Families,** ,961.

Schools: Public Grade, 34; High, 4; Normal, Parochial, 11; Evening, 14; **Number of** pils, 33,667.

Churches: Baptist, 11; Christian Science, 1; ngregational, 9; Episcopal, 6; Hebrew, 9; thodist, 9; Presbyterian, 2; Roman Catholic, ; Miscellaneous, 19.

Theatres: Legitimate, 1; Vaudeville, 3; Burque, 1; Miscellaneous (Auditoriums, etc.), 20.

Location: On N. Y., N. H. & H. R. R. main e, 60 miles east of New York. Port on Long and Sound. Steamship freight to New York. ssenger ferry to Port Jefferson, Long Island. s lines to Danbury, Waterbury, New Haven, d New York. To nearest large city, by railad, 1½ hours; by trolley, 6½ hours; by auto, hours.

Principal Industries: Electrical, textiles, tools d machinery, sewing machines, brass, amunition, firearms, cutlery, phonographs and ords.

Manufacturing Establishments: 443. **Leading** ms: American Chain Co., Bassick Co., Bryant ec. Co., Bridgeport Brass Co., Bullard Maine Co., Crane Co., Locomobile Co., Columbia aphaphone Co., General Electric Co., Holmes Edwards, Raybestos Co., Remington Arms . The U. M. C., Warner Bros., Singer Mfg. .

Special Information: There is probably no y in the United States that has a more diysified line of industries than Bridgeport. ere are 443 manufacturing establishments proing some 5,000 commodities. There are over 000 wage earners, the largest number of any y in Connecticut.

Residential Features: Bridgeport is a city of mes. Figures show majority of people live in e and two-family houses. Single residences, 23; 2-family houses, 27,807; apartments, 797; ging houses, 709; light housekeeping, 525. al, 38,961. In summer fully 10,000 people upy cottages along beaches in Fairfield, dgeport, Stratford, and Milford.

Retail Shopping Section: Extends 11 blocks ng Main Street, four blocks along Broad eet, five blocks along Middle Street, two cks along Water Street—all parallel streets. ss streets are Fairfield Avenue, five blocks; te Street, three blocks; Congress Street, two cks; Cannon Street, one block; Elm Street, block; John Street, two blocks.

Trading Area: Thirteen miles radius, east, st, and north. Draws some trade from Long nd by ferry from Port Jefferson. Stratford, ford, Fairfield, Westport, Southport, Trumll, Easton, Monroe, Weston, and Huntington principal towns adjacent to Bridgeport.

Wholesale Houses: Groceries, 12; meats, 5; its, 2; hardware, 2; asphalt, 3; belting, 4; verages, 5; flour and feed, 6; opticians, 1; tographers' supplies, 1; tobacco, 2; cigars, 6; l, 5; hosiery, 1; tea, coffee and spices, 2; tilizer, 1; fish, 1; oil tanks and petroleum, 14; er, 6; shoes, 2; stationery, 3; woodenware, Miscellaneous Lines: Produce, 18; provisions, confectionery, 15; drugs, 1.

Number of Retail Outlets for Nationally Advtised Products: Passenger automobile agenes, 49; commercial auto. agencies, 6 exclusive; automobile accessories, 89; automobile tire agencies, 40; bakers, 71; cigar stores and stands (including hotels), 64 (chain, 7); (not including drug stores); confectioners (including hotel stands), 237; delicatessen, 37; dressmakers, 2; druggists, 73 (chain, 16); dry goods, 124; department stores, 9; electrical supplies, 16; florists, 20; fruits, 8; furniture, 32; furriers, 9; garages (public), 75; grocers, 669 (chain, 135); hardware, 27; jewelry, 42; meat markets, 130; men's furnishings, 43; men's clothing, 45; merchant tailors, 14; milliners, 35; opticians, 20; photographers, 26; pianos (and miscellaneous musical instruments), 9; radio supplies, 19; restaurants (including hotels), 147 (chain, 2); shoes, 61; sporting goods, 7; stationers, 7; women's apparel, 32.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per twelve months, 134; most pleasant months, May to October; doctors (medical, 170), (dentists, 106), (osteopaths, 3); number of wired houses, 32,000; gas, artificial; electric current, alternating; water, soft.

See announcement top of columns 3 and 4

BRISTOL, CONN.

(Hartford County)

1920 Population, 20,620.

Native Whites, 50%; **Foreign Born,** 50%; **English Reading,** 85%; **Families,** about 4,000.

Schools: Public Grade, 8; High, 1; Parochial, 2; **Number of Pupils** (Sept. 1922 Census), 5,241.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous: Adventist, Swedish, and German Lutheran.

Banks: National, 1; Savings, 1; Trust Co., 2.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On Highland division of N. Y. N. H. & H. R. R., midway between Hartford and Waterbury. To nearest large city by railroad, 40 minutes; by trolley, 2 hours; by auto, 1 hour.

Principal Industries: Manufacture of clocks, brass goods, tableware, tools, fishing rods, steel golf shafts, bicycle bells, knit underwear, clock springs, and springs of all descriptions, automatic counters, ball bearings, marine lamps, arm bands.

Manufacturing Establishments: 12. Leading firms: New Departure Mfg. Co., E. Ingraham Co., Bristol Brass Corp., Wallace Barnes Co., American Silver Co., Horton Mfg. Co., Sessions Foundry Co., Sessions Clock Co.

Residential Features: Mostly one and two-family houses. Mostly residential. Private homes predominate. Small sections of workingmen's tenements.

Wholesale Houses: Meats, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 8; bakers, 8; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 11; drugists, 10; dry goods, 10; department stores, 2; electrical supplies, 9; florists, 3; fruits, 12; furniture, 4; furriers, 1; garages (public), 10; grocers, 50; hardware, 6; jewelry, 4; meat markets, 20; men's furnishings, 10; men's clothing, 8; merchant tailor, about 6; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous instruments), 4; radio supplies, 9; restaurants (including hotels), 20; shoes, 12; sporting goods, 3; stationers, 4; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 28), (dentists, 12), (osteopaths, 2); gas, artificial: electric current, alternating; water, soft.

DANBURY, CONN.

(Fairfield County)

1920 Population, 18,943.

City and Suburban Estimate, 21,000.

Native Whites, 77.9%; **Negroes,** 1%; **Foreign Born,** 21.1%; **English Reading,** 92%; **Families** 4,655.

Schools: 18; **Number of Pupils,** 3,058.

Churches: 7.

Banks: 4; **Total Resources,** $20,400,000.

Theatres: 2; **Total number of seats,** 1,950.

Principal Industries: Hats principally.

Residential Features: One and two-family houses.

Retail Shopping Section: About five blocks in center of city.

Trading Area: About a 15-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 33; delicatessen, 2; dressmakers, 44; druggists, 12; dry goods, 13; department stores, 1; electrical supplies, 8; florists, 6; fruits, 9; furniture, 11; furriers, 3; garages (public), 9; grocers, 106; hardware, 6; jewelry, 11; meat markets, 34; men's furnishings, 9; men's clothing, 11; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 21; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 11.

The Bridgeport territory is thoroughly covered by The Post-Telegram's circulation of 44,000.

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CONNECTICUT (Cont'd)

HARTFORD, CONN.

(Hartford County)

1920 Population, 138.036; **1925, (Census Bureau estimate),** 156,671.)

City and Suburban estimate, 390,000.

Native Whites, 85%; **Negroes,** 2.8%; **Foreign Born,** 12.2%; **Industrial Workers,** 10.7%; **English Reading,** 96%; **Families,** 33,480.

Schools: Public Grade, 17; High, 3; Parochial, 6; Number of Pupils, 35,000.

Churches: Baptist, 13; Christian Science, 2; Congregational, 10; Episcopal, 10; Hebrew, 10; Methodist, 9; Presbyterian, 1; Roman Catholic, 16; Miscellaneous, 23.

Banks: National, 3; State, 11; Total Resources, $200,000,000. Savings Bank Deposits Total, $74,222,552.12.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 3. Total number of seats, 17,900.

Location: On N. Y., N. H. & H. R. R., and the Hartford & New York Transportation Co. boat). To nearest larger city, by railroad, ½ hour; by trolleyfi 1½ hours; by auto, 1 hour.

Principal Industries: Typewriters, firearms, machine tools, turbines, brushes, tires, electrical fixtures, drop forgings and wrenches, machine screws, organs.

Manufacturing Establishments: Leading firms: Underwood Typewriter Co., Royal Typewriter Co. (largest typewriting factories in the world); Colt Firearms Co.. Pratt & Whitney Co., Fuller Brush Co., U. S. Tire Co. (Royal Cords), Billings & Spencer Co., Hartford Machine Screw Co., Terry Steam Turbine Co., Austin Organ Co., Arrow Electric Co. Total value of yearly output of factories estimated at $118,000,000, according to figures compiled in 1919. Figures are compiled every five years.

Special Information: Hartford is the insurance center of the U. S. with its 27 home companies, which explains why there are more brokerage houses in this city than in any other city in New England, outside of Boston.

Residential Features: A great part of city is of a high class residential character. The labor employed is entirely skilled help, hence the low grade residential section is very small.

Retail Shopping Section: Confined to Main Street, Asylum Street, Pratt, Trumbull and Church Streets; 12 blocks on Main Street, 5 blocks on Asylum Street, 4 blocks on Trumbull Street, 1 block on Pratt Street and 1 block on Church Street.

Trading Area: The trading area of Hartford is within a 15-mile radius, although considerable trade comes to Hartford stores at irregular intervals, from various towns much further away.

Wholesale Houses: Groceries, 14; meats, 4; fruits, 16; hardware, 7; dry goods, 15; Miscellaneous lines: drug, 1; plumbing supplies, 7; bakers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; Commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 42; bakers, 63; cigar stores and stands (including hotels), 200; confectioners (including hotel stands), 175; delicatessen, 26; dressmakers, 150; druggists, 100; dry goods, 54; department stores, 5; electrical supplies, 20; florists, 28; fruits, 35; furniture, 20; furriers, 19; garages (public), 120; grocers, 600; hardware, 30; jewelry, 45; meat markets, 130; men's furnishing, 35; men's clothing, 20; merchant tailors, 19; milliners, 35; opticians, 21; photographers, 32; pianos (and miscellaneous musical instruments), 15; radio supplies, 13; restaurants (including hotels), 25; shoes, 55; sporting goods, 16; stationers, 20; women's apparel, 50.

See announcement page 33

MANCHESTER, CONN.

(Hartford County)

1920 Population, 18,370. (1922, school estimate, 22,867.)

City and Suburban Estimate, 38,000.

Native Whites, 90%; **Foreign Born,** 10%; **English Reading,** 90%; **Families,** 5,162.

Schools: Public Grade, 17; High, 2; Number of Pupils, 4,967.

Churches: Congregational, 2; Episcopal, 1; Methodist, 2; Roman Catholic, 2; Swedish Lutheran, 1; Swedish Congregational, 1; German Lutheran, 1; German Concordia, 1; Salvation Army, 1; Brethren of the Lord, 1; Church of the Nazarene, 1.

Banks: 3. Total Resources, $10,510,000.

Theatres: 3. Total number of seats, 3,300.

Location: Eight miles directly east of Hartford. On main line of N. Y., N. H. & H. R. R., New York to Boston line. On Hartford-to-Providence auto bus route. State auto route, No. 3. To nearest large city (Hartford), by railroad, ¼ hour; by trolley, ½ hour; by auto, ¼ hour.

Principal Industries: Silk weaving, silk winding, silk finishing, silk dyeing, velvet weaving, neckwear, tapestry and upholstery fabrics, soaps, scouring powders, friction clutches, machinery, machine needles, woolens, electrical instruments, knit underwear, cardboards and paper.

Manufacturing Establishments: Cheney Brothers (silk manufacturers), Bon Ami Soap Company, Orford Soap Company, Carlyle-Johnson Machine Company, Lydall Needle Company, E. E. Hilliard Company (woolens), Norton Electric Company, Glastenbury Knitting Company, Rogers Paper Company, William Foulds Company (paper), Colonial Board Company, Case Brothers (paper).

Residential Features: Homes largely owned by occupants. Three large apartment houses. Permanent sidewalks throughout residential sections. No factory district. Factory owners live adjacent to employees.

Retail Shopping Section: About one mile on one side of Main Street. Main Street 75 feet wide. Half-mile on Spruce Street, half-mile on Center Street and half-mile at railroad station.

Trading Area: 10 miles north, 18 miles east, 7 miles south, and 5 miles west, including seven smaller towns and a large agricultural section.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 17; auto. tire agencies, 23; bakers, 7; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 37; delicatessen, 10; dressmakers, 17; druggists, 7 (chain, 1); dry goods, 12; department stores, 3; electric supplies, 7; florists, 3; fruits, 17; furniture, 4; garages (public), 14; grocers, 77 (chain, 11); hardware, 5; jewelry, 4; meat markets, 26; men's furnishings, 7; men's clothing, 7; merchant tailors, 7; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 11; sporting goods, 4; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 125; most pleasant months, May to October, inclusive; doctors (medical, 15), (dentists, 12); (osteopaths, 2); number of wired houses, 3,800; gas, artificial; electric current, alternating; water, soft.

MERIDEN, CONN.

(New Haven County)

1920 Population, 29,867; (1925, est., 39,907).

City and Suburban Estimate, 60,000.

Native Whites, 65%; **Negroes,** less than 1%; **Foreign Born,** 34%; **Industrial Workers,** 65%; **English Reading,** 95%.

Schools: Public Grade, 18; High, 1; Junior High, 3; Parochial, 4.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 3; Universalist, 1; Roman Catholic, 6.

Banks: National, 3; State Trust, 2; Savings and Safe Deposit, 5.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: On N. Y., N. H. & H. R. R.

Principal Industries: Sterling and plated ware, electric fixtures, lamps, clocks, pocket and table cutlery, player-pianos, talking machines, iron and brass castings, hardware, ball bearings, electrical goods.

Manufacturing Establishments: 26. Leading firms: International Silver Co., Bradley & Hubbard Mfg. Co., Edward Miller Co., Chas. Parker Co., Conn. Telephone & Electric Co., The Aeolian Co., The Handel Co., Foster & Merriam Co., Manning, Bowman & Co., Miller Bros. Cutlery Co., New Departure Co.

Total value of yearly output of factories estimated at $20,000,000.

Special Information: Meriden manufacturing concerns employ skilled mechanics almost exclusively, and pay the highest average wages. Meriden has a very large percentage of home owners, single family frame houses.

Retail Shopping Section: East and West Main, Colony, State, and Pratt Streets.

Trading Area: Limited strictly to eight-mile radius from Meriden City Hall.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 15; delicatessen, 10; dressmakers, 30; druggists, 14; dry goods, 7; department stores, none; electrical supplies, 6; florists, 7; fruits, 15; furniture, 6; furriers, 4; garages (public), 2; grocers, 110; hardware, 5; jewelry, 6; meat markets, 24; men's furnishings, 10; men's clothing, 9; merchant tailors, 4; milliners, 7; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments) 7; radio supplies, 3; restaurants (including hotels), 11; shoes, 20; sporting goods, 4; stationers, 6; women's apparel, 11.

See announcements columns 3 and 4

The Shortest Route

If you are selling equipment, supplies or services to the newspapers of the country, the direct and shortest route to reach your prospects is through the classified page of

Editor & Publisher

A GREAT FAMILY NEWSPAPER!

95 Per Cent of the Circulation of

The Meriden Record

Is delivered within an 8-mile radius of Meriden City Hall;

90 Per Cent of The Record's total circulation goes INTO THE HOMES in this area;

The Record has a larger net paid circulation than any other Meriden paper;

The Record is the oldest, the largest and most complete newspaper published in

Meriden, Connecticut

For 10 years a member of the Audit Bureau of Circulations.

GILMAN, NICOLL & RUTHMAN

National Advertising Representatives

New York Boston Chicago San Francisco

Largest Meriden Circulation

Secured Through

The Meriden Journal

Meriden's Only Evening Newspaper

The world's greatest silverware output, over 100 varied industries, skilled, highly paid workers, splendid schools, churches and parks, together make "The heart of Connecticut" a key city for national advertising.

Member Audit Bureau of Circulations

Represented by Julius Mathews Special Agency

Boston New York Chicago Detroit

Hartford can buy your product

Sell this prosperous market through "The Courant"!

Hartford, the capital city of Connecticut, the home of 31 Insurance companies, will do an estimated retail business of over $85,000,000 this year.

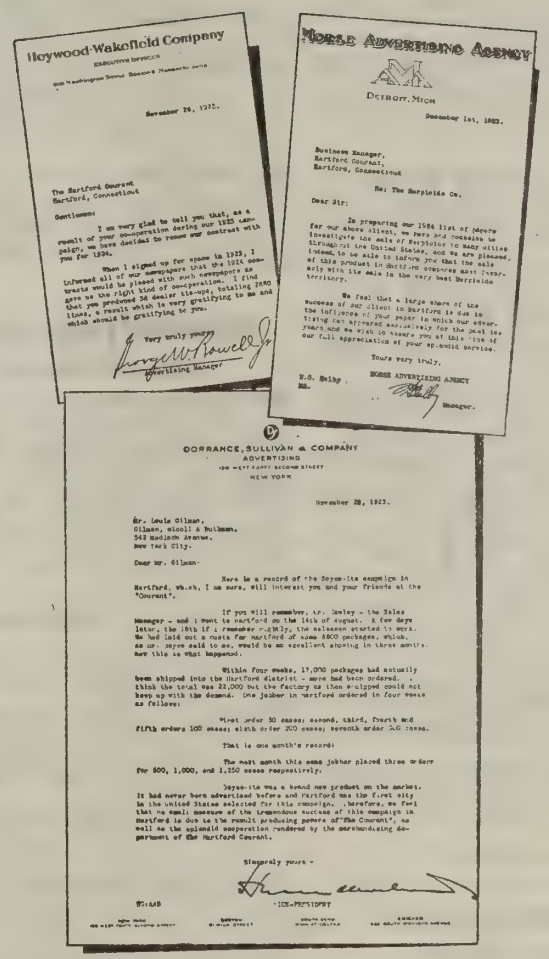
Hartford is the home of the two largest typewriter factories in the country.

Hartford did more building the first six months of 1924 than four of the largest cities of Connecticut combined.

Hartford gives employment to over 40,000 industrial workers. The estimated weekly pay for Insurance workers alone is $275,000!

Hartford is prosperous—business is good—the intelligent class of readers that buy the *"Courant"* will use your product when they see it advertised.

The U. S. Census shows a list of 40 diversified industries in Hartford—a source of great economic strength and stability.


Heywood-Wakefield Company

EXECUTIVE OFFICES

November 26, 1925.

The Hartford Courant
Hartford, Connecticut

Gentlemen:

I am very glad to tell you that, as a result of your co-operation during our 1925 campaign, we have decided to renew our contract with you for 1926.

When I signed up for space in 1923, I informed all of our newspapers that the 1924 contracts would be placed with such newspapers as gave us the right kind of co-operation. I find that you produced 3d dealer tie-ups, totaling 2680 lines, a result which is very gratifying to me and which should be gratifying to you.

Very truly yours,

George W. Rowell Jr.
Advertising Manager

MORSE ADVERTISING AGENCY

DETROIT, MICH.

December 1st, 1923.

Business Manager,
Hartford Courant,
Hartford, Connecticut

Re: The Sarpiella Co.

Dear Sir:

In preparing our 1924 list of papers for our above client, we were considering investigating the sale of Sarpiello in many cities throughout the United States, and we are pleased, indeed, to be able to inform you that the sale of this product in Hartford compares most favorably with its sale in the very best Sarpiello territory.

We feel that a large share of the success of our client in Hartford is due to the influence of your paper in which our advertising has appeared exclusively for the past two years, and we wish to convey you at this time of our full appreciation of your splendid service.

Yours very truly,

MORSE ADVERTISING AGENCY

Manager.

ORRANCE, SULLIVAN & COMPANY

ADVERTISING

NEW YORK

November 28, 1923.

Mr. Louis Gilman,
Gilman, Nicoll & Ruthman,
542 Madison Avenue,
New York City.

Dear Mr. Gilman:

Here is a record of the Soyon-ite campaign in Hartford, which, I am sure, will interest you and your friends at the "Courant".

If you will remember, Mr. Morley - the Sales Manager - and I went to Hartford on the 14th of August. A few days later, the 18th if I remember rightly, the salesmen started to work. We had laid out a route for Hartford of some 6800 packages, which, as Mr. Joyce said to me, would be an excellent showing in three months. Here this is what happened:

Within four weeks, 17,000 packages had actually been shipped into the Hartford district - more had been ordered. I think the total was 22,000 but the factory as then equipped could not keep up with the demand. One jobber in Hartford ordered in four weeks as follows:

First order 50 cases; second, third, fourth and fifth orders 100 cases; sixth order 200 cases; seventh order 250 cases.

That is one month's record!

The next month this same jobber placed three orders for 500, 1,000, and 1,150 cases respectively.

Soyon-ite was a brand new product on the market. It had never been advertised before and Hartford was the first city in the United States selected for this campaign. Therefore, we feel that no small measure of the tremendous success of this campaign in Hartford is due to the result producing power of "The Courant", as well as the splendid cooperation rendered by the merchandising department of the Hartford Courant.

Sincerely yours -

VICE-PRESIDENT

If you have not received a copy of "HARTFORD," a survey compiled by the "Courant" Merchandising Dept., write to the "Courant" or

GILMAN, NICOLL & RUTHMAN
Foreign Representatives for

The Hartford Courant

Offices in the following four cities:
New York: 19 West 44th St. Boston: 73 Tremont St.
Chicago: 410 No. Michigan Ave.
San Francisco: 507 Montgomery St.

The letters above are typical of many satisfied advertisers who have used the "Courant" to test Hartford territory. Photographic copies of them, and many others, are in our file waiting your request.

The Hartford Courant



Daily 1837 **Established 1764** **Sunday 1913**

The Morning and Sunday Newspaper of Central and Eastern Connecticut

CONNECTICUT (Cont'd)

MIDDLETOWN, CONN.

(Middlesex County)

1920 Population, 13,638.

City and Suburban Estimate, 45,000.

Native Whites, 73%; Negroes, 8¼%; Foreign Born, 26¼%; Industrial Workers, 20%; English Reading, 94%; Families, 5,000 (approx.).

Schools: Public Grade, 13; High, 1; Parochial, 2; Trade School, 1; Number of Pupils, 3,969.

Churches: Baptist, 1; Christian Science, 1; Congregational, 6; Episcopal, 4; Hebrew, 1; Methodist, 4; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 3; State, 3; Total Resources, $27,000,000; Savings Bank Deposits Total, $16,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Approximately half-way between New York and Boston, in the centre of Connecticut, and on the Connecticut River. Air-Line division and Valley division of New York, New Haven & Hartford R. R. Hartford and New York Transportation Co. boat daily to and from New York. Good state roads to leading cities in state. To nearest large city, by railroad, 35 minutes; by trolley, 1¾ hours; by auto, 45 minutes.

Principal Industries: Various textile, typewriters, marine hardware, auto supplies, enameled dishes, rubber goods, feldspar products, toys, cigars, marine engines, building brick.

Manufacturing Establishments: Leading firms: The Russell Mfg. Co., Wilcox-Crittenden Co., Noiseless Typewriter Co., I. E. Palmer Co., New England Enameling Co., Omo Mfg. Co., Goodyear Rubber Co., Middletown Silver Co., Rockfall Woolen Co., Portland Silk Co., Tuttle Brick Co. Total value of yearly output of factories estimated at $14,000,000.

Special Information: Home of Wesleyan University, Berkley Divinity School, State Hospital for Insane, Long Lane Farm (for girls). Trading center for Middlesex County, with rich agricultural and manufacturing interests.

Residential Features: Single, and two-family houses predominate. Localities outside center of city gradually developing as residential sections.

Retail Shopping Section: Main Street is principal shopping street, ¾-mile long. All side streets east and west for one block have smaller stores.

Trading Area: South 25 miles to Long Island Sound; east 12 miles to Colchester; north 9 miles to Rocky Hill; west 5 miles toward Meriden.

Wholesale Houses: Groceries, 1; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, included in passenger; automobile accessories, 22; automobile tire agencies, 8; bakers; 11; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 23; delicatessen, 4; dressmakers, 33; druggists, 11 (chain, 1); dry goods, 18; department stores, 3; electrical supplies, 5; florists, 7; fruits, 11; furniture, 5; furriers, 1; garages (public), 10; grocers, 195 (chain, 8); hardware, 7; jewelry, 5; meat markets, 28 (chain, 1); men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 15; shoes, 19; sporting goods, 5; stationers, 5; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May to December, inclusive; doctors (medical, 22), (dentists, 13), (osteopaths, 1); street car service: gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

NAUGATUCK, CONN.

(New Haven County)

1920 Population, 15,051. (1925, est., 16,932.)

Native Whites, 68%; Negroes, 1%; Foreign Born, 32%; Industrial Workers, 30%; English Reading, 85%; Families, 3,571.

Schools: Public Grade, 11; High, 1; Junior High, none; Parochial, 2; Number of Pupils, 3,345.

Churches: Baptist, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 3; Lutheran, 3; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, $1,845,000; Savings Bank Deposits Total, $5,000,000.

Theatres: Legitimate, none; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,500.

Location: About midway in the Naugatuck Valley, on the Naugatuck division of the N. Y. N. H. & H. R. R. Easily accessible by steam, trolley, and bus to New Haven and Bridgeport, two of Connecticut's largest cities. 82 miles from New York, 153 miles from Boston. All express trains stop. To nearest large city, by railroad, 12 minutes; by trolley, 25 minutes; by auto, 15 minutes.

Principal Industries: Rubber boots and shoes, druggists sundries, chemicals, brass and steel stampings, safety-pins, buckles, plumbers' chain, copper floats, candy, recording instruments, woolen and cotton goods, malleable iron castings, freezer cases.

Manufacturing Establishments: 12. Leading firms: G. I. R. Glove Mfg. Co., G. M. R. Shoe Co., Rubber Regenerating Co., Naugatuck Chemical Co., The Eastern Malleable Iron Co., The Hisdon Mfg. Co., Dunham Mills, J. M. Russell Mfg. Co., Naugatuck Mfg. Co., Peter Paul Candy Co., The Bristol Co., The Lasher Market Equipment Co.

Special Information: Naugatuck is situated in one of the most picturesque sections of New England, with paved roads in all directions. The High School, erected at a cost of $750,000, is one of the most distinctive and best equipped in the Nation. Naugatuck has also an up-to-date and well-planned Y. M. C. A. building which cost $300,000. Playgrounds in connection with various school buildings, with instructors in attendance. $68,000 subscribed for a recreational field, which is in process of construction. Many fine public buildings and excellent industrial conditions. Also aviation field in Bethany, 6 miles from Naugatuck center. The citizens are also musically inclined, having a fine military band, high school orchestra, and a fife-and-drum corps.

Residential Features: One, and two-family houses. Private homes predominate. One of the finest residential sections in the State of Connecticut.

Retail Shopping Section: Extends from North Main to Bridge Street, from Bridge to Spring Street. (Bus line from North Main to Church Street.) South Main Street, Maple Street, and Church Street, in which is the center of the shopping district.

Trading Area: Extends about 2 miles south, one mile west, 2 miles north, and about 2 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 5; druggists, 7 (chain, 1); dry goods, 17: electrical supplies, 2; florists, 2; fruits, 10; furniture, 4; garages (public), 4; grocers, 63 (chain, 13); hardware, 5; jewelry, 2; meat markets, 31; men's furnishings, 7; men's clothing, 8; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 1; pianos (and) miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees. Average number of rainy days per twelve months, 147. Most pleasant months, July, August, October, November. Doctors (medical, 11), (dentists, 7). Number of wired houses, 2,000. Gas, artificial. Electric current, alternating. Water, soft.

NEW BRITAIN, CONN.

(Hartford County)

1920 Population, 59,316.

City and Suburban Estimate, 116,816.

Native Whites, 70%; Negroes, 2%; Foreign Born, 28%; Industrial Workers, 33%; English Reading, 80%; Families, 14,000.

Schools: Public Grade, 14; High, 2; Junior High, 2; Parochial, 3; Number of Pupils, 13,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 4; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 2; State, 3; Total Resources, $39,877,051. Savings Bank Deposits Total, $24,199,561.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2; Total number of seats, 11,500.

Location: New Britain is situated about half way between New York and Boston, 50 miles inland. Served by the N. Y. N. H. & H. and the Boston & Albany R. Rs. By boat, via Hartford, 10 miles distant. Trolley service to all parts of state.

Principal Industries: Hardware, household articles, bearings, buckles, iron castings, plumbing supplies, textiles, machinery.

Manufacturing Establishments, 28. Leading firms: Stanley Works, P. & F. Corbin, Corbin Cabinet Lock, Corbin Screw Corp., Stanley Rule and Level, New Britain Machine Co., Traut & Hine, Lander, Frary and Clark, North and Judd Mfg. Co., Hart & Cooley Co. Inc., Hart & Hutchinson Co., American Hosiery Co., Beston and Cadwell Mfg. Co.

Special Information: New Britain is one of the leading hardware cities of the country. Fifth largest city in Connecticut. Has industrial capitalization of more than $40,000,000. Weekly payroll of $600,000. Remarkable growth in population for a city without natural resources.

Residential Features: Mostly 1, 2, and 3-family dwellings. Workingmen's homes predominate, but some of the finest homes in Connecticut are here.

Retail Shopping Section: Extends from public square (which forms heart of business district and terminal for suburban trolley and bus lines), for 7 blocks north and south on Main Street. Intersecting streets 2 blocks, including West Main, Church, Chestnut, Commercial, Lafayette and 4 blocks on Arch Street northwest of center.

Trading Area: East 5 miles, west 15, south 15, and north 15. It is the metropolis for 8 surrounding towns, namely: Bristol, Newington, East Berlin, Forrestville, Plainville, Kensington and Southington.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 1; Miscellaneous lines, confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 9; automobile accessories, 39; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 70; delicatessen, 4; dressmakers, 48; druggists, 23; dry goods, 32; department stores, 7; electrical supplies, 7; florists, 5; fruits, 12; furriers, 4; garages (public), 8; grocers, 307; hardware, 9; jewelry, 15; meat markets, 61; men's furnishings, 17; men's clothing, 15; merchant tailors, 44; milliners, 9; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 51 shoes, 33; sporting goods, 7; stationers, 4; women's apparel, 12.

See announcement page 35

NEW HAVEN, CONN.

(New Haven County)

1920 Population, 162,537. (1925, est. 225,000.)

City and Suburban Estimate, 235,000.

Native Whites, 78%; Negroes, 2.8%; Foreign Born, 19.2%; Industrial Workers, 43%; English Reading, 93.7%; Families, 36,257.

Schools: Public Grade, 56; High, 2; Junior High, 2 (construction of 2 more authorized); Parochial, 8; Trade, 1; Number of Pupils, Grade, 32,651; High (5), 7,040; Non-Com. on Parochial.

Churches: Baptist, 8; Christian Science, 1; Congregational, 15; Episcopal, 14; Hebrew, 13; Methodist, 15; Presbyterian, 1; Roman Catholic, 21; Miscellaneous, 8.

Banks: National, 5; State, 12; Total Resources, $250,000,000; Savings Bank Deposits Total, $50,867,451.

Theatres: Legitimate, 1; Moving Pictures, 21; Vaudeville, 1; Burlesque, 1; Miscellaneous (auditoriums, etc.), 13. Total number of seats, 22,962.

Location: On N. Y., N. H. & H. R. R. Home office N. E. Navigation Co. On shores of Long Island Sound. Excellent trolley and bus service to all points in trading territory in New Haven County. To New York, N. Y., by railroad, 2 hours; by trolley, 7½ hours; by auto, or bus, 3½ hours.

Principal Industries: Metal working, firearms, corsets, rubber goods, hardware, railroad shops, wire manufacturing, printing, cloaks.

Manufacturing Establishments—Leading firms: Winchester Repeating Arms Co., Sargent & Co., L. Candee Rubber Co., N. H. Clock Co., Acme Wire Co., American Steel & Wire Co., Safety Car Heating & Lighting Co., A. C. Gilbert & Co., Seamless Rubber Co., National Folding Box Co., Kolynos Co., Whitney-Blake.

Special Information: New Haven is ideally located to serve all Connecticut at wholesale rates. Yale University, and the prep. schools make it an educational center of high repute. The University further tends to elevate living standards. New Haven is also the center of the N. Y., N. H. & H. R. R. system, giving employment to thousands of well-paid clerks, repairers, and executives.

Residential Features: A city of homes, with

MIDDLETOWN

(CONNECTICUT)

A Trading Center for 50,000

Middletown is the trading center for Middlesex County, a very wealthy manufacturing and agricultural section of the state, and it has been so ever since it was settled, which is many generations back.

And since THE PRESS was first started, back in 1884, it has been the dominant paper in Middletown and Middlesex County, in fact it is today the only daily paper that is read in a large majority of the homes. For several years now, THE PRESS has been the only daily paper published in the county, and is read religiously by our subscribers for the intimate city and suburban news and the general news of the day.

There is no question but that the coverage of THE PRESS is complete. With a population of approximately 50,000, our average city and suburban distribution (net paid) is 8,000 or better. So when every factor is considered, there cannot be many homes the national advertiser wishes to reach that THE PRESS does not enter.

Use THE PRESS for Middletown and Middlesex County

THE JULIUS MATHEWS SPECIAL AGENCY

Special Representatives

Boston New York Chicago Detroit

CONNECTICUT (Cont'd)

a preponderance of one, and two-family houses. Apartment house construction of better grade is on the increase. Much residential development in progress. Tenements are all located in one section.

Retail Shopping Section: The center of New Haven's shopping and civic life is the historic "Green," from which point all trolley transportation starts. Retail shopping, two blocks north from Church, and Chapel Streets, five blocks south, four blocks west, three blocks east. Other retail centers are eight in number.

Trading Area: North, 22 miles; west, 11 miles; east, 26 miles; south, Long Island Sound. In summer city supplies all shore resorts within radius of 25 miles. Yale University, with students from all parts of United States, creates market for products that are usually sectional.

Wholesale Houses: Groceries, 22; meats, 17; fruits, 18; hardware, 7; dry goods 6; miscellaneous lines, 38.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial automobile agencies, 24; automobile accessories, 81; automobile tire agencies, 25; bakers, 122; cigar stores and stands (including hotels), 950 (chain, 5); (28 mfg.); confectioners (including hotel stands), 340; delicatessen, 51; dressmakers, 270; druggists, 131 (chain, 1); dry goods, 178; department stores, 6; electrical supplies, 34; florists, 38; fruits, 58; furniture, 47; furriers, 22; garages (public), 74; grocers, 1,211 (chain, 103); hardware, 50; jewelry, 53 (10 mfg.); meat markets, 378 (chain, 1); men's furnishings, 63; men's clothing, 64; merchant tailors, 35; milliners, 58; opticians, 17; photographers, 30; pianos, 13; radio supplies, 35; restaurants (including hotels), 201 (chain, 9); shoes, 107; sporting goods, 13; stationers, 15; women's apparel, 36.

Miscellaneous Data: Average temperature, 49.7 degrees Average number of rainy days per twelve months, 109. Most pleasant months, May to October. Doctors, (medical, 251), (dentists. 127), (osteopaths, 6). Number of wired houses, 29,061; street car service; gas, artificial; electric current, alternating and direct; water, soft.

NEW LONDON, CONN.

(New London County)

1920 Population, 25,688. (1925 est., 29,000).

City and Suburban Estimate, 70,000.

Native Whites, 55%, plus 35% native white of foreign parentage; **Negroes,** 2.2%; **Foreign Born,** 7.8%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families** (1925 estimate, 7,250).

Schools: Public Grade, 9; High, 3; Parochial, 1. Number of Pupils, 6,050.

Churches: Baptist, 4 (3 white, 1 colored); Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2 (1 white, 1 colored); Roman Catholic, 4; Miscellaneous, Swedish, 2; Universalist, 1.

Banks: National, 3; State, 4; Total Resources, $40,228,889; Savings Bank Deposits Total, $27,600,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 7,500.

Location: Midway between Boston and New York, on the main shore line of the New York. New Haven & Hartford R. R.; terminal of the Grand Trunk Lines in New England through the Central Vermont Ry., and has two direct steamship lines to New York; one to Long Island ports. Has 1,000-ft. state-owned pier with a 35-ft. depth of water, which affords splendid direct transportation from all points, via C. V. R. R. to loading steamships. To nearest large city, by railroad, 30 minutes; by trolley, 50 minutes; by auto, 30 minutes.

Principal Industries: Silk thread, tin tubes, bed coverlids, printing presses, proprietary medicines, carpet lining, broaching machines, paper boxes, chicken feeders, Diesel engines, lathe chucks, ship repairing.

Manufacturing Establishments: 20. Leading firms: Corticelli Silk Co., Palmer Bros. Co., New England Collapsible Tube Co., J. N. La Pointe Co., New London Ship & Engine Co., Babcock Printing Press Co., D. E. Whiton Machine Co. (centering machines, lathes, gears etc.). Total value of yearly output of factories estimated at $42,000,000.

Special Information: City located on Long Island Sound; has splendid beach and summer resort colony which increases population about 5,000 in summer.

Residential Features: Principally one, and two-family houses; few apartments; small tenement section. City's grand list, $40,589,580. Had (1923) 2,431 Income Taxpayers; has 4,214 dwellings, 8,178 telephones, 8,877 electric light and 6,820 gas users.

Retail Shopping Section: Includes State, Main, Bank, Montauk, Green, and Union Streets. Extends from "Parade," which is center, north about 1 mile, south about 1 mile, west about ½ mile.

Trading Area: Radius of 17 miles. Shopping center of these towns and villages—Saybrook, Lyme, Blackhall, East Lyme, and Niantic, Waterford, Montville, Uncasville, Groton, Mystic, Noank, Stonington, Gales Ferry, and Allyn's Point.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 4; wholesale confectionery, 7; plumbing supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto agencies, 8; automobile accessories, 32; automobile tire agencies, 10; bakers, 11; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 39; delicatessen, 6; dressmakers, 41; druggists, 12 (chain, 1); dry goods, 23; department stores, 2; electrical supplies, 7; florists, 5; fruits, 9; furniture, 6; furriers, 2; garages (public), 13; grocers, 118 (chain, 37); hardware, 14; meat markets, 40; Men's furnishings, 14; men's clothing, 14; merchant tailors, 29; milliners, 17; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 42; shoes, 14; sporting goods, 6; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 110; most pleasant months, May to October; doctors (medical, 35), (dentists, 23), (osteopaths, 4); number of wired houses, 4,150; street car service; gas, artificial; electric current, alternating; water, soft.

NORWICH, CONN.

(New London County)

1920 Population, 22,304. (1925 est., 29,685.)

City and Suburban estimate, 75,000.

Native Whites, 72%; **Negroes,** 2.4%; **Foreign Born,** 25.6%; **Industrial Workers,** 30%; **English Reading,** 87%; **Families,** 7,093.

Schools: Public Grade, 19; High, 1; Parochial, 4; Number of Pupils, 11,172.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 2; Methodist, 3; Roman Catholic, 6; Miscellaneous, 9.

Banks: National, 3; State, 1; Total Resources, $7,599,000. Savings Bank Deposits Total, $36,225,534.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 5. Total number of seats, 6,493.

Location: Head of tidewater navigation on the Thames River, served by New York, New Haven & Hartford, and Central Vermont Railroads, and Thames River Line. Bus service to all parts of the state. Splendid transportation service and low rates, due to competition.

Principal Industries: Fine cotton goods, woolens, silks, paper, thermos bottles, steam boilers, metals, bleaching and dyeing, firearms.

Manufacturing Establishments: 46. Leading firms: J. B. Martin Co. (silk velvets), Ponemah Co., U. S. Finishing Co., American Thermos Bottle Co., Richmond Radiator Co., Schwarzenbach-Huber Co., American Woolen Co. Total value of yearly output of factories estimated at $38,849,997.

Residential Features: Mostly single dwellings privately owned. Noted for its shade trees and scenic beauty. Called the "Rose of New England." Within forty minutes' drive to the seashore. Enjoys an excellent Colonial and Indian history. Birthplace of many noted persons.

Retail Shopping Section: Nearly 200 retail stores radiate in the shopping district from Franklin Square the principal business district. Shopping district includes Main, Franklin, Bath, Broadway, Shetucket, Water and Market Streets. There are eight wholesale firms located on Water, Commerce, and Market Streets.

Trading Area: Extends to Willimantic, 19 miles west; Danielson, 20 miles northwesterly, 20 miles east; New London, 14 miles south, including a number of small manufacturing towns within this area. Trolley and bus service to all places.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; hardware, 3; dry goods, 2; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 30; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 39; delicatessen, 2; dressmakers, 57; druggists, 19; dry goods, 21; department stores, 5; electrical supplies, 6; florists, 5; fruits, 11; furniture, 6; furriers, 3; garages (public), 16; grocers, 134; hardware, 5; jewelry, 10; meat markets, 39; men's furnishings, 19; men's clothing, 17; merchant tailors, 5; milliners, 11; opticians, 3; photographers, 6; pianos (and miscelaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 24; shoes, 18; sporting goods, 3; stationers, 2; women's apparel, 19.

HAVE EDITOR & PUBLISHER'S many interesting and valuable features and news stories come to your home or office every week.

Send in your subscription now, and be sure of getting the 1926 YEAR BOOK NUMBER.

The
Slump-less City

New Britain, Conn., the Hardware City of the World, is the fifth city in Connecticut. With a population of about 70,000 people, it is rated as the fastest growing city in the state and as an outlet for advertised goods is second to none in this section of the country.

It is the center of a busy manufacturing district and has a trading area of approximately 125,000 people.

New Britain's grand list is over $100,000,000. In the city there are 14,000 families and 5,977 dwellings, a very large percentage of which is owned by the occupants. There are nearly 8,000 automobile owners in the city. Factory payrolls average $1,000,000 a week.

New Britain's manufacturing establishments are so diversified that it is always busy. In reality it is a Slumpless city.

To cover this busy district

The New Britain Herald

Is a Necessity

No Other Paper Can Serve the Purpose

CIRCULATION NEARLY

13,000 daily

Member A. B. C.

CONNECTICUT (Cont'd)

NORWALK, AND SOUTH NORWALK, CONN.

(Fairfield County)

1920 Population, 27,743.

City and Suburban Estimate, 50,000.

Native Whites, 75.6%; **Negroes,** 1%; **Foreign Born,** 23.4%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 7,000.

Schools: Public Grade, 25; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 8,500.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 5; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; Trust Companies, 3; Total Resources, $11,734,420.01; Savings Bank Deposits (3). Total, $12,165,530.00.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2; Total number of seats, 12,000.

Location: 47 miles from New York on N. Y., N. H. & H. R. R. Time required to reach city, 1 hour; 25 or 30 trains daily. All express trains from New York to New Haven stop at Norwalk. By water to New York. Hansen Steamboat Line. Motor Trucks to New York, Hershfield Motor Co. To nearest large city, by railroad, 20 minutes; by trolley, 1 hour; by auto, 35 minutes.

Principal Industries: Norwalk Tires, Corsets, hats, hardware, laces, underwear, print paper, shirts, collars, dresses, etc. The weekly payroll is $250,000.

Manufacturing Establishments: 75. Leading firms, Norwalk Tire & Rubber Co., R. & G. Corset Co., Norwalk Iron Works, St. George Paper Co., Lockwood Mfg. Co., Crofut & Knapp Hat Co. Total value of yearly output of factories estimated at $78,560,000.

Total value of yearly output of factories estimated at $78,560,000.

Special Information: Norwalk has 5,086 automobiles and 6,140 telephone subscribers. In 1924, 3,117 people paid income taxes.

Residential Features: Mostly one and two family houses. Norwalk is one of the finest residential towns in New England. Bathing beaches country drives, etc., make it an ideal location for New York business men. There are 3,977 privately owned homes.

Retail Shopping Section: Norwalk has two greater business sections with three smaller business sections, and several community business sections, such as groceries, markets, etc. West avenue connects the two greater business sections, which also takes care of the heavy pleasure and trucking traffic from New York to Boston.

Trading Area: Extends about five miles on East, west and south, and about 15 miles on the North.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; miscellaneous lines, ice cream 2; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 5; automobile Accessories, 27; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotels), 50 (chain, 2); confectioners (including hotel stands), 36; delicatessen, 7; dressmakers, 35; druggists, 13 (chain, 1); dry goods, 16; department stores, 3; electrical supplies, 10; florists, 4; fruits, 15; furniture, 6; furriers, 2; garages (public), 30; grocers, 128 (chain, 42); hardware, 6; jewelry, 7; meat markets, 43 (chain 4); men's furnishings, 8; men's clothing, 12; merchant tailors, 3; milliners, 11; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 46; shoes, 18; sporting goods, 6; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, September; doctors (medical, 27); (dentists, 12); (osteopaths, 2;) street car service; gas, artificial; electric current, alternating; water, soft.

See announcements below and bottom columns 3 and 4

STAMFORD, CONN.

(Fairfield County)

1920 Population, 35,096.

City and Suburban Estimate, 45,000.

Native Whites, 65%; **Negroes,** 5%; **Foreign Born,** 30%; **Industrial Workers,** 28%; **English Reading,** 85%; **Families,** 7,200.

Schools: Public Grade, 13; High, 1; Junior High; Parochial, 1; Number of Pupils, 7,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 2; State, 4; Total Resources, $35,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (auditoriums, ect.), 2. Total number of seats, 6,300.

Location: On Long Island Sound. Served by New York, New Haven & Hartford RR. Steamship Line to New York City. Trolley and bus service to suburbs and nearby cities and towns. To nearest large city by railroad, ½ hour; by trolley, 3 hours; by auto, 1½ hours.

Principal Industries: Locks, chocolate, woolen goods, paint, furniture, marine engines, chemicals, electrical goods, cancelling machines, pianos, castings, cables.

Manufacturing Establishments, 75. Leading firms: Yale & Towne Mfg. Co., Stollwerck Chocolate Co., Phillips Chemical Co., Electric Specialty Co., Petroleum Heat & Power Co., Baer Bros., Kroeger Piano Co., Pitney-Bower Postage Meter Co.

Residential Features: Nearly 6,000 owned homes.

Retail Shopping Section: Atlantic Square is the center of retail shopping district, which also includes several blocks in all directions from the Square on Atlantic and Main Streets. Not many so-called neighborhood stores except in outlying suburbs, such as Glenbrook and Springdale.

Trading Area: About 8 miles east and west on railroad and trolley lines, and 12 miles north, served by bus lines.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 2; Miscellaneous lines, drug, 1; paper, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 32; automobile tire agencies, 16; bakers, 24; cigar stores and stands (including hotels) 19 (chain, 2); confectioners (including hotel stands), 67; delicatessen, 6; dressmakers, 12; druggists, 20 (chain, 1); dry goods, 45; department stores, 5; electrical supplies, 8; florists, 7; fruits, 48; furniture, 12; furriers, 2; garages (public), 11; grocers, 195 (chain, 5); hardware, 8; jewelry, 11; meat markets, 69 (chain, 3); men's furnishings, 19; men's clothing, 11; merchant tailors, 8; milliners, 13; opticians, 5; photographers, 12; pianos (and miscelaneous musical instruments), 9; radio supplies, 8; restaurants (including hotels), 79; shoes, 25; sporting goods, 3; stationers, 12; women's apparel, 22.

Miscellaneous Data: Average temperature. 54 degrees; average number of rainy days per twelve months, 72; most pleasant months, January, May, August, October; doctors (medical, 51), (dentists, 35), (osteopaths, 3); number of wired houses, 6,000; gas, natural; electric current, alternating; water, hard.

See announcement top of columns 3 and 4

TORRINGTON, CONN.

(Litchfield County)

1920 Population, 20,623.

City and Suburban Estimate, 28,000.

Native Whites, 65.4%; **Negroes,** 1%; **Foreign Born,** 33.6%; **English Reading,** 88%; **Families,** 4,484.

Schools: 14; Number of Pupils, 4,728.

Churches: 10.

Banks: 5; Total Resources, $17,631,800.

Theatres: 2; Total number of seats, 2,200.

Continued on page 37

THE STAMFORD ADVOCATE

The "Home" paper in practically every household in Stamford and its suburbs.

It covers a trading territory of 75,000 people in a prosperous center of industry, noted for its high wage scale.

STAMFORD CONN.
A "one paper" city

The Julius Mathews Special Agency

Boston — New York — Detroit — Chicago

The Norwalk Hour

The Leading Newspaper in the City of

NORWALK, CONN.

which comprises Norwalk, South Norwalk, Rowayton, Cranbury, Broad River, Brookside, Winnipauk and Silvermine sections, with a city population of over 30,000 people.

Suburban to Norwalk is rich trading territory, including New Canaan, Weston, Redding, Georgetown, Wilton, Canondale, Branchville and Ridgefield, with a population exceeding 20,000, all of which are covered by The Norwalk Hour within an hour after the paper goes to press.

Member A. B. C.

IN NORWALK AND THE SUBURBS

"IT IS THE HOUR"

National Advertising Representative: GEORGE B. DAVID, Inc.

SOUTH NORWALK, CONNECTICUT

Connecticut's Most Prosperous City

42% Own Their Own Homes

The Evening Sentinel

CIRCULATION 4,873

Minimum Rate . . .	$0.25
City Population . . .	34,000
Trading Territory . . .	50,000

CONNECTICUT (Cont'd)

Torrington (con't)

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Eight blocks in center of town.

Trading Area: About a 15-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 9; automobile accessories, 17; automobile tire agencies, 14; bakers, 10; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 18; druggists, 7; dry goods, 19; department stores, 1; electrical supplies, 5; florists, 6; fruits, 6; furniture, 11; furrier, 1; garages (public), 11; grocers, 107; hardware, 4; jewelry, 5; meat markets, 33; men's furnishings, 6; men's clothing, 15; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 9; sporting goods, 1; stationers, 3; women's apparel, 7.

WATERBURY, CONN.

(New Haven County)

1920 Population, 91,715. (1925, est., 116,366).

City and Suburban Estimate, 160,000.

Native Whites, 60.99%; **Negroes,** 2.42%; **Foreign Born,** 36.59%; **Industrial Workers,** 30.86%; **English Reading,** 75%; **Families,** 25,-801.

Schools: Public Grade, 32; High, 3; Vocational, 2; Parochial, 6; Number of Pupils, 16,400.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 5; Hebrew, 2; Methodist, 6; Presbyterian, 3; Roman Catholic, 14; Miscellaneous, 5.

Banks: National, 2; State, 8; Total Resources, $87,494,900. Savings Bank Deposits Total, $35,522,092.79.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 2; Miscellaneous (auditorium, etc.), 3. Total number of seats, 19,500.

Location: Situated in western Connecticut, in the scenic Naugatuck Valley. Served by the N. Y., N. H. & H. R. R. and Connecticut Company street railway and bus service. Waterbury has a trading area with a population of 160,000, with which it is connected by street railway systems, covering 42 cities and towns. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Brass, copper, novelties and fixtures, watches and clocks.

Manufacturing Establishments: 95. Leading firms: Scovill Mfg. Co., American Brass Co., Chase Companies, Inc., Waterbury Clock Co., Farrell Foundry & Machine Co.

Special Information: Waterbury is one of the great manufacturing centers of the United States. Here, approximately 50% of the Nation's brass is made, as well as a great number of manufactured articles in brass. Anything made of copper or brass can be obtained in Waterbury. Here, also is the largest clock factory in the world. More clocks and watches are made in Waterbury than in any other city. The Ingersoll watch, and the famous Waterbury watch were first made here, and are still made here by the millions.

Residential Features: Mostly two, and three-family houses. Best houses and grounds, and most valuable property, as a whole, in the northwestern section of the city. In eastern section a manor known as "Fairlawn" is building up into a one, and two-family residential district. Many of the latter are privately owned homes.

Retail Shopping Section: Extends from Exchange Place for 3 blocks on Bank Street, for 2 blocks on South Main, for 3 blocks on East Main, for three blocks on West Main, and for 2 blocks on North Main Street. Intervening streets between these streets are included. There are two outlying business sections; namely, North Square and Brooklyn, and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends approximately 12 miles north, 9 miles south, 14 miles east, and 12 miles west. Business is also secured from people living at a greater distance, because of the excellent street railway and bus service This covers 42 cities and towns with a total population of 160,000.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 7; hardware, 6; miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile, 24; commercial automobile, 7; automobile accessories, 84; automobile tires, 18; bakers, 39; cigar stores and stands, 36 (chain, 2); confectioners, 91; delicatessen, 8; dressmakers, 81; druggists, 46 (chain, 1); dry goods, 63; department stores, 9; electrical supplies, 15; florists, 10; fruits, 43; furniture, 20; furriers, 7; garages (public), 55; grocers, 371 (chain, 6); hardware, 22; jewelry, 38; meat markets, 140 (chain, 1); men's furnishings, 27; men's clothing, 31; merchant tailors, 10; milliners, 31; opticians, 9, photographers, 16; pianos (musical instruments), 9; radio supplies, 21; restaurants (inc. hotels), 110 (chain, 1); shoes, 46; sporting goods, 7; stationers, 22; women's apparel. 24.

See announcements below and top of columns 3 and 4



Waterbury-Conn.

will reveal that Waterbury is one of America's richest markets and gives a liberal circulation and advertising support to its newspapers. It is a manufacturing city of the first import. This market is covered in the right way at the right cost to the advertiser by *The Waterbury Democrat*. A. B. C. Audit for 12 months made during May, 1925, and covering 12 months ending March 31, 1925, showed

THE WATERBURY DEMOCRAT HAS OVER 91% CITY CIRCULATION

Retail stores consider The Evening Democrat indispensable. DeLisser figures, first quarter of 1925, January to March, inclusive, showed that The Democrat had a substantial lead in Department Store advertising. If you are governed in the selection of a medium by the results achieved compared to the cost of these results, there is good reason for running your advertising in The Waterbury Democrat.

You pay *one price* for proper local coverage in a leading paper in this prolific field and

ENDORSED BY LOCAL ADVERTISERS.

THE WATERBURY DEMOCRAT

Member A. B. C.

WATERBURY, CONNECTICUT

"The Brass Center of the World"

Here are a few interesting facts about this prosperous city!

FACTS ABOUT WATERBURY

25,800 Families
42 Cities & Towns in Trade Area
Population Trade Area 160,000
35,000 Industrial Workers
Over 1,200 Retail Stores
89 Miles from New York
149 Miles from Boston
79,111 Savings Accounts
110,000 Depositors
23,345 Children, 4 to 16 Years
120 Different Industries

Population

116,366

FACTS ABOUT THE REPUBLICAN & AMERICAN

1924 Advertising	Lineage
Local Display	11,028,153
National	2,850,241
Classified	2,631,177

84% of all National Advertising in Waterbury in 1924 appeared in the Republican & American and 68% of it ran EXCLUSIVELY in the REPUBLICAN & AMERICAN.

94 in every 100 English Reading families in Waterbury read the Republican or the American.

Don't these facts indicate a ready market for your products — and Don't they also indicate that you can cover Waterbury thoroughly at one cost by using only the

WATERBURY REPUBLICAN AND AMERICAN

Morning *Evening* *Sunday*

GILMAN, NICOLL & RUTHMAN, Nat'l Representatives

New York—Boston—Chicago—San Francisco

CONNECTICUT, DELAWARE and WASHINGTON, D. C. Market Surveys

CONNECTICUT (Cont'd)

WILLIMANTIC, CONN.

(Windham County)

1920 Population, 12,330.

City and Suburban estimate, 20,000.

Native Whites, 62%; Foreign Born, 38%; Industrial Workers, 33%; English Reading, 75%; Families, 2,830.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 3,100.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $8,057,168.85 (June, 1925); Savings Bank Deposits Total, $4,249,588.40 (June, 1925).

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 6. Total number of seats, 8,000.

Location: County seat of Windham County, eastern Connecticut, and an important railroad junction. Served by four divisions of New Haven Railroad, Central Vermont Railway, Airline division, Hartford division, Providence division, and Midland division of the N. H. R. R. Clearing place for railroad freight transfers, etc. Main artery Boston to New York. Thirty miles from tidewater. Excellent auto service in all directions, Norwich, Providence, Hartford, Stafford Springs, and other points. To nearest large city by auto, 1½ hours.

Principal Industries: Silk and cotton, foundries, machine shops. Large cotton thread manufacturing plant. Willimantic mills of the American Thread Co. Famed for silk twist thread, and silk weaving.

Manufacturing Establishments: 13. Leading firms: American Thread Co., Quidnick-Windham Cotton Mfg. Co., Windham Silk Co., Holland Silk Co., Rossie Velvet Mfg. Co., H. K. & W. A. Washburn (silk throwsters), Vanderman Foundry & Plumbing Co., S. C. S. Box Co., Hall & Bill Printing Co., J. D. Chaffee Silk Braid Mfg. Co., Atwood Machine Co., Hillhouse & Taylor (woodturning).

Residential Features: One and two-family houses. Limited section devoted to employees of two manufacturing concerns. Has several private residential sections. All homes neat, surroundings beautiful. Value of residential sections about $4,000,000.

Retail Shopping Section: Extends from Thread Mill Square to City Hall. Terminal for six auto bus lines, three other jitney lines, and terminal of two trolley lines. Aside from the main business section, taking in Main and Union Streets, there are six other blocks in which considerable retail business is done. Small stores in localities where home building is going on.

Trading Area: Willimantic has a trading area of ten to twelve miles. People from twelve other towns trade in the city. Good railroad, trolley, and auto bus service accommodates out-of-town customers.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1. Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 2; bakers, 8; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 20; druggists, 8 (chain, 1); dry goods, 9; department stores, 1; electrical supplies, 5; florists, 2; fruits, 8; furniture, 3; furriers, 1; garages (public), 20; grocers, 54 (chain, 6); hardware, 3; jewelry, 4; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 9; sporting goods, 3; stationers, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 14), (dentists, 8), (osteopaths, 3); number of wired houses, 3,000; street car service; gas, artificial; electric current, alternating; water, hard.

WINSTED, CONN.

(Litchfield County)

1920 Population, 8,248.

City and Suburban Estimate: Practically all white—large foreign born population.

Schools: Public Grade, 2; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1 (colored).

Banks: National, 2; Savings Banks, 2.

Theatres: Moving Pictures, 2; Miscellaneous (auditoriums, etc.), 3.

Location: On Naugatuck division of the New York, New Haven & Hartford R. R., and the C. N. E. R. R. Several motor truck lines to Hartford, and one to New York City. To nearest large city, by railroad, 1½ hours; by auto, 1¼ hours.

Principal Industries: Knives, clocks, brass goods, hosiery, underwear, hoists, caskets, hardware, pins.

Manufacturing Establishments: 20. Leading firms: Wm. L. Gilbert Clock Co., New England Pin Co., New England Knitting Co., Belding Bros. & Co., Strong Mfg. Co., Empire Knife Co., Fitzgerald Mfg. Co.

Residential Features: Mostly one, and two-family houses. Number of tenement houses on main business street.

Retail Shopping Section: Main Street for about a mile in center of city.

Trading Area: About 10 miles, except to the south (there is a larger town, Torrington, 10 miles south).

Wholesale Houses: Candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 20 (chain, 1); confectioners(including hotel stands), 5 or 6; delicatessen, 1; druggists, 6; dry goods, 4; florists, 2; fruits, 12 or 15; furniture, 2; garages (public), 4; grocers, 30 (chain, 6); hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4 or 5; restaurants (including hotels), 6; shoes, 6; sporting goods, 5 or 6; stationers, 1; women's apparel, 7 or 8.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 72; most pleasant months, Jan., May, Aug., October; doctors (medical, 10), (dentists, 11), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft.

Standard Survey of DELAWARE

WILMINGTON, DEL.

(New Castle County)

1920 Population, 110,168 (U. S. Estimate, 1925, 122,094).

City and Suburban Estimate, 1925, 200,000; Trade area, pop. 1,119,314.

Native Whites, 56 858; Negroes, 10.746; Foreign Born, 16,279; White Foreign or Mixed Parentage, 26,235; Industrial Workers, 51,000; English Reading, 89%; Families, 24,888.

Schools: Public Grade, 32; High, 4; Junior High, none; Parochial and Private, 17; Number of Pupils, 26,000.

Churches: Baptist, 8; Christian Science, 1; Congregational, 1; Episcopal, 7; Hebrew, 4; Methodist, 24; Presbyterian, 10; Roman Catholic, 12; Miscellaneous, 38.

Banks: National, 14; State, 1; Total Resources, Dec., 1924, 81,385,400.71; Savings Bank Deposits, $30,429,612.69.

Theatres: Legitimate, 2; Moving Pictures, 12; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 41. Total number of seats (approximately) 23,000.

Location: At the junction of the Delaware and Christiana Rivers. Served by Pennsylvania R.R., Baltimore & Ohio R.R. and the Philadelphia & Reading Ry., also various steamship lines. Head of Delmarvia Peninsula. Bus lines and interurban trolley lines give adequate contact between trade territory and city. To nearest large city (Philadelphia, Pa.), by railroad, 54 minutes; by trolley, 2¼ hours; by auto, 1½ hours.

Manufacturing Establishments: 300. Leading firms: Amalgamated Leather Cos., Inc; Atlas Powder Co., Jos. Bancroft & sons Co., Bethlehem Shipbuilding Corp., E. I. du Pont de Nemours & Co., Electric Hose & Rubber Co., Edgemoor Iron Co., Eastern Malleable Iron Co., Consolidated Machine Tool Co. of America, Jessup & Moore Paper Co., Lobdell Car Wheel Co., National Vulcanized Fibre Co., New Castle Leather Co., Hercules Powder Co., Pusey & Jones Co., Pyrites Co., Speakman Co. Total value of yearly output of factories estimated at $125,000,000.

Trading Area: 100 miles south through Delmarvia Peninsula; 3 adjoining counties in Pennsylvania; 10 adjoining counties in Maryland, 2 eastern shore counties in Virginia, and 3 counties in southern New Jersey. (Population of area, 1,119,314).

Wholesale Houses: 30. Groceries, 15; meats, 11; fruits, 18; hardware, 3; dry goods, 1. Miscellaneous lines, 130.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial automobile agencies, 40; automobile accessories, 75; automobile tire agencies, 25; bakers, 43; cigar stores and stands (including hotels), 113 (chain, 5); confectioners (including hotel stands), 115; delicatessen, 20; dressmakers, 120; druggists 64 (chain, 1); dry goods, 94; department stores, 19; electrical supplies, 33; florists, 18; fruits, 67; furniture, 48; furriers, 36; garages (public), 92; grocers, 475 (chain, 54); hardware, 17; jewelry, 40; meat markets, 89; men's furnishings, 74; men's clothing, 35; merchant tailors, 126; milliners, 40; opticians, 20; photographers, 15; pianos (and miscellaneous musical instruments), 16; radio supplies, 42; restaurants (including hotels), 104; shoes, 62; sporting goods, 30; stationers, 14; women's apparel, 64.

Miscellaneous Data: Average temperature, 52 degrees. Most pleasant months, April to October, inclusive; doctors (medical, 126), (dentists, 56), (osteopaths, 4); number of wired houses, 17,694; gas, artificial; electric current, alternating and direct; water, soft.

See announcement bottom columns 3 and 4

Standard Survey of WASHINGTON, D. C.

WASHINGTON, D. C.

1920 Population, 437,571. (1925), 485,375.

City and Suburban Estimate, over 650,000.

Native Whites, 68%; Negroes, 25%; Foreign Born, 7%; Industrial Workers, 3%; English Reading (Census' statistics show only 779 cannot speak English); Families, 96,194.

Schools: Public Grade, 141; High, 7; Junior High, 6; Parochial and Diocesan, 30; Miscellaneous, 147. Number of Pupils, 72,000 (May 15, 1924).

Churches: Baptist, 26; Christian Science, 2; Congregational, 4; Episcopal, 45; Hebrew, 5; Methodist, 61; Presbyterian, 33; Roman Catholic, 31; Miscellaneous, 37.

Banks: National, 14; Total Resources, $130,412,000; Savings Bank Deposits Total, $29,246,000; 7 Trust Cos.; Total Resources, $67,812,000.

Theatres: Legitimate, 4; Moving Pictures, 47; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 20; Washington Auditorium, 6,000 seats. Total number of seats, 50,000.

Location: Southern Railway, Chesapeake & Ohio, Pennsylvania, Baltimore & Ohio, Atlantic Coast Line, Norfolk & Western; Richmond, Fredericksburg & Potomac, and Seaboard Air Line Rys. To nearest large city (Baltimore, Md.), by railroad, 1 hour; by trolley, 1½ hours; by auto, 1¾ hours.

Principal Industries: Printing, paper making, ice cream, confectionery, baking, artificial limbs, meats, hats.

Manufacturing Establishments, 595. Leading firms: Auth's Provision Co., Brodt's Hats, Capital Apron Mfg. Co., Capital Bedding Co., Chapin-Sacks Co., Corby Baking Co., D. C. Paper Mfg. Co., Stone Straw Co., John H. Wilkins Co., J. E. Hanger, Inc.; Barber & Ross. Total value of yearly output of factories estimated at $68,826,570.

Special Information: Washington, being the capital, is primarily a residential rather than a manufacturing city. Thousands of visitors are here for periods varying from a few days to weeks or months. Washington is also the gateway of the South, and the freight yards of the Southern Railway, located a few miles from Washington, are among the largest of the country.

Residential Features: Extremely large apartment house population, and high ratio of boarding houses. Congestion during the war created great need for housing and building. In the years immediately following building was greater proportionately than in any other section of the country. Because of the restricted area of the District of Columbia, thousands of persons making their living in Washington were compelled to find homes in the surrounding states of Virginia and Maryland, for a radius of 25 miles or more. More than a thousand government employees commute from Baltimore, distant 40 miles.

Retail Shopping Section: 7th Street, 10 blocks; 9th Street, 10 blocks; F Street, 8 blocks; G Street, 8 blocks; Pennsylvania Avenue, 15 blocks; 14th Street, 10 blocks; Connecticut Avenue, 6 blocks.

Trading Area: North, 20 miles; east and west, 60 miles; south, 100 miles. Nearest large city (Baltimore), 40 miles north, and Richmond, 110 miles south.

Wholesale Houses: Groceries, 14; meats, 18; fruits, 13; hardware, 4 dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 124; commercial automobile agencies, 100; automobile accessories, 171; automobile tire agencies, 54; bakers, 129; cigar stores and stands (including hotels), 152 (chain, 12); confectioners (including hotel stands), 238; delicatessen, 400; dressmakers, 338; druggists, 208 (chain, 25); drygoods, 129; department stores, 7; electrical supplies, 60; florists, 40; fruits, 70; furniture, 112; furriers, 33; garages (public), 141; grocers, 1,269 (chain, 508); hardware, 118; jewelry, 128; meat markets, 237 (chain, 28); men's furnishings, 123; men's clothing, 100; merchant tailors, 523;; milliners, 106; opticians, 46; photographers, 80; pianos (and miscellaneous musical instruments), 37; radio supplies, 70; restaurants (including hotels), 605 (chain, 2); shoes, 128; sporting goods, 15;; stationers, 54; women's apparel, 120.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months, 126; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 907), (dentists, 463), (osteopaths, 40); number of wired houses, 92,000; street car service; gas, artificial; electric current, direct; water, soft.

EVERY EVENING

Delaware's Reliable Newspaper

FOR more than 50 years Every Evening has occupied FIRST place among the newspapers of Delaware—in prestige, in influence and those essential qualities of character and dependability which go to make a newspaper worth while.

Its circulation reaches people who prefer and can afford the better things that go to make life worth living—the real BUYING POWER OF EVERY COMMUNITY. These readers have confidence in Every Evening—in its news columns and its editorial page—and this confidence extends naturally to its advertising columns. For this reason advertisers in Every Evening buy opportunity for influence which is not offered by any other medium in this territory. This has been proven so many times by advertisers that it has become an old story.

To plan an advertising campaign in Delaware without using Every Evening is like starting on a journey without gas in your motor car. Every Evening offers advertisers the BUYING POWER which builds business in its territory.

Over 16,500 Daily—IN THE HOMES

Newspaper Markets of FLORIDA

CLEARWATER, FLA.

(Pinellas County)

1920 Population, 2,247. (1925 est. 5,716).

City and Suburban Estimate, 9,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 20%; English Reading, 95%; Families, 1,430.

Schools: 6; Number of Pupils, 1,400.

Churches: 9.

Banks: 4; Total Resources, $8,674,378.80.

Theatres: 2; Total number of seats, 1,100.

Location: On west coast of Florida on Atlantic Coast Line R.R., and Seaboard Air Line Ry. To nearest large city, by railroad, 1½ hours; by auto, 1 hour.

Principal Industries: Citrus fruits, preserves, grapefruit canning, cigars, lumber, vegetables and dairying.

Residential Features: One, and two-family houses, hotels and apartments. New hotel now building to cost $1,000,000. Ideal summer resort, fishing, boating, bathing.

Retail Shopping Section: Five blocks on Cleveland Street, and six blocks on Fort Harrison Avenue.

Trading Area: Radius of 4 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 13; dressmakers, 6; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 15; furniture, 4; garages (public), 11; grocers, 30 (chain, 4); hardware, 5; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 70 degrees; most pleasant months, January to May, October to December, both inclusive; doctors (medical, 6), (dentists, 3), (osteopaths, 4); number of wired houses, 2,800; gas, artificial; electric current, alternating and direct; water, soft.

DAYTONA BEACH, FLA.

(Volusia County)

1920 Population, 5,445. (1925, 22,500.)

City and Suburban Estimate, 1925, 30,000.

Native Whites, 55%; Negroes, 45%.

Schools: Public Grade, 5; High, 2; Junior High, 1.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: State, 6. Total Resources, $10,500,000; Savings Banks Deposits Total, (Oct. 20, 1925), $18,948,625.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: On Florida East Coast Railroad, 113 miles south of Jacksonville on Main Dixie Highway, also on East Coast canal from Jacksonville to Miami (freight transportation). Canal will eventually be taken over by U. S. Government. Daytona Beach is a focal point for Florida travel. Every city in Florida, except Pensacola, is within twelve hours ride by motor. Through the consolidation, Aug. 4, 1925, of Daytona, Daytona Beach, and Seabreeze, the new city of Daytona Beach came into existence as Florida's seventh largest city. To nearest larger city by railroad, 3½ hours; by auto, 4 hours.

Principal Industries: Lumber, building tile, citrus and deciduous fruits, fresh vegetables, canning (fish, fruit and vegetables), rock quarrying and crushing.

Manufacturing Establishments: No. 9 Plantation, East Coast Preserving Co. Rock quarries (2) ship 20 cars daily.

Special Information: Annual number of tourists aggregate 125,000.

Residential Features: This community has many beautiful residences and embraces a large residential area. Its natural beauty and equable climate attracts a great many visitors from the North.

Retail Shopping Section: Two distinct districts. One along the river, other on Main Street on the peninsula. In addition there are many small districts in the outskirts. The negro population has a separate district of its own along Second Avenue. The "white" sections are noted for their exclusive shops, many New York concerns operating here.

Trading Area: Twenty miles north and south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; hardware, 2; miscellaneous lines, 5 small concerns.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 22; bakers, 5; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 15; delicatessen, 4; druggists, 15; dry goods, 10; electrical supplies, 15; florists, 2; fruits, 20; furniture, 3; garages (public), 30; grocers, 25; hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 2; women's apparel, 15.

See announcement top of columns 3 and 4

DE LAND, FLORIDA

(Volusia County)

1920 Population, 3,324. (1925, est. 10,200).

City and Suburban Estimate, 22,000.

Native Whites, 75%; Negroes, 25%; Foreign Born, 4%; Industrial Workers, 26%; English Reading, 92%; Families, 2,550.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,100. John B. Stetson University, 600 students; Beeler Private School, 50 students.

Churches: 12.

Banks: National, 1; State, 1; Total Resources, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; University Auditorium, 1. Total number of seats, 2,400.

Location: DeLand is located in east central Florida in the famous fruit belt, 110 miles south of Jacksonville, 20 miles inland from Atlantic Ocean. It is on main line of A. C. L. R. R., also reached by Florida East Coast R.R. Clyde Line steamers navigate the St. Johns River discharging passengers and freight at De Land Landing. To Jacksonville by auto, 1 hour; to Tampa by railroad, 4 hours.

Principal Industries: Lumber, naval stores, fruit raising and packing, shad fishing, livestock, pecans, dairying, cigar manufacturing, tangerine oranges, other citrus fruits.

Special Information: De Land has large, fine hotels and boarding houses (26), with a capacity of 1,300 guests, two 18-hole golf courses, one public library and one Carnegie and University combined, one modern hospital, and fine beach one hour's drive distant.

Residential Features: Individually owned homes, almost all of a colonial design or bungalow type, many having Spanish characteristics.

Retail Shopping Section: Extends 7 blocks along Woodlawn Boulevard, 4 blocks on New York Ave., 1 block on Short Street, 4 blocks on Florida Ave., and 2 blocks on Rich Ave.

Trading Area: Covers a wealthy and prosperous territory within a radius of 24 miles.

Wholesale Houses: Groceries, 2; meat, 1; fruits, 13; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 20; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; fruits, 12; furniture, 5; garages (public), 13; grocers, 12 (chain, 4); hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 7; milliners, 4; opticians, 1; photographers ,3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 6), (dentists, 4), (osteopaths, 5), electric current, alternating and direct; water, hard and soft.

See announcement bottom columns 3 and 4

FORT LAUDERDALE, FLA.

(Broward County)

1920 Population, 2,065. (1925, est. 15,200).

City and Suburban Estimate, 15,800.

Native Whites, 70%; Negroes, 30%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 85; Familes, 3,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $11,045,488.61; Savings Bank Deposits Total, $9,373,029.68.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: F. E. C. Ry., and Seaboard Air Line Ry. Is soon to have deep water harbor from Ocean. To nearest larger city by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Fruit growing, cigars, cooperage, ice factory, bottling works, metal works, canning, fisheries.

Special Information: New River (one of the deepest inland waterways in the state) runs through center of city and business district and affords anchorage for the largest yachts. It is the headquarters for tarpon fishing. Fort Lauderdale is also on the Dixie Highway.

Residential Features: Beautiful and tastefully designed bungalows amid tropical foliage, white highways and well paved streets are among the attractive features of the city.

Retail Shopping Section: Andrews Ave. (Dixie Highway), Brickell Ave., Wall St., 3rd St., River Drive. Total area, 5 blocks north and south, and 3 blocks east and west.

Continued on page 40

THE DAYTONA BEACH NEWS

An ABC Newspaper

Daytona Beach has a normal population of 25,000, augmented by an equal number of transients.

It is located at the world's premier beach

T. E. FITZGERALD, Publisher

Daytona Beach, Florida

The News carries seven-eighths of all foreign advertising carried by newspapers in Daytona Beach

DeLand Daily News

DELAND, FLORIDA

The key to Florida's richest agricultural, citrus growing and poultry raising section.

ONLY DAILY IN COUNTY SEAT

Fixed population of territory covered by our carriers 17,000
Population during tourist season 24,000

Average of two dwellings being completed daily in DeLand

SITE OF STETSON UNIVERSITY

Most everyone in DeLand reads the Daily News.

Sworn Circulation 3,310

National Advertising Representatives:

Frost, Landis & Kohn

FLORIDA (Cont'd)

Fort Lauderdale (con't)

Trading Area: A 15-mile radius, covering Hollywood, Dania, Davie, Pompano and Deerfield.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 5; automobile tires, 6 (exclusive, no agencies); bakers, 4; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; total druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 1; fruits, 12; furniture, 8; garages (public), 7; total grocers, 10 (chain, 2); hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; total restaurants (including hotels); 8; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 81 degrees; average number of rainy days per twelve months, 90; most pleasant months, Dec., Jan., Feb., March, April; doctors (medical, 2), (dentists, 2), (osteopaths, 1); electric current, direct; water, soft.

FORT MYERS, FLA.
(Lee County)

1920 Population, 3,678. (1925, est. 10,500.)
City and Suburban Estimate, 15,000.
Native Whites, 75%; **Negroes,** 20%; **Foreign Born,** 5%; **English Reading,** 90%; **Families,** 3,500.

Schools: Public Grade, 6; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $7,000,000. Savings Bank Deposits Total, $1,000,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: Southern Florida on the A. C. Line R.R., Florida R.R. & Navigation Co., Fort Myers Steamship Co. Excellent bus lines to various points, also boat service to nearby islands. To nearest large city, by railroad, 6 hours; by auto, 6 hours.

Principal Industries: Cigars, lumber, window shades, citrus fruit products, such as canned grape fruit, etc. Boat building. Leading industries of the country are vegetable and fruit growing.

Special Information: Our location and the fact that we have a great number of tropical trees of the palm family, and a wonderful climate, make it an ideal winter resort. The heat in summer is not as intense as in some states farther north. Contracts have been signed to build the Seaboard Air Line Ry. into Fort Myers.

Residential Features: Mostly one and two-family houses, with a few small apartments. Many beautiful homes, valued at $50,000, or more, may be found in this city.

Retail Shopping Section: Extends from Lee St. on First St. to Monroe St. on Main St., on Jackson St. to Cleveland Ave., with a few business houses on Cleveland Ave. The cross streets of Jackson, Hendry Lee, Monroe, and a new street, Broadway, are mainly occupied with business houses, while Anderson Avenue also has a number of business houses. There are three outlying business districts, which support from two to twenty business houses.

Trading Area: 20 miles in every direction, for regular trading, and on special occasions, for 75 miles east, and southeast.

Wholesale Houses: Groceries, 2; fruits, 6; miscellaneous lines, lumber 2; feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 7; druggists, 6 (chain, 1); dry goods, 7; department stores, 5; electrical supplies, 3; florists, 1; fruits, 3; furniture, 6; garages (public), 10; grocers, 30 (chain, 2); hardware, 6; jewelry, 5; meat markets, 6; men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Most pleasant months, Jan., Feb., Nov., Dec.; doctors (medical, 9), (dentists, 4), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard, soft.

GAINESVILLE, FLA.
(Alachua County)

1920 Population, 6,860.
City and Suburban Estimate, 12,000.
Native Whites, 60%; **Negroes,** 40%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 672.

Schools: 7; Number of Pupils, 1,740.

Churches: 13.

Banks: 3; Total Resources, $4,800,000.

Theatres: 4; Total number of seats, 2,100.

Location: Eighty miles southwest of Jacksonville on Atlantic Coast Line R.R. and Seaboard Air Line R.R.

Principal Industries: Agriculture, stock raising and phosphate mining.

Residential Features: One, and two-family houses.

Retail Shopping Section: About one-half mile in the center of town.

Trading Area: About a 12-mile radius.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 21; hardware, 2; confectioners, 1; notions, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 14; automobile tire agenies, 11; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 33; hardware, 2; jewelry, 2; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 19; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 6.

JACKSONVILLE, FLA.
(Duval County)

1920 Population, 91,558. 1925 Population (Polk's Directory), 136,633.

City and Suburban Estimate, 145,000.

Native Whites, 52%; **Negroes,** 45%; **Foreign Born,** 3%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 23,265.

Schools: Public Grade, 30; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 30,000.

Churches: Baptist, 73; (whites, 16; colored, 57); Christian Science, 1; Congregational, 1; Episcopal, 8; (whites, 7; colored, 1); Hebrew, 1; Methodist, 50; (whites, 17; colored, 33); Presbyterian, 7; (whites, 4; colored, 1); Roman Catholic, 6; (whites, 5; colored, 1); Miscellaneous, 31; (whites, 27; colored, 4).

Banks: National, 3; State, 5; Total Resources, $114,238,406; Savings Bank Deposits Total $106,507,459; or $245 per capita (White).

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats 16,000.

Location: On mouth of the St. Johns River, served by Clyde, Merchants and Miners, all St. Johns River boats, Tampa-Interocean, also American Palmetto Line, and Munson McCormick, SS. lines, and A. C. L. Ry., Southern Ry., F. & E. C. Ry., G. S. & F. Ry., and Seaboard Air Line. Excellent bus service to southern part of state and neighboring towns.

Principal Industries: Pine lumber, cross ties, creosoted lumber, fruits and vegetables, crates, and boxes. Large supply naval stores. Rosin and turpentine, cigars, coffee, coffee cans, dry docks, shipbuilding, wire, nails, cake, crackers, metal products, bark for tanning, paper pulp, glass bottles, canned fish, shrimp, cross arms for telegraph poles.

Manufacturing Establishments: 430 plants, 127 classifications. Leading firms: Brooks-Scanlon Lumber Co., Cummer Lumber Co., Florida Wood Products Co., Maxwell House Coffee, Merrill-Stevens (shipbuilders), Gibbs Gas Engine Co., Glass Mfg. Co., Florida Paper Mills Co., Jacksonville Cracker Works, Putnam Lumber Co. Total value of yearly output of factories estimated at $100,000,000.

Special Information: Jacksonville is leading commercial city of Florida, has good harbor, with 24-foot channel at low tide to the ocean, and a large coast and foreign commerce. Large drydock, ten regular steamers every week for northern ports. Terminus of proposed ship canal across Florida. Jacksonville is a popular winter resort, with fine ocean beaches—Jacksonville and Atlantic Beach being but 17 miles distant.

Residential Features: Best residential section requires one-family house on 60-foot lot. Business houses segregated. Developing new style of architecture especially adapted for Florida climate, being combination of Spanish and Italian architecture, stucco in various colors.

Retail Shopping Section: Main Street, 10 blocks; Bay, 26; Forsyth, 25; Adams, 12; Monroe, 10; Duval, 5; Laura, 8; Hogan, 7; Julia, 5; Cedar, 4; Ocean, 6; Newman, 5; Church, 6; Ashley, 4.

Trading Area: 100-mile radius.

Wholesale Houses: Groceries, 28; meats, 9; fruits, 25; hardware, 6; dry goods, 6; Miscellaneous lines, automobile accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial automobile agencies, 10; automobile accessories, 47; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 30 (chain, 2); confectioners (including hotel stands, 73; delicatessen, 8; dressmakers, 11; druggists, 95 (chain, 2); dry goods, 53; department stores, 7; electrical supplies, 16; florists, 6; fruits, 39; furniture, 52; furriers, 30; garages (public), 75; grocers, 280 (chain, 4); hardware, 23; jewelry, 34; meat markets, 80; men's furnishings, 18; men's clothing, 75; merchant tailors, 46; milliners, 24; opticians, 11; photographers, 15; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 86; shoes, 44; sporting goods, 8; stationers, 8; women's apparel, 29.

See announcement columns 3 and 4

KEY WEST, FLA.
(Monroe County)

1920 Population, 18,749.
Native Whites, 75%; **Negroes,** 15%; **Foreign**

Continued on page 41

FLORIDA

Concentrate Your Advertising Where Business Is Best

Business in Florida Justifies Special Advertising Appropriations

Jacksonville, the key city to the state, is the logical starting place. Use both the evening and morning newspapers.

The Jacksonville Evening Journal, weekdays, actually ***sells more merchandise*** than the morning paper.

The Journal's increased circulation and lineage reflects Jacksonville's prosperity.

For detailed market information and co-operation, correspond with the publisher or his national representative.

Jacksonville Journal

A. B. C. Member — Line Rate 8c Flat

JACKSONVILLE, FLORIDA

Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

NEW YORK CHICAGO DETROIT KANSAS CITY ATLANTA SAN FRANCISCO

FLORIDA (Cont'd)

Key West (con't)

Born, 10%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 3,978.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,490.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; Total Resources, $1,983,242.01; Savings Bank Deposits Total, $593,056.15.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,600.

Location: Key West is 90 miles from Havana, Cuba, a night's ride by steamer from Tampa, and 180 miles south of Miami. It is the terminus of the Florida East Coast Railway, the P. & O. S. S. Co., and is also a port of call of the Mallory S.S. line between Key West and Baltimore and New York, Galveston and New Orleans. Supply base for the various Navy vessels that frequently put into this port.

Principal Industries: Cigar manufacturing, sponging, fishing and shipping.

Manufacturing Establishments: 67. Leading firms: Cortez Cigar Co., Gato Cigar Co., Lo-coval Cigar Co., Thompson & Co., American Cigar Co., R. Lopez Trujillo Cigar Co., Greek-American Sponge Co. (branch), Thompson Fish Co. Total value of yearly output of factories estimated at $3,960,000.

Special Information: Key West is an important port, having exports of over $6,000,000 per month, and imports of more than $1,000,000 per month. Cigar factory pay rolls more than $60,000 per week. Frost in Key West is unknown. The pleasant climate, winter and summer, attracts more tourists every season. No farming territory, therefore all foodstuffs consumed are shipped in.

Residential Features: Houses are principally of the two-story Spanish type. Some small houses for industrial and other workers. Many beautiful homes fronting on beaches.

Retail Shopping Section: Extends from Front Street to Petronia Street, 9 blocks on Duval Street. From Thomas Street to White Street, about 5 business blocks. Also many neighborhood blocks, with groceries, meat markets, drugs, and confectionery, and a few clothing and feed stores.

Trading Area: Key West is an island, and trade is necessarily confined to it and to several other small outlying islands and keys.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 2; hardware, 1; Miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 2; automobile accessories, 8; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotels), 79; confectioners (including hotel stands), 7; dressmakers, 5; druggists, 12; dry goods, 14; department stores, 1; electrical supplies, 2; fruits, 9; furniture, 4; garages (public), 3; grocers, 58; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 62; sporting goods, 2; stationers, 2; women's apparel, 3.

LAKELAND, FLA.

(Polk County)

1920 Population, 7,062. (1924, est. 17,300; 1925, est. 21,000.)

City and Suburban Estimate (Polk Directory estimate, 24,360).

Native Whites, 80%; **Negroes,** 19½%; **Foreign Born,** ½%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 7,000.

Schools: Public Grade, 6; High, 2; Southern College (Methodist), 1; Number of Pupils, 6,300.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 3; Total Resources, $7,630,720.

Theatres: Moving Pictures, 4.

Location: Lakeland is the meeting point of five divisions of the Atlantic Coast Line R.R., making it the logical distribution center for a large part of Florida, as it is located in the center and richest part of the state. Bus lines lead to all parts of Florida from Lakeland. To nearest large city by railroad, 1 hour; by trolley, 63 minutes; by auto 1 hour.

Principal Industries: Phosphate mining, cigars and tobacco, citrus fruit packing, railroad machine shops, canning factories, brick and tile works, cement products, iron and foundry works, lumber, ice manufacturing.

Manufacturing Establishments: 40. Leading firms: Non-acid Fertilizer and Chemical Co., Lakeland Novelty Works, Lakeland Iron Works, Mutual Iron Works.

Special Information: Due to its location is one of the best distributing points in the state. One of the finest up-to-date parks and civic centers now under construction. Is the center of an extensive hard road system. Its even temperature and excellent drinking water make it a wonderful residential city. Florida Citrus Exchange is located in Lakeland.

Residential Features: $5,000 homes predominate, the resident usually being the owner. Around the lakes the most exclusive homes are found. They range from $10,000 up to $30,000. There are a large number of apartments in the city. Building records show that Lakeland is building an average of one new home every eleven hours. In 1924, the average was one home every 16½ hours.

Retail Shopping Section: Main Street, from Florida Ave. to Massachusetts Ave., 3 blocks; Kentucky Ave., from Pine St. to Lemon St., 3 blocks; Pine St., from Kentucky Ave. to Florida Ave., 2 blocks; Tennessee Ave., from Main St. to Lemon St., 1 block; North Florida Ave. to Pear St., to South Florida Ave. and Lime St.

Trading Area: 15 miles west, 35 miles north, 45 miles northwest, 60 miles south, 75 miles southeast, 55 miles east.

Wholesale Houses: Groceries, 3; fruits, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 15; bakers, 9; cigar stores and stands (including hotels, 26 (chain, 3); confectioners (including hotel stands), 31; dressmakers, 3; druggist, 14 dry goods, 13; department stores (small), 6; electrical supplies, 11; florists, 4; fruits, 2; furniture, 12; garages (public), 23; grocers, 65 (chain, 3); hardware, 7; jewelry, 4; meat markets, 14; men's furnishings, 6; men's clothing, 4; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 37; shoes, 6; stationers, 3; women's apparel, 11.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per twelve months, 120; most pleasant months, Dec., Jan., Feb., March; doctors (medical, 25). (dentists, 10), (osteopaths, 2); number of wired houses, 3,200; gas, artificial; electric current, alternating; water, soft.

MIAMI, FLA.

(Dade County)

1920 Population, 29,571.

City and Suburban Estimate, 85,000.

Native Whites, 75%; **Negroes,** 22%; **Foreign Born,** 3%; **Industrial Workers,** 5%; **English Reading,** 98%; **Families,** 15,000.

Schools: Public Grade, 12; High, 3; Junior High, 1; Parochial, 2; Number of Pupils, 11,200. (estimated).

Churches: Baptist, 6; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 2; State, 6; Total Resources, $48,674,013.31; Savings Bank Deposits Total, $46,233,256.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 10,000.

Location: On Biscayne Bay and Atlantic Ocean, on the extreme lower East Coast of Florida, and at mouth of Miami River. Served by Florida East Coast Railway. Steamship Lines to Baltimore, Georgetown, Charleston, New Orleans, Key West, Jacksonville and the Bahamas.

Principal Industries: Sugar making, candy, preserving and canning, furniture, printing, railroad shops, boat building, cigars, toilet goods, paint, polish, mattresses, auto accessories, stone quarrying, sugar cane, cocoanuts, fresh vegetables.

Manufacturing Establishments: Pennsylvania Sugar Co., Dade County Citrus Sub-Exchange, The Polk Company, Hialeah Furniture Co., Reed Furniture Co., Stewart-Earl, Merrill-Stevens Drydock Co. Total value of yearly output of factories estimated at $4,000,000.

Special Information: Miami is a winter resort and play spot, the population doubling during the winter months, and the estimated annual expenditure of the visitors is about $35,000,000. There are over 15,000 automobiles here. It is a fast growing port and wholesale distributing point. Phenomenal real estate development, and building construction is placing Miami in the front rank among Florida's growing cities.

Residential Features: Mostly one-family cottages and bungalows. No tenement section. Stucco homes predominate, being especially suited to this semi-tropic climate. One of the most beautiful residential cities in America.

Retail Shopping Section. Considering Flagler Street and Miami Avenue as the center, a circle with a radius of six blocks will take in most of the shopping district, although Flagler and Miami are mostly business streets throughout their entire length. Two of our largest department stores are practically doubling their floor space this summer.

Trading Area: Seventy-five miles north, thirty south, and fifteen west.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 16; dry goods, 1; Miscellaneous lines, plumber's supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial automobile agencies, 5; automobile accessories, 25; automobile tire agencies, 27; bakers, 22; cigar stores and stands (including hotel stands), 34; delicatessen, 8; dressmakers, 20; druggists, 54; dry goods, 57; department stores, 3; electrical supplies, 11; florists, 7; fruits, 23; furniture, 29; garages (public), 67; grocers, 235; hardware, 20; jewelry, 16; meat markets, 40; men's furnishings, 17; men's clothing, 17; merchant tailors, 31; milliners, 22; opticians, 7; photographers, 13; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 152; shoes, 18; sporting goods, 14; stationers, 5; womens' apparel, 16.

See announcement below

Keeping Pace With Florida's Growth!

250% Increase

In Circulation Over Last Summer

The Palm Beach Times

DEVOTED TO THE BEST INTERESTS OF SOUTH FLORIDA

"America's Most Select Readers"

National Representative:

The E. Katz Special Agency

300% Increase

In Circulation Over Last Summer

The Miami Tribune

A PEOPLE'S NEWSPAPER IN THE PUBLIC INTEREST

Florida's Fastest Growing Newspaper

Frank P. Fildes, Publisher

FLORIDA (Cont'd)

ORLANDO, FLA.

(Orange County)

1920 Population, 9,282, (1925 est. 23,273). (Approximate increase during winter season, 7,000 to 10,000).

City and Suburban Estimate, 20,000.

Native Whites, 90%; **Negroes,** 10%; **English Reading,** 100%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1924, 4,800; 1925 estimate, 5,500.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 5; Roman Catholic, 1; Christian, 1; Miscellaneous, 6.

Banks: National, 1; State, 4. Banks and Savings Bank Deposits Total in excess of $16,000,000.

Theatres: Legitimate, 3; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 6,500.

Location: In central part of peninsula, on Atlantic Coast Line, and Seaboard Air Line Rys. Twenty-two miles south St. Johns River steamship terminal. 150 miles south of Jacksonville and 90 miles north of Tampa. Good, hard surfaced roads radiate in every direction from Orlando, making transportation by truck simple and profitable.

Principal Industries: Citrus industry greatest single source of income, but trucking rapidly assuming important position. Sixty articles manufactured here, and total weekly pay roll is $225,000.

Manufacturing Establishments: 30. Leading firms: Atlas Mfg. Co., Orlando Potteries, Orlando Mfg. Co., Peninsular Chemical Co., J. Schnaar & Co., Southern Fertilizer Co., Cain-O'Berry Boiler Works, Curry & Smith Cigar Co.

Special Information: Because of central location Orlando will inevitably become large distributing center. Good roads and railway facilities are assisting materially. While entertaining approximately 50,000 tourists each season, this is not a tourist city, for business is good twelve months in the year.

Residential Features: City of homes. Majority of working men own, or are buying theirs. Property values constantly enhancing permit average man to invest with reasonable assurance of profit, in event it should later become necessary to sell. Magnificent homes surround our twenty beautiful lakes, and a low tax rate, and the friendly attitude of the people encourage homemaking here.

Retail Shopping Section: Business section rather well spread out, and is not confined to one street or section. Orange Avenue is the principal thoroughfare, but all cross streets, and parallel streets for several squares are closely built up. Business pushing out in every direction. Business directory shows 2,700 firms in the city. Our stores are modern in every respect, and compare favorably with those of larger cities. Churches, theatres, and public buildings are all built on the same scale.

Trading Area: Within a fifty-mile radius of city. Cars from all points within this area traverse our streets every day. This territory includes a population of, approximately, 150,000. Daily deliveries are made by wholesalers over this entire area, and retailers are able to cover profitably an area of ten miles in each direction from the city.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 4; hardware, 1; dry goods, 1; Miscellaneous lines, total 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels, 8 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 10; druggists, 16 (chain, 1); dry goods, 12; department stores, 6; electrical supplies, 5; florists, 6; fruits, 12; furniture, 24; furriers, 1; garages (public), 26; grocers, 91; hardware, 5; jewelry, 5; meat markets, 24; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 10; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 22; shoes, 10; sporting goods, 3; stationers 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 71.4 degrees, (average, summer 79.2; winter, 64.0); doctors (medical, 36); (dentists, 18); (osteopaths, 5); number of wired houses, 5,000; street car service; gas; electricity; water, soft.

See announcement bottom column 2

PALATKA, FLA.

(Putnam County)

1920 Population, 5,102.

City and Suburban Estimate, 14,564.

Native Whites, 70%; **Negroes,** 25%; **Foreign Born,** 5%; **Industrial Workers,** 45%; **English Reading,** 95%; **Families,** 2,361.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,657.

Churches: Baptist. 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Rerources, $4,280,000: Savings Bank Deposits Total, $3,150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,100.

Location: 52 miles south of Jacksonville, on St. Johns River. Served by A. C. L., F. E. C., and Southern Rys. Two steamer lines to Jacksonville, with ocean-going schooners making calls for cargoes. Excellent bus service to nearby towns.

Principal Industries: This is a manufacturing and wholesale center, due to low freight rates, lumber being the principal industry. Bucket, cooperage, sash, doors and blinds, crates, cypress and pine lumber. Pioneer manufacturers of automobile shipping blocks, foundries, fish, and trading center for the famous Hastings potato section: Cultivation of citrus fruits and vegetables an extensive industry.

Manufacturing Establishments: 27. Leading firms: Wilson Cypress Co., Selden Cypress Door Co., Florida Woodenware Co., Southern Veneer Works, J. L. Waites Crate Factory, Browning Lumber Co., Matthews & Allen Marine Ways, Palatka Foundry & Machine Co., T. J. Burnett Co., Paul-Waymer Lumber Co., J. C. McCoy Fish Co., Moss Products Co., Southern Utilities Co. Headquarters for 23 different utility plants.

Special Information: Palatka was formerly the rail head for Florida, but is now given over to the cultivation of citrus and deciduous fruits, potatoes, and other garden vegetables. Enjoys especially low freight rates, making it desirable as a wholesale center. Not a tourist center, although many Northerners come here in winter.

Residential Features. Mostly one, and two-family houses, with more pretentious dwellings scattered throughout city. Homes average $4,000.

Retail Shopping Section: Located principally on one long street extending from the river for a distance of nearly two miles, with some retail houses on cross streets, also a number of neighborhood stores.

Trading Area: Extends all over the county and as far north as Green Cove Springs, in Clay County, and as far south as Bunnell, in Flagler County. Good roads make it possible for shoppers to come 30 and 40 miles to make purchases.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 2; hardware, 2; Miscellaneous lines, stationers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 9; furniture, 6; garages (public), 6; grocers, 21; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 3; women's apparel, 4.

PENSACOLA, FLA.

(Escambia County)

1920 Population, 31,035.

City and Suburban Estimate, 39,868 (1920).

Native Whites, 66.5%; **Negroes,** 33.5%.

Schools: Public Grade, 17; High, 2; Parochial, 3; Number of Pupils, 5,900, (estimated).

Churches: Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 5.

Banks: National, 2; State, 1; Deposits, $7,067,655.91.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: On L. & N. R. R., M. S. B. & P. Ry., Gulf Ports Terminal Ry., and Pensacola Electric Co. Has regular steamship service to all principal foreign ports. Coastwise service to New York, and to points in Florida and Alabama on Gulf of Mexico. Direct railway connection with Cincinnati, Louisville, and other points reached via these gateways.

Principal Industries: Naval stores, lumber production, shipbuilding, cooperage, petroleum products, clay products, excelsior, commercial fishing, fertilizer.

Manufacturing Establishments: 75. Leading firms: Weiss-Patterson Lumber Co., Southern States Lumber Co., Pensacola Shipbuilding Co., Newport Company, Pensacola Tar & Turpentine Co., Pensacola Cooperage Co., Tart Cooperage Co., American Agricultural Chemical Co., Southern Cotton Oil Co., Sherrill Oil Co., E. E. Saunders & Co., Warren Fish Co., Pensacola Chemical Co., Western Papermakers Chem. Co., Pensacola Candy Co., Thagen Cigar Co., Lopez-Garcia Cigar Co., Pensacola Mattress Co. Total value of yearly output of factories (1920) estimated at $18,006,919.

Special Information: Large shipper of fish, red snapper and grouper. Third primary naval stores market of the U. S. Location of large naval air training station. Value of exports increased 70%, 1923 over 1922. Imports increased 126%. Has only paved highway in entire Gulf area, reaching directly to the shore of the Gulf of Mexico. Drinking water approximately 100% pure. Sunstrokes unknown.

Residential Features: Most homes owned by occupants. Home building increased very materially during the past year.

Retail Shopping Section: Garden street, 4 blocks; Wright Street, 4 blocks; Palafox Street, 10 blocks; Romana Streets, 2 blocks; Intendencia, 2 blocks; Government Street, 4 blocks.

Trading Area: North, to Flomaton, Ala., 44 miles; east, to De Funiak Springs, Fla., 79 miles; west to Foley, Ala., 40 miles.

Wholesale Houses: Groceries, 8; meats, 5; fruits, 4; hardware, 2; dry goods, 1; Miscellaneous lines, fish, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; delicatessen, 4; druggists, 12; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 7; furniture, 6; garages (public), 3; grocers, 75; hardware, 4; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 9; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 7.

ST. AUGUSTINE, FLA.

(St. Johns County)

1920 Population, 6,192. (1925, est. 12,500).

City and Suburban Estimate, 28,000.

Native Whites, 70%; **Negroes,** 25%; **Foreign Born,** 5%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 2,387.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 2,400.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 12.

Banks: National, 2; Savings, 2; Total Resources, $11,200,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,800.

Location: Situated on Matanzas Sound, one-half mile from the Atlantic Ocean, and 37 miles southeast of Jacksonville, on main line of Florida East Coast R.R.

Principal Industries: Cigar factories, railroad shops, shrimp fishing and packing, citrus fruits, vegetable trucking, dairying and cattle raising.

Special Information: St. Augustine is the oldest town in the United States. Has romantic history and many picturesque buildings and streets. Site of old Fort St. Augustine, built by first Spanish settlement. Favorite Winter resort for tourists, fishing, sailing, etc. Trade center for surrounding country. Large shrimp cannery, silk spinning mill, State School for the Deaf and Blind, Railway general offices, printing plants.

Residential Features: All types of homes, some of colonial design.

Retail Shopping Section: One-half mile on St. George Street, one-half mile on King Street, and one-quarter mile on Cathedral Street.

Trading Area: About 20 mile radius.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; cigar, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 7; department stores, 3; electrical suppplies, 4; florists, 1; fruits, 7; furniture, 4; garages (public), 10; grocers, 36; hardware, 3; jewelry, 6; meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

ST. PETERSBURG, FLA.

(Pinellas County)

1920 Population, 14,237. (1925, 45,000 summer; 150,000, winter.)

City and Suburban Estimate, 50,000.

Native Whites, 90%; **Negroes,** 9%; **Foreign Born,** 1%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 15,000.

Schools: Public Grade, 10; High, 2; Junior High, 1; Parochial, 1; Private Schools, 10; Number of Pupils, 8,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Methodist, 4; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 15.

Orlando Morning Sentinel

ORANGE COUNTY, FLORIDA

THE Orlando Morning Sentinel has entire command of the rich and progressive Central Florida territory impossible to cover by any other medium. A big lead in every advertising department coupled with a dependable editorial policy that has a backbone, makes this paper the choice of the people. The very fact that National advertisers use more space in this paper is acknowledged proof of its superiority. A. B. C. Report largest in this territory.

FROST, LANDIS & KOHN
Foreign Representatives

National Advertisers Have Missed This Field

Of the 7,767,840 lines of advertising carried by The Evening Independent, St. Petersburg, Florida, during the six months ending June 30, 1925,

Less Than 5½% Was National Advertising

The remarkable growth of The Independent's field is largely responsible for that. You space buyers can not be expected, at your distance from the scene, to know all about this rapid growth of St. Petersburg.

For example, it may be hard for you to believe, but it is a fact, The Independent stood

Third in the United States In Local Advertising Linage

for six-day, evening newspapers, during the first half of 1925; The Independent's linage for September, 1925, was 80% larger than for September, 1924; and the Sunshine Paper's circulation increased 32% from September to September, without a contest or promotion campaign.

The Independent realizes that you should be told these facts for the benefit of your clients. For that reason we recently appointed

FROST, LANDIS & KOHN

Our National Advertising Representatives, and they will be pleased to tell you some interesting—surprising—things about St. Petersburg and The Independent. Or, ask us, if you prefer.

The Evening Independent

St. Petersburg — The Sunshine City

FLORIDA

FLORIDA (Cont'd)

Banks: National, 3; State, 4; (one non-commercial) Total Resources, $33,759,086; Savings Bank Deposits (estimated), $5,000,000. Total deposits, June 30, 1925, $29,890,369.16. Bank clearings for 1924, $100,327,156.22; for first six months 1925, $87,954,768.67. Building Permits for the year 1924, $9,450,000. First six months of 1925, $8,353,300; seven months, $10,626,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 35,000.

Location: Seaboard Air Line and Atlantic Coast Line Railways, terminals for both roads. Florida and Home S.S. Line and Ft. Myers Steamship Co. Southern end of Pinellas County, on the Pinellas Penninsula between Tampa Bay and the Gulf of Mexico. To nearest large city by railroad 1½ hours; by auto, 1 hour. Gandy Bridge across Tampa Bay cuts time for autos to Tampa.

Principal Industries: Building materials and sundry supplies. St. Petersburg is almost exclusively a tourist city and the business establishments here cater mostly to the comfort, convenience, health and entertainment of Winter residents. These cannot well be classed as industries though the pay rolls would probably exceed those of commercial organizations in other industrial cities of equal size.

Residential Features: Fine residential sections of more than 500 homes valued at $100,000 or more. Average home being erected at cost of $10,000 to $15,000. Tile and stucco, or brick construction leads over frame. Limited section for negroes. Private homes predominate, though there are many apartment houses and hotels.

Retail Shopping Section: Central Avenue, 20 blocks; Ninth Street, 12 blocks; Second Street, 2 blocks; Third Street, 3 blocks; Fourth Street, 6 blocks; Fifth Street, 2 blocks; First Avenue North, 7 blocks; First Avenue South, 5 blocks.

Trading Area: Pinellas County.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 5; hardware, 1; oil, 6; plumbers, 1; fish, 2; cigars, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; bakers, 23; cigar stores and stands (including hotels,) 89 (chain, 1); confectioners (including hotel stands), 50; delicatessens, 8; dressmakers, 50; druggists, 26 (chain, 4); dry goods, 16; department stores, 6; electrical supplies, 12; florists, 4; fruits, 32; furniture, 21; furriers, 9; garages and filling stations (public) 75; grocers, 150 (chain, 10); hardware, 13; meat markets, 48 (chain, 6); milliners, 23; opticians, 8; photographers, 17; pianos and miscellaneous musical instruments, 4; radio supplies, 4; restaurants (including hotels), 150; shoes, 18; sporting goods, 4; stationers, 8; women's apparel, 20.

Miscellaneous Data: Average temperature, 68.5 degrees; average number of rainy days per twelve months, 50; most pleasant months, March, April, May, Oct., Nov., Dec.; doctors (medical, 50), (dentists, 25), (osteopaths, 12); number of wired houses, 13,500; gas, artificial; electric current, alternating; water, hard.

See announcements pages 42 and 43

SANFORD, FLA.

(Seminole County)

1920 Population, 5,588. (1925, est. 15,000.)

City and Suburban Estimate, 11,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 3%; English Reading, 100%; Families, 2,000; Agricultural Workers, 25%.

Schools: Public Grade, 4; High, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, $5,000,000; Savings Bank Deposits Total, $800,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,200.

Location: At the head waters of the St. Johns River, 198 miles from Jacksonville by water, 156 by Dixie Highway, and 125 by railroad. A. C. L., midway between Tampa and Jacksonville. Cylde S.S. Co. operates daily river steamers from Jacksonville and return, making connection with its coastwise vessels, and those of M. & M. T. Co., affording all water route from Sanford to all principal eastern seaboard points.

Principal Industries: Agriculture, principally celery. This section produces 20% of this product grown in the U. S., and 73% of the total production of Florida. 5,500 cars shipped last year. Total shipments all products, including citrus last season, 7,646 cars. Large icing station located at Sanford at which 90,000 tons of ice were placed in refrigerator cars last year. Value crops last season, $5,000,000.

Manufacturing Establishments: Principal industry is the A. C. L. shops. Others are Florida McCracken Concrete Pipe Co., Zachary-Tyler Veneer Co., Shinholzer's Crate Mill, Seminole Lumber Mill. Total value of yearly output of factories estimated at $500,000.

Residential Features: Mostly one-family dwellings; colored population segregated into two sections. Approximately 75% white population own their homes. Residential section extends south and west of business section. While a number of the growers have homes in their acreage, there are a few that live in the city. Average home value, $4,000. City Planning and Zoning Commission.

Retail Shopping Section: Confined principally to one street, 6 blocks long. It is encroaching, however, on the avenue leading into this street. Very few neighborhood stores.

Trading Area: A 25-mile radius. Good roads. Competitive water and rail facilities give preferred freight rates, and make it the logical trading center for this section of the state.

Wholesale Houses: Groceries, 2; fruits, 1; miscellaneous lines, Biscuits, 1; feed 2; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 12; druggists, 6; dry goods, 15; department stores, 4; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 5; grocers, 22; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 12; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 8.

TALLAHASSEE, FLA.

(Leon County)

1920 Population, 5,637.

City and Suburban Estimate, 10,000.

Native Whites, 56%; Negroes, 44%; Foreign Born, 3%; Industrial Workers, 280; English Reading, 92%; Families, 1,565.

Schools: Public Grade, 6; High, 2; Number of Pupils, 1,126 White, Negro 740.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 4; Total Resources, $8,936,847.98; Total Deposits, $3,150,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,300.

Location: Tallahassee is 165 miles west of Jacksonville on the Seaboard Air Line Railroad, and the Georgia, Florida and Alabama Railroad, in the north central part of Florida. To nearest large city by auto, 6 hours.

Principal Industries: Lumber mills, naval stores, iron foundries, stave and handle factories, cigar factories, tobacco packing houses, sash, door and blind factory, barrel factory, crate factories, gas and electric light plant, concrete blocks. Estimated pay roll of factories, $4,500,000. Agriculture and dairy interests contribute largely to progress of city and county, cotton, corn, peanuts, potatoes, hay sugar cane, and vegetables.

Special Information: Tallahassee is the capital city of Florida and county seat of Leon County. Resort Features: Two large tourist hotels and many boarding houses, beautiful 18-hole golf links, sea, and fresh water hunting and fishing, about 20 beautiful lakes, largest spring in the district, sulphur springs, natural bridge, two charming rivers, fresh water and surf bathing and boating.

Residential Features: One-family homes. ....

Retail Shopping Section: Extends about one-half mile on Monroe St., quarter mile on Adams St., quarter mile on College Ave.

Trading Area: Tallahassee's trading area covers that territory lying within a radius of 25 to 30 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners including hotel stands, 6; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 5; garages (public), 10; grocers, 20; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 2.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 12; most pleasant months, nearly all; doctors (medical, 12), (dentists, 6), (osteopaths, 1); gas, natural and artificial; electric current, alternating; water, soft.

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FLORIDA and GEORGIA Markets in Standard Surveys

FLORIDA (Cont'd)

TAMPA, FLA.

(Hillsborough County)

1920 Population, 51,608. (1925, state census, 94,808).

City and Suburban: 132,096 (Polk's Directory estimate).

Native Whites, 46%; **Negroes**, 10%; **Foreign Born**, 44%; **Industrial Workers**, 25%; **English Reading**, 75%; **Families**, 26,000.

Schools: Public Grade, 24; High, 2; Junior High, 3; Parochial, 2; Number of Pupils, 13,560.

Churches: Baptist, 34; Christian Science, 1; Congregational, 3; Episcopal, 5; Hebrew, 2; Methodist, 32; Presbyterian, 8; Roman Catholic, 5; Miscellaneous, 10.

Banks: National, 3; State, 14; Total Resources, $98,000,000. Bank Clearings, 1924, $195,979,545.41.

Theatres: Legitimate, 2; Moving Pictures, 11; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 24,000.

Location: Located on Tampa Bay at the mouth of Hillsborough River, nearest port of importance to the Panama Canal. Served by various branches of the Atlantic Coast Line and Seaboard Air Line Railways. Freight service to all foreign ports. Bus service to all the nearby cities. To nearest larger city, by railroad, 3 hours; by auto, 1 hour.

Principal Industries: Cigar manufacturing, box manufacturing, asphalt block paving manufacturing, manufacturing of Florida crushed rock, macaroni, soap, mattresses, brooms, furniture, lumber.

Manufacturing Establishments: 250. Leading firms, Tampa Box Co., Hav-a-Tampa Cigar Factory, Weidman Fisher Box Co., Florida Asphalt Block Paving Co., Perry Paint & Glass Co., Leufestey Broom Works, Cuesta Rey & Co., Sanchez & Haya, Val. M. Antuono, J. W. Roberts & Son.

Special Information: Tampa manufactures 2,000,000 clear Havana cigars a day. Also ships heavy tonnage of phosphates.

Residential Features: Mostly one-family houses. Workingmen's homes in certain sections of the city. Have six very exclusive residential sections; one along Tampa's famous Bayshore Boulevard, where many beautiful homes have been erected, costing from $25,000 to $150,000 each. One new hotel and four large apartment houses erected this year.

Retail Shopping Section: Extends from Court Square (center of city) north on Franklin street for distance of about 15 squares. Tampa Street and Florida Avenue, streets parallel to Franklin have retail shopping sections of about 10 squares each. Grand Central Avenue, on which a comparatively new business section has sprung up, is one of the busiest streets in the city. Florida Ave., Nebraska Ave., and East Broadway are new retail shopping streets. There are about five small residential shopping sections in addition to these.

Trading Area: Tampa is essentially the trade center for all South Florida. Thus the trading area extends for (approximately) 100 miles north, 50 miles east, 30 miles west, and 150 miles south.

Wholesale Houses: Groceries, 30; meats, 10; fruits, 6; hardware, 3; dry goods, 3; Miscellaneous lines, cigars and tobacco, 6; lumber, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial automobile agencies, 5; automobile accessories, 40; automobile tire agencies, 40; bakers, 38; cigar stores and stands (including hotels) 55 (chain, 6); confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 53; druggists, 75 (chain, 8); dry goods, 71; department stores, 5; electrical supplies, 21; florists, 8; fruits, 14; furniture, 56; garages (public), 62; grocers, 501 (chain, 21); hardware, 21; jewelry, 22; meat markets, 84 (chain, 22); men's furnishings, 29; men's clothing, 22; merchant tailors, 4; milliners, 26; opticians, 11; photographers, 21; pianos (and miscellaneous musical instruments), 8; radio supplies 5; restaurants (including hotels), 255; shoes, 25; sporting goods, 14; stationers, 5; women's apparel, 30.

Miscellaneous Data: Average temperature, 71.9 degrees; average number of rainy days per twelve months, 116; most pleasant months, all except June, July, August, September; doctors (medical, 103), (dentists, 44), (osteopaths, 9); number of wired houses, 21,600; gas, artificial; electric current, alternating; water, hard (soft after Jan. 1, 1926).

See announcements column 3 and bottom columns 2 and 3

WEST PALM BEACH, FLA.

(Palm Beach County)

1920 Population, 8,659.

City and Suburban Estimate, 25,000.

Native Whites, 70%; **Negroes**, 29%; **Foreign Born**, 1%; **Industrial Workers**, 25%; **English Reading**, 95%; **Families**, 2,416.

Schools: Public Grade, 3; High, 3; Number of Pupils, 1,655.

Churches: 18.

Banks: National, 1; State, 3; Total Resources, $7,570,000.

Theatres: Moving Pictures, 4; Total number of seats, 2,500.

Location: West shore of Lake Worth, 102 miles east of Jacksonville on main line of Florida & East Coast R.R.

Principal Industries: Lumber, citrus fruits, sugar refining, agriculture, paving materials.

Residential Features: Villas and bungalows.

Retail Shopping Section: Twelve blocks.

Trading Area: Eighteen-mile radius.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 4; cigars, 3; confectioners, 2; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 20; automobile accessories, 23; automobile tire agencies, 25; bakers, 6; cigar stores and stands (including hotels), 20 confectioners (including hotel stands), 6; delicatessen, 8; dressmakers, 25; druggists, 6; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 3; fruits, 20; furniture, 3; garages (public), 15; grocers, 58; hardware, 2; jewelry, 8; meat markets, 8; men's furnishings, 14; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 14; sporting goods, 6; stationers, 3; women's apparel, 30

See announcement column 4

Standard Surveys of GEORGIA

ALBANY, GA.

(Dougherty County)

1920 Population, 11,555.

City and Suburban Estimate, 20,000.

Native Whites, 55%; **Negroes**, 40%; **Foreign Born**, 5%; **Industrial Workers**, 10%; **English Reading**, 90%; **Families**, 5,000.

Schools: Public Grade, 5; High, 3; Number of Pupils, 3,050.

Churches: Baptist, White 2, Colored 12; Episcopal, White 1, Colored 1; Hebrew, 1; Methodist, White, 2, Colored 2; Presbyterian, White 1 Colored 1; Roman Catholic, White 1; Miscellaneous 1, Christian Church.

Banks: National, 2; State, 1; Total Resources, $6,145,646; Savings Bank Deposits Total, $805,876.

Theatres: Moving Pictures, 1; City Auditorium, 1. Total number of seats, 4,000.

Location: At head of navigation on Flint River, served by Atlantic Coast Line Railroad, Seaboard Air Line Railway, Central Railway of Georgia, Georgia Southeastern & Gulf R. R., and Georgia Northern R. R. These five systems operate seven lines, and 52 passenger trains enter and leave Albany daily. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Cotton mill, cotton compress, fertilizer factory, cotton oil mills, brick plants, harvesting machinery, factory and foundry, peanut shelling plants, lumber mills, hardwood products, candy factory, pecan products plant, peanut products factory, hog cholera serum, tile roofing, and cigar factories.

Manufacturing Establishments: Flint River Cotton Mill, Reynolds Bros. Lumber Co., Lillistion Harvester Co., "Bobs" Candy Co., Planter Oil Mill, Flint River Brick Co., Silica Brick Co., Albany Peanut Co., McLin Peanut Co., Bain Peanut Co., American Peanut Products Co., Reynolds Bros. Box Factory.

Special Information: Albany is a great pecan center; 700,000 bearing trees of the "paper-shell" variety abound in this territory. Over 2,000,000 pounds of pecans were shipped from Albany. The National Pecan Exchange and the Southern Pecan Growers' Cooperative Association have headquarters here; also Georgia Peanut Growers' Co-operative Association.

Residential Features: Private homes predominate, with many apartment houses being erected. Albany is a splendid home city, with shaded streets and beautiful lawns. Sidewalks are bordered with grass plots and give a picturesque appearance to homes and residences.

Retail Shopping Section: Consists of Washington, Broad, Pine and Jackson Sts.

Trading Area: Albany has no city of similar size within 100 miles. It is the metropolis of southwest Georgia, and is the shopping and amusement center for this territory.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 5; hardware, 4; cigars, 1; dry goods, 2; millinery, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 10; dry goods, 15; department stores, 4; electrical supplies, 4; florists, 2; fruits, 6; furniture, 2; garages (public), 6; grocers, 30; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 14), (dentists, 6), (osteopaths, 1); number of wired houses, 1,800; gas, artificial; electric current, alternating; water, soft.

AMERICUS, GA.

(Sumter County)

1920 Population, 9,010.

City and Suburban Estimate, 29,000.

Native Whites about 50%; **Negroes** about 50%; **Foreign Born** very few; **English Reading**, 100%; **Families** about 2,000.

Schools: Public Grade, 4; High, 1; Agricultural College; **Number of Pupils**, 1,978.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1;

Continued on page 45

COVER
Florida's Richest Recreational and Industrial Territory
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by using the one big evening home daily
The Tampa Daily Times
"Florida's Great Home Daily"
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Florida's Recognized Leading Newspaper
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The Tribune exceeds in Net Paid Circulation any Five papers in its territory.
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The Tribune's field is fertile and prosperous just now. Tampa's population is 150,000 and the trading territory reaches 700,000.
Tampa is a substantial, hustling, bustling city. It has large wholesale and jobbing houses, industrial plants, Gulf terminus of 5 railroads, steamship connections and is seventh custom port in United States.
Full Associated Press Service—Member A. B. C.
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THE PALM BEACH POST
WEST PALM BEACH FLORIDA
Leads Its Field in Circulation
(Member A. B. C.)
Advertising Lineage, Service and Equipment.
Guaranteed Circulation Nov. 1st, 1925
16,400
Present Average Daily Lineage
Local Display—49,019
National—7,887
Classified—11,366
New 64-page press and additional equipment in keeping
SUNDAY ROTOGRAVURE
Representatives
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New York

GEORGIA (Cont'd)

Americus (con't)

Roman Catholic, 1; Miscellaneous, Christian, 1.

Banks: State, 4.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Library Auditorium. Total number of seats, 2,300.

Location: On Seaboard Air Line, and Central of Georgia Railways.

Principal Industries: Agriculture, railroad shops and terminal, oil mill, fertilizer, etc.

Manufacturing Establishments: 9. Leading firms: Americus Oil Co., Farmers' Cotton Oil Co., Americus Broom Factory, Atlantic Ice Co., Virginia-Carolina Co., L. G. Council Fertilizer Works.

Residential Features: Americus is a city of homes. A large percentage of the families own their homes and there are very few apartment houses.

Retail Shopping Section: Lamar St., 4 blocks; Cotton Ave., 2 blocks; Jackson St., 2 blocks; Forsyth St., 2 blocks.

Trading Area: About 50 miles radius.

Wholesale Houses: Groceries, 7; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, sold by auto and auto-accessories agent; bakers, 1; cigars, stores and stands (including hotels), sold by all drug and grocery stores; dressmakers, 6; druggists, 8; dry goods, 20; department stores, 1; electrical supplies, 1; florists, 1; fruits, handled by all grocers; furniture, 4; garages (public), 10 grocers, 50; hardware, 5; jewelry, 2; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 15; sporting goods, 5; stationers, 1; women's apparel, 9.

ATHENS, GA.

(Clarke County)

1920 Population, 16,748.

City and Suburban Estimate, 40,000.

Schools: Public Grade, 9 (white, 5; colored, 4); High, 2 (white, 1; colored, 1). Number of Pupils, 4,746. Also University of Georgia, State Agricultural College, State Normal School, Lucy Cobb Institute, Business College. Transient students 9 months of the year, 7,500.

Churches: Baptist, 3; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 3; Total Resources, $9,500,000; Savings Bank Deposits Total, $1,222,120.

Theatres: Legitimate, 2 (white, 1; colored, 1); Moving Pictures, 4 (white, 2; colored, 2); Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

Location: 73 miles northeast of Atlanta, on hill above Oconee River, 680 ft. above sea level. Georgia Ry., Central of Ga., Southern Gainesville, Midland and Seaboard Air Line. Excellent bus service to Atlanta, Augusta, and all parts of state.

Principal Industries: Cotton mills, braided cord and twine, fertilizer, cottonseed oil and products, hosiery mills, woodworking plants, printing and binding, coffee roasting and blending, mattress, brooms, ice and ice cream factories, handle factories, brick and tile, foundries and iron and plow works, marble and granite yards.

Manufacturing Establishments, 45. Leading firms: Empire State Chemical Co., Vir-Carolina Chem. Co., White City Mills, James White Cotton Mills, Georgia Mfg. Co., Hodgson Oil Refining Co., Athens Mfg. Co., Climax Hosiery Mills, Mallison Braided Cord Mills, Hanna Handle Factory, Joseph Costa Mfg. Co., Moss Mfg. Co., Southern Cotton Oil Co., Whitehall Yarn Mills, Athens Saw and Planing Mill, Princeton Cotton Mills, Southern Mfg. Co., Athens Butchers' Abattoir and Cold Storage, Atlantic Ice & Trust Co., Athens Spring Bed & Mattress Co., W. J. Miller Fixture Co., Athens Fixture Co., International Agricultural Corp., Georgia Plow Co., Athens Foundry Co., Standard Oil Co., Gulf Refining Co., Texas Oil Co., Motor Life Oil Co., Bludwine Co., Chero Cola Co., Coca Cola Co.

Special Information: On 5 national highways, 2 additional under survey and location. Educational center of South, but a good commercial and industrial town. Trade center for 13 most progressive and prosperous of Georgia counties. Fine agricultural lands. Especially fitted for livestock and poultry. Nearest competing cities 83 miles to Greenwood, S. C., and Atlanta, 73 miles. Big wholesale grocery center.

Residential Features: Mostly one and two-family houses, no tenements. All factories and mills have their own operatives' settlements away from main residential section. Private homes predominate, many fine old colonial homes and new modern residences in every part of city. New residential sub-divisions now open and being developed in southwest and west section of city. Average value homes $10,000 to $75,000.

Retail Shopping Section: Extends from city hall in heart of city, south 2 blocks to College Campus on College Ave. Georgia Railway passenger station, west 7 blocks on Broad to Hull; west on Clayton-Athens Terminal Co.'s tracks to Hull, 7 blocks; west on Washington, 8 blocks to Pulaski; south on Thomas, 2 blocks to Broad; south 2 blocks to Broad on Jackson; south on Lumpkin, 4 blocks to Broad; west on Hancock, 2 blocks to Pulaski. More than a dozen outlying neighborhoods.

Trading Area: 50 miles north, 25 miles east, 25 west, 35 south, and 50 southwest. Splendid business secured from this and outlying territory due to railroads, bus lines, and the large number of private owners of automobiles in this territory.

Wholesale Houses: Groceries, 10; meats, 4; fruits, 3; hardware, 3; dry goods, 1; shoes, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, nearly all; automobile accessories, 15; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 8; druggists, 10; dry goods, 27; department stores, 9; clerical supplies, 3; florists, 5; fruits, 21; furniture, 4; garages (public), 15; grocers, 121; hardware, 5; jewelry, 5; meat markets, 18; men's furnishings, 18; men's clothing, 6; merchant tailors, 8; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 18; sporting goods, 4; stationers, 15; women's apparel, 22.

See announcement column 3

ATLANTA, GA.

(Fulton County)

1920 Population, 200,616. (1925, est. 253,783.)

City and Suburban Estimate, 1,215,836.

Native Whites, 69%; **Negroes,** 28%; **Foreign Born,** 3%; **Industrial Workers,** 40%; **English Reading,** 96%; **Families,** 59,136.

Schools: Public Grade, 84; High, 4; Junior High, 4; Parochial, 4. Number of Pupils, 53,891.

Collegiate Institutions: Georgia School of Technology, Oglethorpe University, Emory University, Methodist University, Agnes Scott College for Women, Cox College, and Georgia Military Academy. Enrollment, 13,259.

Churches: Baptist, 111; Christian Science, 2; Congregational, 5; Episcopal, 13; Hebrew, 5; Methodist, 72; Presbyterian, 25; Roman Catholic, 5; Miscellaneous, 61.

Banks: National, 3; State, 19; Total Resources, $205,883,234; Savings Bank Deposits Total, $34,712,237.

Theatres: Legitimate, 3; Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 33,000.

Location: Northwest central part of Georgia. Served by Southern Railroad, Seaboard Air Line, L. & N.; N. C. & St. L.; Central of Georgia; Atlanta & West Point R. R.; A. B. & A. R. R., and Georgia R. R. Six interurban electric lines, and one gas interurban line.

Principal Industries: Furniture, cotton goods, steel and iron products, shoes, cottonseed oil, cake, candy, confections and soft drinks.

Manufacturing Establishings, 600. Leading firms: Capital City Chair Co., George W. Simmons Co., Fulton Bag & Cotton Mills, Exposition Cotton Mills, Dowman-Dozier Cotton Mfg. Co., Acme Steel Goods Co., Atlantic Steel Co., Logan-Long Roofing Co., Fox Manufacturing Co., Southern Spring Bed Co., Frank E. Block Co., J. K. Orr Shoe Co., Red Seal Shoe Factory, Southern Cotton Oil Co., Marion Harper Cotton Oil Co., Brower Candy Co., Norris, Inc., Nunnally, Inc., Enterprise Mfg. Co., L. & L. Mfg. Co., Carhartt-Hamilton Overall Co., Coca Cola Co., Nu-Grape Co., Mi-Grape Co. Total value of yearly output of factories estimated at $250,000,000.

Special Information: Atlanta is the southeastern headquarters for a large number of northern manufacturers, and the southern headquarters of a majority of the insurance companies. It is the commercial supply center for the major part of the southeastern territory, including the Carolinas, Georgia, Florida, and a large part of Alabama.

Residential Features: Distinctly a home-owning city; the apartment house element being a development of very recent times. Distinguished for its bungalow colonies and the magnificence of the private estates in the Druid Hills section, and fine, new residential section contiguous to Peach Tree Road.

Retail Shopping Section: Extends from the railroad viaduct south on Whitehall Street about five blocks, and north on Peach Tree Street about twelve blocks, with east and west limitations about three blocks on either side of each.

Trading Area: Sixty to 75 miles.

Wholesale Houses: Groceries, 32; meats, 18; fruits, 22; hardware, 9; dry goods, 20; miscellaneous lines, 278.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 78; commercial auto agencies, 11; automobile accessories, 96; automobile tire agencies, 78; bakers, 32; cigar stores and stands (including hotels), 76; confectioners (including hotel stands, 225; delicatessen, 36; dressmakers, 24; druggists, 270; dry goods, 92; department stores, 15; electrical supplies, 42; florists, 18; fruits, 34; furniture, 66; furriers, 2; garages (public), 119; grocers, 1,800; hardware, 56; jewelry, 62; meat markets, 325; men's furnishing, 56; men's clothing, 78; merchant tailors, 76; milliners, 36; opticians, 16; photographers, 31; pianos (and miscellaneous musical instruments), 18; radio supplies, 32; restaurants (including hotels), 176; shoes, 72; sporting goods, 8; stationers, 14; women's apparel, 46.

See announcement column 4

AUGUSTA, GA.

(Richmond County)

1920 Population, 52,548.

City and Suburban Estimate, 1925, 63,500.

Native Whites, 37,000; **Negroes,** 25,000; **Foreign Born,** 1,000; **Industrial Workers,** 9,338; **Families** (1920 census), 15,712; (1925 census), 18,000.

Schools: Public Grade, 18 (white, 11; colored, 7); High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 9,700.

Churches: Baptist, 9; Christian Science, 1; Christian, 2; Episcopal, 4; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 5; Adventist, 2; Miscellaneous, 4; Negro Churches, 55.

Banks: National, 1; State, 4; Total Resources and capital, $22,140,697.82; Savings Bank Deposits Total, $9,493,558.48.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1.

Location: Extreme eastern and central portion of the state, on the Savannah River. Transportation, 6 railroads: Southern Ry., A. C. L. R.R., Georgia R. R.,G. & F. Ry., Central of Georgia Ry. and Charleston & Western Carolina Ry. To nearest larger city (Atlanta), by railroad, 6 hours; by automobile, 6 to 8 hours.

Principal Industries: Six cotton mills, 1 silk mill, 5 lumber plants, large brick manufacturing plant, fertilizing plants.

Manufacturing Establishments, 72. Leading firms: Sibley Mfg. Co., John P. King Mfg. Co., Augusta Factory, Enterprise Mfg. Co. (cotton), Georgia-Carolina Brick Co., Georgia Vitrified Brick & Clay Co., Hollingsworth Candy Co., Claussen's Bakery, Augusta Lumber Co., Perkins Mfg. Co., Riverside Mills (waste), Augusta Bedding Co., Southern Tire & Rubber Co. Total value of yearly output of factories estimated at $25,037,942.

Special Information: Natural clay products cause this city and vicinity to be one of the largest brick manufacturing centers in the southwest. Output is 150,000,000 bricks per year. Augusta is in the heart of the hardwood and cotton district, is a tourist center with many fine hotels open during the winter season.

Residential Features: 15,200 homes; 4 large apartment houses; 500 other apartments.

Retail Shopping Section: Broad St., and 5th to 22d St.

Trading Area: 50 miles west, 76 miles east, 50 miles north, 125 miles south.

Wholesale Houses: Groceries, 25; meats, 10; fruits, 5; hardware, 5; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 12; automobile tire agencies, 7; bakers, 12; confectioners (including hotel stands), 12; delicatessen, 6; total druggists, 40 (chain, 1); dry goods, 150; department stores, 10; electrical supplies, 8; florists, 10; fruits, 20; furniture, 18; garages (public), 25; total grocers, 400 (chain, 5); hardware, 12; jewelry, 8; meat markets, 51; men's furnishings, 15; men's clothing, 15; merchant tailors, 14; milliners, 15; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 25; shoes, 12; sporting goods, 10; stationers, 7; women's apparel, 50.

Miscellaneous Data: Average temperature, 64 degrees; average amount of rainfall per 12 months, 47.89 inches; most pleasant months, Oct. to May; doctors (medical, 80), (dentists, 25), (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; water, soft.

COLUMBUS, GA.

(Muscogee County)

1920 Population, 31,125.

City and Suburban Estimate, 75,000.

Native Whites, 80%; **Negroes,** 20%; **Industrial Workers,** 60%; **English Reading,** 100%; **Families,** 10,000.

Schools: Public Grade, 15; High, 2; Number of Pupils, 7,000.

Churches: Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 2; Methodist, 13; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 2; State, 7; Total Resources, $15,398,299.93; Savings Bank Deposits Total, $5,386,570.93.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 5,100.

Location: On Central of Georgia R. R., Southern Railway, Seaboard Air Line, Tri-State Navigation Co. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Textile, brick and tile.

Continued on page 46

ATHENS

GEORGIA

LOCATION—80 miles from Atlanta.
POPULATION—20,000 (Chamber of Commerce figures).
EDUCATION—Seat of Georgia State University, State College of Agriculture, State Normal School of Teachers. Student enrollment 5,700.
COTTON MILL CENTER—Has five important cotton mills.
MANUFACTURING — Cotton seed oil mills, large fertilizer works, brick yards, iron works, lumber plants, marble works, etc.
Athens has three banks with capital and surplus $90,000,000. It has largest wholesale grocery house in Georgia. Include this prosperous city on your list.

Only Daily Newspaper in Athens

BANNER-HERALD

Evening and Sunday

CHAS. H. EDDY CO.
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CHICAGO NEW YORK BOSTON

The Atlanta Journal

ATLANTA, GA.

Daily

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The first newspaper of the South

Advertising in The Journal Sells the Goods

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The Journal Covers Dixie Like the Dew

GEORGIA (Cont'd)

Columbus (con't)

lumber plants. Large commercial furniture plant. Agricultural machinery, bottling plants, machine shops and foundries, creamery and food products, cotton gin manufacturing, iron works, ice machine factories.

Manufacturing Establishments, 100 Leading firms: Bibb Mfg. Co., Eagle and Phenix Mills, Columbus Mfg. Co., Swift Spinning Mills, Georgia Mfg. Co., Columbus Iron Works, Pekor Iron Works, Meritas Mills, Golden's Foundry, Lummus Gin Co. (cotton gin), Centennial Gin Co., Columbus Iron Works, National Show Case Co., Columbus Brick & Tile Co.

Special Information: Fort Benning Infantry School is located nine miles from Columbus, on a 97,000 acre tract. Columbus is noted for its broad streets and beautiful avenues lined with trees.

Residential Features: Mostly one- and two-family houses. Very few apartment houses. The mill section is on the outskirts of the city. Private homes predeminate.

Retail Shopping Section: Broad St. from 9th to 14th Sts., First Ave. from 10th to 15th Sts., 12th St. from Front St. to 2nd Ave. Larger business houses on Broad St. from 10th to 14th Sts. Smaller neighborhood trading sections in Wynnton, Rose Hill, Bibb City, Jordan City, Phenix City and Ft. Benning.

Trading Area: Extends about 50 miles, north, east, south, and west. Columbus secures all of the business from the infantry school, located at Ft. Benning, nine miles from Columbus, and is the largest city in this immediate trading section.

Wholesale Houses: Groceries, 18; meats, 5; fruits, 3; hardware, 2; dry goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 4; automobile accessories, 18; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 52 (chain, 1); confectioners (including hotel stands), 24; delicatessen, 2; dressmakers, 12; druggists, 28 (chain, 3); dry goods, 19; department stores, 5; electrical supplies, 4; florists, 5; fruits, 6; furniture, 18; garages (public), 20; grocers, 300 (chain, 3); hardware, 11; jewelry, 11; meat markets, 32 (chain, 1); men's furnishings, 10; men's clothing, 15; merchant tailors, 2; milliners, 12; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 91; shoes, 18; sporting goods, 6; stationers, 6; women's apparel, 15.

Miscellaneous Data: Average temperature, 65.1 degrees; average number of rainy days per 12 months, 90; doctors (medical, 60), (dentists, 27), (osteopaths, 3); number of wired houses, 61,000; street car service; gas, artificial; electric current, alternating (direct, on street railway only); water, soft.

CORDELE, GA.

(Crisp County)

1920 Population, 6,538.

City and Suburban Estimate, 70,000.

Native Whites, 70%; **Negroes,** 25%; **Foreign Born,** 5%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families, Rural,** 1,400; **City,** 1,500.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Primitive Batpist, 2; Miscellaneous, 3.

Banks: State, 4; Total Resources, $1,500,000; Savings Bank Deposits Total, $225,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,100.

Location: 240 miles north of Jacksonville, 70 miles from Macon. Flint River 8 miles west. Served by Southern Ry. trunk line, A. B. & A. main line, Seaboard Air Line, main line, and terminus of the G. S. W. & G. Ry., short line. Six rural routes to heart of Georgia dairying area, with complete distributing facilities. Half million dollar paving project now under way through Crisp county on National Highway into Florida. To nearest large city, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Creameries, iron foundry, yellow pine and hardwood mills. Three large mills, peanut oil, shelling, and grading mills. Leading dairy center in Georgia. Distributing center for large area. Farming and live stock in most of agricultural area. Fertilizer manufacturing.

Manufacturing Establishments: 38; Leading firms: Beechwood Mills Co., Tomlin-Harris Machine Co., Cordele Sash, Door & Lumber Co., Crisp County Lumber Co., Southern Cotton Oil Co., Atlantic Ice & Coal Corp., Hartshorn Mfg. Co., Cordele Compress Co., Read Phosphate Co., Cordele Creamery & Cold Storage Co., Cordele Peanut Co., S. M. Watson Co. Total value of yearly output of factories estimated at: $40,000,000.

Special Information: Crisp County bonded for $1,250,000 for a 15,000-h.p. hydroelectric plant on the Flint River, to be completed in 1928.

Residential Features: Many fine homes built by farmers in town. Smaller one and two-family houses are in bungalow form, esatern half of community in modern cottage homes. Western half mostly one, to five-room homes for negroes, with closed in district in white workmen's homes.

Retail Shopping Section: Shopping section covers eight city blocks, all solidly built in a square, but cut up by main lines of railroads. Retail section extends along main highways, eleven of which lead out into suburbs. Wholesale district lies along rail tracks in rear of retail district.

Trading Area: Extends west, eight miles to river, southwest, and west, 20 miles, east, 40 miles, and north, 20 to 30 miles. Excellent system of highways and four rural free P. O. deliveries.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 6; hardware, 4; Miscellaneous lines, iron and lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 18; delicatessen, 3; dressmakers, 7; druggists, 6; dry goods, 10; department stores, 4; electrical supplies, 2; florists, 2; fruits, 10; furniture, 4; furriers, 3; garages (public), 7; grocers, 20, (chain, 2); hardware, 5; jewelry, 3; meat markets, 10, (chain, 1); men's furnishings, 5; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 6; sporting goods, 5; stationers, 10; women's apparel, 10.

Miscellaneous Data: Average temperature, 85 degrees; average number of rainy days per twelve months, 20; most pleasant months, Apr., May, June, Sept., Oct.; doctors (medical, 14), (dentists, 5), osteopaths, 1); number of wired houses, 500; electric current, alternating; water, hard (chlorinated).

DUBLIN, GA.

(Laurens County)

1920 Population, 7,777.

City and Suburban Estimate, 45,000.

Native Whites, 75%; **Negroes,** 24%; **Foreign Born,** 1%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 1,100.

Schools: Public Grade, 3; High, 1. Number of Pupils, 1,600.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, $6,000,000; Savings Bank Deposits Total, $1,000,000.

Theatres: Moving Pictures, 1. Total number of seats, 650.

Location: On Wrightsville & Tennille, Macon, Dublin & Savannah and Central of Georgia R.Rs. Excellent bus service to all nearby towns and cities.

Principal Industries: Manufacture of hardwood products, veneer, staves, bobbins, shingles, furniture, meat curing, etc.

Manufacturing Establishments, 36. Leading firms: Dudlin Veneer Co., Dublin Hardwood & Stave Co., Dublin Handle Factory, Dublin Bobbin Mills, Dublin Packing Plant, Dublin Stave Mills, Southern Cotton Oil Co., Empire Cotton Oil Co., printing, railroad shops. Total value of yearly output of factories estimated at $5,000,000.

Special Information: Location of city makes it center of a fifty-mile trading territory, largely agricultural. Farm revolution under way from cotton to pork, feed, etc., with intensive manufacturing program, together with perishable produce. Over one hundred thousand peach trees planted within the last two years. Soil adapted best for peaches and pecans in this line. Watermelons and truck of all kinds being produced now in large quantities. Three to five hundred carloads of watermelons, beans, etc., move from Dublin each season. Cotton production despite boll weevil inroads nets county about $2,000,000 each year.

Residential Features: Mostly one-family houses. Nearly all residences owned by occupants. No tenements. Factory population owns own homes, etc.

Retail Shopping Section: Covers 10 to 15 solid blocks, viz.: Jackson, Laurens, Franklin, Bellevue Aves., Jefferson St.

Trading Area: Entire county, with population over 40,000. Distances in county range from 16 to 25 miles to Dublin, the county seat. Trade territory reaches out to all adjoining counties, as this city is the largest in the entire congressional district.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 4; dry goods, 1; miscellaneous lines, 1 (wholesale drugs).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 15; department stores, 3; electrical supplies, 1; fruits, 16; furniture, 4; garages (public), 3; grocers, 26; hardware, 4; jewelry, 3; meat markets, 14; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 6; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 2.

LA GRANGE, GA.

(Troup County)

1920 Population, 17,038.

City and Suburban Estimate, 24,475.

Native Whites, 65%; **Negroes,** 35%; **Industrial Workers,** 40%; **English Reading,** 95%; **Families,** 5,000.

Schools: Public Grade, 5; High, 1; Number of Pupils, 2,160.

Churches: Baptist, 3; Episcopal, 1; Methodist, 7; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000 estimated.

Location: Atlanta & West Point R. R., A. B. & A. Two bus lines—one to Columbus and Warm Springs, Ga., and one to Atlanta.

Principal Industries: Cotton mfg. mills, yarn mills, farming.

Manufacturing Establishments: 12. Leading firms: Dunson Mills, Calloway Mills, Park Mills, New England Southern Mills. Total value of yearly output of factories estimated at $30,000,000.

Residential Features: All classes. Some residences cost as much as $100,000. Average cost about $5,000 in best section. Mills have own village. All employees own their homes, furnished by mills, and at small rentals.

Retail Shopping Section: 5 blocks on Main St., 4 blocks on Court House Square, 2 blocks on Bull St., 2 blocks on Hines St., 2 blocks on Railroad St., and three small suburban business sections inside city limits.

Trading Area: About twenty miles in all directions.

Wholesale Houses: Groceries, 4; dry goods, 1; Miscellaneous lines, 1 drugs.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 2; druggists, 9; dry goods, 12; department stores, 4; electrical supplies, 3; florists, 2; fruits, 6; furniture, 5; garages (public), 4; grocers, 101; hardware, 5; jewelry, 4; meat markets, inc. in grocers; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

MACON, GA.

(Bibb County)

1920 Population, 52,995.

City and Suburban Estimate, 65,000; 800,000 within radius of 60 miles.

Native Whites: 29,898; **Negroes,** 23,093; **Foreign Born,** 698.

Schools: Public Grade, 49; High, 2; Number of Pupils, 15,000.

Churches: Baptist, 17; Christian Science, 1; Episcopal, 4; Hebrew, 2; Methodist, 17; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, Adventist, Christian, Free Methodist, Lutheran.

Banks: National, 4; State, 3; Private, 1; Total Resources, $28,077,668.38; Savings Bank Deposits Total, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Municipal Auditorium, 1.

Location: Macon, the county seat of Bibb County, is located six miles from the geographical center of Georgia, on Ocmulgee River, on the Dixie, the National, and the Transcontinental Highways. 14,000 miles of railroad directly tributary to Macon. Served by Central of Georgia, Georgia, Southern & Florida, Southern, Macon, Dublin & Savannah, and Georgia Railroads. Handsome, well-equipped station.

Principal Industries: Textiles, brick, lumber, sash, doors and blinds, vegetable oils, engines and boilers, fertilizers, overalls, furniture, cotton duck, ice, bread, cake, pastry, confections, yarn and twine, knit goods, cottonseed cake and meal, agricultural implements, wagon drays, automobile bodies, saw mills, flour, boxes, crates, toilet articles and medicines. 167 industries manufacture 508 different products.

Manufacturing Establishments: 167; Leading firms: Case-Fowler Lumber Co., Bibb Mfg. Co., Willingham Cotton Mills, Adams Cotton Mills, Taylor Iron Works & Supply Co., J. S. Schofield's Sons Co., Royster Guano Co., Standard Brick Co., Cherokee Brick Co., Southern Cotton Oil Co., Buckeye Cotton Oil Co., Atlantic Ice & Coal Co., Manchester Mfg. Co., Massee-Felton Lumber Co., Jeffreys-McElrath Mfg. Co., Macon Lumber & Mfg. Co. Total value of yearly output of factories estimated at: $65,000,000.

Special Information: Railroad center for five railroads. $3,000,000 railroad shops of Central of Georgia Railroad located here. Wholesale distribution center for the state. New $500,000 county court house. New $600,000 City Auditorium. New $500,000 Boys' High School. Recently passed $600,000 municipal bonds for athletic stadium, paving, new bridge over river, sewers and fire house apparatus. Location of Wesleyan College for Women. Mercer University, Baptist Men's School.

Residential Features: A city of homes. No tenements, few apartments. Many valuable homes of colonial design in the residential section.

Retail Shopping Section: Cherry St. is retail shopping section, four blocks. Poplar and Mulberry Sts., parallel with same number of blocks. Retail district rapidly extending to the southwest.

Trading Area: Extends 60 miles. Bus service and railroads, but private conveyances more often bring the shoppers to the city. 800,000 inhabitants in the district.

Wholesale Houses: Groceries, 14; meats, 6; hardware, 1; dry goods, 3; Miscellaneous lines, produce, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 3; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 5; delicatessen, 3; dressmakers, 12; druggists, 40; dry goods, 7; department stores, 8 (inc. dry goods); electrical supplies, 7; florists, 3; furniture, 19; furriers, 2; garages (public), 27; grocers, 200; hardware, 6; jewelry, 7; meat markets, 36; men's furnishings, 3; men's clothing, 11; merchant tailors, 1; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, (see elec. supplies); restaurants (including hotels), 33; shoes, 8; sporting goods, 1; stationers, 3; women's apparel, 2.

MOULTRIE, GA.

(Colquitt County)

1920 Population, 6,789.

City and Suburban Estimate, 10,000.

Native Whites, 75%; **Negroes,** 25%; **English Reading,** 100%; **Families,** 1,300.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,700.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $4,000,000; Savings Bank Deposits Total, $200,000.

Theatres: Moving Pictures, 2. Total number of seats, 750.

Location: In Southwest Georgia, on A. B. & A., Georgia Northern, and Georgia, Florida & Alabama Rys. Independent bus lines.

Principal Industries: Cotton mills, packing house, mattresses, overalls, barrel factory, canning factory, lumber mills, auto specialties, creamery.

Manufacturing Establishments: 12; Leading firms: Swift & Co., Moultrie Cotton Mills, Riverside Mfg. Co., White Canning Co. Total value of yearly output of factories estimated at: $30,000,000.

Special Information: Moultrie is located in a prosperous farming section. Heavy producing cotton county. Rapidly developing live stock business, with special attention to dairy products and poultry raising. County shipped 1,500 cars of watermelons in 1924; 1,000,000 lbs. of tobacco, 15,000 bales of cotton, 1,000,000 bu. of corn, 1,000 tons of peanuts. In the heart of the sugar-cane belt, pecan, and velvet bean region.

Residential Features: 98% live in one-family houses, and 60% own their homes. Attractive social, religious, and educational advantages.

Retail Shopping Section: Centers around public square, extending one block in each direction. Several neighborhood groceries.

Trading Area: 20-25 miles in each direction. Population of this territory is 100,000. Fine roads lead into every adjoining county, Moultrie, having an advantage over neighboring cities in point of size, the character of the stores, and the general activities in going after trade, brings custom from a wide area.

Wholesale Houses: Groceries, 3; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; dressmakers, 12; druggists, 6; dry goods, 10; department stores, 2; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; garages (public), 10; grocers, 15; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 2; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; sporting goods, 2; stationers, 1; women's apparel, 5.

ROME, GA.

(Floyd County)

1920 Population, 13,252.

City and Suburban Estimate, 25,000.

Native Whites, 70%; **Negroes,** 28%; **Foreign Born,** 2%; **Industrial Workers,** 30%; **English Reading,** 100%; **Families,** 2,650.

Schools: Public Grade, 6; High, 1. Number of Pupils, 2,644.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 3; State, 1; Total Resources, $9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Half way between Chattanooga, Tenn., and Atlanta, Ga., on Cincinnati division of Southern Ry., Central of Ga., and N. C. & St. L. Rys. At the head of Coosa River. Bus and coach lines to all surrounding towns and cities.

Principal Industries: Stove foundries, hosiery mills, furniture factories, cotton mills, agricultural implements (including scales), scrapers, trucks and plows, men's clothing, cottonseed oil products, lumber and allied products.

Manufacturing Establishments: 61; Leading firms: The Fairbanks Co., Massachusetts Mills, Anchor Duck Mills, Towers-Sullivan Co., Rome Furniture Co., Hanks Stove and Range Co., Eagle Stove Works and Southern Co-operative Foundry. Total value of yearly output of factories estimated at approx. $17,000,000.

Special Information: Rome is located in the heart of the mineral section of the South, and also the richest agricultural section of the state.

Residential Features: Mostly one- and two-family houses, two apartment houses. The leading industries furnish small houses near the mills for their employees.

Retail Shopping Section: Practically all business houses are on Broad Street between First Avenue and Sixth Avenue. Garages, repair

GEORGIA (Cont'd)

shops, etc., on East First St. West, east, north, and south, Rome has very small business sections, consisting of about 6 stores each.

Trading Area: Covers a radius of about 25 miles.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 2; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 12; dressmakers, 20; druggists, 7; dry goods, 11; department stores, 2; electrical supplies, 3; florists, 2; fruits, 14; furniture, 5; garages (public), 5; grocers, 75; hardware, 3; jewelry, 3; meat markets, 9; men's furnishing, 7; men's clothing, 7; merchant tailors, 2; milliners, 3; opticians, 2; photograpers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 10.

SAVANNAH, GA.

(Chatham County)

1920 Population, 83,252.

City and Suburban Estimate, 116,000 (Board of Trade).

Native Whites, 40,826; **Negroes,** 39,179; **Foreign Born,** 3,247; **Industrial Workers,** 13,000; **Families,** 20,000.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 18,000.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 5; Hebrew, 3; Methodist, 7; Presbyterian, 3; Roman Catholic, 7; Miscellaneous, 9.

Banks: State, 16; Total Resources (approx.), $100,000,000; Combined Bank Debits Total, $880,000,000 annually.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 14,683.

Location: Savannah is the largest and most important seaport on the South Atlantic, and the second city in Georgia. It lies in a geographically strategic position for receiving and distributing of all kinds of products economically to all parts of the world. It is served by five great railway systems, viz., Central of Georgia, Atlantic Coast Line, Seaboard Air Line, Southern and Savannah and Atlanta, making a most complete network of transportation through the states of North Carolina, South Carolina, Georgia, Florida, Alabama, and Tennessee, with mileage, including their short line connections, in excess of 32,000, and serving in these states a population of 13,300,000, with bank deposits of $1,800,000,000, and farm products valued at $1,700,000,000. In addition to her rail connections, Savannah has direct steamship service with Boston, New York, Baltimore, Philadelphia, Jacksonville, Miami, New Orleans, and all principal ports on the Pacific Coast. It has also regular and direct sailings between most of the foreign ports of the world. These lines maintain agencies at Savannah which are adequately equipped to handle all details pertaining to import and export cargoes.

Principal Industries: Shipping, lumber, naval stores, rosin, turpentine, cotton, cotton seed oil products, sugar refining, sails and awnings, cigars, soda, soft drinks, bags and bagging, peanuts, flour, brooms, fertilizer, fisheries, iron foundries, overalls, matches, mattresses, paints, steel products.

Manufacturing Establishments: 194; Leading firms: Savannah Cottonseed Oil Refinery, Savannah Sugar Refining Corp., South Atlantic Casket Co., Diamond Match Factory, Southern Fertilizer & Chemical Co. Total value of yearly output of factories estimated at: $110,000,000.

Special Information: Savannah's location and rail facilities, together with its wonderful climate makes it an ideal center for manufacture and distribution to inland points. The Ocean Steamship Co. operates both passenger and freight service every other day between Savannah and New York, and two sailings weekly between Savannah and Boston. The shipping season lasts the year round. Savannah has large naval stores and claims to be the largest cotton port on the Atlantic coast.

Residential Features: Savannah is noted for its beautiful squares and streets and is often referred to as the "Forest City." Savannah has a large area of parks and squares. In addition to the nearness of Tybee Beach, numerous watering places on Savannah's network of waterways are easily accessible. Its exclusive residential sections, Chatham, Crescent and Ardsley Park, boast many handsome and picturesque residences.

Retail Shopping Section: Savannah's retail district extends for one mile on Broughton Street, diverging at either side of the central thoroughfare of the city on Bull St. Cross streets on either side of Bull and Broughton Streets contain retail stores. Numerous stores and specialty shops are located in the outlying districts and cater to a thriving neighborhood trade.

Trading Area: The trading area of Savannah extends over a radius of 75 miles, and contains a population of 350,000. Chatham County alone, of which Savannah is the seat, contains 121 miles of paved roads, reaching to county lines. The million dollar road to Tybee Beach, and the bridge over the Savannah River between Savannah and South Carolina are vital additions to the strength and area of her trading potentialities.

Wholesale Houses: Groceries, 19; meats, 7; fruits, 14; hardware, 3; dry goods, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 9; automobile accessories, 18; automobile tire agencies, 20; bakers, 25; cigar stores and stands (including hotel stands), 26; confectioners (including hotel stands), 10; delicatessen, 5; dressmakers, 5; druggists, 65; dry goods, 48; department stores, 2; electrical supplies, 10; florists, 4; fruits, 102; furniture, 25; garages (public), 30; grocers, 395; hardware, 11; jewelry, 25; meat markets, 56; men's furnishings, 20; merchant tailors, 10; milliners, 18; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 90; shoes, 26; sporting goods, 5; stationers, 8; women's apparel, 19.

See announcement column 4

TIFTON, GA.

(Tift County)

1920 Population, 3,005.

City and Suburban Estimate, 5,000.

Native Whites, 75%; **Negroes,** 24%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **English Reading,** 99%; **Families,** 601.

Schools: Public Grade, 2; High, 1; Agricultural High, 1. Number of Pupils, 1,500.

Churches: Baptist, 1; (missionary); Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Primitive Baptist, 1; Wesleyan Methodist, 1.

Banks: National, 1; State, 1; Total Resources, $2,500,000; Savings Bank Deposits Total, $717,620.21.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,000.

Location: In central part of south Georgia, in Tift County. Served by Southern Railway System, Atlantic Coast Line Railroad, and Atlanta, Birmingham and Atlantic Ry. On National Highway, most traveled route from North to Florida. Excellent highways north and south, east and west, northeast and southwest. Bus service in two directions, twice daily.

Principal Industries: Agriculture, cotton mills, fertilizing factory, cottonseed oil mill, stemmery and redrying tobacco plant, lumber mill, planing mill. Hydroelectric power available.

Manufacturing Establishments: Leading firms: Imperial Tobacco Co. Ltd., Tifton Cotton Mills, Planter's Cotton Oil Co., International Agricultural Chemical Corp., Goodman-Golden Lumber Co. Total value of yearly output of factories estimated at: $17,500,000.

Special Information: Railroad facilities unexcelled. All roads have outlet to Atlantic ports. Agricultural section richly productive. Dairying, poultry, and stock raising being increased, as well as cotton, staple products, melons, etc. Leading shipping point for cabbage, tomato and potato plants. Railroad facilities and highways make Tifton an ideal location for wholesale and jobbing houses (six here now) and headquarters for traveling representatives. Clean, moral city and plenty of houses to be had at reasonable rent. Hydroelectric power.

Residential Features Principally one- and two-family houses, no large apartment houses. Private homes predominate; many attractive homes. City clean, sanitary, excellent water; high moral standing. There are two negro suburbs south of town. No negroes own property in city, but operate stores located in restricted territory. Cotton mill employes have neat village in cottages owned by mill in two white suburbs in north part of town.

Retail Shopping Section: Three blocks on Main St., two blocks on Love Ave., one block on Railroad St. (these streets run north and south). Two blocks on Second St., two blocks on First St., two blocks on Third St. (these streets run east and west), crossing Love, and Main Sts. There are a few grocery stores not in this district.

Trading Area: Extends twenty miles north, east, south, and west. In addition to trade from Tift County, local merchants draw trade from sections of Berrien, Cook, Colquitt, Worth, Turner, and Irwin counties, adjoining Tift.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 7; dressmakers, 4; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 1; florists, 4; fruits, 1; furniture, 3; garages (public), 5; grocers, 14; hardware, 3; jewelry, 1; meat markets, 4; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 4

WAYCROSS, GA.

(Ware County)

1920 Population, 18,068.

City and Suburban Estimate, 28,000.

Native Whites, 75%; **Negroes,** 25%; **Foreign Born** less than 1%; **Industrial Workers,** 50%; **English Reading,** 100%.

Schools: Public Grade, 8; High, 2; Junior High, 1; Junior College, 1; Number of Pupils, 3,500.

Churches: Baptist, 8; Episcopal, 2; Methodist, 9; Presbyterian, 1; Roman Catholic, 1; Chirstian, 1; United Brethren, 1.

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 2. Total number of seats, 1,100.

Location: Served by the Atlantic Coast Line, Atlantic, Birmingham and Atlanta Railways. Also Waycross & Western R.R., and Waycross & Southern R.R. short lines. A. C. L. shops located here. Over 55 passenger trains daily. Transfer point for Florida shipments. To nearest large city, by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Railroad shops, lumber mills, turpentine stills, ice cream factory, candy factory, large bee hive factory.

Special Information: Waycross is now developing its agricultural possibilities. It is in the center of the Georgia tobacco belt, and within 9 miles of the largest tobacco market in Georgia.

Residential Features: Mainly private homes between $1,500 and $10,000 in value. Three paved residential streets. All have sidewalks, and many more are now being curbed and paved.

Retail Shopping Section: Plant Ave., 4 blocks; Albany Ave., 3 blocks; Isabella St., 3 blocks; Lott St., 2 blocks; Mary St., 4 blocks; Pendleton St., 3 blocks; Frances St., 2 blocks. Smaller community retail centers.

Trading Area: Ranges to 50 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 2; druggists, 7; dry goods, 9; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 6; furriers, 1; garages (public), 12; grocers, 12, (chain, 2); hardware, 4; jewelry, 3; meat markets, 10; men's furnishings 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 12; sporting goods, 4; stationers, 1; women's apparel, 12.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 48; most pleasant months, Oct., Nov., Dec., April, May; doctors (medical, 12), (dentists, 8), (osteopaths, 1); gas, artificial; electric currents, alternating; water, hard.

WHY WORRY?

Your star advertising man going to quit? Need more help in your circulation department? Editorial man lost his "pep"? Why worry?

Any man's place can be filled. What you need is information as to the people who can fill these jobs and this you can obtain if you advertise for help through the classified page of

EDITOR & PUBLISHER

Savannah, Georgia
AND
The Savannah Zone

All the local economic factors indicate an unusually prosperous fall and year for what has become known as **SAVANNAH'S ZONE**, which takes in part of South Carolina and Florida and extends westward and southwestward through a great part of Georgia. It is so-called because it feels Savannah's trade influence, whether through buying here, or through shipping into Savannah cotton and naval stores for export. There has been considerable building in Savannah, and employment is at a high point; while many cities have lost many people to Florida, Savannah has more than compensated for the few that have gone by an influx of newcomers, not counting specially among them the large office force and families of the operating department of the Seaboard Air Line Railway which recently moved to Savannah from Portsmouth, Va. The opening of the Savannah river bridges, which has removed a barrier between Savannah and South Carolina, has opened a new trade territory which has proved its value to the merchants of the city already. So far as can be ascertained there is not a merchant whose business this year has not been far better than that of last year, or who expects anything but very good business for an indefinite period of the future. South Carolina cars are now very common on Savannah streets. Savannah's old time preeminence in the naval stores trade of the world has been more marked this year than any year for the last ten. For all their crops farmers have received profitable prices throughout Savannah's Zone. Naturally their buying power is unusually high, and following a period of smaller profits there will be livelier buying during the coming winter and spring months than in any similar period since the high priced war years.

The prediction that Savannah would feel some of the Florida tidal wave of real estate activity has already come true and the wave is evidently getting larger. An unusually large acreage in and around Savannah has changed hands in the last twelve months, many thousands of acres all together, Henry Ford having purchased several thousand acres at Savannah's door. This purchase indicates a fact which should not be lost sight of, and that is that while many Savannahians are investing in acreage, lots and improved land, evidencing their own faith in the city's prospects, a great part of the purchases have been made by outsiders, by northern, eastern and middle western capital.

Shipping in Savannah harbor has been more active this season than for years; and the shipments, while largely of cotton and naval stores, have been extremely varied, and their points of origin have included several of the middle western states.

Savannah's industries and distributing houses have had a very good season so far, with indications that the end of the year will show broken records, based on the unusual activity in the city and the smaller places in the Zone, as well as upon the profitable seasons which the farmers generally in the Zone have had.

Bank clearings have reached new high levels the last week, showing a $5,000,000 increase over the same week of last year.

A recapitulation of all the economic factors, industrial, banking, commercial, shipping, agricultural, public building, public spirit and private faith, shows a marked trend in the direction of growth and stability, and a prospectively still further great increase in the buying power of the people.

And along with its interest in all these things, Savannah retains its interest in two other directions, that of the arts and that of making the city constantly more attractive to the eye. This past year has shown perhaps as great improvement as any year in the city's history in efforts to make its large system of parks and squares more beautiful, and while the tense activity in real estate and development plans continues, there is being kept in mind the important fact that subdivisions and home-place developments must not forget beauty, grass, trees, flowers. There is very wide interest among the people of the city in whatever efforts are made and whatever suggestions are offered to make Savannah "a place to live."

The Morning News dominates Savannah and the Savannah Zone and is this territory's leading daily newspaper. Established more than 75 years, it has the confidence and affection of its readers. It is the one paper necessary for advertisers to cover this desirable section. Include it in your next schedule.

Savannah Morning News.

SAVANNAH, GA.

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HAWAII and IDAHO Newspaper Markets in Standard Surveys

HILO, Territory of Hawaii

(Hawaii County)

1920 Population: 10,431; (1925 est. 12,000).

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,332.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 17.

Banks: Commercial and Savings, 2; Total Resources, $48,951,432; Bank Deposits Total $41,119,255.92.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,300.

Location: Island of Hawaii, terminal of the Hawaii Consolidated Railway, Ltd. Regular port of call for steamers of the Matson Navigation Co., between San Francisco, Portland, Seattle and Honolulu. Inter-Island Steam Navigation Co., Ltd., between Hilo, Honolulu, and ports of other Islands. Los Angeles Steamship Co., between Hilo, Honolulu, Kahului and Los Angeles. Nearest larger city is Honolulu, 14 hours distant by steamer.

Principal Industries: Sugar, pineapples, coffee, cattle-raising.

Special Information: Hilo is the gateway to the famous Hawaii National Park, wherein is situated the Volcano of Kilauea. This volcano is at an elevation of 4,000 feet, with an equable temperature ranging between 70 degrees (average) for the day and 35 degrees (average) for the night, and with but three degrees difference between June and December. Over 50,000 persons visited the Kilauea Volcano section during 1924, all of whom passed through Hilo.

During 1924, 135 vessels with a gross tonnage of 951,232 visited Hilo Harbor, excluding the Inter-Island steamers. Included in the grand total were three 'Round-the-World steamers of 19,602 tons, 21,516 tons, and 27,132 tons, respectively, all finding ample facilities in Hilo Harbor.

Residential Features: Hilo is admirably situated on the slope of the Mountain of Mauna Loa and offers unlimited facilities for residences. To the north of the center of the City, crossing a mountain stream spanned by three commodious bridges, is the Puueo District in which there are 120 first-class dwelling houses, each provided with spacious lawns. Slightly west of the Federal Building and within the Wailuku River is Reed's Island, another pretentious site, wherein there are 12 commodious residences. Above the business district are 105 residences, and to the south end of the city are 655 dwellings, less pretentious in character, but sanitary in every respect. To the east along the edge of the harbor are 34 dwellings which are also first-class in character. These make a total of 914 residences within the city of Hilo. Beyond along the seashore are many others within easy reach by automobile, and further south through the Waiakea district are between 300 and 400 homestead dwellings that have recently been erected. These are upon lands recently thrown open by the Government upon easy terms to prospective purcharers, one of the provisions of the bill of sale being that a dwelling shall be erected on each lot within a limited period. Many similar lots are available; in fact, three new sections are being offered for purchase within a month.

The foregoing does not include tenements, which are scattered freely throughout the city; apartment houses and hotels.

Retail Shopping Section: The bulk of Hilo's retail business is carried on in ten blocks, bounded on the east by the water-front, on the west by Keawe Street, on the north by Shipman Street and on the south by Ponohawai Street. Kamehameha Street and Waianuenue Street are the two most important streets from the business standpoint, for the former contains most of the retail stores and several of the wholesale houses, and the latter has two of the largest wholesale stores and several important retail stores.

Trading Area: Hilo is the leading city on the Island of Hawaii, which has an area of 4,215 square miles, as against 2,434 square miles for all of the other islands in the Territory. The railway line extends from Hilo 26 miles to Glenwood (on the way to the Volcano); 32 miles to Kapoho and Kaueleau, in the Puna District; and 33 miles to Paauilo in the Hamakua District. Sugar from twelve of the plantations is brought into Hilo by rail, aggregating 142,950 tons in 1924 (or 60.66% of the gross total for the Island). Plans are under consideration for the extension of this railroad about eight miles in the Hamakua District, to provide for the hauling of an additional 20,000 tons of sugar. Telephonic communication to all points on the Island is available, providing for prompt placing of orders in Hilo. Same can be filled by adequate mail or freight service, rail or automobile.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products; Passenger automobile agencies, 13; commercial auto. agencies, 14; automobile accessories, 17; automobile tire agencies, 17; bakers, 4; total cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 40; dressmakers, 11; druggists, 4; dry goods, 20; electrical supplies, 4; florists, 3; fruits, 3; furniture, 6; garages (public), 17; grocers, 19; hardware, 49; jewelry, 7; meat markets, 10; men's furnishings, 20; men's clothing, 12; merchant tailors, 8; Milliners, 3; Opticians, 3; photographers, 10; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; total restaurants (including hotels), 14; shoes, 20; sporting goods, 8; stationers, 3; women's apparel, 20.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days for year, 141; most pleasant months, all months pleasant; doctors (medical, 12); (dentists, 6); number of wired houses, 4,476; street car service; gas, artificial; electric current, alternating; water, soft.

HONOLULU, HAWAII

1920 Population, 83,327 (Does not include Army and Navy, 14,000; seafaring, 500, and tourists).

City and Suburban: Estimated total population for Territory, from Governor's Report, 1925, 300,000. Approximately 183,000 are American citizens, of the 125,368 Japanese, 66,647 are American citizens.

White, 29%; **Japanese,** 29.4%; **Chinese,** 16.1%; **Hawaiian,** 10.2%; **Caucassian Hawaiian,** 7.2%; **Asiatic-Hawaiian,** 3.7%; **Negro and all other,** 4.4%; **English Reading,** 63%; **Families,** 20,832.

Schools: Public Grade, Hon. 27, Terr. 176; High, Hon. 1, Terr. 3; Junior High, 1 Normal; Private 4 or 5; Japanese Lang. Schools 23, Terr. 145 including Hon.; Parochial, Terr. 64; Number of Pupils, 17,763; Terr., 52,115; Private, 6,998.

Churches: Christian Science, Hon., 1; Episcopal, Hon., 11, Terr., 12; Methodist, Hon., 6, Terr., 25; Roman Catholic, Hon., 8, Terr., 74; Miscellaneous, Hon. 23, Terr., 156.

Banks: National, 2; State, 26; Savings, 1. Total Resources, $69,553,263; Savings Bank Deposits Total, $21,765,731.

Theatres: Legitimate, 1; Moving Pictures, Hon. 19, Terr., 90; Miscellaneous (Auditoriums, etc.) Private, 2. Total number of seats, Hon. 5,000; Terr., 35,000.

Location: At center of north Pacific Ocean, so situated as to be known as the "Cross-Roads of the Pacific." Served by two S.S. lines from the Pacific Coast, and five transpacific steamship lines, which stop at Honolulu, both to and from the Orient. In constant touch with all the world by radio and cable. By steamship to San Francisco, Calif., 144 hours.

Principal Industries: Sugar, pineapples, coffee, bananas. Iron foundries and machine shops, 5; sugar mill machinery, 1; car building, 1; shipbuilding, 3; automobile bodies and wagons, 2; awnings, tent and sailmaking, 2; crackers and biscuits, 3; storage batteries, 1; furniture, 7; candy, 10; ice cream, 3; harness and saddlery, 2; cotton factory, 1; macaroni, 2; bottling and soft-drink manufacturing, 3; printing and bookbinding, 8; photoengraving, 5; lithographing, 1. Marked sources of revenue to Honolulu merchants are tourists, and expenditures of Army and Navy, which amount to over a million a month in Honolulu.

Manufacturing Establishments: 61. We have 45 sugar mills and 11 pineapple canneries in the Territory. American Can Co., Hawaiian Commercial & Sugar Co., Ewa Plantation, Hawaiian Pineapple Co., California Packing Corp., and Libby, McNeill & Libby are the largest sugar and pineapple companies. Total exports, 1924, $110,726,476. Total imports (all countries), 1924, $78,665,312. Favorable trade balance, $32,061,164. Imports from U. S. A., $69,678,434.

Special Information: Honolulu is the political, business, and financial capitol of the Territory and the only large city. Head offices of all big business are located here. Connected with other islands by Inter-Island Steamship Co.'s service of from two to five steamers per week. Communication by inter-island wireless.

Residential Features: Mostly one-family houses. Tenement section rapidly being rebuilt to single family houses. Residential districts seven in number, lying in valleys and on heights from two to five miles from business district. Excellent residential location because of equable climate the year round, seldom hotter than 85 degrees, nor colder than 58 degrees. Excellent sea bathing the year round.

Retail Shopping Section: Divided rather sharply into oriental and "haole" (white) sections by Nuuanu Street. Oriental section extends 9 blocks north along King Street, which is at right angles to Nuuanu; 4 blocks along Hotel, and Pauahi Streets, and 6 blocks along Berentania. Three latter streets are parallel to King. Haole section extends 5 blocks on King (south from Nuuanu), 4 blocks on Hotel, and Berentania Streets.

Trading Area: All the population of Oahu is dependent on Honolulu for trading. Small stores are located in outlying districts where staples can be bought, but they, in turn, buy from Honolulu. Shopping, other than regular staples, on Oahu, must be done in Honolulu. Variety carried in stock on other islands is narrow, consequently, purchasing of novelties and extraordinary lines is done in Honolulu. Hilo, with a population of 10,000, is shopping center for 30 miles on either side.

Wholesale Houses: Groceries, Hon. 7, Terr. 3; meats, Hon. 2; fruits, 4; hardware, Hon. 5 Terr. 2; dry goods, 4. Miscellaneous Lines. Many manufacturing agents carry no stock.

Number of Retail Outlet for Nationally Advertised Products: Passenger and truck automobile agencies, Hon. 8, Terr. 12; automobile accessories, Hon. 29, Terr. 31; automobile tire agencies, Hon. 12; bakers, Hon. 30. Terr. Exept. Hon. 19; cigar stores and stands (including hotels), Hon. 6, Gen. stores Hon. 635, all carry tobacco, Terr. 633; confectioners (including hotel stands), Hon. 12, Terr. 60; dressmakers, Hon. 76, Terr. 10; druggists, Hon. 48, Terr. 44; dry goods, Hon. 81, Terr. 36; department Stores, Hon. 2; electrical supplies, Hon. 7, Terr. 3; florists, Hon. 29, Terr. 1; fruits, Hon. 45, Terr. 18; furniture, Hon. 45, Terr. 9; garages (public), Hon. 11, Terr. 16; grocers, Hon. 198, Terr. 30; hardware, Hon. 22, Terr. 14; jewelry, Hon. 23, Terr. 3; meat markets, Hon. 75, Terr. 40; men's clothing Hon. 15, Terr. 2; merchant tailors, Hon. 118, Terr. 110; milliners, Hon. 9, Terr. 5; opticians, Hon. 10, Terr. 5; photographers, Hon. 43, Terr. 25; pianos (and miscellaneous musical instruments), Hon. 8, Terr. 4; radio supplies, Hon. 4; restaurants (including hotels), Hon. 177, Terr. 113; shoes, Hon. 13, Terr. 3; sporting goods, Hon. 4, Terr. 1; stationers, Hon. 18, Terr. 5; women's apparel, Hon. 3, see also dry goods.

Miscellaneous Data: Average temperature 74.8 degrees; average number of rainy days per twelve months, 160; most pleasant months, November to June (all months summer months.) Doctors (medical, 79), (dentists, 43), (osteopaths, 3); number of wired houses, 20,000; business concerns, 6,000; gas, artificial; electric current, alternating and direct; water, soft.

See announcement page 50 top of columns 3 and 4

Standard Surveys of IDAHO

BOISE, IDAHO

(Ada County)

1920 Population, 21,393.

City and Suburban Estimate, 100,000 (A. B. C. Auditor).

Native Whites, 91%; **Negroes,** .003% **Foreign Born,** 9%; **Industrial Workers,** 25%, **English Reading,** 99%; **Families,** 5,100.

Schools: Public Grade, 14; High, 1; Parochial, 3; Number of Pupils, 5,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 3; State, 1; Total Resources, $15,013,656.25; Savings Bank Deposits Total, $12,483,685.20.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; (Miscellaneous, Auditoriums, etc.), High School Auditorium.

Location: On Oregon Short Line RR. Intermountain Ry., Boise Valley Traction Co., 435 miles west of Salt Lake City, 500 miles east of Portland. Boise is capital of Idaho. Financial and shipping center of southern Idaho and eastern Oregon.

Principal Industries: Lumber, agriculture, automobiles, printing, mining, stone quarries, metal workings.

Manufacturing Establishments: Leading firms: Idaho Power Co., Boise-Payette Lumber Co., Boise Lumber Co., Boise Stone Co., Syms-York Co., U. S. Mfg. Co., Baxter Foundry Co., H. H. Bryant & Co. Total value of yearly output of factories estimated at $22,000,000.

Residential Features: 5,080 homes in Boise, of which 70% are owned by occupants. Boise is strictly a home city of beautiful residences.

Retail Shopping Section: Extends from 5th Street to 16th Street, 12 blocks. From Front Street to Jefferson Street, 6 blocks.. Boise has one outlying retail section, known as Hyde Park, approximately 20 blocks from center of main retail section.

Trading Area: A 68-mile radius, 48 miles on the north; 15 miles on the east, 59 miles on the south; 68 miles on the west. This trading area is made possible by reason of excellent interurban service and fine auto roads to other sections.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; hardware, 3; dry goods, 4; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 27; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 25; druggists, 8; dry goods, 4; department stores, 5; electrical supplies, 7; florists, 6; fruits, 70; furniture, 5; furriers, 3; garages (public), 5; grocers, 66; hardware, 5; jewelry, 10; meat markets, 25; men's furnishings, 11; men's clothing, 8; merchant tailors, 6; milliners, 10; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 27; shoes, 9; sporting goods, 7; stationers, 1; women's apparel, 8.

COEUR D'ALENE, IDAHO

(Kootenai County)

1920 Population: 6,447.

City and Suburban Estimate, 9,000.

Native Whites, 90%; **Negroes,** 1/10 of 1%; **Foreign Born,** 10%; **Industrial Workers,** 75%; **English Reading,** 99%; **Families,** 2,000.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 1; State, 2.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Served by the Northern Pacific, C. M. & St. Paul and Spokane & Eastern R. Rs. Also by the Spokane International Red Collar steamboat Line. To nearest large city by railroad, trolley, or auto, 1 hour.

Principle Industries: Lumbering, and lumber manufacturing, fruit, poultry and cattle raising, dairying, fruit and vegetable canning.

Retail Shopping Section: Extends 6 blocks; Sherman Avenue, 2 blocks; Fourth Street, 2 blocks, and Lakeside Avenue, 2 blocks.

Trading Area: Covers a radius of about 10 to 15 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto, agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 10; delicatessen, 2; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 1; furniture, 2; furriers, 1; garages (public), 5; grocers, 15 (chain, 1); hardware, 2; jewelry, 2; meat markets, 12; men's furnishings, 4; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical 6), (dentists 4), (osteopaths 1); number of wired houses, 2,000; electric current, alternating and direct; water, soft.

IDAHO FALLS, IDAHO

(Bonneville County)

1920 Population, 8,064.

City and Suburban Estimate, same.

Native Whites, 99.5%; **Negroes,** .5% **Industrial Workers,** 506; **English Reading,** 95%. **Families,** 1,600.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 3 (1 with vaudeville); Miscellaneous (Auditorium, etc.), 1.

Location: On Oregon Short Line of Union Pacific RR. On Yellowstone Highway to Yellowstone National Park. To nearest large city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Agricultural. Raising of seed peas. Famous Idaho russet baking potatoes, alfalfa, wheat, oats, barley, sugar-beets. Five large sugar mills within 30 miles. Honey, wool, mutton, cheese and dairy products, seed pea plant, grain elevators, cheese factories, sugar-beet mills, small planing mill, candy factory, etc. Ships 2,000 cars of potatoes annually, 100,000,000 lbs. of sugar. Pay for beets and labor $5,200,000.

Manufacturing Establishments: Leading firm: Utah-Idaho Sugar Co.

Special Information: Idaho Falls is a large primary shipping point for agricultural products and livestock. Shipped 750 carloads of cattle, 900 cars of grain. Idaho Falls has 15 miles of paved streets, 36 miles of concrete sidewalks, owns a million dollar hydro-electric plant. Has just completed a large and well equipped hospital. Good irrigated land, $75 to $225 per acre.

Residential Features: A fine city for homes. Few apartments for rent, and few furnished. Practically all residential streets are paved. Sewers, water, gas and electric service in all parts of city.

Retail Shopping Section: Extends from railroad track on the east, westward across Shoup and Park Avenue to Capital Avenue on Broadway, "A," "B" and "C." A few scattering outlying neighborhood stores cater to people in their immediate vicinity.

Trading Area: Much of the local trade is rural in character, and from the widely scattered small towns, ranging to 100 miles to the west, north, and east, and 30 miles south.

Wholesale Houses: Groceries, 3; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; druggists, 5 (chain, 2); dry goods, 9; department stores, 6; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 6; grocers, 10 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 3; women's apparel, 8.

Standard Surveys of IDAHO and ILLINOIS

IDAHO (Cont'd)

LEWISTON, IDAHO

(Nez Perce County)

1920 Population, 6,574.
City and Suburban Estimate (1925 est.), 15,500.

Native Whites, 82%; **Foreign Born,** 18%; **Industrial Workers,** 70%; **English Reading,** 95%; **Families,** 2,575.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 3; State, 1; Total Resources, $7,241,000; Savings Bank Deposits Total, $1,500,000; Total Deposits over $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: At junction of the Snake and Clearwater River. Served by the Union Pacific, Northern Pacific, The O. W. R. & N. Co., and Camas Prairie Railroad. Steamship Line to Portland, Oregon. To nearest large city, by railroad, 5 hours; by auto, 4 hours.

Principal Industries: Fruit and wheat farming, stock raising, milling, lumber, mining.

Manufacturing Establishments: 5. Leading firms: Oregon Cannery, Lewiston Milling Co., Clearwater Foundry, Idaho Machinery Co., Weyerhauser Mills.

Special Information: Location makes it the outlet for the white pine belt. This timber trade is now being developed.

Residential Features: Mostly private homes. Beautiful residential sections.

Retail Shopping Section: Main business section for 30 square blocks.

Trading Area: Trading area 75 miles radius.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 17; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 4; garages (public), 9; grocers, 7; hardware, 6; jewelry, 5; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 8.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating and direct; water, soft.

MOSCOW, IDAHO

(Latah County)

1920 Population, 3,956.

City and Suburban Estimate, 6,500.

Native Whites, 69%; **Negroes,** 1 family; **Foreign Born,** 30%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families,** 1,625.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,275.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2.

Location: 90 miles south of Spokane in the heart of the famous Palouse country. Served by the Spokane-Leiston branch of the N. P. O. R. W. N. Railroad, and the Inland Empire Electric Railroad, which has its terminus at Moscow. Also numerous auto stage lines.

Principal Industries: Flour, brick, and firebrick and clay products. Vinegar, creameries, meat packing plants.

Special Information: The location of the University of Idaho, with an enrollment of 2,000 students. One of the largest shipping points of wheat in Idaho.

Residential Features: Mostly one and two-family houses and several apartment houses. The city has an exceptionally neat appearance. Average value of residence property from $4,000 to $8,000.

Retail Shopping Section: Extends over about 16 blocks.

Trading Area: A radius of about 12 miles in southwesterly and northerly directions and about 25 miles east.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; seeds, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 9; automobile tire agencies, 21; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 8; grocers, 12; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 6; men's clothing, 1; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 8; stationers, 3; women's apparel, 2.

NAMPA, IDAHO

(Canyon County)

1920 Population, 7,621 (1925, est. 10,000).

City and Suburban Estimate, 35,000 to 40,000.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **English Reading,** 99%; **Families,** 9,000.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,900.

Location: On main line of O. S. L. Ry. Junction of Idaho Northern, and Murphy branch lines. On loop of Boise Valley Traction Co. electric line. Bus service to Boise Valley towns. To nearest large city, by railroad, ¾ hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Farming and dairying, cheese making, ice manufacturing, broom factories (2), milk condensery, claimed to be the second largest in the country.

Manufacturing Establishments: Leading firms: Carnation Milk Co., Pacific Fruit Express Co.

Residential Features: Mostly moderate priced houses belonging to workingmen and business men. Private homes predominate. South side of city is the most desirable living section, but good homes are to be found any place in the town.

Retail Shopping Section: Main Street and Twelfth Avenue. Business section extends probably 20 blocks. Fifty blocks of paved streets.

Trading Area: Trading area of Nampa extends 10 miles west, 10 north, 40 east, and 10 south.

Wholesale Houses: Mostly located at Boise, except meat and agricultural implements.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 10; automobile accessories, 10; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 20 (chain, 1); druggists, 4 (chain, 2); dry goods, 14; department stores, 2; electrical supplies, 2; florists, 2; fruits, 7; furniture, 3; furriers, 11; garages (public), 8; grocers, 12 (chain, 3); hardware, 3; jewelry, 3; meat markets, 7; men's clothing, 7; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, all except July and August; doctors (medical, 8), (dentists, 6), (osteopaths, 4); number of wired houses, 1,000; street car service; electric current, alternating and direct; water, soft.

POCATELLO, IDAHO

(Bannock County)

1920 Population, 15,001. (1925, est. 18,500.)

City and Suburban Estimate, 21,000.

Native Whites, 82.4%; **Negroes,** 2.4%; **Foreign Born,** 15.2%; **Industrial Workers,** 25%; **English Reading,** 20.4%; **Families,** 3,750.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 4,506; State Technical College (with summer school); Number of Students, 1,400.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11; Latter Day Saints, 4; Greek, 1.

Banks: National, 2; State, 1; Total Resources, $4,641,386.26; Savings Bank Deposits Total, $877,423.99.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,700.

Location: Pocatello is the distributing point of the Oregon Short Line (Union Pacific System), in direct connection with Utah, Nevada, Colorado, California, Oregon, Washington, Montana, and Wyoming. It is not only the gateway to the nation's most popular playground (Yellowstone Park), but the gateway to the entire northwest. County seat of Bannock County, located in southeastern Idaho. To nearest large city, by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Railroad shops, cheese making, creameries, flour milling.

Manufacturing Establishments: 2. Leading firms: Kraft Cheese Plant, Armour & Co. (Mutual Creamery).

Special Information: Location of the city makes it the main distributing point for the State of Idaho, as well as the northwest, now having 42 distributors, including wholesale houses, and indications point to many more this year.

Residential Features: Mostly one, and two-family houses. Limited section devoted to negroes and foreigners. Private homes predominate. Many fine residential sections are growing up in the city as well as in the suburbs.

Retail Shopping Section: The retail area covers 23 square blocks, there being 383 retail business institutions located therein.

Trading Area: As a retail trading area Pocatello draws from a territory within a radius of 150 miles. Business is secured at even greater distances on account of the fine highways leading into the city. Pocatello is surrounded by a rich farming area, together with an ever-increasing dairying industry. Has also 28 passenger trains arriving daily.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 2; hardware, 2; dry goods, 1; miscellaneous lines, 30.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 3; automobile accessories, 19; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 19 (chain, 3); confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 5; druggists, 12 (chain, 1); dry goods, 6; department stores, 4; electrical supplies, 5; florists, 3; fruits, 6; furniture, 3; furriers, 2; garages (public), 15; grocers, 63 (chain, 5); hardware, 4; jewelry, 9; meat markets, 14; men's furnishings, 13; men's clothing, 13; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous instruments), 3; radio supplies, 6; restaurants (including hotels), 23; shoes, 10; sporting goods, 5; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 47.2 degrees; average number of rainy days per twelve months, 96; most pleasant months, April to September (inclusive); doctors (medical, 23), (dentists, 14), (osteopaths, 3); number of wired houses, 3,415; bus service; gas, artificial; electric current, alternating; water, soft (and medium hard).

TWIN FALLS, IDAHO

(Twin Falls County)

1920 Population, 8,324.

City and Suburban Estimate, 10,000.

Native Whites, 95%; **Negroes** and **Mexican** 3%; **Foreign Born,** 2%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 1,500.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: On Minodoka branch of Oregon Short Line RR. Headquarters and main shipping point of a number of stage lines carrying both freight and passengers.

Principal Industries: Farming in large tributary area, distributing point for groceries and supplies.

Manufacturing Establishments: 12. Leading firms: Twin Falls Vinegar & Cider Wks. Others consist of small foundry, cheese factories, creameries, cement block works, broom factories. All on comparatively small scale, supplying only local trading area.

Residential Features: Practically all one-family houses, mostly of frame construction, with small percentage of brick and stone. Great majority of all homes are well and expensively built. Three up-to-date apartments. No tenements or workmen's district. All better residence streets fully paved.

Retail Shopping Section: Extends from main corner (Main Avenue and Shoshone Street), about 3 blocks in 4 directions. Garage business constitutes section by itself, not included in area mentioned. Several neighborhood stores.

Trading Area: South, 75 miles to Contact, Nevada; east as far as Murtaugh, about 30 miles; west to Buhl, 20 miles, and north across Snake River to Jerome, about 15 miles. Takes in many smaller towns whose residents largely shop in Twin Falls as a result of good roads.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 4; miscellaneous lines, produce and commission, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 3; garages (public), 7; grocers, 14; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 4.

WALLACE, IDAHO

(Shoshone County)

1920 Population, 2,815. (1925, est. 3,200.)

City and Suburban Estimate, 15,300.

Native Whites, 82%; **Foreign Born,** 18%; **Industrial Workers,** 80%; **English Reading,** 95%.

Schools: Public Grade, 1; High, 1; Parochial, 1; Number of Pupils, 850.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $7,471,111; Savings Bank Deposits Total, $6,849,766.

Theatres: Moving Pictures, 2. Total number of seats, 1,600.

Location: 90 miles east of Spokane, Wash., is on the O.-W. R. & N. Ry. from the west, and the Northern Pacific Ry. from the east. Excellent bus service to adjacent mining towns and to Spokane. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Wallace is the center of the Coeur d'Alene mining district, all the mining canyons leading into this town. Considerable lumbering, but mining is the principal industry.

Manufacturing Establishments: Leading firms: C. D. A. Hdwe. & Fdy. Co., Sunset Mercury Co., Wallace Mfg. & Laboratories Co., Idaho Wholesale Co., White & Bender Co. Coeur d'Alene mining district is claimed to be one of the largest producers of lead in the country. Total value of yearly output of mines estimated at $30,000,000.

Retail Shopping Section: Extends from 5th Street to 8th Street, and from Hotel Street to Pine Street, including Cedar and Bank Streets. 12 blocks in all.

Trading Area: Includes the towns of Kellogg, Mullan, Burke, Interstate, Success, and other smaller settlements. These places are in different canyons and Wallace is situated at the mouth of them, giving it a trading area of 25 miles north, east, and west, but cut off by mountains to the south.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines, confectionery, 1, tobacco 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 10; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 3; fruits, 11; furniture, 4; garages (public), 13; grocers, 8; hardware, 3; jewelry, 5; meat markets, 8; men's furnishings, 6; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 96; most pleasant months, summer months; doctors (medical, 10); (dentists, 10), (osteopaths, 2); number of wired houses, 1,000; electric current, alternating; water, hard. hard.

Standard Surveys of ILLINOIS

ALTON, ILL.

(Madison County)

1920 Population, 24,682.

City and Suburban Estimate, 42,000.

Native Whites, 86 3/10%; **Negroes,** 6 9/10%; **Foreign Born,** 6 8/10%; **English Reading,** 88%; **Families,** 5,926.

Schools: 19; Number of Pupils, 7,110.

Churches: 10.

Banks: 5; Total Resources, $12,450,000.

Theatres: 5; Total number of seats, 4,550.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: Radius of 18 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 23; delicatessen, 3; dressmakers, 22; druggists, 12; dry goods, 15; department stores, 4; electrical supplies, 4; florists, 3; fruits, 15; furniture, 10; furriers, 1; garages (public), 14; grocers, 150; hardware, 10; jewelry, 8; meat markets, 38; men's furnishings, 6; men's clothing, 16; merchant tailors, 10; milliners, 9; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 25; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 6.

ILLINOIS (Cont'd)

AURORA, ILL.

(Kane County)

1920 Population, 36,397. (1925, 45,000.)

City and Suburban Estimate, 100,000.

Native Whites, 80%; Negroes, 2.2%: Foreign Born, 17.8%; Industrial Workers, 17,000; English Reading, 98%; Families, 10,181.

Schools: Public Grade, 14; High, 2 ;Junior, High, 1; Parochial, 8; College, 1; Seminary, 1; Business Colleges, 2.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 6; Presbyterian, 3; Lutheran, 4; Roman Catholic, 6; Miscellaneous, 6.

Banks: National, 6; State, 2; Total Resources, $18,922,289.63. Savings Bank Deposits Total, $8,000,000. Two Building Loan Assns., $6,450,-403.08.

Theatres: Moving Pictures, 4; Vaudeville, 1.

Location: 38 miles west of Chicago on main lineof C. B. & Q. Ry. Branch of C. & N. W., E. J. & E., Chicago outer Belt lines, C. M. & G. Interurban center. The Fox River, most scenic stream in the midwest, flows through the city and supplies water power to some of the factories. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Water works electric street lighting plant; Commercial electric plant; C. B. & Q. Shops, repair and constructions. Does everything from repairing freight cars to building coaches and locomotives. Heavy hoisting machinery. Well boring and pumping machines. Automatic tools. Road graders and dump cars. Stoves, door hangers, corsets, steel lockers and cabinets, cotton and woolen mills, house dresses, roofing, binder board, mill and cabinet work, etc.

Manufacturing Establishments: About 150. Leading firms: C. B. & Q., Aurora Automatic Machinery Co., Western Wheeled Scraper Works, Aurora Cotton Mills, Aurora Woolen Mills, Pictorial Package Co., Rathbone-Sard & Co., Richards-Wilcox Co., Aurora Corset Co., International Corset Co., U. S. Wind Engine & Pump Co., Stephens-Adamson Co., Challenge Wind Mill Co., American Well Works, Lyon Metallic Co., American Wood Working Machinery Co., Blanchard Calendar Co., Aurora Metal Co. Total value of yearly output of factories estimated at: $60,000,000.00.

Special Information: Aurora has increased in population about 9,000 since 1920 census. Building permits 1924, $2,848,078.50; for first six months, 1925, $1,754,035.50. City owns its water works and street lighting systems. 4,500 city auto licenses issued. As many more autos are owned within the trading territory of the city. Aurora has the great Central States Fair, which is the largest Fair in the west if not in the country. The Fair grounds are an all year round amusement park.

Residential Features: A city of homes, 11,422 of them. 80% of the houses owned by their occupants. Mostly frame or brick. Average value $8,500. Mostly individual residences of from 6 to 10 rooms. Not more than a dozen apartment flats. Nearly all the streets are paved, and lined by great forest trees, planted half a century ago. No segregated poor district. There is no poor class.

Retail Shopping Section: Broadway is the main street, 5 blocks, Lasalle 3 blocks, River 4 blocks, Island Avenue, 2 blocks, Fox & Downer, 8 blocks, Main 4 blocks, Galena 2 blocks, New York and Walnut 5 blocks. These streets intersect each other, forming a condensed area of about 7 square blocks. While there are some outlying scattered grocery stores, there is no outlying business district.

Trading Area: North about 14 miles to St. Charles and to Elburn. East 9 miles to Naperville, south 10 miles to Plainfield and west 30 miles to Mendota, Shabona and Rochelle. Concrete roads in every direction. Total trading territory has about 100,000 population.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; confectionery, 2; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto agencies, 16; automobile accessories, 28; automobile tire agencies, 5; bakers, 17; cigar stores and stands (including hotels), 22 (chain, 1); confectioners (including hotel stands), 27; delicatessen, 3; dressmakers, 2; druggists, 19 (chain, 3); dry goods, 5; department stores, 7; electrical supplies, 3; florists, 7; fruits, 9; fursiture, 15; furriers, 1; garages (public), 1; grocers, 136 (chain, 8); hardware, 10; jewelry, 10; meat markets, 36 (chain, 1); men's furnishings, 1; men's clothing, 16; merchant tailors, 12; milliners, 4; opticians, 5; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 16; restaurants (including hotels), 43; shoes, 6; sporting goods, 1; women's apparel, 14.

Miscellaneous Data: Average temperature, — degrees; average number of rainy days per twelve months, —; most pleasant months, July, Aug., Sept., Oct., Nov.; doctors (medical, 76), (dentists, 37), (osteopaths, 6); number of wired houses, —; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 51

BELLEVILLE, ILL.

(St. Clair County)

1920 Population, 24,823.

City and Suburban Estimate, 35,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 99%; Families, 6,200.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,984.

Churches: Baptist, 2; Christian Science, 1; Divine Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $13,413,337.30; Savings Bank Deposits Total, $10,964,174.77.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,500.

Location: Southwestern Illinois, 14 miles from St. Louis on Illinois Central, Southern Louisville & Nashville and East St. Louis and Suburban RR. All railroads connect with belt line. Truck service to St. Louis, Mo. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 50 minutes.

Principal Industries: Stove factories, shoes, threshing machines, printing machines, stencil machines, coal minng, Government balloon school and aviation camp.

Manufacturing Establishments, 140. Leading firms: Baker Stove Works, Orbon Stove Mfg. Co., Belleville Stove & Range Co., Harrison Machine Works, Karr Range Co., Twentieth Century Brass Works, Ideal Stencil Machine Co., Oakland Foundry Co., Eagle Foundry Co., National Carbon Co., Belleville Shoe Mfg. Co., Belleville Hosiery Mills, St. Clair Hosiery Mills, International Shoe Co., Koupet Auto Top Co.

Special Information: One of the largest stove tonnage outputs in the U. S. Located in vast coal field. Majority of coal miners, American born, own their own homes. Located in St. Clair County. Second largest county in population in the state and largest wheat and Irish potato growing county in state.

Residential Features: Mostly one family houses, 75% of families own their own homes.

Retail Shopping Section: Mostly on Main St., extending for 15 blocks, also on High, Illinois, Jackson, 1st and 2nd Sts. Two outlying business sections with many neighborhood grocery and meat shops.

Trading Area: Extends 30 miles east and southeast, 20 miles north and six miles west, 15 miles south and southwest. Bus service to many towns, with interurban trolley line to others.

Wholesale Houses: Groceries, 3; fruits, 2; candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 1; automobile accessories, 21; automobile tire agencies, 12; bakers, 17; cigar stores and stands (including hotels), 67 (chain, 1); confectioners (including hotel stands), 34; dressmakers, 15; druggists, 14; dry goods, 12; department stores, 6; electrical supplies, 9; florists, 7; fruits, 14; furniture, 6; garages (public), 10; grocers, 92 (chain, 3); hardware, 12; jewelry, 10; meat markets, 37; men's furnishings, 22; men's clothing, 13; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 10; shoes, 21; sporting goods, 8; stationers, 2; women's apparel, 15.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 34), (dentists, 15), (osteopaths, 3); number of wired houses, 5,469; street car service; gas, artificial; electric current, alternating; water, hard.

BELVIDERE, ILL.

(Boone County)

1920 Population, 7,804.

City and Suburban Estimate, 18,000.

Native Whites, 99½%; Negroes, ½; Industrial Workers, 65%; English Reading, 95%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 2; Total Resources, $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous Auditoriums, etc.), 2. Total number of seats, 2,000 to 3,000.

Location: Chicago Northwestern—Interurban. Grant Cement Highway. To nearest large city, by railroad, 40 minutes; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: National Sewing Machine Co., Belvidere Screw and Machine Co., Gossard Corset Co., Parsons Casket Hardware Co., Sanitary Scales Co.

Special Information: Located in center of agriculture region second to none. A city of homes. Has foundation for the building of a city with exceptional layout and beauty. Natural trading center for surrounding country.

Residential Features: Homes of average build, mostly one-family houses. Many new houses being built this year, and more planned for next year.

Retail Shopping Section: State St. is main business street with 5 long blocks. Several side streets with secondary business. Portion of Logan Ave. good business district.

Trading Area: 15 to 25 miles, but more surely within a radius of about 10 miles.

Wholesale Houses: Tob. cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

Continued on page 52

Sell in Honolulu—

In prosperous Hawaii, advertising brings wonderful results. The Star-Bulletin, Hawaii's greatest daily newspaper, blankets this rich market with a circulation of over **16,000** daily and over **18,000** Sunday.

Reaching the English speaking trading channels opening the door to a buying population of over a quarter million. American territory where American business methods prevail.

Over a million lines of national advertising carried in 1924 and close to one million during the first ten months of 1925 testify to the responsiveness of this market to consumer advertising.

HONOLULU STAR-BULLETIN

National Advertising Representatives

ALCORN & SEYMOUR COMPANY, INC.

NEW YORK 270 Madison Ave. — CHICAGO 410 N. Michigan Ave.

KIMBALL-MOGENSEN COMPANY, INC.

SAN FRANCISCO 564 Market St. — LOS ANGELES 723 Title Insurance Bldg. — SEATTLE 603 Securities Bldg.

The Editor & Publisher International Year Book Number

is an issue that lasts an entire year. It is a reference book that remains on the Space Buyers desks three hundred and sixty-five days and is referred to every day. That is the reason enterprising Publishers in all parts of the United States and Canada recognize this issue as an advertising medium of unsurpassed value and reserve space in it every year.

Keep your Newspaper's Story constantly before the Space Buyer
Reserve Space Now in the

International Year Book Number

NORTHERN ILLINOIS GROUP

(Daily Newspapers)

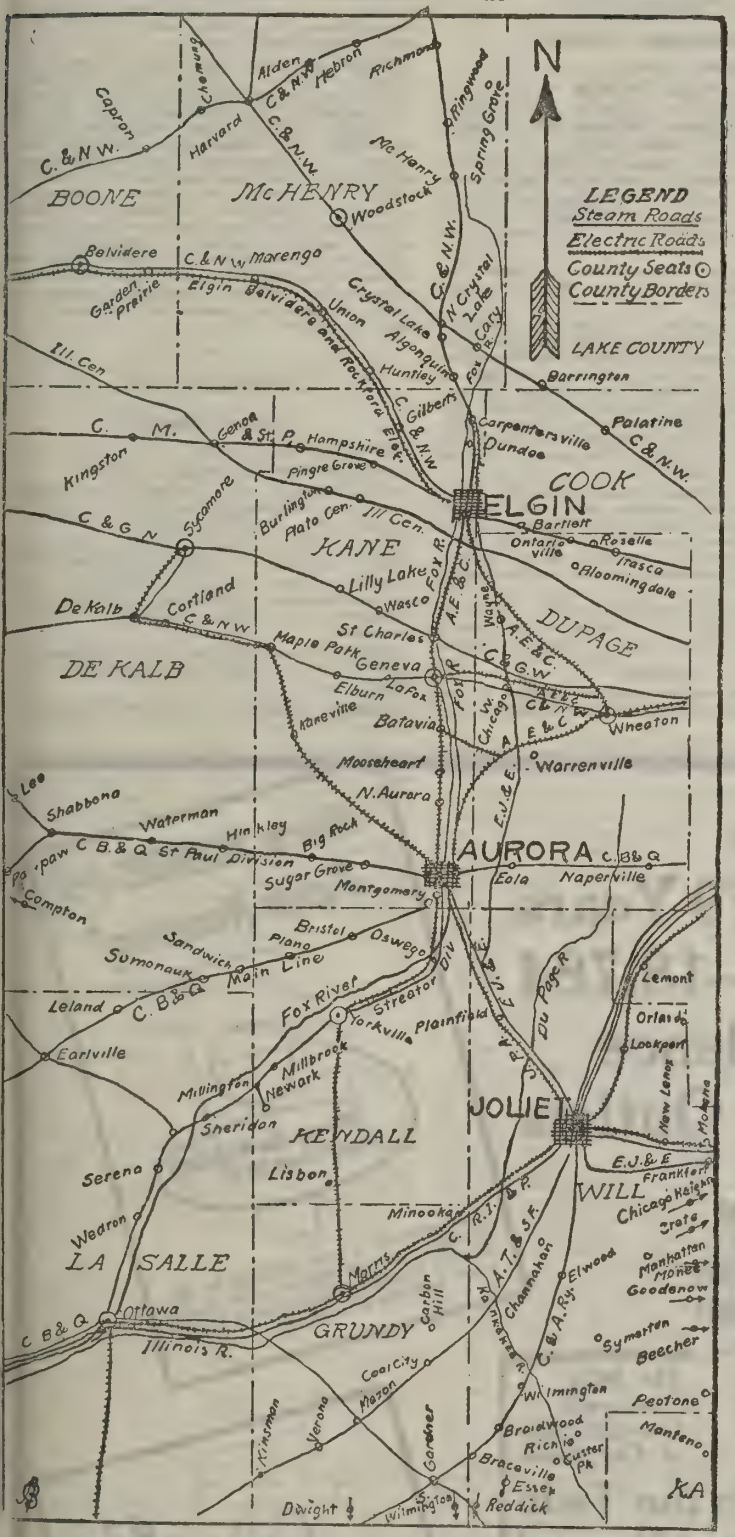
Aurora Beacon-News **Elgin Courier** **Joilet Herald-News**

Map of the District Served

Population 255,000

Homes 55,500 **Circulation 50,000**

Illinois-Wisconsin State Line



Real Want Ad Mediums

Few newspapers in Illinois rival the three members of the Northern Illinois Group in want ad business. They have been developed up to the minute along these lines and bring great results for those who patronize them.

This Splendid Market Is Not Surpassed In The U. S. A. One of These Three Cities Is The Trading Center For Every Town On This Map.

Some Reasons Why Advertisers Should Use The Northern Illinois Group

The only list of newspapers that are grouped so that the district covered by its circulation is contiguous, making one complete community.

Population over 255,000—Number of homes over 55,500—Circulation over 50,000.

That comparison of population, homes and circulation is not equalled anywhere.

One or other of the papers have circulation in every town shown on the map, and every home is within an hour's drive of its trading center.

This is a manufacturing district. *But*—no one class of production dominates as in many eastern districts—There are about 300 different items of manufacture produced here.

There are over 350 factories, which with other enterprises employ between 35,000 and 40,000 people and with a combined pay roll of over $125,000,000.

The above shows this community has money to spend and the Northern Illinois Group offers its services to help advertisers get their share of it.

There are about 2,250 retail outlets and the wholesalers are fine co-operators to help get on retail shelves goods advertised in the Northern Illinois Group papers.

Special attention of makers of gas appliances is called to the fact that less than 4,500 cities and towns in the U. S. A. have any gas service at all. The Northern Illinois Group territory has 54 of these towns, with 50,000 gas meters in use—a word to the wise, etc.

There are also about 36,000 electric meters working for those who advertise electric appliances in The Northern Illinois Group.

There are about 30,000 autos to be supplied with accessories and repairs and there is a market for many new machines, for mind you the people here have money.

There are over 40 radio dealers and they have a market for 25,000 or 30,000 receiving sets. The set that is best advertised will get into the most homes.

Northern Illinois Group, Aurora, Ill.

Aurora Beacon-News Elgin Courier Joliet Herald-News

J. K. Groom, Director National Advertising, Aurora, Ill.

Western Office
R. Heath Davis, Mgr.,
1622 Marquette Bldg.,
Chicago, Ill.

Eastern Office
Alcorn-Seymour Co., Mgrs.,
270 Madison Ave.,
New York, N. Y.

This is demonstration territory—Ask for "Dope Sheet" Telling what "Demonstration" Means

ILLINOIS (Cont'd)

Belvidere (con't)

cies, 7; commercial auto. agencies, 2; automobile accessories, 9; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 5; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 7; grocers, 6 (chain, 1); hardware, 3; jewelry, 2; meat markets, 6 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 7; shoes, 7; sporting goods, 1; women's appared, 2.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, May, June, July, August, September, October; doctors (medical, 11), (dentists, 8), (osteopaths, 2); number of wired houses, 2,327; gas, artificial; electric current, alternating and direct; water, hard and soft.

BLOOMINGTON, ILL.

(McLean County)

1920 Population, 28,725.

City and Suburban Estimate, 140,000.

Native Whites, 88.4%; **Negroes,** 2.8%; **Foreign Born,** 8.8%; **Industrial Workers,** 16%; **English Reading,** 98.5%; **Families,** 7,975.

Schools: Public Grade, 16; High, 3; Parochial, 4; Number of Pupils, 7,212.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Disciples of Christ, 4; Miscellaneous, 10.

Banks: National, 1; State, 5; Total Resources, $16,996,337.17; Bank Deposits Total, $14,301-793.48. Savings deposits not available.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, Theatres, 4,992; Auditoriums, 8,900.

Location: C. & A., 2 lines; I. C., 2 lines; C. C. C. & St. L.; Nickel Plate, Illinois Traction System; 3 bus lines; 80 passenger trains daily. Overnight freight service from Chicago & St. Louis, second night service from Cleveland, Cincinnati and Kansas City; third morning service from New York and Boston. To nearest large city by railroad 1 hour, 10 minutes; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Agriculture (principally corn, oats, livestock, dairying), washing machines, oil heaters, furnaces, railroad equipment; freight cars, passenger coaches; farm implements, book publishing, candy making (largest candy factory in the world), seeds and nursery stock, overalls, shirts, canning.

Manufacturing Establishments: 100. Leading firms: C. & A. Shops (railroad equipment), Paul F. Beich & Co. (candy), American Foundry & Furnace Co. (furnaces), C. U. Williams & Son (Oil-O-Matic Heater), Meadows Mfg. Co. (washing machines), Portable Elevator Co., Klemm's Overall Factory, Haynes-Custer Stores.

Special Information: With 7 railroad lines and 7 concrete highways entering the city, and because of the fact that no cities of similar size are located within 41 miles. Bloomington has been the logical retail trading center for a large area of Central Illinois. Bloomington ranks eighth in the United States in general quality of goods handled in retail stores. Important as a wholesale and jobbing center. The home of 1,000 traveling salesmen.

Residential Features: Individually-owned homes predominate, with only a small strip along railroads housing foreign labor and colored element, which might be classed as a poor residential district. No city in Illinois of like size has such a large proportion of fine houses as will be found in Bloomington, a statement borne out by the average valuation given herewith: 40% of homes, $8,000; 40%, $6,000; 10%, $15,000; 10%, $5,000 or less.

Retail Shopping Section: Extends from Public Square (which forms heart of business section, and terminal for interurban and bus lines, and transfer point for city trolley lines) for 10 blocks on Main St. Center, Madison and East Sts. parallel Main St. and are business streets of 6 to 7 blocks each. Cross streets 3 blocks north and south of Square have retail stores along 2 to 5 blocks. Smaller neighborhood sections are grouped around the 3 railroad depots located 10 to 14 blocks from Square. Normal, Illinois, which adjoins Bloomington on the north, and is separate only as to government, has 8 blocks devoted to business on both sides of the main street.

Trading Area: Extends about 35 miles northeast and southeast; 25 miles south, west and northwest, with fairly consistent trade coming in from a distance as great as 45 miles southwest. The exceptional stocks of department stores, together with the accessibility of Bloomington over the railroads entering the city from 12 directions, the concrete highways, and the bus lines bring buyers from many points outside the trading outlined above.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 6; miscellaneous lines, seeds, 1; feeds, 2; hides and furs, 1; millinery, 2; saddlery and shoe findings, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 8; automobile accessories, 25; automobile tire agencies, 20 (representative stocks only); bakers, 13; cigar stores and stands (including hotels, 12 (chain, 1); confectioners (including hotel stands), 19; delicatessen, 6; dressmakers, 4; druggists, 23; dry goods, 6; department stores, 5; electrical supplies, 9; florists 5; fruits, 4; furniture, 9; furriers, 3; garages (public), 8; grocers, 123 (chain, 13); hardware, 6; jewelry, 12; meat markets, 41 (chain, 3); men's furnishings, 24; men's clothing, 22; merchant tailors, 11; milliners, 14; opticians, 8; photographers, 11; pianos (and miscellaneous musical instruments), 4; radio supplies, 13; restaurants (including hotels), 45 (chain, 1); shoes, 10; sporting goods, 11; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature, 79 degrees; average number of rainy days per twelve months, 43; most pleasant months, May, June, August, Sept., Oct., Nov.; doctors (medical, 49), (dentists, 41), (osteopaths, 14); number of wired houses, 7,287; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement below

CAIRO, ILL.

(Alexander County)

1920 Population, 15,203.

City and Suburban Estimate, 49,572.

Native Whites, 66%; **Negroes,** 32%; **Foreign Born,** 2%; **Industrial Workers,** 17%; **English Reading,** 99%; **Families,** 4,111.

Schools: Public Grade, 9; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 3,490.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, $6,684,728; Savings Banks Deposits Total, $985,630.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 2,500.

Location: At junction of Ohio and Mississippi Rivers and at head of all-year navigation on the Mississippi. Served by Illinois Central, Mobile & Ohio, New York Central, Cotton Belt and Missouri Pacific Railroads. Northern winter terminus for the Mississippi-Warrior Barge Line, owned by Federal Government. Served also by Goltra Barge Line.

Principal Industries: Silos, ready-cut houses, hardwood flooring, vehicle parts and handles, kitchen cabinets, storage and shipping boxes, egg crates, veneer and sewing machine parts, cotton oil products, machine shops, boilers, cigars, grain products, planing mills, cotton gins.

Manufacturing Establishments, 57. Leading firms: Singer Mfg. Co., Chicago Mill & Lumber Co., Illinois Lumber Yards (owned by Sears, Roebuck & Co.), L. D. Leach & Co. Value annual output: $10,526,000.

Special Information: Location makes it important shipping point by river and rail to a wide territory in all directions. A comprehensive survey in 1923 showed a movement of 35,815 cars in and 32,945 cars out, handled by 123 Cairo concerns. These figures do not include l. c. l. shipments. Grain led with 14,090 cars in and 14,247 cars out; manufacturing industries next, and Federal Barge Line handled 5,100 cars south and 3,850 cars north.

Residential Features: Of the 3,570 dwellings in Cairo, 69% are owned by their occupants, 50% of the dwellings range from $2,500 to $6,500. Cairo has very few apartment houses.

Retail Shopping Section: Extends from Eighth and Commercial Streets north and south, two blocks on Commercial; west on 8th one block to Washington and north and south on Washington, a block in each direction. There are three outlying neighborhood retail sections.

Trading Area: Extends 36 miles north to Anna and Jonesboro, Ills.; east, 40 miles to Paducah, Ky.; south, 40 miles to Fulton, Ky., and west, 30 miles to Morehouse, Mo.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3; hardware, 1; dry goods, 3; miscellaneous lines, 14; candy, lumber, soft drinks, drugs, paint, coffee, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 13; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 16; dressmakers, 4; druggists, 14; dry goods, 7; electrical supplies, 2; florists, 1; fruits, 7; furniture, 3; garages (public), 4; grocers, 96; hardware, 2; jewelry, 3; meat markets, 20; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 5.

CANTON, ILL.

(Fulton County)

1920 Population, 10,928.

City and Suburban Estimate, 50,000.

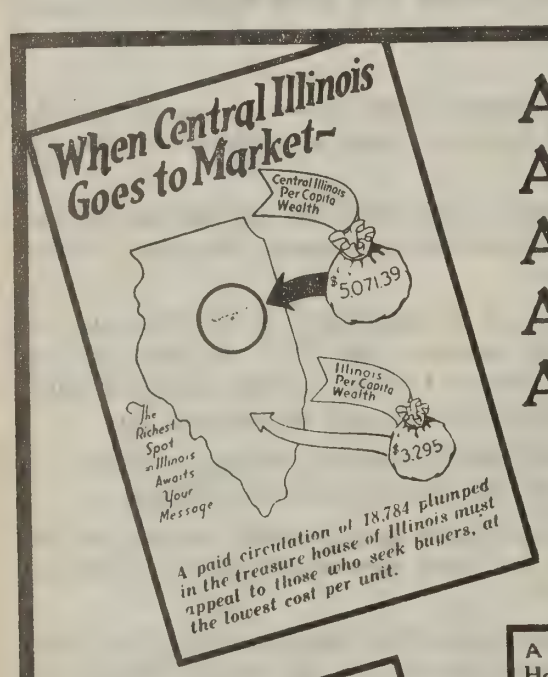
Native Whites, 92%; **Negroes,** 1%; **Foreign Born,** 7%; **Industrial Workers,** 75%; **English Reading,** 95%; **Families,** 2,300.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,708.

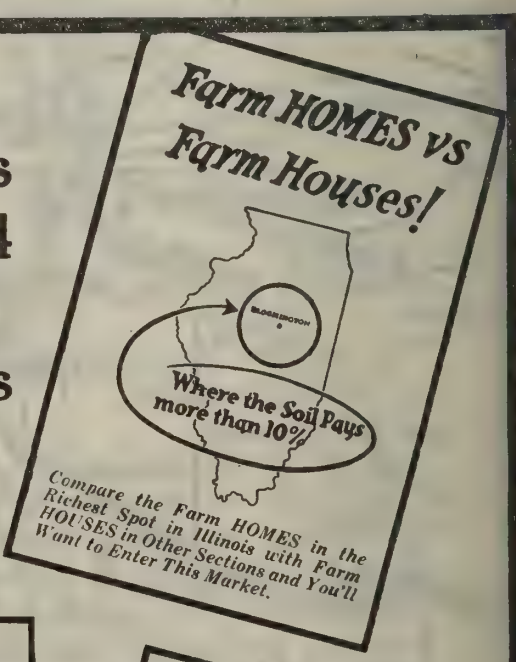
Churches: Baptist, 1; Christian Science Hall, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

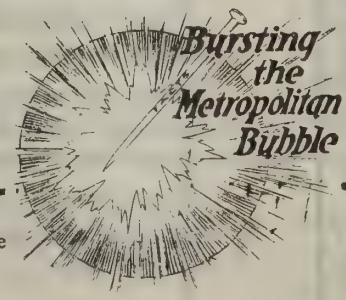
Banks: National, 2; State, 1; Total Resources, $5,028,308.28; Savings Bank Deposits Total, $4,039,618.86.

Theatres: Legitimate, 1; Moving Pictures, 3;



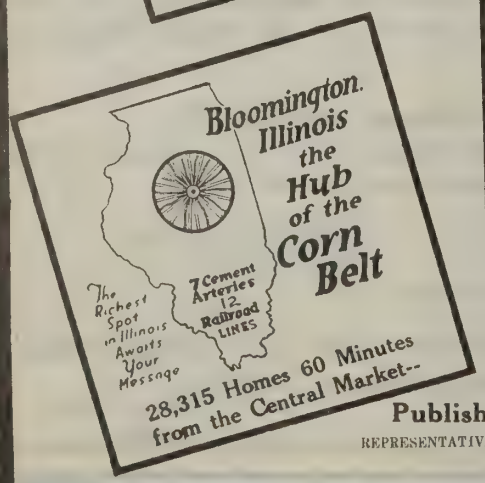
A Rich Territory
A Home Paper--79 Years
A Full Coverage--18,784
A Reader Confidence
Adequate Retail Outlets

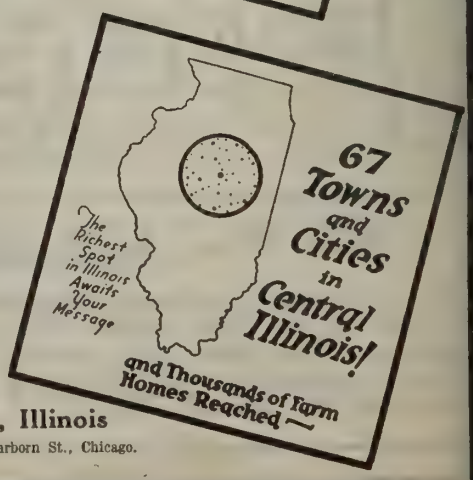




A Recent House-to-House Survey Shows That—
The Daily Pantagraph Goes Into 85% of City Homes

Out of 7,838 Homes in the Twin Cities of Bloomington and Normal
The Chicago Daily Tribune Has - - - - 497
The Daily Pantagraph Has - - - - - 6,672
The Chicago Sunday Tribune Has 2,655





The Daily Pantagraph.

Published Every Morning (Except Sunday) at Bloomington, Illinois

REPRESENTATIVES—E. M. Burke, Inc., 1457 Broadway, New York City. J. H. Griffin, Room 840, 140 S. Dearborn St., Chicago. P. A. Folsom, Chemical Bldg., St. Louis, Mo. Member A. B. C., A. N. P. A., Associated Press.

ILLINOIS (Cont'd)

Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

Location: T. P. & W., C. B. & Q. and I. C. Electric Railway. To nearest large city by railroad, 1¼ hours; by auto, 1 hour.

Principal Industries: Farm machinery, overall, brick, cigars, coal.

Manufacturing Establishments: 33. Leading firms: International Harvester, P. & O. Works, Globe Shirt & Overall Co., Beam-Dean Co., Middleton Brick Co., Canton Sash & Door Co., Leaman New Way Laundry, W. H. Eyerly & Bros., Mitchell Machinery Co., Hand & Haines Box Co. Total value of yearly output of factories estimated at $3,500,000.

Special Information: The Parlin & Orendorff Co., previously controlled by U. G. Orendorff, sold its Canton plant with a capital of $5,000,000 and a surplus of over $5,000,000 to the International Harvester Co. of America in 1919 and this well-known corporation is now operating this, the oldest existing plow works in the world. The plant covers six square blocks and employs 2,300 men when in full operation.

Residential Features: Mostly one-family houses. Two or three small apartment buildings. A few workingmen's tenements. Private homes predominate. Vast majority of residents own houses they live in. Would cost $5,000 to $100,000 each to replace most houses. Average would be around $7,000, or possibly a little more.

Retail Shopping Section for most part extends in square with Jones Park as center and bounded on north by Chestnut St., on east by Main St., on south by Elm St., and on west by extension of White Court. Other stores on streets that form boundaries of square for two or three blocks from main trading center. Scattered "neighborhood" stores.

Trading Area: Twenty-five mile radius and for longer distances in directions where concrete roads, 12 inter-city truck lines and interurban car line make access to Canton particularly convenient.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 10; druggists, 7; dry goods, 6; department stores, 8; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; furriers, 1; garages (public), 12; grocers, 55 (chain, 12); hardware, 4; jewelry, 6; meat markets, 14 (chain, 1); men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 7; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 23; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, May, June, September and October; doctors (medical, 13), (dentists, 7), (osteopaths, 1); number of wired houses, 2,793; street car service, none; gas, artificial; electric current, alternating; water, hard.

CARBONDALE, ILL.

(Jackson County)

1920 Population, 6,267.

City and Suburban Estimate, 7,998. This is actual according to count for new city directory.

Native Whites, 90%; Negroes, 6%; Foreign Born, 4%; Industrial Workers, 35%; English Reading, 87%; Families, 1,670.

Schools: Public Grade, 3; High, 1; Junior High, 1; Southern Illinois State Normal University, largest in United States. Number of Pupils, 1,909; City Schools, Normal School, 1,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $2,508,000; Savings Bank Deposits Total, $132,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,199.

Location: On main line I. C. Ry. Division point for St. Louis Division of I. C., Interurban to Murphysboro, bus line to the east and west.

Principal Industries: Railroad terminal and shops, largest railroad tie preserving plant in the world, automobile painting plant. In one of the largest fruit growing centers in the country. Wholesale grocer house.

Manufacturing Establishments, 3. Leading firms: Marx-Haas Clothing Co., White Mule Tire Patch, Inc., Aver & Lord Tie Co. Total value of yearly output of factories estimated at $2,000,000.

Residential Features: Mostly private homes. Several 4 and 5 family apartments. Carbondale boasts of its large trees, which give lots of shade, also practically all streets paved, making it an ideal residential town.

Retail Shopping Section: Extends from public square (which forms heart of business district) with railroad station and Interurban terminal in square.

Trading Area: Excellent trading radius for 20 miles each way on account of hard roads coming in from all four directions.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agenies, 5; automobile accessories, 11; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 11; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 27; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 12; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 5.

CARLINVILLE, ILL.

(Macoupin County)

1920 Population, 5,212.

City and Suburban Estimate, 7,500.

Native Whites, 50%; Negroes, 1%; Foreign Born, 49%; Industrial Workers, 35%; English Reading, 85%; Families, 2,300.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,250.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous Christian 1, German Lutheran 1, German Evangelical 1.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 1. Total number of seats, 650.

Location: Chicago & Alton, Illinois Traction System, R4 State Hard Road. To nearest large city by railroad, 2 hours; by automobile, 2½ hours; by trolley, 2 hours.

Principal Industries: Coal mining.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; total cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; total druggists, 4; dry goods, 5; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 6; total grocers, 20 (chain, 3); hardware, 3; jewelry, 2; total meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 13 (chain, 1); shoes, 6; stationers, 5; women's apparel, 3.

CENTRALIA, ILL.

(Marion County)

1920 Population, 12,491.

City and Suburban Estimate, 53,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 34%; English Reading, 94%; Families, 4,250 in city.

Schools, Public Grade, 10; High, 1; (township); Parochial, 2; number of Pupils, 4,000, estimated.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $5,452,462. Savings Bank Deposits Total, $2,207,128.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,700.

Location: Strategically at central part of south third of Illinois. Gateway of rich coal mining, fruit-growing and agricultural empire known as "Egypt." Is railroad center with distribution all points compass on trunk lines. Division point I. C. and Burlington with shops. Southern Railway, Missouri & Illinois. Bus service in all directions on concrete roads for suburban trading territory.

Principal Industries: Two large railroad shops and terminal yards. Two modern soft coal mines. One large modern envelope factory. One large furnace and general foundry, one garment factory, one packing house. Cigar factories, ice factories, soda factories, ice cream factories, flour mill, canning factories, concrete block plant, sawmills. To nearest large city by railroad, 2½ hours; by auto, 2 hours 10 minutes.

Manufacturing Establishments, 20. Leading firms, Marion County Coal Co., Centralia Coal Co., Centralia Envelope Co., St. Clair Foundry Corp., Centralia Clothing Co.

Special Information: Finest peaches and apples in the world. Fundamental pay-rolls such as railroads and mines. Railroads have investment here of around $4,500,000. Mines around $1,000,000. Unusually high savings account per capita in banks and building loans (3 of latter). Average yearly earning of those in industry over $1,200.

Residential Features: Exceptional home-owning class. One and a few two-family houses (not over dozen apartments). No tenements. Average value of homes probably $5,000.

Retail Shopping Section: Broadway, east and west, five blocks long with hub at Locust street, about half way, running north and south three blocks.

Trading Area: 25 miles north and south, 15 miles east and west.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; candy, 1; miscellaneous lines, cigars and tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14, with service; commercial auto. agencies, 5; automobile accessories, all garages, plus 2; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 5; druggists, 10 (chain, 1); dry goods, 2, exclusive; department stores, 4; electrical supplies, 4; florists, 2; fruits, 3; furniture, 4; garages (public), 7; grocers, 77 (chain, 4); hardware, 7; jewelry, 5; meat markets, 12 (chain, 3); men's furnishings, 9; men's clothing, 5; merchant tailors, 1; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 15; sporting goods, 6; stationers, 5; women's apparel, 7.

Miscellaneous Data: Most pleasant months, April, May, Sept., October; doctors (medical, 22), (dentists, 11), (osteopaths, 1); number of wired houses, 3,856; street car service; gas, artificial; electric current, alternating; water, soft.

CHAMPAIGN-URBANA, ILL.

(Champaign County)

1920 Population, 26,153.

City and Suburban Estimate, 65,000.

Native Whites, 86.9%; Negroes, 7.8%; Foreign Born, 5.2%; Industrial Workers, 6.0%; English Reading, 99.0%; Families, 4,077.

Schools: Public Grade, 16; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 6,010.

Churches: Baptist, 3; Christian Science, 3; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 3; State, 8; Total Resources, $15,000,000. Savings Bank Deposits Total, $13,000,000.

Theatres: Legitimate, 3; Moving Pictures, 7; Vaudeville, 1; Burlesque, 2; Miscellaneous (Auditoriums, etc.), U. of I. Auditorium, U. of I. Stadium. Total number of seats, 8,000. (U. of I. Stadium seats 55,000).

Location: 128 miles south of Chicago, Illinois, on main line of Illinois Central R. R. Served by Illinois Central R. R., Wabash R. R., Big Four, and Illinois Traction System. Absolutely the heart of the great corn belt of Illinois—Champaign County alone producing $26,000,000 worth of crops last year. To nearest large city by railroad, 40 minutes; by trolley, 40 minutes; by auto, 1 hour.

Principal Industries: Printing, dairy products, electric light bulbs, electrical fixtures, machinery, tools, radio equipment, railroad equipment, rubber goods.

Manufacturing Establishments: 123. Leading firms: Caldwell Elec. Corp., Burr Co., Cushman Tool Co., Circle A Products Corp., Cliffords-Jacobs Co., Locomotive Crane Co., Pioneer Creamery Co., Crescent Rubber Co. Total value of yearly output of factories estimated at $6,637,000.

Special Information: Champaign and Urbana corporation lines adjoin, forming practically one community, with Champaign proper the trading center of the community, although Urbana is the county seat. Water, sewer, lights, power, street car lines, etc., used in common by both towns, the city governments being the only separate agencies. University of Illinois, with 10,000 students and 1,100 faculty, located in Champaign-Urbana. 98 buildings are represented on the campus, not including the $3,000,000 U. of I. Memorial Stadium, seating 55,000. More than $50,000 a day is spent in the community directly and indirectly by the university. Champaign County is one of the richest agricultural counties in the entire United States.

Residential Features: Mostly one-family homes. Practically everyone owns his own home, which are way above the average, in fact Champaign-Urbana have a reputation as cities of beautiful homes. Most of the people are well-to-do. Average home is worth $10,000. Many represent an investment of from $25,000 to $75,000.

Retail Shopping Section: Main street, eight blocks; Neil street, seven blocks; Church street, one block; Taylor street, three blocks; Walnut street, five blocks; Green street, two blocks; Wright street, two blocks; Market street, three blocks; Race street, two blocks; University avenue, four blocks; Park street, one block; Hill street, one block; Randolph street, two blocks; Washington street, one block; Hickory street, two blocks.

Trading Area: Thirty-five miles north to Buckley on Illinois Central R. R.; 30 miles south to Arcola on Illinois Central R. R.; 20 miles east to Fithian on Big Four R. R.; 23 miles west to Farmer City on Big Four R. R.; 18 miles southwest to Homer and Sidney on Wabash R. R.; 20 miles west to Monticello on Illinois Traction System Electric R. R. Logical trade area extends approximately within 26 miles' radius. Trading influence extends about 35 miles radius except east, which goes only 22 miles to Fithian.

Wholesale Houses: Groceries, 4; meats, 3; fruits and vegetables, 3; miscellaneous lines—cigars and tobaccos, 1; confectionery, 3; auto accessories, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial automobile agencies, 9; automobile accessories, 20; automobile tire agencies, 20; bakers, 10; cigar stores and stands including hotels), 120 (chain, 2); confectioners (including hotel stands), 30; delicatessens, 3; dressmakers, 37; druggists, 20; dry goods, 5; department stores, 3; electrical supplies, 10; florists, 6; fruits, 4; furniture, 13; furriers, 3; garages (public), 29; grocers, 110 (chain, 9); hardware, 8; jewelry, 11; meat markets, 23 (chain, 20); men's furnishings, 19; men's clothing, 19; merchant tailors, 14; milliners, 13; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 68; shoes, 19; sporting goods, 8; stationers, 9; women's apparel, 14.

Miscellaneous Data: Average temperature, 6 degrees; average number of rainy days per twelve months, 72; most pleasant months, April to December; doctors (medical, 59), (dentists, 31), (osteopaths, 11); number of wired houses, 10,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

CHARLESTON, ILL.

(Coles County)

1920 Population, 6,615.

City and Suburban Estimate, 15,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 5%; English Reading, 99½%; Families, 3,500.

Schools: Public Grade, 5; High, 2; Junior High, 2.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; United Brethren, 1; Miscellaneous: 1 Holiness, 1 Free Methodist.

Banks: National, 2; Total Resources, $3,796,000.

Theatres: Moving Pictures, 2; Total Number of seats, 850.

Location: Big Four (main line) and Nickel Plate (Clover Leaf main line). Nickel Plate shops here.

Principal Industries: Railroad shops and large Brown Shoe Co. plant.

Manufacturing Establishments, 2. Leading firm: Brown Shoe Co.

Special Information: City located in center of Illinois broom corn belt with prosperous corn and wheat country. Eastern Illinois State Teachers' College.

Residential Features: Mostly one-family homes with but few apartments. Private homes predominate. Very attractive and desirable.

Retail Shopping Section: Largely public square but spreads about block in each direction.

Trading Area: From west 10 miles, from south 12 to 15 miles, from east from 12 to 15 miles, and from north from 15 to 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 6; grocers, 16; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 7; shoes, 5; stationers, 1; women's apparel, 6.

CHICAGO, ILL.

(Cook County)

City Class as: Chicago claims to be the third city in population in the world and is the second in the United States. It is the world's foremost railroad terminus, the nucleus of the great railroad and water transportation systems of the country. Chicago holds an important position in world finance, being the financial center of the West. It is the supply center for retail trade throughout the West and Middle West. Industrially, Chicago ranks second in value of products manufactured in the United States. Chicago is the world's live stock market, the world's grain market and the world's lumber market. It is the largest mail order distributing center in the world.

POPULATION

1910 Census	2,185,283
1910 Census (Metropolitan District)	2,446,921
1920 Census	2,701,705
1920 Census *(Metropolitan District)	3,521,753
1925 U. S. Census, July 1, est. city	2,995,239
1925 U. S. Census, July 1, est. Metropolitan District	4,000,000

*Note: As defined by the census, the Metropolitan District includes in addition to the central city, counties: Kane, Cook, Lake, Du Page and Will in Illinois and Lake County in Indiana.

Native white	66%
Negroes, a little over	4.2%
Foreign born	29.8%
Students—	
University	37,632
Public	447,855
Parochial	215,536
Total	663,391
English reading	74%
Factory workers	385,685
Families 1920 census	623,912
Families (est. 1925)	701,910

The figures for birth and parentage in Chicago show a very large foreign born percentage, and an almost equally large population of native born, but having foreign born parents or mixed. The figures for whites with foreign or mixed parentage is a trifle over 41%, and 36% foreign born and only 20% native white of native parents.

Comparison of Chicago's Population

	1910	1920
Male	1,215,764	1,369,917
Female	1,059,519	1,331,788
Native white		1,783,687
Male		879,479
Female		904,208
White, native parents	445,139	642,871
White, foreign parents	912,701	888,496
White, mixed parents		252,320
White, foreign born	781,217	805,482
Male		431,764
Female		373,718

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ILLINOIS (Cont'd)

Chicago (con't)

	1910	1920
Negroes	44,103	109,458
Male	.....	55,943
Female	.....	53,515
Other races	2,123	3,078
Males of voting age	700,590	874,239
Illiterates over 10 years	79,911	99,133
No. school age, 7 to 20 yrs., inc.	594,012	616,270
Families	473,141	623,912

Nativity of Foreign Born

	1910	1920
Armenia	.....	1,028
Austria	132,059	30,491
Belgium	2,665	3,079
Canada—French	4,663	3,432
Canada—other	26,313	28,622
Czecho-Slovakia	.....	50,392
Denmark	11,484	11,268
England	27,890	36,420
France	3,030	4,558
Finland	.....	1,577
Germany	182,281	112,288
Greece	6,564	11,546
Hungary	28,938	26,106
Ireland	65,963	56,786
Italy	46,169	59,215
Jugo-Slavia	.....	9,693
Lithuania	.....	18,928
Luxemburg	.....	1,967
Mexico	.....	1,141
Netherlands	.....	8,843
Norway	24,186	20,481
Poland	.....	137,611
Roumania	3,344	5,137
Russia	121,786	102,095
Scotland	10,303	9,910
Sweden	63,035	58,563
Switzerland	3,493	3,452
Syria	.....	478
Wales	1,818	1,584
Other countries	4,745	4,796

Persons Over 15 Years of Age by Age, Sex and Birth (1920)

	Male	Female
15 to 19 years	97,331	104,533
20 to 44 years	620,164	597,923
45 years and over	270,913	252,337
Age unknown	2,771	2,007
Native white	522,604	551,709
Foreign born (white)	419,005	361,027
Negroes	46,977	43,855

Suburban Residents

The Metropolitan District of Chicago, according to the 1920 Census, includes Cook County, Lake County, DuPage County, Kane County, Will County, Illinois, and Lake County, Indiana. When the 1920 Census was taken there were 159 population units—cities, towns, and villages—in the Metropolitan area. Seven, exclusive of this city, adopted Chicago as part of their corporate names. Since the last census a number of new communities have sprung up.

The principal cities and towns in this Metropolitan District are:

Cook County	1910	1920
Arlington Heights	1,943	2,250
Berwyn	5,841	14,150
Blue Island	8,043	11,424
Brookfield	2,186	3,589
Chicago Heights	14,525	19,653
Cicero	14,557	44,995
Desplaines	2,348	4,640
Evanston	24,978	37,234
Forest Park	6,594	10,768
Harvey	7,227	9,216
La Grange	5,282	6,525
Lemont	2,284	2,322
Maywood	8,033	12,072
Melrose Park	4,806	7,147
Oak Park	19,444	39,858
Park Ridge	2,009	4,383
River Forest	2,456	4,358
West Hammond	4,948	7,492
Wilmette	4,943	7,814
Winnetka	3,168	6,694

Kane County	1910	1920
Aurora	29,807	36,397
Batavia	4,436	4,395
Geneva	2,451	2,803
St. Charles	4,046	4,099
N. Aurora	352	500
Elgin	25,976	27,454
Dundee	.....	5,005
Carpentersville	1,128	1,036
Hampshire	697	618

Du Page County	1910	1920
Addison	579	510
Downers Grove	2,601	3,543
Napersville	3,449	3,830
Wheaton	3,423	4,137
W. Chicago	2,378	2,594
Elmhurst	2,360	4,594
Hinsdale	2,451	4,513
Glen Ellyn	1,763	2,851
Bensenville	443	650
Lombard	883	1,331

Will County	1910	1920
Lockport	2,555	2,684
Joliet	34,670	38,442
Plainfield	1,019	1,147
Peotone	1,207	1,080
Crete	840	945
Wilmington	1,450	1,384
Braidwood	1,958	1,297

Lake County	1910	1920
Highland Park	4,209	6,167
Lake Forest	3,349	3,657
Lake Bluff	726	819
North Chicago	3,306	5,839
Waukegan	16,069	19,266
Zion City	4,789	5,580
Lake County	1910	1920
Antioch	682	775
Libertyville	1,724	2,125

Lake County, Ind.	1910	1920
Whiting	6,587	10,145
Gary	16,802	55,378
East Chicago	19,098	35,967
Hammond	20,925	36,004
Hobart	1,753	2,375
Crown Point	2,526	3,232
Lowell	1,235	1,197
Griffith	523	630

SCHOOLS

	Enrollment Sept., 1925	
Elementary Schools	270	356,552
Junior High Schools	8	9,747
Continuance	12	11,176
Normal	1	1,925
Junior College	1	
High Schools	24	65,672*
School for Crippled Children	5**	921
Juvenile Detention	1	1,378
County Jail School	1	484
Total Enrollment for All Public Schools		447,855

* This enrollment includes that of the Junior College.

** There are 5 buildings, equipped for crippled children.

Catholic Schools

The information concerning the Catholic schools was obtained from the Bishop. The enrollment is of last year with 5% added which is the estimated per cent increase for this year.

Catholic	Number	Enrollment
Grammar	217	183,750
High Schools	11	2,100
Mutes	1	158
Infant Asylums	3	336
Boy's working homes	1	467
Girl's working homes	5	473
Industrial training at Orphanage	4	1,281 (Girls)
Manual training at Orphanage	4	1,886 (Boys)
Colleges & Academies (Boys)	13	13,650
Colleges & Academies (Girls)	13	10,500
Preparatory Seminary	1	735
Total Enrollment all Catholic Schools		215,536

Music Schools

Out of Chicago's 97 music schools, only a few can be named, but they are imposing in their enrollment:

Chicago Musical College	5,000
American Conservatory of Music	3,500
Columbia School of Music	2,000
Bush Conservatory of Music	3,500
Sherwood Music School	5,000

Colleges and Universities

University of Chicago	13,890
Northwestern University	8,785
DePaul University	3,860
Armour Institute of Technology	1,946
Lewis Institute of Technology	1,526
Loyola University	3,800
University of Illinois (Chicago only)	1,000

Chicago supports a complete system of continuation schools, which includes part-time classes for working boys and girls, classes for apprentices in various trades and a graduate commercial school intended to prepare young men and women for higher secretarial positions and for expert accounting. The public school system also provides 31 evening schools and 66 evening community centers.

Northwestern University is located in Evanston, just outside of Chicago, but its schools of Commerce, Law and Dentistry are in Chicago.

In the City of Chicago there are 25 girls' preparatory schools. The most widely known are: Miss Faulkner's School, University School and Kenwood Loring School.

Fourteen boys' preparatory schools are located here. The best known are: The Harvard School and Chicago Latin School.

Of the 29 medical schools the best known include: Rush Medical College, Bennett Medical School, Chicago College of Medicine and Surgery, College of Physicians and Surgeons, Russell Medical College, Northwestern Medical School, Illinois Post Graduate Medical School and the Chicago Eye, Ear and Throat College.

There are four Dental Schools most important of which include those at Northwestern University and University of Illinois.

The prominent theological schools of Chicago are: Chicago Theological Seminary, Garrett Biblical Institute, University of Chicago Divinity School, Western Theological Seminary, Quigley Memorial Seminary and McCormick Seminary.

There are nine law schools, the most important are: Chicago Kent College of Law, Chicago Law School, Illinois College of Law, Law Department of DePaul University, John Marshall Law School, Lincoln College of Law, Northwestern Law School and University of Chicago Law School.

CHURCHES

Evangelical	37
Evangelical Synod	50
Methodist	208
Baptist	84
Congregational	103
Presbyterian	114
United Presbyterian	7
Disciples of Christ	25
Lutheran (4 Synods)	105
Episcopal	72
Reformed Ch. in America	13
Reformed Ch. in U. S.	5
Reformed Episcopal	3
Friends	1
United Brethren	3
United Presbyteran	1
Roman Catholic	227

The statement concerning number of churches in Chicago classified according to denominations does not include the Missouri Synod of the Lutheran Church, small churches without denominational connection or colored churches, the latter numbering 100 in the Chicago area. The approximate total number of Protestant churches in the Chicago area is 1,200.

BANKS

Trust Co. & State Banks	176
Deposits	$1,651,922,000
Savings Deposits	644,291,000
Capital	95,823,000
Surplus	833,245,000
Undivided Profits	29,901,000
Total Resources	$1,926,594,000
National Banks	32
Deposits	$957,485,000
Capital	54,975,000
Surplus	35,660,000
Undivided Profits	22,310,000
Total Resources	$1,103,339,000
Joint Stock Land Banks	2
Paid in Capital	$6,000,000
Legal Reserve	4,600,000
Net Mortgage Loans	91,039,000
Total Resources	94,547,000

Chicago is the banking center of the prosperous Mississippi Valley. It abounds in financial institutions of strength and character. At Nov. 1, 1925 there were 32 national banks and 176 state banks and trust companies with combined cash resources of $3,026,933,000.

Bank clearings of 1924, $31,653,584,000.
Bank deposits, $2,609,407,000.
Savings deposits exceed $644,291,000.

The total assessed valuation of all property in Chicago 1924 is $1,834,057,707, divided as follows: Real Estate, $1,297,355,021; Personal, $416,009,471; Capital Stock, $45,392,328; Railroad, $75,300,887; Total, $1,834,057,707.

THEATRES

Motion Picture (only)	118	Seating	300
Motion Picture	44	Seating	500
Motion Picture	63	Seating	800
Motion Picture	50	Seating	1,000
Motion Picture	10	Seating	1,200
Motion Picture	14	Seating	1,500
Motion Picture	3	Seating	1,800
Motion Picture	4	Seating	2,000
Motion Picture	1	Seating	2,300
Motion Picture	1	Seating	2,500

Total Motion Picture only, 308; Total seating capacity, 205,050.

Vaudeville and Motion Picture, 26; seat from 850 to 4,000; total seating, 44,850.

Vaudeville, 4, seating from 1,350 to 2,000; total seating, 6,100.

Legitimate, 18; seat from 700 to 3,700; total seating, 22,570.

Burlesque, 5, seat from 1,000 to 2,000; total seating, 6,450.

Total all theatres, 361; total seating all theatres, 285,020.

There are also listed in Chicago:

Licensed halls	242	Seating	112,000
Lecture halls	3	Seating	8,000
Concert halls	6	Seating	7,500
Amusement parks	2		
Picnic grounds	18		
Roller rinks	3		

Dexter Park Pavilion for Stock shows seats 7,000; Coliseum seats 22,000; New Furniture Exposition Bldg. seats 8,000.

Chicago has more than 700 places of amusement, ranging from palatial structures, devoted to grand opera and the highest form of dramatic art, to small neighborhood photoplay houses. Some of the largest movie houses in world are located in Chicago. In addition to many public ball rooms, one reputed to be the finest in the world, and cabarets, many of the hotels operate roof and summer gardens.

Located in Chicago are several of the largest and best equipped radio broadcasting stations in the country.

Chicago has provided lavishly for recreation. It has 50 miles of lakefront with 11 bathing beaches, 60 street end beaches, accommodating 250,000 people; 8 large parks, 68 small parks, 120 supervised playgrounds and 8 athletic fields containing modern facilities for baseball, football, boating, etc. In addition to the public recreation, Chicago has 100 private, and 20 daily public and fee golf courses, lake excursions, sightseeing, two national baseball parks and two conference football fields.

The Auditorium, the home of Chicago's Opera Co., is also used for dramatic and spectacular productions. It is Chicago's largest theatre, seating 3,747. The total seating capacity of all kinds of theatres is 285,020.

LOCATION AND TRANSPORTATION

Chicago is situated 190 miles northwest of the centre of population in the northwest corner of the State of Illinois, on the extreme southwest shore of Lake Michigan, and extending along the shore for 26 miles. It is elevated 600 feet above sea level, and 19 feet above Lake Michigan..

It is the terminus of 38 railways including 23 great railroad systems. The trunk lines terminating in Chicago are: Chicago & Northwestern, Chicago & Alton, Chicago, Burlington & Quincy, Chicago, Milwaukee & St. Paul, Pennsylvania, Baltimore & Ohio, Chicago Great Western, Pere Marquette, Soo Line (M. St. P. & S. Ste. M.), Chicago, Rock Island & Pacific, New York Central, Nickel Plate (N. Y. C. & St. L.), Chesapeake & Ohio, Chicago & Eastern Illinois, Chicago and Western, Indiana (Suburb), Erie, Grand Trunk, Monon (C., I. & L.), Santa Fe (A. T. S. F.), Wabash, Big Four (C. C. C. & St. L.), Illinois Central, Michigan Central.

Chicago is by far the greatest railroad center in the whole world; 40% of the railway mileage of the United States terminates there. No train passes through Chicago. It either begins its journey or finishes there.

There are about 10,000 miles of railroad tracks within the city limits, and an investment of $1,000,000,000 in railroad property.

Chicago has the most comprehensive system for handling freight within its own railroad area; 1,400 miles of belt railway lines intersecting every railroad entering Chicago give unusual switching facilities by linking up the trunk railroads into a compact system. (This is one-third of the belt line mileage in the U. S.).

There are fifteen belt and industrial lines within and encircling Chicago.

Chicago has more than 120 railroad yards for the receipt, transfer and despatch of freight shipment with 184 freight receiving yards distributed throughout the city. A number of Chicago freight yards cover 160 acres and more of land each, and one a tract of 240 acres.

There is a supply of about 45,000 cars within the Chicago district each day. The freight traffic in and out of Chicago daily consists of about 30,000 cars.

Over 2,500 through package cars leave Chicago daily to about 2,000 points in forty-eight states, and one transfer service to 60,000 other points.

Chicago also has an unrivaled system for handling freight within the Metropolitan district. Belt lines intersect all railroads entering the city. The greatest switching yards have been built. Sixty miles of tunnel, under the central business section used exclusively for freight, connect docks, depots, warehouses, wholesalers and department stores and industries with the various railroad terminals and warehouses.

Chicago has four great systems of elevated railways, aggregating 194 miles of tracks. These systems interchange business so that for one fare, passengers may go from one section of the city to the other merely by changing cars at the transfer stations. The Metropolitan "L" serves the west side of the city; Chicago and Oak Park System extends from the Loop westward, serving not only the West Side of Chicago, but some important suburban towns including Oak Park and Forest Park. The South Side "L" is what the name implies. The Northwestern "L" runs north from the Loop through Evanston to Wilmette and northwest to Ravenswood. The elevated railroads have 205 stations and 1,664 cars.

Chicago surface lines operating 3,300 double track cars over 1,100 miles of single track, exceeds any other city railway, surface, elevated or subway in the world in miles of track, number of cars and passengers carried. Daily traffic 2,000,000 cash, and 1,500,000 transfer passengers.

There are six railway passenger stations located in or near the heart of the city: Central Station, which is terminus for the Big Four, Illinois Central and Michigan Central; Chicago & Northwestern Station, terminus for all divisions of the C. & N. W. Ry.; Dearborn Station, for Santa Fe, Chesapeake & Ohio, Chicago & Eastern Illinois, Erie, Grand Trunk, Wabash and Chicago & Western Indiana. The Grand Central Station, for Baltimore & Ohio, Chicago Great Western, Soo Line, Pere Marquette; the La Salle Street Station, for Chicago, Rock Island & Pacific, New York Central Lines, New York, Chicago & St. Louis; Union Station, for Chicago & Alton, Chicago, Burlington & Quincy, Chicago Milwaukee & St. Paul and Pennsylvania Lines.

There are six electric interurban roads serving Chicago. Four of these furnish freight and package freight service in addition to regular passenger service. These lines extend far out into the suburbs and surrounding territory and connect with many other electric railway systems that feed Chicago. There is also a motor bus company and an interurban motor despatch which is a freight service over the various electric lines.

The Chicago Motor Coach Co has in operation in Chicago about 500 of the latest type double deck motor busses, serving nearly all sections of the city. Total passengers carried 1924, 29,300,000.

Other facilities are: motor truck lines serving a radius of 50 miles, are in daily operation. Chicago has been established as the headquarters of the Air Mail Service of the U. S., and is the center of plans for development of commercial air traffic.

Chicago Freight Tunnel: Beneath the streets of Chicago's business district are 55 miles of freight tunnels, electrically operated, connecting factories, warehouses, wholesale and retail stores with central district freight stations. Tunnel service eliminates trucking and saves time and money for shippers.

This system furnishes universal freight forwarding through four stations conveniently located at different points in the central district for concerns not having direct tunnel connections.

Thirteen hundred and seventy-six passenger trains, carrying 275,030 passengers, arrive and depart every day. Of the passengers, about 229,339 are commuters, and 45,691 are travelers. These figures do not include passengers who arrive or depart from stations other than those located in the downtown district.

Water Transportation

Chicago has 101 miles of water front; fifty two miles equipped with dock and railway facilities.

With the Chicago and Calumet Rivers, the city has two natural harbors. Work will begin shortly on the development of an industrial harbor in Lake Calumet, offering attractive facilities for industries utilizing water and rail service.

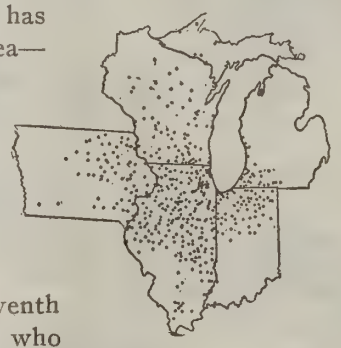
Completion of the Illinois Waterway—now under construction—will give Chicago through barge line connections with the Gulf via the Illinois and Mississippi rivers. Construction of the Great Lakes-St. Lawrence Waterway is inevitable and will make Chicago a world port tremendously increasing its industrial and commercial development. Looking to the future Chicago is planning a co-ordinated system o

Continued on page 56

Why The Chicago Market *and* The Chicago Tribune *make an ideal combination for the advertiser*

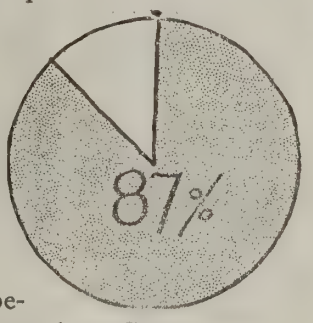
Circulation . . . The Chicago Tribune is bought every weekday by more than 680,000 people—500,000 of whom live in Chicago and its suburbs. On Sundays over a million copies of The Tribune are sold, 650,000 of which are purchased in Chicago and suburbs. The Tribune has 40% more local circulation than the next Chicago paper and reaches practically 100% of the English reading families.

Market . . . The Tribune is not only of local influence but has enormous coverage and prestige in a much larger area—Zone 7, comprising Illinois, Indiana, Iowa, Wisconsin, and Michigan. In this great Chicago Territory there are 1151 towns in every one of which The Sunday Tribune reaches more than one-fifth of all the families, and in some of which it reaches four-fifths of the families. The map at the right shows 509 of the 1151 towns that have more than 1000 population.



Zone 7 (The Chicago Territory) with but one-eleventh of the country's area has one-sixth of the population who possess one-fifth of the national wealth.

Influence . . . Dealers in this territory appreciate Tribune advertising as a powerful means of selling their goods and are eager to tie up with manufacturers who make Chicago Tribune advertising the backbone of selling campaigns. In Chicago 80% to 85% of the retailers read The Tribune. Outside the City, in a zone 400 miles in diameter, from 60% to 85% of the retailers read The Tribune. Not only do they read it but from 63% to 87% of them state that Chicago Tribune advertising is a selling influence and moves goods from their shelves.



Cost . . . Advertising in The Chicago Tribune is economical because circulation gains make each contract a bargain before it expires. Based on comparative figures Tribune space is positively cheap. National advertisers can buy Daily Tribune space for $1.37 per milline and Sunday Tribune space for $1.22 per milline. Where can you buy circulation as cheaply as this?

The Tribune's BOOK OF FACTS on markets and merchandising will be mailed free if requested on business stationery.

The Chicago Tribune

The World's Greatest Newspaper

Circulation Over 680,000 Daily and Over 1,000,000 Sunday

ILLINOIS (Cont'd)

Chicago (con't)

harbors and terminals to take advantage of these waterway systems.

The following steamship lines (freight and passenger) maintain routes from Chicago: Chicago, Duluth & Georgian Bay; Goodrich Steamship Lines; Garham & Morton Line; Michigan Transit Co., and Chicago & South Haven Steamship Co. There are about 50 other lines that run into Chicago, practically all of which are bulk freighters carrying coal, iron, lumber, steel, grain and automobiles.

Freight Transportation in Chicago District

Approximately 500 road freight trains bring to and take from Chicago district 30,000 freight cars each day. Of this amount there are about 15,000 inbound and 15,000 outbound. Of the total 30,000, only about one-third are empty.

26.5 per cent of all the freight cars brought into Chicago are through cars. Therefore 73.5 per cent of the cars are loaded with goods for distribution in Chicago.

Chicago has as many freight cars going in and out daily as New York and St. Louis combined.

The Chicago District loads about 4½ percent and unloads about 1¼ percent of the country's total freight car loadings. In other words about 10.5 percent of all the freight cars loaded in the United States are loaded or unloaded in the Chicago District.

There are 10,000,000 tons of merchandise in and out of Chicago each year. The ratio of business moving east out of Chicago to business moving west out of Chicago is 1.59 to 1.

More than 4,000 industries are served by private sidetracks.

The Chicago roads own 30.4 per cent of the tota lnumber of freight cars owned by class-1 railroads; 49 per cent of the locomotives, and 47 percent of the total passenger cars.

About 100,000 people living in Chicago are engaged in railroad service.

The clearing yards have a capacity of 10,580 cars. The Proviso yards a capacity of 4,705 cars at the present time and the plans for the new yards arrange for the accommodation of 22,000 cars. The Illinois Central yards will have a capacity of 12,000 cars standing with a working capacity of 6,000 cars daily.

PRINCIPAL INDUSTRIES

	Metropolitan District 1919	Municipal 1919
Establishments	12,399	10,537
Persons engaged		502,100
Proprietor and firm members		8,192
Salaried employes		21,877
Wage earners	520,133	403,942
Capital		$2,074,692,014
Salaries and wages		90,330,278
Salaries		98,426,324
Wages	$677,237,891	507,753,924
Cost of materials	2,981,183,882	2,308,034,184
Value of product	4,651,333,391	3,657,424,471
Value added by mfg.	1,670,149,509	1,278,182,243

Latest municipal figures available are for 1923, and are herewith presented:

Number of establishments	9,334
Average No. of wage earners	385,685
Wages	$571,724,743
Value of products	$3,323,341,460

The Chicago Industrial District, which ranked second in manufacturing in 1919, embraced 409,087 acres, of which 120,210 acres represent the area of Chicago, and 288,877 the outside territory. The District comprises, in addition to the City of Chicago, the townships of Berwyn, Bloom, Calumet, Cicero, Evanston, Leyden, Lyons, Maine, New Trier, Niles, Norwood Park, Oak Park, Proviso, Ridgeville, Riverside, Stickney, Thornton and Worth, all in Cook County, Illinois: and Calumet and North townships in Lake County, Indiana.

Chicago is the pre-eminent city of diversified industry. It produces a wide variety of manufactured products, because it possesses conditions favorable to nearly every type of industry. In 1919 there were 12,392 industrial establishments in the metropolitan district of Chicago producing three hundred and forty-nine classes of products valued at $4,651,333,391. Since 1919, Chicago has become the third largest city in the world, with a consequent increase in industrial development.

The principal industries of Chicago for which statistics can be presented separately, arranged in the order of value of product in 1919.

Industry	1914 Output
Slaughtering and meat packing	$410,709,000
Foundry and machine shop products	83,359,000
Printing and publishing	97,507,000
Clothing, men's including shirts	84,340,000
Electrical machinery, apparatus and supplies	17,568,000
Bread and bakery products	34,217,000
Cars, steam, railroad	50,931,000
Automobiles, including bodies and parts	4,700,000
Clothing, women's	19,211,000
Confectionery and ice cream	22,980,000
Paint and varnish	22,811,000
Furniture	23,350,000
Lumber and timber products	28,711,000
Copper, tin and sheet iron products	13,236,000
Soap	21,255,000
Musical instruments	12,671,000
Boots and shoes	11,663,000
Boxes—paper and other	6,945,000
Leather goods	5,463,000
Fur goods	1,605,000
Grand total, including all industries not listed above	$1,483,498,000

Industry	1919 Output
Slaughtering and meat packing	$1,092,908,000
Foundry and machine shop products	230,419,000
Printing and publishing	194,612,000
Clothing, men's, including shirts	193,051,000
Electrical machinery, apparatus and supplies	78,348,000
Bread and bakery products	77,542,000
Cars, steam, railroad	77,229,000
Automobiles, including bodies and parts	59,545,000
Clothing, women's	64,203,000
Confectionery and ice cream	61,577,000
Paint and varnish	50,306,000
Furniture	41,612,000
Lumber and timber products	40,118,000
Copper, tin and sheet products	38,015,000
Soap	25,505,000
Musical instruments	24,682,000
Boots and shoes	23,879,000
Boxes—paper and other	19,251,000
Leather goods	13,382,000
Fur goods	8,019,000
Grand total, including all industries not listed above	$3,657,424,000

Industry	1914-19	Per Cent Increase
Slaughtering and meat packing	$682,199,000	166.
Foundry and machine shop products	147,060,000	177.
Printing and publishing	97,105,000	99.5
Clothing, men's, including shirts	108,711,000	129.
Electrical machinery, apparatus and supplies	60,780,000	346.
Bread and bakery products	43,325,000	126.
Cars, steam, railroad	26,298,000	51.75
Automobiles, including bodies and parts	64,845,000	1375.
Clothing, women's	44,992,000	233.5
Confectionery and ice cream	38,597,000	168.
Paint and varnish	27,495,000	120.5
Furniture	18,262,000	78.4
Lumber and timber products	11,407,000	39.8
Copper, tin and sheet iron products	24,779,000	186.5
Soap	4,250,000	20.
Musical instruments	12,011,000	95.
Boots and shoes	12,216,000	104.
Boxes—paper and other	12,306,000	177.6
Leather goods	7,919,000	144.5
Fur goods	6,414,000	400.
Grand total, including all industries not listed above	$2,069,052,000	139.

Diversified industry is the basis of Chicago's market. Twelve thousand industries employing more than 500,000 workers thrive in this city.

Chicago leads the world in the production of food staples, in the manufacture and distribution of agricultural implements, dry goods and general merchandise, millinery, jewelry, railroad supplies, foundry products, furniture, telephone equipment, men's clothing, women's wearing apparel, electrical and gas devices, refined petroleum products, pianos and band instruments, parlor lamps and shades; in the manufacture of products for export and the diversification of manufactured goods.

Figures subject to revision, on the value of the 1923 output of Chicago's manufacturing establishments, have been made public by the United States Census Bureau. The compilation contains the following items on general merchandise:

	1923 Output.
Slaughtering and meat packing	$514,666,667
Clothing, men's	170,497,452
Foundry and machine shop products	151,446,868
Printing and publishing, book and job	129,998,603
Electrical machinery, apparatus and supplies	127,308,433
Iron and steel	117,160,880
Cars, steam, railroad	113,053,950
Printing and publishing, newspaper periodicals	107,623,629
Bread and bakery products	80,122,997
Motor vehicles	63,477,015
Furniture	61,330,536
Clothing, women's	54,583,589
Confectionery	49,418,800
Lumber and planing-mill products	44,991,639
Steam fittings and heating apparatus	41,821,370
Structural and iron work	32,127,748
Boots and shoes	27,644,553
Chemicals	27,148,198
Boxes, paper and other	24,146,299
Millinery and lace goods	23,775,589
Leather goods	23,764,587
Motor vehicle bodies	22,511,251
Musical instruments	21,012,968

The importance of the slaughtering and meat packing industry is apparent when it is noticed that its value of products formed approximately 25% of the total for the industry in the United States.

Chicago is a great industrial center because it combines in the most advantageous manner the greatest number of the various facilities, conveniences and conditions required for the successful manufacturing and merchandising in a great variety of lines.

Chicago is not only the most important manufacturing city in Illinois, but ranks second only to New York.

Meat Packing—The slaughtering and meat packing industry ranks first among the industries of the U. S. in point of cost of materials and value of product. Chicago is the greatest distributing center for meats and meat products in the world.

An official valuation of the live stock sold at the Chicago stockyards is given at $514,545,245 (1923). During the year 19,073,116 head of live stock were handled, including 3,157,100 cattle, 760,751 calves, 11,031,367 hogs, 4,097,833 sheep and 26,065 horses. The actual number of carloads received was 313,228.

Canned Goods—Chicago Leads as Canned Goods Mart.—Manufacture and distribution of "tinned" foods from Chicago are sent to all parts of the world and reach huge annual figures. It has been said that Chicago feeds the world. The annual output is large. There are 96 packers, large and small, in meat and meat products, 25 producers of foods, 26 packers and canners of pickles, 13 manufacturers and canners of preserves, 11 producers of condensed evaporated milk, one canner of eggs, 35 manufacturers of cans, one manufacturer of can keys, two manufacturers of canning machinery, and five manufacturers of can making machinery in the district of Chicago. The annual output of Chicago's canning and preserve establishments is estimated at 3,500,000 cases of 24 one-pound cans, valued at approximately $20,000,000. In addition the meat packers can approximately $67,000,000 worth of meat and meat products annually. One corn products company alone manufactures daily 209,000 gallons of syrup and 31,000 gallons of cooking oil. Chicago has the two largest canning plants in the country.

Furniture—The Chicago furniture market is the most important wholesale display market in the entire furniture industry. The completion of the new Furniture Mart Building on Lake Shore Drive in the heart of Chicago's wonderful water front empire makes a permanent home and palace of display for the country's 32,000 furniture retailers. Chicago, with 350 furniture manufacturing establishments employs over 15,000 workers, and in the year 1920 produced $102,000,000 worth of furniture, exclusive of pianos, phonographs, stoves and other house furnishing goods. Nearly 18,000 retail furniture dealers live within 500 miles of Chicago, they serve a population of 50,000,000 people. The annual output of the industries is $881,000,000, 65 per cent of this or $572,000,000 originates within this metropolitan district.

Musical Instruments—Chicago produces 100,000 pianos annually. This represents more than one-third of the entire production of the U. S., and employs from 6,500 to 7,000 people. This city has an immense establishment devoted to making player-pianos—35,000 a year. Chicago holds a leading position in the manufacture of band instruments and has assumed prominence in phonograph making and considerable output of all kinds of orchestra instruments. Thirty-three manufacturers of organs and pianos according to latest available figures have an output of $24,682,416.

Cloaks and Suits—Chicago ranks among the largest centers for the manufacture of men's and ladies' garments. This industry gives employment to more than 52,000 people. This number shows approximately 70 per cent female and 30 per cent male. Of these 30 per cent are Jews, 20 per cent Bohemian, 20 per cent American, 15 per cent Polish, 10 per cent Italian and 5 per cent miscellaneous. Chicago is first in the manufacture and distribution of men's clothing—a development of the last twelve years—the value of the output in 1919 was $190,017,000. Women's garments produced in 1919 had a value of $192,609,630. Including sports clothing, sweaters, etc., a volume of more than $500,000,000 is indicated for all clothing.

Telephone Apparatus—Enormous quantities of telephone apparatus (switchboards, telephone instruments, etc.) are made in Chicago. Over 60 per cent of the world's supply is manufactured in this city.

Candy—With sales that average fully $50,000,000 annually, Chicago is well in the lead as the center for distribution of candy throughout the Central West.

The production of this amount of candy necessitates a large number of well equipped factories, and with these Chicago is amply supplied. A conservative estimate places the investment in candy plants in Chicago at more than $25,000,000. This figure refers merely to the factories and not to the capitalization of the companies, some of which have other interests.

The Chicago factories use about 300,000 pounds of almonds annually and from 200 to 300 carloads of peanuts. The consumption of sugar by local candy plants is in the vicinity of 5,000 carloads a year, or about 200,000 tons. Great amounts of chocolate are used, but the amount consumed cannot be estimated according to experts, because many of the big plants grind their own supply of chocolate beans.

Iron and Steel—Chicago is today the acknowledged iron and steel center of the United States because, at this point rail and water transportation meet and all conditions are alike convenient both to iron ore, fuel and all necessary supplies. Coal and iron ore can be brought to Chicago cheaper than to any other large manufacturing center, and the products of the mills are distributed to better advantage and transported to the consumer at a lower average cost than from any other point in the United States. This is partially due to the recent "Pittsburgh Plus" decision.

Nearly 500 plants with an annual payroll of $80,000,000 to $90,000,000 are located in Chicago district.

In May, 1925, the output of iron exceeded for first time the output by Pittsburgh by 12,000 tons. This was during reduced production.

17 per cent of the country's capacity for making steel is located in this district.

United States Steel Corporation at Gary has an annual output of more than 3,000,000 tons of steel. Is largest and most complete plant of its kind in the world. The South Chicago Mill of Illinois Steel Company ranks next. There are several other important units.

There are 41 blast furnaces in Chicago district, some of them turning out as much as 5,000 tons of iron a week, averaging three times as much a day as the blast furnaces of the early days in Chicago's iron industry did in a week. Approximately 12,500,000 tons of iron ore come to this district annually from the Lake Superior iron mines.

Gary works of United States Steel Corporation broke world's iron and steel record in March, 1925, with 224,021 gross tons of pig iron, 329,418 gross tons of open hearth steel ingots and 309,676 net tons of coke. The world's record production for one month was rolled into rails, billets, blooms, slabs, plates, axles, rolled steel wheels and merchants bars and shapes, the total shipments of these finished products amounting to 254,308 gross tons.

At time of establishment of new world's record, Gary works employed approximately 14,000 men, with about 9,000 more employed in various subsidiary plants. In April, 1925, 26,000 men were on the payroll.

It is estimated that more than 100,000 men are employed in the production of iron and steel within the Chicago area.

SPECIAL INFORMATION

Twenty-five hundred through package freight cars leave Chicago daily to 2,000 shipping points. From these shipping points other shipping points are reached by making one change.

Chicago's passenger service is unequalled anywhere. There are 1,376 passenger trains and 275,030 passengers arriving and departing from Chicago railway stations daily. Of these 229,339 are suburban and 45,691 are through passengers.

The Parcels Post business at the Chicago Post Office exceeds that of any other five cities in the United States.

The Chicago Post Office in 1924 handled 3,594,746,174 pieces of mail. 4,140,215 money orders were issued in 1924 to the extent of $42,749,583.19. 39,375,306 money orders were cashed in 1924 to the extent of $258,650,357.53. Total receipts of the Chicago Post Office were $54,333,807.31, or about 17 per cent of the total business done by all offices in the country. This figure is a gain of 3½ per cent over 1923. Of the total number of pieces of mail 319,645,760 pieces were Parcel Post; 600,639,709 Special Delivery letters. The number of pieces of Parcel Post handled by the Chicago Post Office is more than the total number of express packages for the whole country. Chicago handles 15,000,000 pieces of Registered Mail a year.

Chicago does 60 per cent of the mail order business of the United States. The greater part is done by the two biggest mail order houses in the world. A million and a half people shop in Chicago in a busy week by this method.

The Electric Light Company of Chicago had at the beginning of 1925, 788,081 meters, new meters during year 1924 added 37,335.

Chicago has more telephones per capita than any other large city, and it is the greatest telephone using community in the world. There were 740,000 telephones in use. Average number of calls per day, 3,250,000.

Area square miles	200.4
Total population	2,701,705
Estimate earning power, 1924	$1,200,000,000

Chicago's growth in population and value of manufactured products:

Year	Population	Value of Manufactured Products
1900	1,698,575	$888,954,311
1910	2,185,283	1,281,313,000
1920	2,701,705	3,657,424,000
1923		3,323,341,460
1925	2,995,239	Est. 5,000,000,000

Chicago is the greatest commercial center in the United States, because of the preponderance of package freight shipments, statistics showing that the package freight business of Chicago is 10 per cent over that of the general average of the percentage of the total tonnage for this class of business.

It is estimated that within a night's ride of Chicago, there is a population of more than 50,000,000 people. The territory within this radius reaches from Omaha in the West, to Pittsburgh in the East, and from Minneapolis and St. Paul on the North, to Memphis and Nashville on the South.

New Produce Center—The Produce Mart now completed is one-half mile square, located in the Blue Island Avenue and 15th Street district. This is not only a great commercial achievement but a great civic improvement. Formerly the produce dealers were concentrated on South Water Street, overflowing into other districts with all the disadvantages of overcrowding. Furthermore, the condition of South Water Street was an eye-sore and added greatly to the congestion of traffic in the downtown district. The produce business of Chicago alone amounts to $800,000,000 a year. This does not include packing house products, groceries or the business of the Board of Trade.

Today Chicago has the greatest produce market in the world, in area, in size of buildings, economy of arrangements and unifications, as well as in the amount of its annual business. Its yearly business is in excess of $500,000,000, second only in volume to that of the packing industry. Approximately 100,000 cars of fruits and vegetables are handled by the South Water Street interests annually. Then there is the business in dressed poultry, butter, eggs and cheese. Last year the receipts of live and dressed poultry and cases of eggs received in Chicago were as follows: The receipts of dressed poultry 88,016,736 pounds. Estimated value $30,000,000. Carloads live poultry 2,600. Coops by express 425,000. Estimated weight 86,700,000 pounds. Estimated value $22,000,000. Receipt of eggs 4,676,344 cases of thirty dozen each or 140,290,320 dozen. Estimated value $46,000,000. Total value $98,000,000. This does not include receipts by trucks but it is reasonable to suppose that Chicago handled $110,000,000 worth of poultry and eggs last year.

The marketing and handling of perishables in Chicago is similar to that in other large cities. During 1924, according to the United States Department of Agriculture, 92,210 cars of perishables were received at Chicago. Some of these were shipped out again without being unloaded. There were 56,412 carloads unloaded in Chicago in 1924 or an average of over 154 a day. To this quantity must be added the tremendous quantities of vegetables grown in Cook County, which is the third largest vegetable producing county in the United States, being exceeded only by Los Angeles and Imperial Valley counties in California. Considerable quantities of produce are also received from other Illinois counties and from nearby points in Michigan and Indiana. Leaders in the produce business estimate that the business in perishables in Chicago amounts to about $500,000,000 annually. It is the second largest branch of business in Chicago, being exceeded only by the packing industry.

ILLINOIS (Cont'd)

Port of Chicago

Chicago owes its advantages as a port largely to the natural protection for vessels afforded by the mouths of the Chicago River and Calumet River. Breakwaters have been built on the east and for some distance out on the north and south by the United States Government, thus forming an outer harbor of 21-foot depth.

The rapid growth of Chicago led to the development of her port facilities known as Chicago River, Calumet River, Indiana Harbor and Gary, all within the metropolitan district and to be considered Greater Chicago ports. Chicago now has 101 miles of water frontage for the handling of its water-borne commerce, of which 52 miles are equipped with dock and railway facilities. Its outer harbor has a frontage of 24 miles, protected by Government breakwaters.

The chief business of Chicago's first port, the Chicago River, is the transportation of lumber, coal and package freight. The Calumet River has now become Chicago's greatest industrial harbor. From this harbor are served the numerous industries of South Chicago, East Chicago, Indiana Harbor and Gary by rail connection. Around this port are grouped steel mills, furnaces, smelters, forging plants, foundries, grain warehouses and numerous other factories and plants.

The lake trade of the Chicago District amounts to about 27,067,000 tons of which 13,524,000 tons were arrivals and 13,558,000 were clearances. Fifteen steamship lines serve the port of Chicago.

There are 64 grain elevators in Chicago with a total capacity of 54,235,000 bu., 29 of these having a capacity of 1,000,000 bu. or more.

Residential Features

The residents of the City of Chicago occupy principally one and two-family houses built of brick. Chicago is known as a "City of Brick."

There are 160,272 one-family houses; 101,500 two-flat buildings; 41,630 apartment houses with 266,303 individual living apartments and 63,397 living apartments over stores. From the above figures it is estimated that 762,600 live in one-family houses, 1,050,000 live in two-flat buildings, and 1,112,400 live in apartments.

New permit construction for 1924 was divided into the following classes:

Industrial (stores and factories)	1,610
Business (offices, hotels and club rooms)	8
Residences	8,768
Halls, churches, moving pictures, etc.	52
Theatres	8
Apartments	5,235
Two stories and offices	42
Three stories and family residence	181
Four stories and halls	6
Six stories and apartments	226
Misc. water towers, grain elevators, etc.	43
Total Permits	16,179

Following is a subdivision showing type of building erected: Frame, 2,526; brick, 13,727; total, 16,179.

Total Permits (1924) 16,179; total cost, $296,893,990.

According to the Federal Census Bureau the number of homes in Chicago, as enumerated in January, 1920, was 623,910 of which 165,866, or 26.6 per cent, were owned by the occupants, and 447,405, or 71.7 per cent, were rented; for the remaining 10,639 the facts as to tenure were not reported. Of the owner homes 58,382, or 35.2 per cent, were free from encumbrance and 102,719, or 61.9 per cent, were mortgaged; for the remaining 4,765 no information as to mortgage indebtedness was secured.

The Bureau of the Census secured reports regarding the value of the home, the amount of the encumbrance and the rate of interest from 76,573, or 74.5 per cent, of the 102,719 mortgaged homes enumerated in the census. The average market value of the mortgaged homes was $6,460, and the average mortgage was $2,734. Assuming that the average value and the average mortgage debt for the homes not reporting was the same as for those for which reports were secured, the total market value of all mortgaged homes in Chicago was estimated at $664,000,000 and the total mortgage debt at $281,000,000.

The prevailing rate of interest was 6 per cent, this being the rate reported for 83.9 per cent of the total number of homes reported as mortgaged and 81.6 per cent of the total amount of mortgage indebtedness. Five-and-one-half per cent was the rate on 9,16 per cent of the total number and 5 per cent was the rate on 3.1 per cent of the total number of mortgaged homes reporting. From 5 per cent to and including 7 per cent formed 98.7 per cent of the number of homes reporting the rate of encumbrance on their mortgaged debt. For the remaining indebtedness other rates were reported, ranging from less than 5 per cent to more than 8 per cent. The average rate on all mortgages was 5.9 per cent.

Of the 76,573 mortgaged homes concerning which information was secured 5,099, or 6.7 per cent, were valued at less than $2,500; 30,127, or 39.3 per cent, at $2,500 to $5,000; 22,100, or 28.9 per cent, at $5,000 to $7,500; 9,444, or 12.3 per cent at $7,500 to $10,000; 5,721, or 7.5 per cent, at $10,000 to $15,000; and 4,082, or 5.3 per cent, at $15,000 and over. Of the latter number 1,308, or 1.7 per cent, were valued at $25,000 and over.

As a rule the greater the value of the home the smaller the proportion which the encumbrance represents of the total market value, this proportion ranging from 38.8 per cent for homes valued at $15,000 to $20,000 each to 50.2 per cent for those valued at less than $2,500. On homes valued at amounts of more than $25,000 the encumbrance amounted to $22,466,190, forming 41.9 per cent of the market value on January 1, 1920.

Retail Section

The main business section which is known as the Loop District, is a seething caldron of commerce, finance, traffic congestion and humanity. It embraces only a quarter of a square mile. In this little patch are 19 streets, running east and west and north and south. On fifteen of these streets are street car tracks and cars turning in all directions at every intersection.

There are daily within this district 10,000 street cars, 152,000 vehicles of all sorts, 323,000 working population and over 1,000,000 floating population. This wildly pulsating heart is held viselike in the coil of the river which bounds it on two sides, the railroads on the third and the lake on the fourth.

Chicago has outgrown this small and congested district known the country over as the "Loop," and with about 168 active communities with outlying banks, where total deposits exceed $636,137,000 and whose cash resources aggregated $118,523,000, it is no wonder that the business of Chicago is being distributed throughout the entire city.

In six blocks on State Street, the main downtown retail trade, the retail clothing, dry goods and department store business is said to be equal to that of any similar area in the world. This includes the paper of pins as well as the $5,000 fur coat. An average of a quarter of a million individual sales are made within these few blocks every day.

The new Boulevard Link Bridge connecting Michigan Avenue on the south with Lake Shore Drive on the north has given downtown Chicago its greatest opportunity for the spreading of general business, particularly offices, retail stores, and specialty shops. The business trend is out of the Loop and northward on Michigan Boulevard.

The following are the principal shopping centers or neighborhood retail sections. In most cases with these herewith mentioned the shopping is not necessarily confined to the immediate section or even streets. Some of the larger neighborhood centers are really the centers of towns within Chicago, the sales area will extend from two or three blocks on one or both streets to ten and twelve in some of the larger retail distributing centers.

63rd and Halsted Streets.
This section is the busiest on the south and southwest sides both as a business and transfer center. It is a large banking and commercial district and is the terminus of suburban electric lines connecting with Kankakee, Crete, Steger, Harvey, and Chicago Heights. It is predominantly Swedish.

63rd and Cottage Grove Avenue.
This section is the largest outlying amusement center in Chicago. It is also one of the largest outlying auto sales centers and at the same time is fast becoming a rooming house and light housekeeping neighborhood. It is predominantly American.

32nd Street and Commercial Avenue.
This section is in the heart of the steel industry and is commonly known as South Chicago. The majority of the people are workers in the steel mills. It is a busy transfer corner with many electric cars passing from Whiting, Hammond, East Chicago and Gary, Indiana. It is predominantly Lithuanian and Polish.

Milwaukee Ave. and Paulina Street.
This district is the greatest business section outside of Duluth. It is particularly a large furniture center and also a large volume of business is done in men's and ladies' wear, shoe stores and millinery shops. It is predominantly Jewish and Polish.

Halsted Street and Roosevelt Road.
This particular district sells almost exclusively to people of foreign birth. Located in this section is the Maxwell Street center where the dealers sell and display their goods from pushcarts in the open. It is predominantly Jewish and Italian.

Lincoln and Belmont Avenues.
This district is one of the best on the North Side. It is predominantly Swedish and German.

Wilson Avenue, Broadway and Sheridan Road.
This section is given over to the better class rooming houses with many large apartments. It is the largest amusement center on the North Side. It is predominantly American.

Ashland Avenue and 47th Street.
This district is almost entirely composed of foreign speaking people employed in the stockyards. It is predominantly Polish and Lithuanian.

Michigan Avenue and 111th Street.
This is a fast growing community and while not as densely populated as some others a large amount of business is transacted here. It is predominately Bohemian.

Roosevelt Road and Kedzie Avenue.
This district is composed of the better class of Jewish people who do most of their buying in this district. The largest retail business is in the lades' ready-to-wear. It is predominantly Jewish.

North Avenue and California Avenue.
This district is a particularly busy one with many small retail stores. It is predominantly Jewish and Swedish.

North Avenue and Larrabee Street.
In this district is located quite a few chain stores together with department stores, men's clothing and other small retail stores. It is predominantly German.

Madison and Halsted Streets.
This is a particularly good transfer point, located in a large factory district with lodging houses and cheap hotels abounding. It is a good amusement center. It is of mixed nationality.

Chicago and Ashland Avenues.
This district is composed of practically all foreign born. The stores handle only low-priced merchandise. It is predominantly Polish and Lithuanian.

18th Street and Blue Island Avenue.
This is a fairly good district with business centered on Blue Island Avenue between 18th and 19th Streets. It is predominantly Bohemian.

26th Street and Longdale Avenue.
This district is a home-owning one, and the stores are quite busy. It is predominantly Bohemian.

Madison Street, Kedzie and Crawford Avenues.
In this district are found people of the better class and it is rapidly growing. Many of the better stores are located here. It is predominantly American.

Clark Street and Belmont Avenue.
This district is a typical middle-class one with the exception of the eastern portion. Many first-class stores are found here. It is predominantly Swedish.

Lincoln, Lawrence and Western Avenues.
This district is developing into a very large business center. It is principally a community buying center with some transient trade. It is a very good transfer point. It is predominantly American.

Lincoln Avenue and Irving Park Boulevard.
This is principally a community buying center made up of first-class stores. Houses and apartments prevail throughout the district. It is predominantly American.

Stony Island and 67th Street.
This district is a community buying center with many high class stores. It has grown rapidly in the last few years and is regarded as one of the choicest residential centers of the South Side. About four-fifths of the people live in high-class apartments. It is predominantly American.

Howard and Clark Streets.
Rogers Park is one of the best residential sections of Chicago. The business section here is an L shape including all of Clark Street to the city limits and Howard Street east of Sheridan Road. Principally a community buying center. It is predominately American.

Lawrence and Kedzie Avenues.
This district is well populated and enjoys a good buying trade. It is a good transfer point. Homes and apartments predominate. It is predominantly Jewish.

Milwaukee and Lawrence Avenues.
This district has grown rapidly in the last few years. These corners are busy transfer points and a good class of stores are to be found here. It is predominantly American.

Halsted and 35th Streets.
This district is thickly populated being entirely built up and here we find a number of stores especially small department stores, dry goods and men's furnishings. Practically all the business is done on Halsted Street. It is predominantly Lithouanian.

63rd Street and Ashland Avenue.
This is a furniture center and ranks among the three most important outside Duluth. Ashland Avenue is the third most important transfer center on the South Side. It is predominantly Swedish.

Halsted and 79th Streets.
This district is one of the finest growing communities in the city. Stores are of the better class. It is a good amusement and furniture center. It is predominantly American.

Cottage Grove Avenue and 75th Street.
This district is being constantly improved with new stores all of the better class. It is predominantly Swedish.

Madison Street and Ogden Avenue.
This district contains mostly rooming houses with a fairly good class of stores. Madison Street is the business center. It is of mixed nationality.

North and Crawford Avenues.
This is a good transfer point well populated and the stores are of the better class. It is predominantly American.

Milwaukee Avenue, Irving Park Blvd. and Cicero Avenue.
This is a fairly well populated district with a good class of stores. Milwaukee Avenue is the principal business street. Homes and small apartments predominate. It is predominantly American.

TRADING AREA

In attempting to secure accurate information in regard to the trading area of Chicago it was necessary for our representatives to become familiar with transportation facilities, character of inhabitants, size of cities and towns, distributing facilities, of large Chicago stores and many other details before arriving at a conclusion of what is the retail trading area divided into a daily trading zone, weekly zone and monthly zone.

The areas have been carefully checked by impartial sales managers, merchandising managers, advertising managers, shipping clerks and others whose knowledge of Chicago territory was of value. The areas were rearranged from time to time as special information and further study of shipping facilities and buying habits of people were noted.

The three areas represent first the daily zone where the bulk of daily business is secured; second, the weekly zone. In this territory buyers are accustomed to travel to the city for business and pleasure at least once a week. Third, the limits of territory from where Chicago draws trade at least once a month. Within this zone are many fair-sized cities and towns which can easily supply the daily wants to its citizens but close enough to Chicago for these buyers to travel about once a month and usually large sales are made.

The daily zone extends to Waukegan on the north and swings westward in a semicircle around Chicago to Gary and on the east including Oak Park, Highland Park, Naperville, Chicago Heights, Hammond, South Chicago, Wheaton, and Dyer.

The weekly zone area extends northward to Racine, Wisconsin, then swinging around in an irregular semicircle to Michigan City, Indiana. This zone depends a great deal on transportation facilities. The larger cities within this zone are Elgin, Joliet, Aurora, Geneva, Syracuse, DeKalb, Momence, Valparaiso, Ind., and Kenosha, Wisconsin. Within this zone the larger stores maintain free delivery to the larger cities.

The monthly zone area on the north extends only a little further than the weekly zone as far as South Milwaukee, from there the boundary line swings almost directly west to Dubuque, Iowa, including Rockford, Janesville, Evansville, Galena, Freeport and Beloit, all to the northwest.

The furthermost point west of Chicago in the monthly trading zone is Cedar Rapids, Iowa; from this point the boundary line begins to swing south and then east, and in this direction are included Davenport and Clinton, Iowa; Rock Island, Moline, Cambridge and Galesburg, Ill. The point furthest south in this zone is Champaign and Urbana. This trading zone then swings northeast through Lafayette, Logansport, Goshen, all in Indiana, through Three Rivers, Michigan, and again swings northwest to the east bank of Lake Michigan. The large cities in this direction are South Bend, South Haven, St. Joseph and Benton Harbor.

Wholesalers—Grocers, 153; meats, 89; fruits, 125; dry goods, 159; druggists, 65; confectionery 230; clothing, 164; tobacco, 60; hardware, 23; jewelers, 198; men's furnishings, 19; millinery, 17; stationery 15,; hats and caps, 7; bakers, 15; boots and shoes, 220.

Chicago is the distributing center of the United States. Its wholesale trade in 1920 was estimated at $6,000,000,000. It leads in the distribution of dry goods, general merchandise, foodstuffs, machinery, jewelry, pianos, wearing apparel, automobiles, furniture and household requisites.

Chicago has one of the great jewelry jobbing houses of the United States, and the city's business in jewelry runs from $75,000,000 to $100,000,000 annually. The business is growing at a tremendous rate and it already holds an important place among Chicago's business activities.

There are more than 80 manufacturers of jewelry and kindred lines that have headquarters in Chicago, and there are fully 70 more that maintain offices and salesrooms with headquarters elsewhere. More than 170 jobbers of jewelry and kindred lines have headquarters in Chicago. There are more than 100 manufacturers and jobbers of china, umbrellas, lamps and brass goods in Chicago.

From a small beginning the jewelry trade of Chicago has developed so rapidly that it now ranks seventh on Chicago's business list.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 97; commercial auto. agencies, 66; automobile accessories, 1,155; automobile tire agencies, 918; bakers, 1,503; cigar stores and stands (including hotels), 4,613; confectioners (including hotel stands), 3,130; delicatessen, 1,471; dressmakers, 2,127; druggists, 1,784; dry goods, 1,226; department stores, 102; electrical supplies, 439; florists, 465; fruits and vegetables, 842; furniture, 601; furriers, 595; garages (public), 1,147; grocers, 9,273; hardware, 885; jewelry, 998; meat markets, 4,366; men's furnishings, 852; men's clothing, 506; merchant tailors, 1,644; milliners, 752; opticians, 110; photographers, 382; pianos (and miscellaneous musical instruments), 541; radio supplies, 782; restaurants (including hotels), 2,052; shoes, 876; sporting goods, 365; stationers, 552; women's apparel, 803.

See announcement page 55

CLINTON, ILL.

(De Witt County)

1920 Population, 5,898.

City and Suburban Estimate, 10,000.

Native Whites, 92%; **Negroes,** 5% **Foreign Born,** 3%; **English Reading,** 100%.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $4,000,000. Most people here put savings in building and loan stock; one company has $3,000,000 capital, three others $1,000,000 each.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Division headquarters I. C., also has Illinois Traction.

Principal Industries: I. C. RR. shops; poultry shipping house; garment factory.

Manufacturing Establishments: 1. Leading firms: Clinton garment factory.

Residential Features: Almost entirely private homes. Housing shortage. High rents. No tenement district other than 2 squares where 400 negroes live. House building rapid. Four city additions opened last year.

Retail Shopping Section: Public square, four blocks east Main St., five blocks east Washington Street, three blocks north Quincy Street, 3 blocks Monroe Street, 2 blocks Adams St.

Trading Area: Radius of ten miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 8; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 6; grocers, 27;

Continued on page 58

ILLINOIS (Cont'd)

Clinton (Cont'd)

hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

DANVILLE, ILL.

(Vermilion County)

1920 Population, 33,776. (Directory estimate with suburbs), 1923.

City and Suburban Estimate, 46,270.

Native Whites, 76½%; Negroes, 5½%; Foreign Born, 18%; English Reading, 98%; Families, 9,600.

Schools: Public Grade, 14; High, 2; Parochial, 3; Number of Pupils, 7,950.

Churches: Baptist, 12; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 11; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 24.

Banks: National, 5; Total Resources, $12,541,049.76; Savings Bank Deposits Total, $3,100,000; 6 building associations, deposits $18,000,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,132.

Location: Wabash, C. & E. I., C. C. C. & St. L., C. M. & St. Paul, Illinois Traction, Dixie Highway, Ocean to Ocean highway, the hub of a system of paved roads, at the junction North, Middle and Salt Fork Rivers. Bus service to all principal points within fifty miles. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Brick, zinc smelter, coal mining, foundry work, railroad shops.

Manufacturing Establishments: Leading firms: Western Brick Co., Hegeler Zinc Co., Allith-Pouty Co., Danville Malleable Iron Co.

Special Information: A city of home owners, in the heart of the coal belt, with most unusual steam and electric railroad service, bus line service and hard roads to every part of the county. The Danville market, in which trading area $56,233,365 is spent annually (U. S. Labor Bureau statistics), indicates it is a good trading territory.

Residential Features: Mostly small apartment houses and modern homes. Because of the fact that Danville is the oldest building association town in the middle west, most of the residents own their own homes.

Retail Shopping Section: Vermilion, Main, Hazel, Jackson and Walnut Streets, 3 blocks in former, 5 in Main Street; 2, Hazel Street; 1, Jackson Street; 1, Walnut Street.

Trading Area: 50 to 75, due not so much to the railroads, but the concrete paved roads. Danville is at the junction of the Dixie and Ocean to Ocean Highways; every main road in the county is paved. There are nine bus lines, operating a union station. There is a hard road to every postoffice in the county.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 15; cigar stores and stands (including hotels), 28 (chain, 1); confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 20; druggists, 22; dry goods, 6; department stores, 4; electrical supplies, 16; florists, 6; fruits, 5; furniture, 15; furriers, 1; garages (public), 32; grocers, 125 (chain, 10); hardware, 4; jewelry, 6; meat markets, 20; men's furnishings, 4; men's clothing, 15; merchant tailors, 7; milliners, 6; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 9; restaurants (including hotels), 42 (chain, 1); shoes, 8; sporting goods, 3; women's apparel, 14.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 70; most pleasant months, April to November; doctors (medical, 150), (dentists, 26), (osteopaths, 6); number of wired houses, 11,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement column 4

DECATUR, ILL.

(Macon County)

1920 Population, 43,818 (1925 Population—government estimates—53,895).

City and Suburban Estimate, 176,190 (A B C estimate).

Native Whites, 91.4%; Negroes, 2.7%; Foreign Born, 5.9%; Industrial Workers, 19.4%; English Reading, 98.1%; Families, 10,874.

Schools: Public Grade, 15; High, 1; Junior High, 4; Parochial, 6; Number of Pupils, 14,000 (James Millikin University, 1,100 students, not included in above).

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 20.

Banks: National, 3; State, 2; Total Resources, $18,275,170.58. Savings Bank Deposits Total, $4,418,085.32 (included in total above).

Theatres: Legitimate, 1 (gives movies part time); Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1 (Note—High School and University Auditorium are also available). Total number of seats, 6,500.

Location: Near geographical center of Illinois on Wabash, I. C., Penna., C. I. & W. Rys., and Illinois Traction System (electric). Fifty-five counties can be reached without change of train. Two paved highways cross at Decatur and give direct connection to all of Illinois. To St. Louis, Mo., by railroad, 3½ hours; by trolley, 5½ hours; by auto, 5 hours.

Principal Industries: Corn products, brass, water, gas and light fixtures, railroad and interurban shops, coal mining, iron working, garment making, store fixtures, metal novelties, soda fountains, agricultural machinery, concrete products, caps and capping machinery, structural steel fabricators, valves, paper products, brick, steel tanks, pumps, pharmaceutical supplies.

Manufacturing Establishments: 105. Leading firms, A. E. Staley Mfg. Co., Wabash Shops, Union Leader & Malleable Iron Works, Williams Sealing Corp., Combination Fountain Co., Mueller Fountain & Fixture Co., E. Z. Opener Bag Co., Walrus Mfg. Co., Wagner Malleable Iron Co., Decatur Coffin Co., Osgood-Heiner Mfg. Co., Decatur Garment Co., Home Mfg. Co., Faries Mfg. Co., Decatur Brick Co., Decatur Brass Works, Illinois Traction System Shops, The Mueller Co., Wonder Furnace Co., Hi Flier Mfg. Co., Mississippi Valley Structural Steel Co.

Residential Features: Estimated that 97.4% of the population is living in one-family houses. very few workingmen live in apartments or flats. Zoning plan insures ideal development of residential districts.

Retail Shopping Section: Two parallel streets. Water and Main, for 5 blocks, and the connecting cross streets. Five neighborhood centers with grocery, meat, hardware shops, etc.

Special Information: The Pennsylvania Railroad recently said of Decatur: Known as "The Central City of the Central State," Decatur, Illinois, lies at the crossing of two transcontinental trails, Pikes Peak Ocean to Ocean east and west, and the Meridian Trail north and south. It is located on a lake 14 miles long, which was made possible by the combined civic efforts of the citizens of the community who financed a $2,250,000 dam and water impounding system which also furnishes recreation center, drawing people from all over Illinois. Decatur is one of the most genuinely American cities in the Union. Its 43,818 population is 91.4 per cent native white and 95 per cent of its families live in private dwellings. It has a low infant mortality rate. It has very little extreme wealth, no poverty and no tenement district. Decatur has a scientific plan for development to a city five times its present size. It is recognized as a large distributing center and is served by sixteen railroad lines.

Trading Area: Extends north 21 miles, northwest 33 miles, west 16 miles, southwest 28 miles, south 32 miles, southeast 34 miles, east 36 miles, northeast 28 miles. Decatur department and furniture stores territory extends east 52 miles and south 62 miles.

Wholesale Houses: Groceries, 5; meats, 6; fruits and vegetables, 4; hardware, 1; dry goods, 1; miscellaneous lines—confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial automobile agencies, 7; automobile accessories, 6; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 30; dressmakers, 35; druggists, 23 (chain, 3); dry goods, 10; department stores, 5; electrical supplies, 10; florists, 8; fruits, 4; furniture, 13; furriers, 1; garages (public), 26; grocers, 225 (chain, 18); hardware, 9; jewelry, 9; meat markets, 83 (chain, 1); men's furnishings, 3; men's clothing, 28; merchant tailors, 24; milliners, 11; opticians, 8; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 74 (chain, 2); shoes, 22; sporting goods, 5; stationers, 7; women's apparel, 20.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months, May, June, July, October; doctors (medical, 76), (dentists, 41), (osteopaths, 9); number of wired houses, 11,800; street car service; gas, artificial; electric current, alternating; water, hard.

DeKALB, ILL.

(DeKalb County)

1920 Population, 7,871.

City and Suburban Estimate, 10,000.

Native Whites, 68%; Negroes, 2%; Foreign Born, 30%; Industrial Workers, 75%; English Reading, 95%; Families, 2,400.

Schools: Public Grade, 4; High, 2; Parochial, 1; Number of Pupils, 3,050.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $5,615,400. Savings Bank Deposits Total, $3,288,525.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,200.

Location: 58 miles west of Chicago, on the Lincoln Highway. On main line of C. & N. Ry. Also branch of the Chicago Great Western. Also C. M. & St. P. Outer Belt line. To nearest large city by railroad, 2 hours; by auto, 1 hour.

Principal Industries: Wire Mfg. Co., Die & Specialty Works. Milk and dairy wagons, foundry, women's wear, Vassar underwear, Apollo pianos, insulated wire, business bodies for automobiles, refrigerating plant, music rolls.

Manufacturing Establishments: Leading firms, American Steel & Wire Co., Apollo Piano Co., Standard Foundry, DeKalb Wagon Co., Nehring Insulated Wire Co., Kohler Die & Specialty Co., Vassar Underwear Co., Rudolph Co., Creamery Package Mfg. Co., Clark Orchestra Roll Co.

Special Information: Northern Illinois State Teachers' College, located here, enrolled 700. Also have a tourists' camp site which is pleasant and convenient.

Residential Features: Mostly homes, a few flats and apartments.

Retail Shopping Section: Extends for about eight blocks on Lincoln Highway.

Trading Area: Covers a radius of about 20 miles in all directions.

Wholesale Houses: Fruits, 1; miscellaneous lines—wrapping paper, sacks, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 18; delicatessen, 1; druggists, 6; dry goods, 8; department stores, 9; electrical supplies, 6; florists, 1; furniture, 2; garages (public), 6; grocers, 17 (chain, 3); hardware, 3; jewelry, 3; meat markets, 12 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 5; women's apparel, 9.

Miscellaneous Data: Most pleansant months, June, July, August, Sept., Oct.; doctors (medical, 18), (dentists, 6), (osteopaths, 1); number of wired houses, 1,800; gas, artificial; electric current, alternating; water, hard.

DIXON, ILL.

Lee County)

1920 Population, 8,191.

City and Suburban Estimate: City, 12,500; County, 28,000.

Families, 2,200.

Schools: Public Grade, 6; High, 2; Parochial, 1; Number of Pupils, 1,986.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National 2; State, 1; Total Resources, $4,700,000. Savings Bank Deposits Total, $1,900,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: On main line of the Chicago and Northwestern Ry. and on I. C. Ry., the C. & N. W. Ry. is east and west, and the I. C. north and south. Connection with all other transcontinental railroads going through Illinois. Also served by Hennepin Canal and Rock River. Also on two transcontinental motor highways—the Lincoln Highway and the Atlantic, Yellowstone and Pacific. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Shoes, farm implements, wire screen cloth, cement, dairy products, electric power, wagons and truck bodies, caskets.

Manufacturing Establishments: 15. Leading firms, J. I. Case Plow Co., Brown Shoe Co., Reynolds Wire Screen Co., Borden Condensed Milk Co., Sandusky Portland Cement Co., Illinois Northern Utilities Co., Gossart Corset Co.

Special Information: Power center for northern Illinois with huge steam generating and hydro electric plants of Illinois Northern Utilities Co., furnishing power for north half of state. Dixon is hub of six state paved roads, through tourists' routes. Large State Hospital for Epileptics located here.

Residential Features: City of private homes. No tenement district. No exclusive residence district. Fine, comfortable residences in all parts of the city.

Retail Shopping Section: Six blocks on First street, 3 blocks on Galena avenue, 2 blocks on Hennepin avenue, 2 blocks on Peoria avenue, 2 blocks on Depot avenue. Many little community stores and small businesses on the outskirts of the city.

Trading Area: 35 miles from south, southwest, southeast, east and north. 15 miles from west. New state highways, now being paved, are extending Dixon's trading territory immensely. Dixon is hub of six concrete highways radiating in all directions throughout the state.

Wholesale Houses: Groceries, 3; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 8; automobile accessories, 30; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 35 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 35; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 4; florists, 2; fruits, 10; furniture, 5; garages (public), 14; grocers, 29 (chain, 2); hardware, 4; jewelry, 2; meat markets, 13; men's furnishing, 9; men's clothing, 7; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 11.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 20), (dentists, 10), (osteopaths, 6); number of wired houses, 2,200; street car service; gas, artificial; electric current, alternating; water, hard.

EAST ST. LOUIS, ILL.

(St. Clair County)

1920 Population, 66,767.

City and Suburban Estimate, 80,000.

Native Whites, 78 7/10%; Negroes, 11 1/10%; Foreign Born, 10 2/10%; Industrial Workers, 30%; English Reading, 85%; Families, 15,768.

Schools: 44; Number of Pupils, 11,880.

Churches: 25.

Banks: 5; Total Resources, $32,040,000.

Theatres: 13; Total number of seats, 10,400.

Location: Across river from St. Louis, Mo.

Principal Industries: Meat packing, foundry and machine shops, railroad repair shops.

Residential Features: One and two family houses; a few tenement districts.

Retail Shopping Section: About 15 blocks in center and three or four scattered neighborhood sections.

Trading Area: About 12 miles north, south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 4; automobile accessories, 14; automobile tire agencies, 14; bakers, 24; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 56; delicatessen, 8; dressmakers, 92; druggists, 25; dry goods, 17; department stores, 6; electrical supplies, 4; florists, 10; fruits, 36; furniture, 16; furriers, 2; garages (public), 30; grocers, 205; hardware, 11; jewelry, 21; meat markets, 43; men's furnishings, 12; men's clothing, 31; merchant tailors, 12; milliners, 15; opticians, 12; photographers, 10; pianos (and miscelaneous musical instruments), 5; radio supplies, 20; restaurants (including hotels), 52; shoes, 24; sporting goods, 4; stationers, 4; women's apparel, 11.

EDWARDSVILLE, ILL.

(Madison County)

1920 Population, 5,336.

City and Suburban Estimate, 8,052.

Native Whites, 75%; Negroes, 6½%; Foreign Born, 18½%; Industrial Workers, 25%; English Reading, 98%; Families, 1,500.

Schools: Public Grade, 3; High, 2; Parochial, 2; Number of pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, $7,625,797.46; Savings Bank Deposits Total, $4,445,368.28.

Theatres: Moving Pictures, 1. Total number of seats, 750.

Location: 22 miles northeast of St. Louis on Trail No. 4, State Highway. Served by Nickel Plate, Illinois Traction System, Wabash Railroads, with bus service to nearby towns.

Principal Industries: Heating, plumbing and machine supplies, men's clothing, coal mining and milling.

Manufacturing Establishments: 16. Leading firms: U. S. Radiator Corp., N. O. Nelson Mfg. Co., Donk Bros. Coal Co., Blake Milling Co.

Residential Features: Mostly one-family houses with few or no workingmen's tenements. An exceptionally fine residential town in general. Homes in the town will average in value above $5,000.

Retail Shopping Section: Extends from public square, which forms heart of business section, 2 to 3 blocks in all directions. Also fine neighborhood stores in the various residential districts.

Trading Area: This city is the center of the trade area of Madison County, whose population is 110,000. Is connected with the surrounded communities by two hard surfaced national trails and other hard surfaced branch roads.

Wholesale Houses: Fruits, 1; miscellaneous lines, 1 (confectionery).

Circulation of
The Commercial-News
Danville, Illinois, for
October, 1925, averaged

22,644

This is the largest circulation of any newspaper in the United States in a city the size of Danville.

ILLINOIS (Cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 5; automobile accessories, 1; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 12; grocers, 19; hardware, 4; jewelry, 2; meat markets, 8; men's furnishing, 8; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

ELDORADO, ILL.

(Saline County)

1920 Population, 5,004.

City and Suburban Estimate, 8,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 75%; **English Reading,** 90%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,390.

Churches: Baptist, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, $1,800,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,200.

Location: In Saline County, on Big Four, L. & N. and I. C. Railroads. 20 miles from Ohio River at Shawneetown. On State Route No. 1 and 142. Excellent shipping facilities. Traction line to Currier's Mills, a distance of 20 miles.

Principal Industries: Coal mining and farming.

Manufacturing Establishments: Saline Dairy and Bottling Co., ice and ice cream and soft drinks, Wink Bottling Co., O'Gara Coal Co., J. K. Denny Coal Co., Southern Coal Co., Saline Coal Co.

Special Information: Mine payroll 5 to 8 millions per year. Situated in the center of an excellent farming community, where all kinds of grain, hay and farm products are raised. Cattle and live stock raised and shipped from here. Good location for distribution of all products in southern Illinois on account of railroad facilities.

Residential Features: A number of fine residential locations, with 4 to 6 room residences. Large percentage owned.

Retail Shopping Section: Extends 3 blocks from square. About 75 to 100 small retail stores.

Trading Area: About 50 miles in diameter, practically all farm land.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1; miscellaneous lines, oil and gas 3; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 1; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 12; department stores, 2; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 35; hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 8; shoes, 1; sporting goods, 3; women's apparel, 2.

ELGIN, ILL.

(Kane County)

1920 Population, 27,454.

City and Suburban Estimate, 50,000.

Native Whites, 81%; **Negroes,** 4%; **Foreign Born,** 15%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** approx. 6,450.

Schools: Public Grade, 11; High, 1; Parochial, 3; Number of Pupils, 4,895.

Churches: Baptist, 2; Chiristian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3 Evangelical, 4 Lutheran, and 4 others.

Banks: National, 4; State, 2; Total Resources, $12,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, High School, Y. M. C. A.), 2. Total number of seats, approximately 6,000.

Location: Elgin is located on the Fox River, 39 miles northwest of Chicago, in Kane County, on the Chicago, Milwaukee & St. Paul Ry., and the Freeport branch of the Northwestern Ry. The Chicago Outer Belt Line (The E. J. & E. Ry.) touches the border of the city. The Chicago & Elgin Third Rail line comes into Elgin. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Engin National Watch Factory employing 4,100 skilled employees; the Illinois Watch Case Co., employing 1,360; the Cutter & Crossette Shirt Factory; Selz-Schwab Shoe Factory; Woodruff & Edwards Foundry; Rineheimer Bros. Wood Working Factory; Soap Works; Elgin Stove & Oven Works; the Keinzle Bros., Planing Mill, the Elgin Butter Pub Co., the Western Thread Co., the David C. Cook Publishing Co., the Brethren Publishing House, casket hardware companies, butter companies, and several machine shops and other small factories.

Manufacturing Establishments: About 30. Leading firms: Elgin National Watch Works, Illinois Watch Case Co., Cutter & Crossette Shirt Factory, Woodruff & Edwards, Selz-Schwab Shoe Co.

Special Information: Elgin is a city composed of skilled workmen, the majority of whom own their own homes. It is considered one of the most desirable cities in which to live. The Grant Highway runs directly through the center of the city as well as the Fox River Trail, both concrete highways, that are in continuous use by the traveling motorists. "Wing" Park on the west and "Lords" Park on the east are two of nature's beauty spots that are known for miles around to the pleasure seeking motorist and his family. Elgin as a city is one of the beauty spots of Illinois.

Residential Features: Mostly one and two-family homes. 83% of people own the homes they occupy. There is no "poor district" in Elgin with regard to either class of dwelling or social or financial standing of residents. Elgin is essentially a home city.

Retail Shopping Section: Extends from Fountain Square (which forms heart of business section and terminal for suburban trolley lines) for four blocks on Grove Avenue, South; North on Douglas Ave. four blocks, also on Spring and North Grove Ave. for four blocks. East on Chicago St. three blocks and west on Chicago St. three blocks. West side of river has approximately four blocks of retail shopping section. There are smaller neighborhood sections with the usual grocery, confectionery, meat, etc., shops. Approximately 10 blocks of retail shopping district in down town section on short streets intersecting the main thoroughfare.

Trading Area: Elgin is a trading center, serving a district boasting a population of over 75,000. This is the prosperous farming, dairying and manufacturing counties of Kane and McHenry, western portions of DuPage and Cook, southern portion of Boone and northern portion of DeKalb. The department stores are the largest and carry the widest assortment of merchandise obtainable anywhere.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; miscellaneous lines, tobacco, confectioners, ice cream, bakers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 12; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 25; delicatessen, 10; dressmakers, 10; druggists, 16; dry goods, 1; department stores, 20; electrical supplies, 12; florists, 10; fruits, 20; furniture, 6; furriers, 3; grocers, 57 (chain, 2); hardware, 10; jewelry, 8; meat markets, 13; men's furnishings, 10; merchant tailors, 10; milliners, 10; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 29; shoes, 18; sporting goods, 6; stationers, 6; women's apparel, 5.

Miscellaneous Data: Most pleasant months, July, August, Sept., Oct., Nov.; doctors (medical, 61), dentists, 30), (osteopaths, 2); number of wired houses, 7,327; street car service; gas, artificial; electric current, direct; water, hard.

See announcement page 51

EVANSTON, ILL.

(Cook County)

1920 Population, 37,234 (1925 estimate, 55,000).

City and Suburban Estimate, 100,000.

Native Whites, 70%; **Negroes,** 7%; **Foreign Born,** 23%; **Industrial Workers,** 5%; **English Reading,** 98%; **Families,** 1920, 8,500; 1925 esmate, 13,000.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 7,500.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 4; Methodist, 8; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 1; State, 4; Total Resources, $19,000,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 13,000.

Location: On shore of Lake Michigan, adjoining Chicago on the north; 12 miles from the Loop—Chicago & Northwestern Railroad, four tracks, 80 trains daily; Chicago Elevated Ry. on six-minute schedule; Chicago, North Shore & Milwaukee R. R. Paved boulevards and highways in all directions. To Chicago, by railroad, 20 minutes; by trolley, 40 minutes.

Principal Industries: Iron and steel pipes, etc., women's clothing, toys.

Manufacturing Establishments: 100. Leading firms, Mark Mfg. Co., subsidiary of Youngstown Sheet & Tube Co., Toy Tinkers, Flossy Dental Mfg. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Home of Northwestern University, Garrett Biblical Institute and three other seminaries and one national kindergarten college. Rapidly growing city. $11,000,000 in building permits for 1924. Seven fine residential hotels. Assessed valuation in 1924, $21,004,573. 7,267 registered autos. One of the very best residential suburbs in the county. Is the home of many of Chicago's leading business and professional men.

Residential Features: Is called the city of homes. Private residences and high-class apartments predominate. First city in state to have zoning ordinance. Ridge, Forest, Michigan Aves. and Sheridan Road are finest resident streets in middle west. No tenement district. Laborers live in own homes of two flat buildings.

Retail Shopping Section: Davis St., 500—1,100; Sherman Ave., 1,300—1,800; Church St., 600—1,100; Ovington Ave., 1,600—1,800; Chicago Ave., 5001,700; Maple Ave., 1,500—1,700; Benson Ave., 1,600; Main St., 500—1,100; Central St., 1,700—2,000, and many other outlying districts.

Trading Area: Along the lake shore from 2 or 3 miles south of the Chicago city limits, through the various suburban towns to Lake Forest, a district of 18 to 20 miles and from 6 to 10 miles west from the lake.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 40; automobile tire agencies, 12; bakers, 18; cigar stores and stands (including hotels), 90 (chain, 1) (city licenses for cigarettes); confectioners (including hotel stands), 32; delicatessen, 14; dressmakers, 10; druggists, 34 (chain, 3); dry goods, 14; department stores, 3; electrical supplies, 17; florists, 15; fruits, 17; furniture, 3; furriers, 8; garages (public), 19; grocers, 61 (chain, 19); hardware, 9; jewelry, 7; meat markets, 32; men's clothing, 12; merchant tailors, 22; milliners, 13; opticians, 8; photographers, 11; pianos (and miscellaneous musical instruments). 5; radio supplies, 10; restaurants (including hotels), 47 (chain, 6); shoes, 16; sporting goods, 4; stationers, 6; women's apparel, 18.

Miscellaneous Data: Doctors (medical, 144), (dentists, 52), (osteopaths, 9); street car service, yes; gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

FREEPORT, ILL.

(Stephenson County)

1920 Population, 19,669.

City and Suburban Estimate, 40,000.

Native Whites, 87 7/10%; **Negroes,** 1 7/10%; **Foreign Born,** 10 6/10%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 5,146.

Schools: 12; Number of Pupils, 4,372.

Churches: 12.

Banks: 6; Total Resources, $10,600,000.

Theatres: 4; Total number of seats, 1,350.

Residential Features: One and two family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: About 25 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 42; druggists, 10; dry goods, 9; department stores, 3; electrical supplies, 7; florists, 2; fruits, 9; furniture, 4; furriers, 2; garages (public), 20; grocers, 59; hardware, 5; jewelry, 3; meat markets, 22; men's furnishings, 7; men's clothing, 6; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 11; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 6.

GALINA, ILL.

(Jo Daviess County

1920 Population, 4,842.

Negroes, only two families; **Foreign Born,** very few.

Schools: Public Grade, 3; High, 1; Parochial, 2.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Illinois Central R. R.; Chicago & Northwestern R. R.; Chicago, Burlington & Quincy R. R. To nearest large city by automobile, ½ hour; by railroad, ¾ hour.

Principal Industries: Mining, dairying and manufacturing.

Manufacturing Establishments: 7. Leading firms: Galena Mfg. Co. of Illinois; Interstate Light & Power Co., Galena Glove & Mitten Co., Standard Cigar Co.

Trading Area: About 15 miles.

Wholesale Houses: Groceries, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 7; bakers, 3; total cigar stores and stands (including hotels), 2 (chain, 2; confectioners (including hotel stands), 6; dressmakers, 2; total druggists, 3; dry goods, 2; department stores, 3; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 7; total grocers, 12 (chain, 2); hardware, 3; jewelry, 4; total meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; total restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct.; doctors (medical, 3), (dentists, 3), (osteopaths, 1); gas, artificial; electric current, alternating; water, hard.

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ILLINOIS (Cont'd)

GALESBURG, ILL.

(Knox County)

1920 Population, 23,834.

City and Suburban Estimate, 30,000.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **English Reading,** 99%; **Families,** 7,500.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 6,800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 16.

Banks: National, 4; State, 1; Total Resources, $14,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Armory, 1. Total number of seats, 7,200.

Location: 163 miles southwest of Chicago on Burlington and Santa Fe Railroads. The Burlington runs out of Galesburg to Chicago, Peoria, Quincy, Burlington, Rock Island and Havana. Two interurban lines. One bus line to Monmouth and Burlington and Galva.

Principal Industries: Burlington Railroad shops employ 3,000 men. Purington Paving Brick Works. Frost Mfg. Co., manufacturing stationary engines. Coulter Disc. Co., manufacturing coulters for plows. Gross Bros., overalls. McCollum Bros., candy. Armour and Swift branch houses.

Manufacturing Establishments: 22. Leading firms: Above.

Special Information: The Burlington Railroad has recently built a large reservation in Galesburg for its own water supply, costing over $1,000,000.

Residential Features: Galesburg is called a city of homes because so many people own their homes. An outstanding feature of the city is its beautiful shade trees in the streets.

Retail Shopping Section: Extends from the public square, which forms the heart of business section, east and west on Main Street 6 block east and 4 blocks west with Simmons Street and Ferris Street, running parallel with Main Street for several blocks, and also on cross streets connecting these streets.

Trading Area: Extends in all directions from 35 to 40 miles.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; miscellaneous lines, Hartong Paper Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; automobile accessories, 6; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 48; druggists, 12; dry goods, 7; department stores, 2; electrical supplies, 10; florists, 2; fruits, 2; furniture, 7; furriers, 3; garages (public), 18; grocers, 80; hardware, 6; jewelry, 7; meat markets, 20; men's clothing, 14; merchant tailors, 4; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 22; shoes, 12; sporting goods, 1; 1; stationers, 5; women's apparel, 7.

HARRISBURG, ILL.

(Saline County)

1920 Population, 7,125. 1924 estimate, 14,124. By vote of the people at a city election Harrisburg has increased its corporate limits and now includes Dorrisville and Gaskins City besides other territory to the west.

City and Suburban Estimate, 16,500.

Native Whites, 75%; **Negroes,** 8%; **Foreign Born,** 15%; **Industrial Workers,** 90%; **English Reading,** 95%; **Families,** 4,380.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 2,881.

Churches: Baptist, 5; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Holiness, 2; Baptist, 1 (colored); Methodist, 1 (colored); Christian, 1; Social Brethren, 1.

Banks: National, 2; State, 1; Total Resources, $6,000,000.00 Savings Bank Deposits Total $1,500,000.00.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,100.

Location: Harrisburg is located a little west of the central portion of Southern Egypt on the Big Four railroad and So. Ill. Traction System which connects with the Illinois Central R. R. and L. & N. R. R. at a point 8 miles N. E. The I. C. R. R. (now being built) will be within 5 miles of this city. Harrisburg is connected with the Ohio River by hard road State Route 13 to the east. It is also one of the chief cities connected by the Egyptian Transportation System with all of So. Ill. Transportation facilities have increased 100% in the past year. To nearest large city, by railroad, 5 hours; by automobile, 6 hours; by motor bus, 6 hours.

Principal Industries: Coal mining, agriculture and on a smaller scale, flour mill, brick yard, packing house.

Manufacturing Establishments, 7. **Leading firms,** O'Gara Coal Co., Saline County Coal Corp., Harrisburg Coal Mining Co., Harrisburg Packing Co., Woolcott Milling Co., Ford Brick & Tile Co. Total value of yearly output of factories estimated at $16,000,000 (coal principally).

Special Information: Harrisburg, under its new city administration has commenced an era of progress. Many new paving districts have been created and sidewalk districts opened. A building era of 3 years includes 8 story bank, several business blocks, Masonic temple, 2 modern and spacious garages and many extra fine homes. New suburbs have been exploited and building is still holding its own.

Residential Features: While a majority of the approximate 5,000 houses in this city are single family homes there are quite a few pretentious residences. Most of the homes are 'self owned." Only few apartments over several store buildings. None other.

Retail Shopping Section: Poplar Street, 4 blocks, Locust St. 3 blocks, Vine St. 3 blocks, Main St. 4 blocks. This is commonly called the "Square." South Harrisburg (formerly Dorrisville, Ill.) has a business street as has East Harrisburg (formerly Gaskins City).

Trading Area: With completion of the State Hard Roads our trading territory has greatly increased. To the North 8 miles, to the South 20, 30 and 40 miles. To the West 10 miles. To the East. 30 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 2; dry goods, 1; miscellaneous lines, shoes, 1; electric supply, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 7; bakers, 3; total cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; total druggists, 10 (chain, Rexall); dry goods, 6; department stores, 3; electrical supplies, 2; florists, 1; furniture, 8; garages (public), 1 and all other garages; total grocers, 88 (chain, 2); hardware, 2; jewelry, 3; total meat markets, 9 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 13; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 27; most pleasant months, September and October; doctors (medical, 18), (dentists, 9), (osteopaths, 2); number of wired houses, 3,508; street car service; electric current, alternating; water, hard.

HOOPESTON, ILL.

(Vermilion County)

1920 Population, 5,451.

City and Suburban Estimate, 6,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **English Reading,** 97%; **Families,** approx. 1,500.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,300.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2 (Church of God and Holiness).

Banks: National, 2; Total Resources, $2,150,000. Savings Bank Deposits Total, $150,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,900.

Location: In northeastern part of Vermilion County, five miles west of Indiana state line and one mile south of Iroquois County line in Illinois, served by Chicago & Eastern Illinois running north and south, and Nickel Plate (L. E. & W.) running east and west. Has bus service south to Danville, 25 miles, and north to Watseka, 24 miles.

Principal Industries: Canning sweet corn, tin can factory, making canning machinery, manufacture of castings for various automobile factories, etc., manufacture of chemical and food products, automobile shock absorbers.

Manufacturing Establishments: 7. Leading firms: American Can Co., Hoopeston Canning Co., Illinois Canning Co., Vermilion Malleable Iron Works, Sprague-Sells Corpn., Iliff-Bruff Chemical Co., P. H. Webber Co. Total yearly value of factory output estimated at $10,000,000.

Special Information: City has two large sweet corn canning factories, own about 15,000 acres planted in sweet corn every year, and has branch of American Can Co., turning out over 1,000,000 per day, and one of the largest factories making canning machinery in the country.

Residential Features: Mostly two-story houses. Two small sections limited to working men have modest one-story homes. Some fine private homes, ranging in value from $10,000 to $40,000. Beautiful, clean city, with many churches and good schools and never had saloon in its history. Was original "dry" town of United States. Pays its Mayor a salary of 50c. per year and Aldermen 25c. per year. Has over $40,000 surplus in treasury and lends money to citizens.

Retail Shopping Section: Extends from east line of Third Street west to west line of First Avenue, a distance of 8 blocks, and a block north and south in each direction from main business thoroughfare.

Trading Area: Radius of 30 miles north, east and west, and 10 miles south. Good train connections and hard roads in every direction, principally Bloomington way, running east and west and Dixie highway, running north and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 21; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

See announcement column 4

JACKSONVILLE, ILL.

(Morgan County)

1920 Population, 15,713.

City and Suburban Estimate, 20,000.

Native Whites, 87%; **Negroes,** 10%; **Foreign Born,** 3%; **English Reading,** 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, three colleges, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous—Lutheran, 1.

Banks: National, 1; State, 3. Savings Bank Deposits Total, Clearings, $25,751,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 3,700.

Location: On C. & A., C. B. & Q., Wabash & C. P. & St. L. Rys. Miss. Valley Highway, Ocean to Ocean Highway. Good connections to Kansas City, Chicago and St. Louis. Through train service. Excellent bus service to Springfield, Ill.

Principal Industries: Woolen mills, Ferris wheels, highway bridges, men's clothing, cigars, clothing and dry goods, display racks, steel products.

Manufacturing Establishments: Leading firms: J. Capps & Sons, Ltd., Woolen Mills; Eli Bridge Co. (Ferris Wheels), Illinois Steel Bridge Co. (Highway Bridges), Rothschild-Speilberger Clothing Co. (Men's Clothing), Jacksonville Clothing Co. (Men's Clothing, McCarthy-Gebert Co. (Cigars), Ogar Cigar Co., Capp & Frank (Clothing and Dry Goods, Display Racks).

Special Information: Jacksonville is known as a city of institutions. Located here are the Illinois College: Illinois Woman's College; Routh College; Illinois School for the Deaf; Illinois School for the Blind; The Central Hospital for the Insane; Norbury Sanatorium, and two Colleges of Music.

Residential Features: Mostly one- and two-family houses. All private homes predominate. Considered one of the most beautiful cities in the Middle West. Also famous for its efficient city administration in the past year. Jacksonville has been written up in many nationally known magazines.

Retail Shopping Section: Extends from the Public Square in four directions for six blocks on East and West State Streets, and on north and south Main Streets, north and south Mauvaisterre Streets, and north and south Sandy Street, east and west Court, and east and west Morgan Streets.

Trading Area: Extends fifty miles north, south and west and 30 miles east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; miscellaneous lines: 4, ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 15; automobile accessories, 4; automobile tire agencies, 2; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 5; druggists, 8; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 2; fruits, 3; furniture, 5; furriers, 1; garages (public), 15; grocers, 69; hardware, 5; jewelry, 4; meat markets, 12; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 18; shoes, 6; sporting goods, 8; stationers, 4; women's apparel, 8.

JOLIET, ILL.

(Will County)

1920 Population, 38,442.

City and Township, 64,217.

Native Whites, 76%; **Negroes,** 1.8%; **Foreign Born,** 22.1%; **Industrial Workers,** 28.3%; **English Reading,** 75%; **Families,** 13,380.

Schools: Public Grade, 24; High, 1; Junior College, 1; Parochial, 14; Number of Pupils, 13,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 12.

Banks: National, 3; Savings, 2; Total Resources, $28,203,502, Savings Banks Deposits Total, about $10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: On A. T. & S. F.; C. R. I. & P.; C. & A.; E. J. & E.; Michigan Central; Wabash; C. M. & St. P.; Interurbans—Chicago, Ottawa & Peoria; Chicago & Joliet. Five motor bus systems on highways leading to city. To least large city, by railroad, 1 hour; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Am. Can., Am. McKenna Process Re-roll Rails, Am. Steel & Wire Co., Bates Machine Co., Farm Implements, Sheet Metals, Pressed Steel Products, Bakers Machinery, Cotton Waste, Freight Cars, Coal Products, Stone, Matches, Wall Paper, Art Calendars and Adv. Novelties, Cooperage, Boilers, Millwork, Foundries, Bridges, Billets, Aluminum Castings, Macaroni, Boys' Clothing, Overalls, Stoves, Oil Refining, etc.

Manufacturing Establishments: 166. Leading firms, Illinois Steel Co., Elgin, Joliet & Eastern Belt Line, American Steel & Wire Co., Gerlach-Barklow Art Calendars and Printing Products, Standard Paint and Rubberoid, Calumet Baking Powder Co., General Refractories, National Carton Co., Jas. G. Heggie & Sons, American Can Co. Six wallpaper factories. Total value of yearly output of factories estimated at $85,000,000.

Residential Features: A City Zoning System is being worked out by the Real Estate Board and City Commissioners. Two big sections represent the main residential districts—one on the West Side between McDonough St. south and Plainfield Rd. north, from Broadway west to Reid street. Many new subdivisions being settled up; a majority own their homes.

Retail Shopping Section: The Loop District; N. Chicago street, 3 blocks; Ottawa street, 3 blocks; Scott street, 3 blocks. Downtown: Collins street, 8 blocks, mostly foreigners; Cass street, 9 blocks mostly in loop; Jefferson street, 12 blocks touching loop on south; South Chicago street, 10 blocks (foreign and colored predominate). Washington street and E. Jefferson street, auto section—small retail stores and Gerlach-Barkow Calendar Co. a big employing factor. Bluff street (oldtown) small stores in six blocks.

Wholesale Houses: Groceries, 7; meats, 13; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 12; automobile tire agencies, 48; bakers, 21; cigar stores and stands (including hotels), 25 (chain, 2); confectioners (including hotel stands), 38; delicatessen, 4; dressmakers, 3; druggists, 24; dry goods, 11; department stores, 9; electrical supplies, 11; florists, 8; furniture, 15; furriers, 1; grocers, 165 (chain, 4); hardware, 9; jewelry, 14; meat markets, 37; men's furnishings, 8; men's clothing, 16; merchant tailors, 15; milliners, 7; opticians, 2; oculists, 4; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 20; restaurants (including hotels), 46; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Most pleasant months, July, August, Sept., Oct., Nov.; doctors (medical, 78), (dentists, 44), (osteopaths, 5); number of wired houses, 17,500; street car service, gas, artificial; electric current, direct; water, hard.

See announcement page 51

KANKAKEE, ILL.

(Kankakee County)

1920 Population, 16,753.

City and Suburban Estimate, 30,000.

Native Whites, 85 7/10%; **Negroes,** 1 6/10%; **Foreign Born,** 12 7/10%; **Industrial Workers,** 32%; **English Reading,** 90%; **Families,** 4,176.

Schools: 21; Number of Pupils, 4,520.

Churches: 8.

Banks: 4; Total Resources. $12,150,000.

Theatres: 6. Total number of seats, 3,450.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: About 10 blocks in heart of city.

Trading Area: About 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 17; delicatessen, 2; dressmakers, 35; druggists, 11; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 5; fruits, 6; furniture, 4; furriers, 1; garages (public), 14; grocers, 65; hardware, 6; jewelry, 6; meat markets, 14; men's furnishings, 6; men's clothing, 8; merchant tailors, 9; milliners, 11; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 11; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 7.

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ILLINOIS (Cont'd)

KEWANEE, ILL.

(Henry County)

1920 Population, 16,026.

City and Suburban Estimate, 75,000.

Native Whites, 75%; **Negroes,** 5%; **Foreign Born,** 20%; **Industrial Workers,** 22%; **English Reading,** 90%; **Families,** 4,000.

Schools: Public Grade, 7; High, 2; Parochial, 3; Number of pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 4.

Banks: National, 1; State, 3; Total Resources, $6,160,000. Savings Banks Deposits Total, $775,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,200.

Location: On Burlington Railroad, midway between Chicago and Quincy on the main line, and also Kewanee and Galva Interurban Railway connecting at Galva with Rock Island Railroad between Rock Island and Peoria. Direct hard road connection with Chicago, Rock Island, Peoria, Galesburg, Burlington and Monmouth.

Principal Industries: Valve and fitting plants of Walworth Manufacturing Co. Kewanee Boiler Co., boilers. Pumps, gloves, mittens.

Manufacturing Establishments: Walworth Mfg. Co., Kewanee Boiler Co., Boss Mfg. Co., Peters Pump Co., Kewanee Mfg. Co., Illinois Ice Cream & Dairy Co., Anderson Construction Co., Kewanee Private Utilities Co., water and sewage systems.

Special Information: Wonderful park system, made possible by generosity of E. E. Baker. City under Commission government. Kewanee is one of the outstanding manufacturing cities in the middle west.

Residential Features: Mostly one and two-family houses, private homes almost exclusively. Scarcely a dozen apartment houses. One of the finest residence cities of its size in the middle west. Homes average $8,000.

Retail Shopping Section: Extends 2 blocks each direction with tributaries on cross streets connecting with the business section, with usual outlying groceries, meat markets, etc.

Trading Area: Extends about 25 miles in each direction. The rural districts in the heart of the Illinois corn belt.

Wholesale Houses: Groceries, 3; fruits, 3; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 20; delicatessen, 5; dressmakers, 20; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 5; florists, 3; fruits, 10; furniture, 4; garages (public), 6; grocers, 40; hardware, 4; jewelry, 4; meat markets, 30; men's furnishings, 3; men's clothing, 4; merchant tailors, 8; milliners, 4; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 4.

LA SALLE, ILL.

(La Salle County)

1920 Population, 13,050. Present Estimate, 15,096.

City and Suburban Estimate, 25,000.

Native Whites, 60%; **Foreign Born,** 40%; **Industrial Workers,** 28%; **English Reading,** 91%; **Families,** 2,900 (Estimated).

Schools: Public Grade, 6; High, 1; Parochial, 5; Number of Pupils, 3,273.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 4. Miscellaneous, Evangelical, 1.

Banks: National, 1; State, 2; Total Resources, $7,200,000. Savings Bank Deposits Total, $3,250,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: At head of navigation on Illinois River and terminus Illinois Michigan Canal, served by main line Rock Island Railroad, (C. R. I. & P.) also by Chicago Burlington and Quincy, Illinois Central Railway, Illinois Traction Electric Line, La Salle & Bureau County Railroad and Peru, La Salle and Deer Park Railroad; Bus and trolley service to principal suburban cities in territory. To nearest large city, by railroad, 1½ hours; by trolley, 3 hours; by auto, 2 hours.

Principal Industries: Clocks, watches, cement, zinc, sulphuric acid, coal, farm machinery and metal products.

Manufacturing establishments: 38. Leading firms, Western Clock Co., Illinois Zinc Co., Matthiessen & Hegeler Zinc Co., Alpha Cement Co., Marquette & Lehigh Cement Companies, LaSalle Tool Co., LaSalle County Carbon Coal Co., Apollo Metal Works, Peru Plow & Wheel Co., Carus Chemical Co., and Mundie Mfg. Co. Total value of yearly output of factories estimated at $50,000,000.

Special Information: Principal trading center for an area embracing over 65,000 people of LaSalle, Bureau, Putnam and Marshall County. One of the leading cities in the production of cement, clocks, watches and zinc. Annual payroll for Tri-Cities in 1922 over $7,000,000. Manufacturing establishments spent over $7,000,000 in enlarging plants. Prospects of a fourth cement plant—company capitalized at $2,500,000. Starved Rock State Park and Deer Park, a few miles from the city, bring large numbers of tourists to LaSalle annually.

Residential Features: Large proportion of population own their own homes. Private homes predominate, with some few apartment buildings.

Retail Shopping Section: Extends six blocks on First Street, one block on intersecting streets for same distance and two blocks on Second Street, one outlying district with usual neighborhood stores, eight blocks from main business district.

Trading Area: Extends about twenty miles north, south, east and west, some business secured from people living at a greater distance, because of the good service on the interurban electric line and good roads. Excellent car service to Peru (9,000) and bus service to Oglesby (5,000) both in Tri-City District.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; confectionery, 2; butter and eggs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 6; automobile accessories, 11; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 13; dressmakers, 13; druggists, 7; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 3; fruits, 3; furniture, 4; garages (public), 13; grocers, 37 (chain, 1); hardware, 4; pianos (and miscellaneous musical instruments), 7; jewelry, 3; meat markets, 23 (chain, 1); men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 10; opticians, 5; photographers, 4; radio supplies, 5; restaurants (including hotels), 11; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 11.

Miscellaneous Data: Average temperature, 49.43 degrees; average number of rainy days per twelve months, 117; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 21), dentists, 11); number of wired houses, 2,853; street car service, yes; gas, artificial houses, 2,853; street car service: water, hard.

LAWRENCEVILLE, ILL.

(Lawrence County)

1920 Population, 5,080.

City and Suburban Estimate, 8,000.

Native Whites, 97.5%; **Negroes,** 1.7%; **Foreign Born,** 0.8%; **Industrial Workers,** 40%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,931.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $3,300,000. Savings Banks Deposits Total, $200,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,200.

Location: In Southeastern Illinois. Served by the St. Louis Division of the Baltimore & Ohio and by the Cairo Division of the Big Four. Bus service to surrounding towns.

Principal Industries: Petroleum production and refining. Men's work clothing, cooperage, oil tanks, oil equipment, telephone equipment and supplies.

Manufacturing Establishments: 14. Leading firms: Indian Refining Co., Pioneer Asphalt Co., Lawrenceville Cooperage Co., Ely-Walker Dry Goods Co., Lawrenceville Machine Co., Skidmore Tank Works, Suttle Equipment Co. Total value of yearly output of factories estimated at $25,000,000.

Special Information: Located in the heart of the Illinois oil fields. Connected with pipe lines extending over practically all of the Mid-Continent oil fields. Almost exactly in the center of the population and the center of the consumption of the United States.

Residential Features: Practically all one-family houses. Most of residents are home owners. Houses mainly modern, of cottage and bungalow type, attractive and well kept.

Retail Shopping Section: Mainly around public square and on streets leading directly away from same.

Trading Area: Ten to fifteen miles in each direction. Trade area rapidly extending due to the fact that this is a junction of two paved state highways which have been recently completed.

Wholesale Houses: Miscellaneous lines, flour, coal, refined oils.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 3; dry goods, 5; electrical supplies, 3; florists, 3; garages (public), 4; grocers, 20; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 3; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 5.

LEWISTOWN, ILL.

(Fulton County)

1920 Population, 2,279.

City and Suburban Estimate, 4,700.

Native Whites, 95%; **Negroes,** only 1 here; **Foreign Born,** 5%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 600.

Schools: Public Grade, 3; High, 1; Number of Pupils, 650.

Churches: Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $1,115,000. Savings Bank Deposits Total, $176,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 500—325.

Location: On Buda & Rushville branch of Burlington and also on the Galesburg & Havana branch of Burlington R. R., also on Central Illinois Electric interurban. Hard road from north and south and state road on east and west.

Principal Industries: Some coal mining, printing, bee supplies. Principally a farming community. One of the largest strip coal mines in state being opened on the north of us. Daily capacity, 80 R. R. cars.

Manufacturing Establishments: Leading firms: Szold & Son, Porter Bee Escape Company.

Special Information: County seat of Fulton County. Have a resort known as Depler Springs, brings many during Summer months.

Residential Features: Mostly small properties accommodating single families. Ideal place for home in small agricultural community.

Retail Shopping Section: Extends around Court House Square and one block north and two blocks south of Square. Total business section extends over 11 blocks downtown. Have grain elevator, small stores, etc., in residence section.

Trading Area: Extends about 15 miles each of four directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 1; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 2; dry goods, 2; department stores, 1; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 3; grocers, 5; hardware, 3; jewelry, 2; meat markets, 4; men's furnishing, 3; men's clothing, 3; merchant tailors, 2; milliners, 1; opticians, 2; radio supplies, 2; restaurants (including hotels), 3; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

LINCOLN, ILL.

(Logan County)

1920 Population, 11,882.

Native Whites, 10,405; **Negroes,** 257; **Foreign Born,** 1,218; **English Reading,** 95%; **Families,** 2,026.

Schools: Public Grade, 9; High, 1; Parochial, 4; Number of Pupils, 1,300 Grade, 600 High School, 325 Parochial, 150 Orphans' Home.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous: 1 German Catholic, 2 German Lutheran.

Banks: National, 2; State, 1; Total Resources, $5,817,939.93.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Chautauqua. Total number of seats, 6,400.

Location: Chicago & Alton, 2 branches. I. C. and Ill. Traction. Route 4. Federal Aid hard road. These roads and traction lines reach to every remote corner of the State and connect with the trunk lines at Chicago, St. Louis and Kansas City.

Principal Industries: Coal, China, Caskets (wood and metal), Mattresses, Electric Washing Machines, Plants and Flowers, (600,000 feet of glass), Lincoln Sand & Gravel Co.

Manufacturing Establishments: 31. Leading firms: Brewerton Coal Co., Illinois China Co., Lincoln Casket Co., Holland Power Washing Machine Co., Gullett & Sons. Total value of yearly output of factories estimated at $2,183,809.

Residential Features: City of homes and home owners. Magnificent trees. Most workmen own their own homes.

Retail Shopping Section: Near Court House and within three squares of railroad and traction lines. Stores unusually good for town of this size.

Trading Area: 15 miles all directions. Gravel and oil roads in all directions.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 5; druggists, 4; dry goods, 6; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 11; grocers, 43; hardware, 5; jewelry, 3; meat markets, 9; men's clothing, 6; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 2.

LITCHFIELD, ILL.

(Montgomery County)

1920 Population, 6,215. (1925, est. 7,338.)

City and Suburban Estimate, 7,500.

Families, estimated 1,710.

Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,530.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Christian, 1.

Banks: National, 2; State, 1; Total Resources, $3,700,000. Savings Bank Deposits Total, $2,300,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: 52 miles northeast of St. Louis, Mo., 48 miles southwest of Springfield, Ill. On Big Four, I. C., Wabash, Litchfield & Madison, C. B. & Q. Rys., and Illinois Traction System (electric). To nearest large city by railroad, 1¾ hours; by auto, 2 hours.

Principal Industries: Shoes, radiators, mine hoisting equipment and steel products, and tin products.

Manufacturing Establishments: 14. Leading firms: American Radiator Co., Brown Shoe Co., Litchfield Foundry & Machine Co. and Bauman Mfg. Co.

Special Information: New Elks' Club, $125,000; new $65,000 Masonic home; new $125,000 high school building, new $300,000 waterworks; largest hospital in state outside of Chicago.

Residential Features: Mostly one-family homes. Homes at present time are greatly in demand.

Retail Shopping Section: Five blocks on State Street, two on Edwards Street, three on Ryder Street, two on Kirkham Street, and three on Union Avenue.

Trading Area: Litchfield is the center of a trading area with a radius of 30 miles and a population of 90,000.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines, flour, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 11), (dentists, 6), (osteopaths, 1); number of wired houses, 1,000; gas, artificial; electric current, alternating; water, hard and soft.

MACOMB, ILL.

(McDonough County)

1920 Population, 6,714.

City and Suburban Estimate, 12,000.

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%; **Industrial Workers,** 25%; **English Reading,** 90%.

Schools: Public Grade, 12; High, 5; Junior High, 1; Parochial, 1.

Churches: Baptist, 4; Christian Science, 2; Episcopal, 2; Methodist, 8; Presbyterian, 3; Roman Catholic, 3.

Banks: National, 6; State, 9.

Theatres: Legitimate, 3; Moving Pictures, 8.

Location: Burlington R. R. Center of McDonough County. Hard roads building four ways from city.

Principal Industries: Clay and Steel.

Manufacturing Establishments: 10. Leading firms: American Steel Products Co., Illinois Electric Porcelain Co., Macomb Sewer Pipe Works, Buckeye Pottery Co., Western Stoneware Co., Macomb Mfg. Co.

Special Information: Population is American and the diversified nature of the manufactories keep some of them going the year round, the depression not coming at the same time owing to the difference of their nature. Agriculture is extensive owing to the excellent quality of the soil.

Residential Features: City is noted for the many families who own their own homes; there are no continuous rows of residences built alike by companies. Building boom is owing to the great demand for homes. Some residences have four families quartered in them.

Retail Shopping Section: Business district is on the public square and six streets that lead into it. There are a number of small grocery stores located at different points in the resident district and one or two eating places.

Trading Area: Extends for twenty miles in all directions, and further for larger articles owing to the location of the city from other large places.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 8; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2.

ILLINOIS (Cont'd)

MARION, ILL.

(Williamson County)

1920 Population, 9,582. (1925, est. 12,805.)

City and Suburban Estimate, 16,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 5%; English Reading, 95%; Families, 2,550.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 3,000.

Churches: Baptist, 6; Christian Science, 1; Methodist, 3; Presbyterian, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, $6,000,000. Savings Bank Deposits Total, $1,500,000. Building & Loans, $3,000,000.

Theatres: Legitimate, 2; Moving Picture, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,800.

Location: 300 miles south of Chicago, 100 miles southeast of St. Louis in the center of district known as Egypt. Midway between Ohio and Mississippi Rivers. In the heart of Illinois coal field, located on Illinois Central, Chicago and the Eastern Illinois, Missouri Pacific and Marion and Eastern Railroads, with interurban connection via Coal Belt Electric to Herrin and Carterville and by excellent bus and truck service to all parts of Southern Illinois. Headquarters Egyptian Transportation Co.

Principal Industries: Coal industry and is leading jobbing center for the section.

Special Information: Is located where officers of coal company and mining men live here, but no mines are within three miles of city. The newly developed fruit district just south of Marion makes it a distributing point for fruits.

Residential Features: Mostly one-family houses. Private homes predominate and most of the people own their own. Four fine residential sections. Population is almost entirely American. There is large foreign population in two other cities in county but very few in Marion.

Retail Shopping Section: Extends from public square which is heart of business district and terminal for auto bus lines from four directions, for 8 blocks on North Market Street, 2 on East Main Street, 10 on West Main Street and 1 to 4 blocks each way on parallel streets in each direction.

Trading Area: Extends 12 miles north, west and east and 25 miles south.

Wholesale Houses: Groceries, 5; fruits, 1; hardware, 1; auto tires, 1; miscellaneous lines, mine supplies, 2; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 4; automobile accessories, 30; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 2; druggists, 6; dry goods, 8; department stores, 1; electrical supplies, 3; florists, 3; fruits, 20; furniture, 4; furriers, 2; garages (public), 10; grocers, 83; hardware, 4; jewelry, 3; meat markets, 22; men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 8; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4.

MARSEILLES, ILL.

(La Salle County)

1920 Population, 3,391; 1925, est. 3,925.

City and Suburban Estimate, 4,200.

Native Whites, 80%; Foreign Born, 8%; Industrial Workers, 60%; English Reading, 95%; Families, 825.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Universalist, Trinity Lutheran, Immanuel Lutheran.

Banks: National, 1; Total Resources, $1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,400.

Location: C. R. I. & P. Ry.—Illinois Traction System I. & M. Canal; On route of Lakes to Gulf Deep Waterway. 70 miles from Chicago. Ivy Way concrete road.

Principal Industries: Paper Carton Factories, roofing, hydro-electric power, coal mine.

Manufacturing Establishments: 5. Leading firms, National Biscuit Co., Certainteed Product Corp., Ill. Power & Light Corp., Marseilles Land & Water Power Co. Total value of yearly output of factories estimated at: Not known, but annual factory payroll is $2,000,000.

Special Information: Marseilles is located on the direct route of the Lakes to Gulf Deep Waterway. 70 miles Southwest of Chicago. Factories run full time year round, with rich farming land surrounding the city.

Residential Features: Mostly one family residences, with majority owning their own homes.

Retail Shopping Section; Main business section four blocks in length with eight side streets.

Trading Area: Average trading area, 10 miles in each direction. Fine trolley service.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 30; dressmakers, 1; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; garages (public), 6; grocers, 36 (chain, 2); hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 1.

Miscellaneous Data: Doctors (medical, 8), (dentists, 2); gas, artificial; electric current, alternating; water, hard.

MATTOON, ILL.

(Coles County)

1920 Population, 13,552.

City and Suburban Estimate, 60,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 99% plus; Families, 3,200.

Schools: Public Grade, 8; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, $5,000,000.00. Savings Bank Deposits Total, $2,500,000.00.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous Auditoriums, etc.), 1, Assn. of Commerce Bldg. Total number of seats, 3,000.

Location: I. C. R. R., also Big Four—Division point for both. Trolley line to Charleston. Intersection of state concrete roads No. 16 and No. 25. To nearest large city, by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Engine manufacturing plant, meter box foundry, shoe manufacturing plant, ice cream and dairy plant, 2 railroad shops of Illinois Central and Big Four.

Manufacturing Establishments: 6. Leading firms: Chuse Engine Co., Chuse Engine Works, Brown Shoe Co., Clark Meter Box Co., Ken Hose Supporter Foundry, Mattoon Ice Cream & Dairy Co., Iron's Stone Factory, Home Manufacturing Co., Three baking companies.

Special Information: Mattoon has 3 trunk line R. R., I. C. Chicago Division, I. C. Ind. Division, Big Four. In the heart of the Ill. broom corn district. Mattoon has 2 state bond issue trunk line roads: Route 25, "Egyptian Trail," extending from Chicago to Cairo; Route 16, Big Four Trail, extending from Indianapolis to St. Louis.

Residential Features: Mostly private homes. Average value of homes is $6,500 to $8,500. Wide shaded streets and well kept boulevards and many beautiful shade trees.

Retail Shopping Section: Extends from 1400 to 1900 Broadway and 19th to 21st and Western. Groceries, meat and milk stations are located in all sections of town, together with the usual filling stations.

Trading Area: Mattoon has a contributing population of 60,000. A trading radius of 30 miles with no competitive cities nearer than forty miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 1; candy, 4; produce, 2; poultry, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 6; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 100; druggists, 9; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 3; fruits, 8; furniture, 4; garages (public), 9; grocers, 72 (chain, 5); hardware, 4; jewelry, 4; meat markets, 7 (chain, 1); men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 5; photographers 3; pianos (and musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 7; sporting goods, 10; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 53 degrees; most pleasant months, April, May, June, July, October, November; doctors (medical, 20), (dentists, 9), (osteopaths, 2); number of wired houses, 3,500; street car service; gas, artificial; electric current, alternating; water, hard and soft.

MOLINE, ILL.

(Rock Island County)

1920 Population, 30,734: 39,234, including East Moline (1925 population 44,000).

City and Suburban Estimate, 65,000.

Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 60%; English Reading, 98%; Families, 13,240.

Schools: Public Grade, 20; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 7,128.

Churches: Baptist, 3; Lutheran, 3; Christian Science, 1; Congregational, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11.

Banks: State, 8; Total Resources, $27,000,000. Savings Bank Deposits Total, $17,890,280.44.

Theatres: Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,300.

Location: On South Shore of Mississippi River and near mouth of Rock River, adjoining Rock Island Arsenal. Served by main line C. R. & P., branch Burlington, C. M. & St. P. R. Rs. Steamboats, New Orleans and St. Paul. Bus line to Northern and Eastern Iowa, also in Illinois to points East connecting with line to Chicago. To nearest large city, by railroad, 2 hours, by auto, 2 hours.

Principal Industries: Plows and iron, automobiles, automobile bodies, machinery, agricultural implements, railroad shops, government arsenal, laundry machinery, Buddy L. Toys.

Manufacturing Establishments: 85. Leading firms: John Deere Plow Works, Moline Plow Co., John Deere Wagon Works, Deere Harvester Co., Marseilles Co., Union Malleable Iron Co., Moline Pressed Steel, E. H. Wilson Mfg. Co., Velie Motor Corp., Williams, White & Co., National Licorice Co., C., R. I. & P. Ry. Shops, Republic Iron & Steel Works, Moline Furniture Works, Troy Laundry Machinery Company.

Special Information: Estimated increase 25%. Moline located 179 miles west of Chicago, having three good railroads, furnishing merchandise to this community quickly. There are four cities grouped together, Moline, East Moline, Rock Island and Davenport, Iowa, forming a Quad City of 150,000 people. Moline is recognized as the implement center of the world, noted for its Government Locks that secure low freight rates on the Mississippi River, noted for its new community owned million dollar 15-story first class hotel, having 200 rooms and 70 apartments.

Residential Features: Mostly one and two-story houses. Privately owned homes predominate, 84% of homes owned by occupants. Foreign and small negro settlements in out of the way section of city. Many beautiful costly homes on the hill-tops, of which this city is mainly made up. Homes in the latter section total in value some three million dollars.

Retail Shopping Section: The main business section extends from 12th St., East to 19th St. on Fifth Ave. and 15th St. from Fourth Ave. to 7th Ave., also some business houses on 12th, 13th, 14th, 16th, 17th Sts. from 4th to 7th Aves., thus giving 16 city blocks to main business section. There are ten outlying smaller retail sections.

Trading Area: Retail extends 40 miles east and 40 miles south and north, equipped with good paved roads and bus lines on highways 3 and 7. Area west is Rock Island and Davenport, from which we get considerable trade.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 13; bakers, 7; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 20; delicatessen, 4; dressmakers, 80; druggists, 22; dry goods, 10; department stores, 4; electrical supplies, 5; florists, 5; fruits, 6; furniture, 6; garages (public), 14; grocers, 178 (chain, 9); hardware, 11; jewelry, 6; meat markets, 47; men's furnishings, 11; men's clothing, 14; merchant tailors, 13; milliners, 5; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 26;

See announcement below

MOLINES' BOOMING

Moline—Illinois—East Moline

Two cities directly adjoining one another, one city in every respect, except each has its own municipal government and each its own business section. An election to merge these two cities has been called for December 15, 1925.

The Molines, with a population of 44,000 people, one of the largest manufacturing centers in the middlewest, are on the boom and today enjoying prosperity as they have not done since the big boom year of 1920. The business depression at that time hit the Molines hard and they stayed "hit" for some time. But the present year brought the happy turn and today the Molines' 85 factories are working, most of them full time and full force. And the Molines' prosperity should be here to stay, for the 85 factories are today in better financial condition and on a better industrial footing than ever before, and with the farmers of this country "back on their feet" and in need of agricultural implements, and with foreign conditions on a surer foundation than any time since the World War, everything looks bright and rosy for the Molines.

THINGS ADVERTISERS LIKE TO KNOW

The Molines have 85 industrial plants manufacturing 60 different articles and the 8,200 workers in these plants receive annually in wages $14,000,000. *A condition quite unusual in industrial centers exists in that 84% of all houses are owned by the occupants.* In six banks there are 44,000 depositors. Many of these depositors are people from nearby towns who make the Molines their banking and business headquarters. The Molines' trading territory extends 40 miles north and east and makes a trading population of 150,000 people. The 88 miles of paved streets are a big boom for business and also attract thousands of automobile pleasure seekers. The Molines' 7,000 automobiles convey a good share of the workers to and from work, but those who wish or prefer to use street cars have 30 miles of as good street railway equipment as any city in the country.

MOLINE DAILY DISPATCH

Is the only daily newspaper published in the city and its coverage is complete. 80% of Dispatch circulation is within the city limits and a big share of the remaining 20% in the suburban territory 40 miles north and east.

THE ALLEN-KLAPP CO.

New York *Representatives* **Chicago**

The Moline field should be investigated by every prospective advertiser

ILLINOIS (Cont'd)

shoes, 18; sporting goods, 4; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, July, October, November; doctors (medical 46), (dentists, 23), (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

MONMOUTH, ILL.

(Warren County)

1920 Population, 8,116.

City and Suburban Estimate, including trade territory, 35,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; United Presbyterian, 4; Roman Catholic, 1; Lutheran, 1; Christian, 1.

Banks: National, 3; State, 1; Total Resources, $7,597,692; Savings Banks Deposits Total, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of C. B. & Q. RR. from Chicago to Burlington, M. & St. L. RR., branch line of C. B. & Q., Rock Island to St. Louis, 2 miles from Santa Fe RR., Interurban from Monmouth to Tri-Cities. Monmouth is on state highway trail, cement from Monmouth to Burlington and Chicago, also south to Southern Illinois and north to Tri-Cities. To nearest large city by railroad 2½ hours; by auto, 4 hours.

Principal Industries: Potteries, plows, silos, mittens, large retail center for extensive farming community. Few retired farmers.

Manufacturing Establishments: 15. Leading firms, Brown, Lynch Scott Co., Pattee Plow Co., Western Stoneware Co., Monmouth Silo Co., Monmouth Gate Co., Boss Mfg. Co.

Special Information: Monmouth is located in heart of corn belt of America. Fine pure-bred live stock raised in this territory. A wealthy farming community. An educational center—Monmouth College and Conservatory of Music with 600 students. Splendidly equipped Y. M. C. A., also large state armory.

Residential Features: About 2,500 homes. Very few—not over six—apartment houses. Monmouth homes are not elaborate but they are neatly built and well kept. There are a number of mansions owned by the wealthier people. City is known as the "Maple City" from its profusion of beautiful shade trees.

Retail Shopping Section: Extra large—as large is many respects as that of a town of 25,000. The large trade territory dependent on Monmouth necessitates it. Monmouth retail merchants offer as much or more than cities much larger.

Trading Area: 20 miles west to Mississippi River, 30 miles north, 30 miles south, 10 miles east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; dressmakers, 20; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 2; fruits, 3; furniture, 4; garages (public), 10; grocers, 23 (chain, 4); hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 15; restaurants (including hotels), 8; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 14), (dentists, 7), (osteopaths, 5); number of wired houses, 2,400; gas, artificial; electric current, alternating; water, hard.

MORRIS, ILL.

(Grandy County)

19.0 Population, 4,505.

Native Whites, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 85%; Families, 1,500.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Federated, 1; Lutheran, 1; Free Methodist, 1.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 2. Total number of seats, 1,500.

Location: 62 miles S. W. of Chicago on C. R. I. & P. RR. and State Aid Route No. 7. County seat of Grundy County. Illinois & Mich. Canal; Illinois Traction Electric and Fox and Illinois Union Electric.

Principal Industries: Paper boxes, light grey iron castings, cigar trade specialties, tanning hides, Morris Paper Mills, Ill. Foundry, Coleman Hardware Co., Northwestern Corp., Morris Cutlery Co., Woelfel Leather Co., carbonated beverages.

Manufacturing Establishments: 12. Leading firms: Morris Paper Mills, Ill Foundry, Coleman Hardware Co., Woelfel Leather Co., Northwestern Corp., Morris Bottling Works.

Special Information: Location of the city in the heart of the finest farming district in State of Illinois, makes it a large grain shipping center with branch elevators scattered in the surrounding community on the electric line with connection to the Rock Island lines.

Residential Features: Mostly one-family houses and two apartment buildings, although there are also small 4-flat buildings. Some of the finest residences.

Retail Shopping Section: Liberty 9 blocks). Washington (3 blocks), Jefferson (2 blocks), Main (2 blocks), Jackson (1 block). This takes in the territory from Courthouse Square at Washington St. and Liberty North on Liberty to the C. R. I. & P. RR. crossing and two side streets. There are several outlying "neighborhood" stores that deal in groceries and meats as well as soft drinks.

Trading Area: Extends 20 miles south, 10 miles East, 15 miles North and 10 miles West. Considerable business is also secured from smaller villages that are from 10 to 15 miles in each direction from Morris.

Wholesale Houses: Miscellaneous Lines: 1 wholesale candy firm.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 7; automobile accessories, 15; automobile tire agencies, 20; bakers, 3; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 28; dressmakers, 7; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 3; fruits, 11; furniture, 3; garages (public), 15; grocers, 4 (chain, 3); hardware, 3; jewelry, 4; meat markets, 5; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 4; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 45; most pleasant months, May, June, Sept., Oct.; doctors (medical, 6), (dentists, 4), (osteopaths, 1); number of wired houses, 900; gas, artificial; electric current, alternating; water, hard.

MOUNT CARROLL, ILL.

(Carroll County)

1920 Population, 1,806.

City and Suburban Estimate, 3,000.

Native Whites, 95%; Foreign Born, 5%; English Reading, 100%; Families, 500.

Schools: Public Grade, 1; High, 1; Number of Pupils, 595. Francis Shimer School affiliated with University of Chicago, a girl's school, 300 pupils.

Churches: Baptist, 1; Methodist, 1; Miscellaneous, 4; U. B. 1, Lutheran 1, Church of God 1, Dunkard Brethren 1.

Banks: State, 2; Total Resources, $2,400,000. Savings Bank Deposits Total, $700,000.

Theatres: Moving Pictures, 1. Total number of seats, 328.

Location: 128 miles west of Chicago, main line C., M. & St. P. to Omaha. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Farming and stock raising.

Manufacturing Establishments: 4. Leading firms: G. W. Ivy & Sons, T. A. Wachtel & Son, Mt. Carroll Bottling Works, Mt. Carroll Overall Factory.

Special Information: Finest scenery in the state. Smith's Cave Park, City Park, Caroline Mark Home Park, paved streets, court house. Carnegie Library.

Residential Features: Nearly all one-family houses, several flats and apartment houses. Frame, brick and concrete pebble.

Retail Shopping Section: Covers four blocks west and north of Court House Park; fine stores, excellent stocks of goods.

Trading Area: Extends all over into the county and into Jo Daviess county, people come from 20 miles and more on account of good roads.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 5; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 6; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 6; furniture, 2; garages (public), 7; grocers, 3; hardware, 2; jewelry, 1; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Most pleasant months, May to December; doctors (medical, 4), (dentists, 3); street car service, no; electric current, alternating and direct; water, hard and soft.

MOUNT VERNON, ILL.

(Jefferson County)

1920 Population, 9,815. (1924, est. 14,025.)

City and Suburban Estimate, 60,000.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 95%; Families, 3,400.

Schools: Public Grade, 7; High, 1; Number of Pupils, 3,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 23.

Banks: National, 2; State, 1; Total Resources, $4,000,000. Savings Bank Deposits Total, $500,000.

Theatres: Legitimate, 3; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,200.

Location: 75 miles east of St. Louis, on A.-P. Highway. On L. & N., Southern, C. & E. I., and W. C. & W. R. Rs.; also Nason interurban. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Steel car manufacturing company, shoe factory, knitting mills, stove foundry, canning factory, flour mills, candy factories. Total value of yearly output of factories estimated at $50,000,000.

Special Information: Located on five railroads, three of which are trunk lines.

Residential Features: Mostly one- and two-family homes. Private homes predominate. Residences being built daily.

Retail Shopping Section: Extends from Public Square, which forms heart of business districts. Business streets run parallel from two or three blocks with usual small groceries, confectioneries and other shops in outlying sections of city.

Trading Area: Twenty-five miles around city.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 13; automobile accessories, 6; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 20; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; grocers, 20; hardware, 3; jewelry, 3; meat markets, 10 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 7; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 15; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 114; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 23), (dentists, 10), (osteopaths, 2); number of wired houses, 2,200; gas, artificial; electric current, alternating and direct; water, hard.

MURPHYSBORO, ILL.

(Jackson County)

1920 Population, 10,703.

City and Suburban Estimate, 50,000.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 100%; Families, 2,200.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 3; Christian, 1.

Banks: National, 2; State, 2; Total Resources, $487,148,898.

Theatres: Moving Pictures, 2. Total number of seats, 2,000.

Location: Mobile & Ohio (St. Louis Div.), Illinois Central, Missouri Pacific Ry., Interurban service to Carbondale, connecting with main line of I. C. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Coal mines, shoe factory, shale paving bricks, ice plants, flour mills, iron works, ice and packing plant, silica refinery.

Manufacturing Establishments: 5. Leading firms: Murphysboro Paving Brick Co., Brown Shoe Co., Egyptian Iron Works, Southern Illinois Milling Co., Anchor Ice & Packing Co., Isco-Bautz Silica Mfg. Co.

Special Information: Trading center for 25 mile radius of farmers and coal miners. County seat.

Residential Features: One-family houses predominate, 80% owned.

Retail Shopping Section: Extends around the public square, 7 blocks west on Walnut Street, 2 blocks east, 2 blocks north.

Trading Area: 25 miles north, west, south and east. Largest city, 35 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; dry goods, 1; miscellaneous lines: candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto, agencies, 3; automobile accessories, 1; auto. tire agencies, 11; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 7; dressmakers, 6; druggists, 5; dry goods, 11; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; garages (public), 9; grocers, 40 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 12), (dentists, 7); number of wired houses, 1,800; street car service; gas, natural and artificial mixed; electric current, alternating; water, soft.

OLNEY, ILL.

(Richland County)

1920 Population, 4,491. (1925, est. 6,238.)

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 100%; Families, 1,400.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, $1,850,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: Evansville and Chicago Div. of I. C. and B. & O.

Principal Industries: Branch of International Shoe Co., employing 500; branch of Sexton Mfg. Co., employing 140 (garment and underwear); glove factory, artificial ice, wholesale ice cream, 3 large bakeries.

Manufacturing Establishments: 6. Leading firms: International Shoe Co., Sexton Mfg. Co., Ebner Ice & Cold Storage Co.

Special Information: The Olney Sanatorium, established 25 years, with modern methods and staff, 120 rooms and wards.

Residential Features: Five miles of sheet asphalt paving in business and principal residence sections. On Midland Trail, St. Louis to Vincennes.

Retail Shopping Section: Main St. and Whittle Ave.

Trading Area: East 14 miles, south 15, west 18, north 12.

Wholesale Houses: Miscellaneous lines: jewelry, thresher and mill supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 4; druggists, 3; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 6; grocers, 15; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; shoes, 10; sporting goods, 2; women's apparel, 2.

OTTAWA, ILL.

(La Salle County)

1920 Population, 10,816 (1925 school census, 13,152).

City and Suburban Estimate, no suburbs—see trading area.

Native Whites, 72.8%; Negroes, .06%; Foreign Born, 22%; Industrial Workers, 14%; English Reading, 97.2%; Families, 2,699.

Schools: Public Grade, 5; High, 1; College, 1; Business College, 1; Parochial, 6; Number of Pupils, 1,603.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 3; Total Resources, $10,053,696. Savings Bank Deposits Total, $3,703,200.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous Auditoriums, etc.), 10. Total number of seats, 9,132.

Location: At junction Illinois and Fox Rivers, 82 miles from Chicago, S. W. Served by C. B. & Q. and C. R. I. & P. Rys., close connection with Santa Fe and Ill. Central Rys. Interurban line (Chicago to St. Louis), passenger and express only; on line through motor bus service, Chicago to St. Louis; on State hard road routes Nos. 7 and 23, connection with other principal through state hard roads; a principal port on the proposed Gt. Lakes to Mississippi River ship canal now building; 6 miles from larger locks than on Panama Canal. To nearest large city by railroad, 1 hour, 40 minutes; by auto, 1 hour, 25 minutes.

Principal Industries: Sand (silica, building, moulding, polishing, paint, body); glass (plate glass, windshields, cathedral glass, glass marbles, etc), farm machinery, pianos, fireproof tile for building, fire-brick, retorts, terra cotta tile, packing plant, sash, door and millwork, magna stone for flooring and building stucco, radium watch and clock dials, garters and waists, wagons, garage door and other hardware specialties, blank books, office supplies, large cucumber plant with 4 glass hot houses 900 ft x 80 ft. and 2 additional 250 ft. hot houses propagating; heating plant, shipping rooms and garden space. Home office of Northwestern Union Life Insurance Co., $1,000,000 policies in force.

Manufacturing Establishments: 45. Leading firms: National Plate Glass Co. (Fisher Body Co., owners), National Fireproofing Co., American Magnastone Corp., King & Hamilton Co., Chicago Retort & Firebrick Co., Herrick Clay Works, J. E. Porter Co., U. S. Silica Sand Co., Ottawa Silica Co., Standard Silica Sand Co., Crescent Silica Sand Co., E. P. Johnson Piano Factory, Peltier Glass Mfg. Co., Radium Dial Works, Illinois Office Supply Co., W. H. Knowles Foundry & Machine Co. $12,000,000 addition to National Plate Glass Co., just completed will employ 2,500 men—estimated output value $12,000,000 to $15,000,000 when running full. Total value yearly output factories estimated at $12,213,144.

Special Information: Large silica sand deposits (practically unlimited supply and uses).

Continued on page 64

ILLINOIS (Cont'd)

Ottawa (con't)

About 100 sand producing concerns within radius of 10 miles. New $12,000,000 addition to National Plate Glass Co., now building. Has Public Library, parks and playgrounds, clubs, inc. Country Golf Club, Boat Club, Elks Home, Masonic Temple, K. C. Club House, professional baseball team, County Fair plant, Rotary and Kiwanis Clubs, Armory and three units of National Guards, Boy Scouts (7 troops), with salaried scout executives and $6,000 working fund in hand for 1925-6 (12 months), Campfire Girls (with working fund of $4,000 in hand for 1925-6 (12 months), rural pig, calf and work clubs for children. County Farm and Home Bureaus. Live city, with Chamber of Commerce and Merchants' Associations.

Residential Features: Fine residential sections. East and south side residential districts separated from business district by Illinois and Fox Rivers. West side residential section largest, principally modest homes, mostly privately owned by working and small business people, except one long street of more pretentious homes, averaging possibly $10,000. Several small neighborhood stores on north, west and south sides. Small workmen settlements at extreme east and west sides, outside city limits, near large factories. 125 new residences of the better class, costing from $4,000 to $20,000 each, total cost of $675,000; apartment houses containing 25 apartments, costing $100,000, and 100 cheaper homes for working men, costing $200,000, in the factory districts have been built during 1925. A new Y. M. C. A., and a new Salvation Army temple and more than 50 additional residences are planned for 1926.

Retail Shopping Section: Main retail shopping district "the loop," Court House in center. La Salle and Columbus Sts., from C. R. I. & P. Ry. to Ill. River (9 blocks); Main St. from Fox River to Clay St. (7 blocks). A few additional garages on Clinton St. from Ill. & Mich. Canal to Washington St. (4 blocks). Court St. (1 block). Madison to Main Sts.

Trading Area: About 25 miles north, 15 miles south, 10 miles west and 25 miles east. Ottawa is county seat of La Salle County. Also seat of Appellate Court for No. Dist. of Ill. Large farming community within trading area, with population 50,000. This county agricultural products valued at $19,716,587 by latest reports. 1,400 farm families, of which 786 get their mail out of Ottawa.

Wholesale Houses: Meats, 3; fruits, 2; miscellaneous lines, 2. Two co-operative supply and grain warehouses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 56 (chain, 1); confectioners (including hotel stands), 10; dressmakers, 6; druggists, 7; dry goods, 7; department stores, 2; electrical supplies, 9; florists, 2; fruits, 8; furniture, 4; furriers, 1; garages (public), 32; grocers, 45 (chain, 7); hardware, 4; jewelry, 7; meat markets, 20 (chain, 2); men's furnishings, 11; men's clothing, 11; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 17 (chain, 2); shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 52.5 degrees; average number of rainy days per twelve months, 53; most pleasant months, May, June, July, August, Oct., Nov., Jan.; doctors (medical, 22), (dentists, 15), (osteopaths, 5); number of wired houses, 3,525; street car service; gas, artificial; electric current, alternating; water, hard.

PANA, ILL.

(Christian County)

1920 Population, 6,122.

City and Suburban Estimate, 12,000.

Native Whites, 100%; Foreign Born, 20%; English Reading, 80%.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, $4,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: To nearest larger city (St. Louis) by railroad, 2 hours; by auto, 4 hours.

Principal Industries: Roses, 6,000,000 shipped annually; 4 coal mines.

Manufacturing Establishments: 8. Leading firms, Waddley Packing Plant, Sugar Creek Creamery, American Greenhouse Mfg. Co.

Special Information: Pana is on 4 railroads, five hard roads. Plenty of water, plenty of coal. Big coal industry, excellent shipping facilities, direct communication with the world. Rotary, Country Club and Elks.

Trading Area: 20 miles each direction.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 6; grocers, 23 (chain, 3); hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; resturants (including hotels), 8; shoes, 5; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 12), (dentists, 4), (osteopaths, 1); number of wired houses, 1,200; gas, artificial; electric current, alternating; water, soft.

PAXTON, ILL.

(Ford County)

1920 Population, 3,033.

City and Suburban Estimate, 5,000.

Native Whites, 80%; Negroes, .05%; Foreign Born, 20%; Industrial Workers, few; English Reading, 95%; Families, 800.

Schools: Public Grade, 2; High, 1; Number of Pupils, 800.

Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Church of Christ, Swedish Mission, Lutheran.

Banks: National, 1; State, 2; Total Resources, $1,990,390.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum. Total number of seats, 2,600.

Location: Illinois Central R. R., main line Chicago-New Orleans.

Principal Industries: Furniture factory, corn cannery, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.

Manufacturing Establishments: Leading firms: E. H. Stafford Furniture Co.; S. H. Hill Broom Factory, Paxton Canning Co.

Special Information: Telephone plant valued at $75,000. Free Public Library, large greenhouses, wholesale and retail; motorized fire equipment, hard road routes leading from city in every direction. Large ice cream mfg. plant, ice mfg. plant, wholesale.

Residential Features: 95% of the people own their own homes; practically every street in the residential district is paved. From the business district the city extends six blocks in each direction.

Retail Shopping Section: Market Street, Pells Street, State Street.

Trading Area: 20 miles north, 10 east, 15 west, 12 miles south. Trolley service to the south for 30 miles.

Wholesale Houses: Miscellaneous lines: brooms, kidney beans, garments.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

PEKIN, ILL.

(Tazewell County)

1920 Population, 12,086. (1925, over 15,000.)

City and Suburban Estimate, 15,557.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 99%; Families, 3,465.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,450.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; Total Resources, $6,056,068.40. No Savings Banks.

Theatres: Moving Pictures, 4. Total number of seats, 2,700.

Location: Pekin & Peoria Union Ry.; Big Four; Chicago, Peoria & St. Louis and I. C. Rys. Eagle Packet Line on Illinois River. Excellent distributing point for the Middle West or West, East, North and South, indicated by location here of several enormous industries for city the size of Pekin.

Principal Industries: Corn Products Refining Co., Liberty Yeast Corp., American Distillery (alcohol), Hummer Saddlery Works, Pekin Wagon Co., Quaker Oats Co. (strawboard factory). Next year will erect enormous big cereal mill.

Manufacturing Establishments: 6.

Special Information: Is one of the few cities formerly closely allied with the liquor industries which has not suffered by prohibition. Ideal location for factory purposes, due to rail facilities and prospects of enlarged river transportation on the Illinois River under deep waterways projects. Steady growth in population, which, in spite of construction of over 700 new homes in three years, causes a scarcity of houses and forcing about 1,500 workers to live in Peoria and nearby small towns.

Residential Features: Great majority of residents own their own homes. Only three apartments in entire city. Even the several sections occupied by the poorer paid workers are well kept. City is almost entirely paved and well kept. Blocks not now paved are to be paved during next year. Two new "additions" were plotted this year. One more will be in the spring. Is on completed hard road

Continued on page 65

PEORIA
"Illinois' Great Central Market"
One of the
100,000
Group of American Cities

Peoria and its trade territory is one of the major markets of America and is the natural gateway between the vast producing area of the West and the great markets of the East.

Peoria shows a buying power of $732 per capita in its trade radius, as compared to $712 in Chicago.

Peoria homes having annual incomes of $1,800.00 are 31 per cent of the total, as compared to 13 per cent in the United States as a whole.

Value of output, more than $200,000,000
Number of wage earners 25,000
Annual payroll $40,000,000

Peoria is one of The 100,000 Group of American Cities and is included in the 336 page book published by this group, entitled, "A Study of 81 Principal American Markets." (See pages 212, 213, 214, 215.)

4 *out of* 5

Of These Prosperous Homes Read the

PEORIA
JOURNAL-TRANSCRIPT
PEORIA, ILLS.

Write our Merchandising Department for Information

CHAS. H. EDDY CO., National Representatives
CHICAGO NEW YORK BOSTON

ILLINOIS (Cont'd)

Pekin (con't)

and will be on two others in next year.

Retail Shopping Section: Shopping district extends two blocks from center of city in all directions with one main trade artery—Court Street, occupied by business houses for a stretch of 8 to 9 blocks. Three outlying districts. Pekin is the center and county seat of a trading area embracing a population of over 40,000. Dirt roads are practically all oiled and well maintained. Best in this section of the State.

Trading Area: Embraces all of Tazewell County, except minor areas, but includes much of Peoria County and Fulton County on the north and northwest. Good bus service to the northwest over a wide area and excellent passenger rail service adds to business here.

Wholesale Houses: Fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 23; delicatessen, 3; dressmakers, 12; druggists, 4; dry goods, 3; electrical supplies, 5; florists, 6; fruits, 2; furniture, 4; garages (public), 9; grocers, 28; hardware, 2; jewelry, 2; meat markets, 6; men's furnishing, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationers, 2.

PEORIA, ILL.

(Peoria County)

1920 Population, 76,121. (1925, est. 91,345.)

City and Suburban Estimate, 189,000.

Native Whites, 71%; **Negroes,** 13%; **Foreign Born,** 16%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 19,397.

Schools: Public Grade, 30; High, 3; Parochial, 8; Number of Pupils, Grade 9,305, Junior 1,646.

Churches: Baptist, 8; Christian Science, 3; Congregational, 4; Episcopal, 3; Hebrew, 2; Methodist, 14; Presbyterian, 10; Roman Catholic, 12; Miscellaneous, 28, Lutheran 10, Christian 5, total 99.

Banks: National, 5; State, 9; Total Resources, $47,658,972.91. Total clearings for 1924, $237,563,061.05.

Theatres: Legitimate, 1; Moving Picture, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2 (stock). Total number of seats, 16,800.

Location: Approximately half-way between Chicago and St. Louis and Indianapolis and the Mississippi River, on the west bank of the Illinois River on Peoria Lake. 111 miles east of Mississippi and 111 miles west of Indiana state line. 13 steam, 2 electric roads. To nearest larger city by railroad, 4½ hours; by auto, 6 hours.

Principal Industries: Agricultural implements, tractors, washing machines, furnaces, steel wire fencing, cordage and chemicals and drugs, corn products, paper, knit goods, gloves and aprons, canned food stores, furnaces, industrial alcohol, mattresses, butter and dairy products, moving picture films.

Manufacturing Establishments: 125. Leading firms: Keystone Steel & Wire Co., Aotorfer Bros., Holt Mfg. Co., Allaire Woodward, etc. Total value of yearly output of factories estimated at $200,000,000.

Residential Features: Peoria is a city of fine homes and, according to its population, it excels most other communities in this respect. Percentage of home owners very large. Majority of homes in the city are privately owned.

Retail Shopping Section: From Court House, which forms the heart of the business section, for 7 blocks on S. Adams Street, 4 blocks south on Jefferson Street, and west on Main Street, about 9 blocks. Also have a business section starting at 1,900 block on South Adams Street, which extends for about 5 blocks south.

Trading Area: Radius of 40 square miles.

Wholesale Houses: Drugs, 2; groceries, 7; meats, 10; fruits, 15; hardware, 5; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 63; automobile accessories, 50; automobile tire agencies, 20; bakers, 26; cigar stores and stands (including hotels), 32 (chain, 5); confectioners (including hotel stands), 61; delicatessen, 4; dressmakers, 7; druggists, 44 (chain, 5); dry goods, 7; department stores, 8; electrical supplies, 25; florists, 16; fruits, 21; furniture, 18; furriers, 9; garages (public), 63; grocers, 197 (chain, 97); hardware, 25; jewelry, 17; meat markets, 181; men's furnishings, 11; men's clothing, 10; merchant tailors, 20; milliners, 12; opticians, 14; photographers, 13; pianos (and miscellaneous musical instruments), 17; radio supplies, 4; restaurants (including hotels), 175; shoes, 20; sporting goods, 2; stationers, 4; women's apparel, 26.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, Sept., Oct.; doctors (medical, 169), (dentists, 65), (osteopaths, 9); number of wired houses, 18,400; street car service; gas, artificial; electric current, alternating; water, hard.

See announcements pages 64 and 65

PONTIAC, ILL.

(Livingston County)

1920 Population, 6,664.

City and Suburban Estimate, 7,500.

Native Whites, 96%; **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 10%; **English Reading,** 100%; **Families,** 1,650.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,445.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, $3,886,108.93. Savings Bank Deposits Total, $1,148,777.88.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,800.

Location: 92 miles southeast of Chicago on the C. & A., branch of the I. C. and Wabash. On Illinois Boulevard connecting Chicago and St. Louis. Electric railway runs north 20 miles to Dwight. Bus service on hard road south to Bloomington, Ill.

Principal Industries: Shoes, feed grinding machinery, coal, candy manufacturing, butter, automobile accessories manufacturing.

Manufacturing Establishments: 8. Leading firms: Pontiac Shoe Mfg. Co., A. M. Legg Shoe Co., Allen Candy Co., Shaw-Walton Mfg. Co., Spartan Mfg. Co., Livingston Creamery Co. Total value of yearly output of factories estimated at $1,500,000.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Around public square and extending two blocks from square on all streets. 22 miles of paved streets. Public square devoted to Court House and county officials. Merchants all prosperous.

Trading Area: Extends 10 miles north, east, south and west, with intermittent trade coming from entire county, a radius of 20 miles, due to good roads, trolley and bus lines.

Wholesale Houses: Groceries, 1; fruits, 2; miscellaneous lines: tobacco, flour, candy, 1 each.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 21; automobile tire agencies, 23; bakers, 3; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 13; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 2; fruits, 21; furniture, 4; furriers, 2; garages (public), 14; grocers, 18; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 8; men's clothing, 10; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 8; shoes, 10; sporting goods, 5; stationers, 7; women's apparel, 9.

QUINCY, ILL.

(Adams County)

1920 Population, 35,978.

City and Suburban Estimate, 60,000.

Native Whites, 89 9/10%; **Negroes,** 3 4/10%; **Foreign Born,** 6 7/10%; **Industrial Workers,** 18%; **English Reading,** 92%; **Families,** 9,378.

Schools: 13; Number of Pupils, 8,618.

Churches: 18.

Banks: 8; Total Resources, $30,600,000.

Theatres: 14. Total number of seats, 9,800.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: About 12 blocks on 3 sides of public square.

Trading Area: About 25 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 12; automobile accessories, 33; automobile tire agencies, 26; bakers, 26; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 54; druggists, 19; dry goods, 16; department stores, 5; electrical supplies, 17; florists, 4; fruits, 18; furniture, 18; furriers, 3; garages (public), 15; grocers, 157; hardware, 12; jewelry, 13; meat markets, 52; men's furnishings, 15; men's clothing, 15; merchant tailors, 15; milliners, 17; opticians, 15; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 41; shoes, 27; sporting goods, 7; stationers, 5; women's apparel, 15.

ROBINSON, ILL.

(Crawford County)

1920 Population, 3,375.

City and Suburban Estimate, 8,500.

Native Whites, 97%; **Negroes,** 1%; **Foreign Born,** 2%; **Industrial Workers,** 12%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 2; High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, $4,150,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,200.

Location: Effingham-Indianapolis Division of

Continued on page 66

Don't Take Our Word For It—

Ask the buyer and the consumer of your product which Peoria newspaper should carry your advertising in this rich territory. A surprising majority will choose

The Peoria Star

"The Newspaper People Believe In"

WHY?

Most Effective Circulation

The A. B. C. figures prove THE STAR'S dominance in the city of Peoria and in Peoria's trading territory.

THE STAR has 29% more city circulation than the other evening paper and 210% more than the morning paper. Of THE STAR'S total net paid circulation more than 84% is concentrated in Peoria and Peoria's trading territory.

Greatest Reader Confidence

It has ever been the editorial policy of THE STAR to avoid rank sensationalism; to publish plain truths; to refrain from publishing "EXTRAS" unless warranted by an event of extraordinary news interest; to value above all else the confidence of its readers. THE STAR has worked for and earned the right to be truthfully called "The Newspaper People Believe In."

Genuine Co-operation

THE STAR gives advertisers genuine co-operation in merchandising their products in this fertile field.

THE STAR maintains a merchandising department for the sole purpose of assisting advertisers in gaining and maintaining satisfactory distribution in Peoria and in Peoria's trading territory. The services of this department are available at all times to advertisers contemplating campaigns in "The Heart of Central Illinois."

Member Audit Bureau Circulations

FRALICK & BATES, Inc., in charge of foreign advertising.

Eastern Office, 270 Madison Ave., New York

Western Office, 605 North Michigan Ave., Chicago

Pacific Coast Offices, Higgins Building, Los Angeles, Calif. Sharon Building, San Francisco

ILLINOIS (Cont'd)

Robinson (con't)

Illinois Central RR. and Cairo Division of Big Four.

Principal Industries: Agriculture, dairying, oil refining, pottery, vitreous chinaware.

Manufacturing Establishments, 4. Leading firms: Swermann Pottery Co. (vitreous chinaware), Bradford Supply Co., Norris Bros. Value annual output, $2,000,000.

Residential Features: Mostly one family houses, beautiful shade trees and pavements throughout the city. Robinson has the reputation of having as fine homes as any small city in the state. Average valuation of houses $3,000.

Retail Shopping Section: Extends two blocks each way from the public square, both sides of street. The good roads leading into Robinson have called for and produced a remarkable shopping district in the city.

Trading Area: Extends 35 miles in every direction.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 4; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 6; furniture, 2; furriers, 2; garages (public), 10; grocers, 16; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 4; merchant tailors, 8; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 5; women's apparel, 5.

ROCKFORD, ILL.

(Winnebago County)

1920 Population, 65,651.

City and Suburban Estimate, 90,000.

Native Whites, 72%; Negroes, less than 1%; Foreign Born, 26%; Industrial Workers, 30%; Families, 19,397.

Schools: Public Grade, 20; High, 1; Junior High, 1; Parochial, 4 grade, 1 high; Number of Pupils, 11,328.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 24.

Banks: National, 7; Trust Company, 2; Total Resources, $26,873,264; Savings Bank Deposits Total, $13,432,000.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Total number of seats, 5,900.

Location: Northeastern part of State on Rock River. Served by C. B. & Q., C. & N. M., C. M. & St. P., Illinois Central. Terminus of Rockford Electric Interurban line running to Freeport, Janesville and Chicago. Blackhawk motor service to small towns near Rockford.

Principal Industries: Agricultural implements, furniture, knit goods, machine tools and foundry and machine shop products.

Manufacturing Establishments: 312. Leading firms: Emerson-Brantingham Co., Burson Knitting Co., Hess & Hopkins, Thayer Action Co., Greenlee Bros. & Co., Geo. D. Roper Corpn. Total value of yearly output of factories estimated at $74,918,953 (1920).

Retail Shopping Section: Four distinct shopping districts, Fourteenth Avenue, Seventh Street, East State Street, West State Street, South Main Street, each being business streets for about six blocks.

Trading Area: Radius of thirty to forty miles.

Wholesale Houses: Groceries, 6; meats, 7; fruits, 6; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 8; automobile accessories and repairs, 32; automobile tire agencies, 6; bakers, 27; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 43; delicatessen, 5; dressmakers, 5; druggists, 30; dry goods, 19; department stores, 7; electrical supplies, 8; florists, 10; fruits, 6; furniture, 16; furriers, 4; garages (public), 43; grocers, 184; hardware, 13; jewelry, 20; meat markets, 60; men's clothing, 35; milliners, 13; opticians, 8; photographers, 10; pianos (and miscellaneous musical instruments), 10; radio supplies, 7; restaurants (including hotels), 60; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 6.

ROCK ISLAND, ILL.

(Rock Island County)

1920 Population, 35,177. (1925 estimate 40,453.)

City and Suburban Estimate: 150,000 (including Davenport, Ia., and Moline, Ill.)

Schools: Public Grade, 16; High, 2; Junior High, 3; Augustana College; Parochial, 3; Number of Pupils, 6,856; two academies.

Churches: Baptist, 3; Christian Science, 1; Congregational Christian, 3; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 1; State, 5; Total Resources, $20,128,825.26. Savings Bank Deposits Total, $17,465,874.36.

Theatres: Legitimate and Movie, 1; Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 6,692.

Location: On east bank of the Mississippi River and west bank of the Rock River, adjacent to Hennipen Canal. C. R. I. & P., C. M. & St. P., C. B. & Q., Davenport, Rock Island & Northwestern, Rock Island Southern, Bus service for radius of 65 miles into Western Illinois. To nearest larger city (Chicago) by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Agricultural implements, tractors, bridge and iron, sash and door, rubber footwear, U. S. Army supplies and equipment.

Manufacturing Establishments: 28. Leading firms, Rock Island Arsenal, U. S. Govt. Plants, R. I. Sash and Door Works, R. I. Bridge & Iron Works, R. I. Plow Co., Servus Rubber Co., R. I. Stove Co., J. L. Tailor Co., Gillman Mfg. Co., Sam Adelman & Co., R. I. Register Co., Blake Specialty Co., Standard Textile Co., B. & D. Mfg. Co., Bear Mfg. Co.

Special Information: Large government arsenal located here. One of the principal localities in the U. S. for manufacture of agricultural implements. Situated between Moline, Ill., and Davenport, Iowa, it is the logical distributing point for the Tri-Cities.

Residential Features: Mostly one and two-family houses. Private homes predominate. Three modern apartment buildings.

Retail Shopping Section: Extends from the river front south four blocks on 16th, 17th, 18th, 19th and 20th streets. The principal stores being on Second and Third avenues. There are three small outlying neighborhod sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about forty miles east, south and west. Intermittent business is secured from people living at a greater distance because of fine concrete roads and train service.

Wholesale Houses: Grocers, 3; meats, 1; fruits, 5; hardware, 1; miscellaneous lines, drug, 1; lumber, 4; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 9; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotels), 15 (chain, 2); confectioners (including hotel stands, 12; delicatessen, 3; dressmakers, 9; druggists, 17 (chain, 1); dry goods, 2; department stores, 4; electrical supplies, 9; florists, 5; fruits, 7; furniture, 4; furriers, 1; garages (public), 19; grocers, 165 (chain, 2); hardware, 3; jewelry, 4; meat markets, 42 (chain, 2); men's furnishings, 12; men's clothing, 12; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 40; shoes, 9; sporting goods, 4; stationers, 3; women's apparel), 8.

Miscellaneous Data: Average temperature, 49.9 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, July, August, September; doctors (medical, 36), (dentists, 28), (osteopaths, 3); number of wired houses, 9,719; street car service, gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

SAVANNA, ILL.

(Carroll County)

1920 Population, 5,237.

City and Suburban Estimate, 9,500.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; English Reading, 99%; Families, 1,100.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Church, 1; Church of Jesus Christ, 1.

Banks: National, 1; States, 1; Total Resources, $2,500,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: Chicago, Milwaukee & St. Paul R. R., Chicago, Burlington & Quincy R. R.; Streckfut Steamboat Line.

Principal Industries: Railroads, Terminal of both Railroads, Milwaukee Shops.

Residential Features: Mostly private homes, fine residential district. Large number of working people own their homes.

Retail Shopping Section: Main Street, 9 blocks long. Fine stores, small neighboring. Grocery stores and meat markets.

Trading Area: Extends 20 miles north, 19 miles south, 20 miles east and 15 miles west, in Iowa with ferry crossing the river west and good train service.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 3; dry goods, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 12; hardware, 3; jewelry, 2; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 4.

SHELBYVILLE, ILL.

(Shelby County)

1920 Population, 3,568.

City and Suburban Estimate, 4,100.

Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 100%; Families, 810.

Schools: Public Grade, 2; High, 1; Number of Pupils, 1,120.

Churches: Baptist, 1; Christian Science, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, $1,910,125; Savings Bank Deposits Total, $286,000.

Theatres: Moving Pictures, 2; Total number of seats, 760.

Location: On Big Four, 98 miles from St. Louis, and C. & E. I., 198 miles from Chicago. To nearest large city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Local shallow coal mines. Hay presses, rail benders, hair pins, baby chicks, shipping poultry and eggs, buying hay and grain, business college, garment factory and broom factory.

Manufacturing Establishments: 5. Leading firms, Ann Arbor Machine Co., Mammoth Hatchery, Sta-Rite Hair Pin Factory, The Tallman Co., Ely-Walker D. G. Co., Shelbyville Broom Co. Total value of yearly output of factories estimated at $425,000.

Special Information: Strictly a native born white population. In a fine agricultural country and agriculture is the principal interest.

Residential Features: Many cottages and one story homes, well improved and mostly owned. The population is well housed and residence real estate firmly held and well improved.

Retail Shopping Section: Main street, 2 blocks; Morgan street, 2 blocks; Washington street, 1 block, downtown; 23 stores scattered over residence section.

Trading Area: Fifteen miles east, 18 west, 22 north, 23 south.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 9; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 3; dry goods, 4; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 4; grocers, 40 (chain, 2); hardware, 3; jewelry, 3; meat markets, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; stationers, 2.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant month, April, May, June, Sept., Oct.; doctors (medical, 7), (dentists, 4), (osteopaths, 2); number of wired houses, 681; street car service, no; gas, artificial; electric current, alternating; water, hard.

SPRINGFIELD, ILL.

(Sangamon County)

1920 Population, 59,183.

City and Suburban Estimate, 75,000.

Native Whites, 79%; Negroes, 6.5%; Foreign Born, 14.5%; Industrial Workers, 18.9%; English Reading, 96.2%; Families, 14,255.

Schools: Public Grade, 25; High, 1; Junior High, 1; Parochial, 9; Number of Pupils, 14,821.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 5; Hebrew, 2; Methodist, 4; Presbyterian, 5; Roman Catholic, 6; Miscellaneous, 8.

Banks: National, 2; State, 5; Total Resources, $39,907,138.29; Savings Bank Deposits Total, $30,611,346.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 9,000.

Location: Within sixty miles of the center population of United States. Eighteen miles from the geographical center of the State of Illinois. Center of the corn belt and coal fields of the State. Seven hard roads running in all directions make it the hub of Central Illinois trade territory. Served by C. & A., I. C., B. & O., C. P. & St. L., Wabash, and C. I. and W. Hourly electric service north, south and west.

Principal Industries: Agricultural, meters, watches, boilers, road machinery, auto garage equipment, gloves, bricks and tiles, boxes, tents and awnings, coal miner's supplies, coal mining, zinc, shoes, agricultural implements, electrical supplies, tires.

Manufacturing Establishments: 90. Leading firms, Illinois Watch Company, Sangamo Electric, Springfield Boiler Co., Weaver Mfg. Co., Racine-Sattley Hummer Engine Works, Shanklin Manufacturing Company. Total value of yearly output of factories estimated at $12,000,000.

Residential Features: Mostly made up of one family houses. Private homes predominate. Sixty per cent families home owners. Fine residential districts are in south and southwest sections of town. Southeast is good workman's section—northeast foreign element—northwest is workmen's section mostly of German descent.

Retail Shopping Section: About three blocks wide and four blocks long. Extends from Fourth to Seventh Street between Jefferson and Capitol Avenue. North and southeast resi-

THE ROCK ISLAND ARGUS

is the only Daily Newspaper

—in—

ROCK ISLAND, ILL.

a city with a

Trade Area Population of

160,000

Annually Earning

$60,000,000

—and—

Annually Spending

for Shopping

$40,000,000

The Argus is now located in its new $300,000 home. The new building is one of the finest and most complete newspaper plants in the middle west.

Space Buyers' Guide to Markets of ILLINOIS and INDIANA

ILLINOIS (Cont'd)

lential districts each have a small neighborhood business corner of three or four retail merchants.

Trading Area: Trading area averages forty-seven miles around Springfield. This area is thoroughly merchandised because of the fine hard roads, seven in all, leading into the city from all directions; also hourly traction service. The following twelve counties of Central Illinois are served by Springfield: Sangamon, Macoupin, Menard, Christian, Morgan, Cass, Montgomery, Logan, Green, Mason, Scott, and Jersey.

Wholesale Houses: Groceries, 8; meats, 3; fruits, 7; miscellaneous lines, 1 Barber Supply, 4 candy wholesalers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 14; automobile accessories, 32; automobile tire agencies, 28; bakers, 21; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 87; delicatessen, 2; dressmakers, 29; druggists, 37; dry goods, 10; department stores, 6; electric supplies, 18; florists, 13; fruits, 19; furniture, 21; furriers, 11; garages (public), 51; grocers, 326; hardware, 15; jewelry, 16; meat markets, 54; men's furnishings, 14; men's clothing, 14; merchant tailors, 26; milliners, 27; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 82; shoes, 32; sporting goods, 3; stationers, 9; women's apparel, 32.

STERLING (and Rock Falls), ILL.

(Whiteside County)

1920 Population, 11,109 (Sterling, 8,182; Rock Falls, 2,927.)

City and Suburban Estimate, 45,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 99%; Families, 3,400.

Schools: Public Grade, 5; High, 3; Junior High, 3; Parochial, 2; Number of Pupils, 3,021.

Churches: Baptist, 1; Christian, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Lutheran, 3; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 3; State, 2; Total Resources, $7,653,327.46; Savings Bank Deposits Total, $4,318,027.06.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Total number of seats, 2,324.

Location: 110 miles west of Chicago on main line Chicago & Northwestern Railroad, Chicago to Omaha; north terminal C. & N. W. Branch Line to Peoria and Southern Illinois; junction point of Shabbona and Rock Island branches of C. B. & Q. Railroad; motor bus lines in several directions; Illinois & Mississippi canal (Hennepin); on Lincoln Highway, paved across state. To nearest large city by railroad, 1 hour; by auto, 45 minutes.

Principal Industries: Center of one of the richest agricultural and dairying sections of the Middle West; three large milk condensaries within a radius of 15 miles; builders' hardware, farm machinery, motor funeral equipment, barbed wire, woven wire, fence, bolts, nuts, rivets, gas engines, machinery, levels, household woodenware, etc.

Manufacturing Establishments: 50. Leading firms, National Mfg. Co., Lawrence Bros., Frantz Mfg. Co., International Harvester Co., Russell, Burdsall & Ward Bolt & Nut Co., Northwestern Barb Wire Co., Borden Co., Sterling Woodenware Co., Wahl Clipper Co., The Eureka Co., Wynn Products Co., Charter Gas Engine Co., Sterling Foundry Co., Ft. Dearborn Mfg. Co., Novelty Iron Works, Peerless Level & Tool Works. Total value of yearly output of factories estimated at $6,500,000.

Special Information: Two power dams and location 110 miles west of Chicago and convenient shipping distance to St. Louis and middle west make this a particularly advantageous manufacturing point; center of rich dairying and agricultural section of Illinois.

Residential Features: Exceptionally fine public and parochial schools, splendid churches, civic clubs, fraternal clubs and organizations. Excellent living and health conditions; mostly one family homes; a few double houses; no apartment houses; great majority $4,000 to $8,000 houses; a number of $10,000 to $20,000 houses and a few costing more.

Retail Shopping Section: Extends along Third street, 7 blocks; Locust street, 3 blocks; First avenue, 2 blocks; Second avenue, 2 blocks; Third avenue, 1 block; Second street (Rock Falls), 3 blocks; First avenue (Rock Falls), 1 block; small business section in the east part of Sterling and the usual outlying groceries and meat markets.

Trading Area: An average radius of 24 miles; outheast to Walnut 19 miles; south to New Bedford 23 miles; southwest to Erie 25 miles paved highway); west to Fulton 26 miles paved highway); northwest to Chadwick 28 miles; northeast to Polo 22 miles.

Wholesale Houses: Groceries, 2; fruits, 2; hardware, 1; miscellaneous lines, candy, 1; gasoline and oils, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 10; druggists, 8; dry goods, 7; department stores, 3; electrical supplies, 3; florists, 3; fruits, 10; furniture, 5; garages (public), 16; grocers, 57 (chain, 5); hardware, 6; jewelry, 4; meat markets, 12 (chain, 1); men's furnishings, 3; men's clothing, 6; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 14; sporting goods, 3; stationers, 1; women's apparel, 11.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct.; doctors (medical, 24), (dentists, 12), (osteopaths, 2); number of wired houses, 2,125; gas, artificial; electric current, alternating; water, hard.

STREATOR, ILL.

(La Salle County)

1920 Population, 14,779.

City and Suburban Estimate, 21,580.

Native Whites, 77%; Negroes, 2%; Foreign Born, 21%; Industrial Workers, 5%; English Reading, 95%; Families, 3,524.

Schools: Public Grade, 10; High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, Swedish Lutheran, Evangelical, Primitive Methodist.

Banks: National, 2; State, 1; Total Resources, $1,070,000; Savings Bank Deposits Total, $214,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 3,000.

Location: Wabash, Santa Fe, Alton and N. Y. C., C. B. & Q., and C. O. & P. To nearest large city by railroad, 2½ hours; by trolley, 5 hours; by auto, 4 hours.

Principal Industries: Milk bottle factory, window glass, bottle factory, farming, mining, auto accessories, freight cars, card tables, washing machines, brick, tile.

Special Information: Big trading and railroad center, located on several state roads.

Residential Features: Many duplex home-apartments; beautiful residential district.

Retail Shopping Section: Bloomington street to Sterling street.

Trading Area: Twenty-five miles in each direction Saturdays.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines, dairies, 5; radio, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 4; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 10; druggists, 7; dry goods, 5; department stores, 5; fruits, 4; furniture, 5; garages (public) 13; grocers, 76 (chain, 5); hardware, 4; jewelry, 3; meat markets, 18 (chain, 1); men's furnishings, 5; men's clothing, 3; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; stationers, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct.; doctors (medical, 14), (dentists, 12), (osteopaths, 1); number of wired houses, 2,800; street car service, no; gas, artificial; electric current, alternating; water, hard.

WAUKEGAN, ILL.

(Lake County)

1920 Population, 19,226. (1925 census just completed by the city council gives Waukegan 25,000.)

City and Suburban Estimate, 70,000.

Native Whites, 87%; Negroes, 2%; Foreign Born, 11%; Families, 6,000.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 4.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 5.

Banks: National, 2; State, 1; Savings Bank, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 10,000.

Location: C. & N. W., E. J. & E., Crosby Steamboat Line, Lake Michigan, Chicago, North Shore & Milwaukee RR. To nearest larger city (Chicago) by railroad, 1 hour; by trolley, 1¼ hours; by auto, 2 hours.

Principal Industries: Asbestos covering, boilers, brass and iron castings, envelopes, poultry foods, roofing, sanitary flooring, tanning machinery, wire, hardware, locks.

Manufacturing Establishments: 67. Leading firms: American Steel & Wire Co., Johns-Manville Co., General Boiler, Cyclone Fence, Reflex Bumper Co., Griess-Pfleger Tannery, Chicago Hardware Fdy. Co., Blatchford Calf Meal Co., Franklyn R. Muller Co.

Special Information: Lake County with its chain of lakes in the Western part is the summer resort for this section. The cities between Waukegan and Chicago being residential towns and not interested in industry gave us the opportunity to attract the many factories that are now located here.

Residential Features: Small one-family houses predominate, no tenement houses or slum district. Residential district away from shopping and manufacturing district.

Retail Shopping Section: Main shopping district on Genesee Street extending for twelve blocks. Four outlying county business districts with the usual neighborhood stores.

Trading Area: Extends to the west for possibly thirty miles. A system of concrete state owned roads giving easy across to this community.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; miscellaneous lines, confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; automobile accessories, 21; automobile tire agencies, 6; bakers, 9; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 6; druggists, 14 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 5; fruits, 9; furniture, 8; grocers, 55 (chain, 3); hardware, 6; jewelry, 5; meat markets, 15 (chain, 2); men's furnishings, 5; men's clothing, 7; merchant tailors, 12; milliners, 4; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 21; shoes, 8; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct.; doctors (medical, 31), (dentists, 17), (osteopaths, 3); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, soft.

WEST FRANKFORD, ILL.

(Franklin County)

1920 Population, 8,478. (1925 est., 18,000.)

City and Suburban Estimate, 20,000.

Native Whites, 80%; Foreign Born, 20%; Families, 1,920.

Schools: Public Grade, 7; High, 1; Number of Pupils, 2,390.

Churches: 13.

Banks: 4. Total Resources, $3,100,000.

Theatres: Moving Pictures, 4. Total number of seats, 1,500.

Location: On Chicago, Burlington & Quincy RR., the Chicago & Eastern Illinois RR., and Illinois Central in Southern Illinois in the heart of the world's richest coal field. To nearest large city by railroad, 4 hours; by auto, 3 hours.

Principal Industries: Building material, ice plant, lumber yards, coal mining.

Combined payroll aggregates more than $1,000,000 monthly.

Residential Features: One-family homes predominate.

Trading Area: Extends about 16 miles in each direction and has about 10 towns from 1,500 to 12,000 population, who trade in West Frankfort, making the trading population nearly 80,000.

Wholesale Houses: Groceries, 3; meats, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; dressmakers, 8; druggists, 5 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; garages (public), 9; grocers, 48 (chain, 3); hardware, 4; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 8; men's clothing, 3; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 5; sporting goods, 2; stationers, 1.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct.; doctors (medical, 16), (dentists, 7), (osteopaths, 5); gas, artificial; electric current, alternating; water, hard.

WOODSTOCK, ILL.

(McHenry County)

1920 Population, 5,523.

City and Suburban Estimate, 8,500.

Native Whites, 95%; Foregin Born, 5%; Industrial Workers, 20½; English Reading, 100%; Families, 1,300.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500. Private Boys' School, 90 Students; Orphanage, 50 Children.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 2.

Banks: National, 2; State, 2; Total Resources, $3,000,000; Savings Bank Deposits Total, $900,000.

Theatres: Moving Pictures, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1; Armory Ill. Nat. Guard. Total number of seats, 1,200.

Location: C. & N. W. Ry. 51 miles northwest of Chicago. On State Bond Issue Highways No. 19 and 20 completed. Motor truck service. To nearest larger city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Two (2) Typewriter factories, Woodstock & Oliver, Holmes Disappearing Bed Factory, two Milk Bottling factories, prosperous dairying district, pickle preserving plant.

Manufacturing Establishments: 6. Leading firms, Woodstock Typewriter Company, Oliver Typewriter Company, Holmes Disappearing Bed Co., Borden Farm Products Co. (milk), A. J. Olson Company (milk), Squire Dingee Co. (pickles). Total value of yearly output of factories estimated at $3,265,000.

Special Information: Rural and industrial combined. Woodstock called "hub" of McHenry county, only city over 5,000 in radius of 25 miles. Business, political and social center. Public Park 1½ blocks square in center of retail trading district. County seat McHenry county.

Residential Features: 1,200 residence homes, 35 small apartments, 2 to 4 families.

Retail Shopping Section: Main street, 2 blocks; Cass, 3; Benton, 3; Van Buren, 2; Dean, 1; Johnson, 1.

Trading Area: 12 to 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 9; bakers, 2; cigar stores and stands including hotels), 16; confectioners (including hotel stands), 7; dressmakers, 8; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 6; florists, 2; fruits, 5; furniture, 2; garages (public), 6; grocers, 8 (chain, 2); hardware, 4; jewelry, 2; meat markets, 5 (chain, 1); men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels), 4; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 10 to 80 degrees; average number of rainy days per twelve months, 65; most pleasant months, May to December. Same climate as Chicago; doctors (medical, 6), (dentists, 5), (osteopaths, 2); number of wired houses, 1,200; gas, artificial; electric current, alternating; water, hard.

Standard Surveys of INDIANA

ALEXANDRIA, IND.

(Madison County)

1920 Population, 4,172.

City and Suburban Estimate, about 4,500.

Native Whites, 99.3%; Negroes, 0.5%; Foreign Born, 0.2%; English Reading, 99%.

Schools: Number of Pupils: Public Grade, 1,000; High, 190; Junior High, 75; Parochial, 200.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Church of God, 1; Christian, 1; Nazarene, 1; Quaker, 1.

Banks: National, 3; State, 2; Total Resources, $2,000,000; Savings Bank Deposits Total, $100,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: Nickel Plate, formerly Lake Erie & Western R. R.; Big Four; Indiana Union Traction Co. To nearest large city, by railroad, 30 minutes; by trolley, 35 minutes; by auto, 30 minutes.

Principal Industries: Print paper mill, 2 mineral wool plants, packing (tomato) plant, machine shop cigar factory, glass factory, boiler factory, glove factory.

Manufacturing Establishments: 8. Leading firms: Paper Mill, Lippincott Glass Factory. Total value of yearly output of factories estimated at about $4,000,000.

Special Information: Factory town as well as agricultural community. Best farming land in State surrounds Alexandria.

Residential Features: Most own their own homes. No slum district. Houses in better section worth from $5,000 to $10,000.

Retail Shopping Section: Pretty well concentrated within four blocks square. Our business houses; like in most small towns, are on three streets, not over four blocks either way. Har-

Continued on page 68

INDIANA (cont'd)

Alexandria (con't)

rison, Washington and Church are the main business streets. We have a few small groceries in the outlying districts.

Trading Area: Extends about 10 miles east, west, north, south. Our city caters largely to the farm trade, although there are six good factories now running.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 5; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; grocers, 25 (chain, 2); hardware, 2; jewelry, 1; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; radio supplies, 1; restaurants (including hotels), 3; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, June, Sept., Oct., Nov.; doctors (medical, 5); (dentists, 3); street car service; gas, artificial; electric current, alternating; water, hard.

ANDERSON, IND.

(Madison County)

1920 Population, 29,767 (1925 estimate, 35,720).

City and Suburban Estimate, 40,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 90%; Families, 6,800.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 7,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 8; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 23.

Banks: National, 1; State and Trust, 5; Total Resources $8,454,466.30; Savings Bank Deposits Total, $6,500,000.

Theatres: Legitimate, none; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 17,000.

Location: In central part of Indiana. Served by The Big Four, Pennsylvania, Central Indiana Railway, and Indiana Union Traction Company. Excellent bus service in all directions from city. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Automobile generators and starters, Klaxon auto horns, playground equipment, corrugated boxes and shipping cartons, nails, wire, files, auto wheels, oil engines, lodge regalia, house dresses and aprons, bottle blowing machines, pumps, auto tires, automobile governors, asphalt rectifing, bed and auto springs, wire fence, floor tiles, machine knives, shovels, wire wheels for children's vehicles, silicate of soda.

Manufacturing Establishments: 110. Leading firms, Remy Electric Co., Sefton Mfg. Co., American Steel & Wire, Nicholson File Co., Hill Pump Co., Philadelphia Quartz Co., Hill Standard Co., American Playground Device. Beaver Board Mfg. Co., Hayes Wheel, Indian Silo & Tractor Co., Pierve Governor Co., Forse Mfg. Co., American Shovel Works, Fame Canning Co., Reynolds Gas Register Co., and Vulcanite Fooling Co.

Special Information: County Seat of Madison County. Location of the city with its excellent transportation facilities makes it an ideal manufacturing and retail district. It is located in the best wheat and corn belt in the United States. Large manufacturers of automobile starters, wheels, shovels, files tile and corrugated boxes are located in city.

Residential Features: City has adopted zoning system. Mostly one family houses; two limited sections devoted to working men. Over 70 per cent of the people own their own home. Manufacturing is restricted to zones.

Retail Shopping Section: Extends from Public Square (which form part of business section) for 5 squares north and 7 squares south on Meridian and Main streets, which are parallel streets. Also 4 blocks on Butrel Ave. and 6 blocks on Jackson street. There are 5 outlaying retail business sections, with the usual line of retail stores.

Trading Area: Extends about 16 miles in all directions of the city.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; miscellaneous lines—tobacco, 1; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 2; automobile accessories, 17; automobile tire agnecies, 9; bakers, 9; *cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 8; druggists, 20 (chain, 2); dry goods, 6; department stores, 4; electrical supplies, 10; florists, 3; fruits, 5; furniture, 12; garages (public), 21; grocers, 124 (chain, 7); hardware, 7; jewelry, 6; meat markets, 17 (chain, 2); men's furnishings, 1; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 23; shoes, 12; sporting goods, 4; stationers, 2; women's apparel, 8.

*Not strictly cigar stores. About 170 places selling cigars and tobacco.

Miscellaneous Data: Average temperature, 37 degrees; average number of rainy days per twelve month, 108; most pleasant months—April, May, June, September, October, November; doctors (medical), 43; dentists, 19; osteopaths, 2; number of wired houses, 7,500; street car service; gas, natural; electric current, alternating; water, hard.

ATTICA, IND.

(Fountain County)

1920 Population, 3,392.

City and Suburban Estimate, 5,100.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 18%; English Reading, 98%; Families, 924.

Schools: 3; Number of pupils, 905.

Churches: 8.

Banks: 2; Total Resources, $2,200,000.

Theatres: 3; Total number of seats, 1,000.

Location: On Wabash River fourteen miles northeast of Covington. On Wabash R. R., C. E. & T. H., and C. A. & S. RRs.

Principal Industries: Wagons and carriages, cigars, sheet metal, car couplers and metal paints.

Residential Features: All one family houses.

Retail Shopping Section: Five blocks in heart of city.

Trading of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto, agencies, 3; automobile accessories, 2; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 4; dry goods, 2; electrical supplies, 1; florists, 2; fruits, 2; furniture, 1; garages (public), 7; grocers, 10; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

AUBURN, IND.

(De Kalb County)

1920 Population, 4,650.

City and Suburban Estimate, 12,000..

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 98%; Families, 1,295.

Schools: 4; Number of Pupils, 950.

Churches: 5.

Banks: 3; Total Resources, $3,900,000.

Theatres: 3; Total number of seats, 800.

Location: On B. & O. R. R. and branch of N. Y. Central R. R., also Fort Wayne & Northwestern Electric R. R.

Principal Industries: Automobiles, wagons, canning and metal works.

Manufacturing Establishments: Home of Auburn Automobile Co.

Residential Features: All one-family houses.

Retail Shopping Section: A few blocks around Court House Square.

Trading Area: South, 7 miles; north, 10 miles; east, 8 miles; west, 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 3; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 5; grocers, 9; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 2; stationers, 1; women's apparel, 2.

BEDFORD, IND.

(Lawrence County)

1920 Population, 9,076 (1925 est., 12,000).

City and Suburban Estimate, 15,000.

Native Whites, 89½%; Negroes, ½%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 98%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $4,000,000; Savings Bank Deposits Total, $748,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School, 1,200. Total number of seats: Old Gym, 2,000; New Gym, 5,000.

Location: On C. I. & L. (Monon Route), B. & O., and the Chicago, Milwaukee and St. Paul. 80 miles north of Louisville, 175 south of Chicago, 125 west of Cincinnati, Ohio. Good freight shipments.

Principal Industries: Quarrying and milling of stone. Railroad shop for C., M., St. P. Foundry where machinery for stone mills and quarries is made.

Manufacturing Establishments: 22 stone mills. Leading firms: Shea & Donnelly Consolidated Stone Co., Furst Kerber, Ingalls. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Within the past two years the people financed a $250,000 hotel, built an $80,000 gymnasium, gave $5,000 to a playground association, and $25,000 for Y. M. C. A. camp and $5,000 to Salvation Army.

Residential Features: A few apartment houses, 3 to 5 families, but mostly single homes. 20 miles of brick and cement roads and streets leading to and through the city.

Retail Shopping Section: The Square and 15th, 16th (east and west), and I and J Sts. (north and south); 50 grocery stores scattered in all streets, 1 wholesale grocery, 2 exclusive ladies' furnishings, cleaners, 3 bakeries, 5 retail furniture, 4 hardware, 5 retail clothing, 7 drug stores.

Trading Area: About 20 miles.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 7; dry goods, 3; fruits, 2; furniture, 5; garages (public), 7; grocers, 50; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 2.

BICKNELL, IND.

(Knox County)

1920 Population, 7,635.

City and Suburban Estimate, 28,000.

Native Whites, 85%; Negroes, none; Foreign Born, 15%; Industrial Workers, 22%; English Reading, 95%; Families, 6,035.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources, $1,087,170.40; Savings Bank Deposits Total, $64,771.54.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,300.

Location: Pennsylvania Line, Indianapolis and Vincennes division. Good bus service to other towns and truck train service from Vincennes, a distance of 15 miles, and the closest point to the B. & O. and C. & E. I. railroads.

Principal Industries: Coal mining, fruit growing and farming.

Special Information: Bicknell is the center of the coal field in Indiana. There are thousands of acres of good coal here that will take 150 years (government engineer's estimate) to exhaust, allowing for an output of twice what it has been.

Residential Features: Practically all the homes in Bicknell are new homes. The 1910 population was 2,794. Practically all homes are owned by the families which occupy them.

Retail Shopping Section: Extends from First Street on both sides of Main Street. A few business houses in the first blocks, either direction, of First, Second and Third Streets. In every section there is a neighborhood grocery.

Trading Area: Sandborn, north 15 miles; Oaktown, west 14 miles; Bruceville, south 8 miles. These are all good little towns and many people from those communities do their shopping in Bicknell.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 20; bakers, 4; confectioners (including hotel stands), 1; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; furniture, 5; garages (public), 5; grocers, 35; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; women's apparel, 3.

BLOOMINGTON, IND.

(Monroe County)

1920 Population, 11,595 (1925 est., 18,000).

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 95%; English Reading, 93%; Families, 5,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Indiana University seat 4,000 students; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $7,181,411; Savings Bank Deposits Total, $3,000,000.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 11,000.

Location: On Monon and Illinois Central. Splendid bus service to Indianapolis.

Principal Industries: Furniture, manufacturing, stone milling and quarrying. Monon railroad shop, contracting, plate glass, glove and basket company, and stucco plant.

Manufacturing Establishments: Shower's Furniture. Leading firms: Nurrie Mirror and Plate Co., Basket Factory, Field Glove Company.

Special Information: Bloomington is widely known as being located in the limestone belt; for containing large furniture factory, and for Indiana University, which is situated here. Indiana University new stadium seats 22,000 people.

Residential Features: Factory workers and families live mostly west of Monon Railroad, in city. Has number of fine residential houses; University in east end of town.

Retail Shopping Section: The Public Square extends from Fourth Street south to Seventh Street north, from Morton Street west to Washington Street east. A total of about nine square blocks. The usual grocery stores and bakeries are to be seen spread over the city.

Trading Area: Extends over an area from approximately five miles around the business center.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 9 druggists, 6; dry goods, 7; department stores 2; electrical supplies, 6; florists, 1; fruits, 2 furniture, 5; garages (public), 9; grocers, 25 hardware, 4; jewelry, 4; meat markets, 10 men's furnishings, 7; men's clothing, 7; mer chant tailors, 7; milliners, 6; opticians, 4; pho tographers, 2; pianos (and miscellaneous musica instruments), 4; radio supplies, 4; restaurant (including hotels), 15; shoes, 6; sporting goods 3; stationers, 3; women's apparel, 7.

BLUFFTON, IND.

(Wells County)

1920 Population, 5,391.

City and Suburban Estimate, 20,509.

Native Whites, all; Foreign Born, 200; In dustrial Workers, 1,850; English Reading, 95% Families, 5,264.

Schools: Public Grade, 4; Number of Pupil 1,075.

Churches: Baptist, 3; Congregational, 2; Meth odist, 12; Presbyterian, 2; Roman Catholic, 1 Miscellaneous, 60.

Banks: State, 2; Total Resources, $3,500,000 Savings Bank Deposits Total, $350,000.

Theatres: Legitimate, 1; Moving Pictures, Total number of seats, 500.

Location: On the Wabash River, 25 mil south of Ft. Wayne, on the T. St. L. & W L. E. & W., and three electric lines.

Principal Industries: Two piano factories, Re Cross Mfg. Co., Patton McCrey Co., Grim Foundry, stone quarries, planing mills, tile mil

Manufacturing Establishments: H. C. Bo Piano Co., making upright and grand piano Red Cross Mfg. Co., making pumps, windmill fruit presses, and all sorts of castings; Patto McCrey, making beds; Gromes Foundry, makir all kinds of castings and foundry work; planir mills, making all kinds of hardwood floorin etc.; B. K. Settergren Co., grand pianos.

Special Information: The city of Bluffton l cated on 2 railroads and 3 electric lines, wi good shipping facilities in all directions, maki it good outlet for all farm produce as well manufactured goods. There are more tractors the farms of Wells Co. than any adjoini county, all farmers riding in automobiles, a there is a general run of prosperity.

Residential Features: Mostly all one-fami and two-family houses. Beautiful residence se tion and nearly all homes owned.

Retail Shopping Section: Three blocks Market Street, 4 blocks on Main, and 1 blo on Washington, 2 blocks on Johnson Street, wi one outlying business section in the west, a the usual neighborhood stores.

Trading Area: 15 miles west, 15 miles sout 12 miles east, 10 miles north, and perhaps f ther on the south and west on account of t trolley cars coming in every hour.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally A vertised Products: Passenger automobile age cies, 13; commercial automobile agencies, automobile accessories, 17; automobile tire age cies, 18; bakers, 2; cigar stores and stands (cluding hotels), 8; confectioners (including t tel stands), 3; druggists, 7; dry goods, 4; partment stores, 2; electrical supplies, 2; f ists, 2; furniture, 3; garages (public), 6; gr ers, 14; hardware, 2; jewelry, 2; meat marke 5; men's furnishings, 4; men's clothing, merchant tailors, 2; milliners, 4; opticians, photographers, 2; pianos (and miscellaneous struments), 2; radio supplies, 1; restaura (including hotels), 7; shoes, 7; stationers, women's apparel, 5.

BRAZIL, IND.

(Clay County)

1920 Population, 9,293.

City and Suburban Estimate, 14,963.

Native Whites, 90%; Negroes, 8%; Fore Born, 2%; Industrial Workers, 35%; Engl Reading, 92%; Families, 2,400.

Schools: Public Grade, 16; High, 1; Jun High, 1; Parochial, 1; Number of Pupils, 3,3

Churches: Baptist, 1; Christian Science, Methodist, 3; Presbyterian, 1; Roman Catho 1; Miscellaneous, 4.

Banks: National, 3; State, 2; Total Resourc $7,000,000; Savings Bank Deposits Tot $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, Vaudeville, 1; Miscellaneous (Auditoriu etc.), 1. Total number of seats, 4,600.

Location: On National Old Trails Highw 15 miles east of Terre Haunte, P. R. R., C tral Indiana R. R., C. I. & W. Ry., and T. I. & Eastern Traction Co. Bus service to parts of county.

INDIANA (cont'd)

Principal Industries: Clay, iron, furniture, machine shops, and coal mines. One of the largest clay-manufacturing centers of the U. S.

Manufacturing Establishments: 19. Leading firms: Brazil Clay Co., Clay Products Co.., Brazil Hollow Brick & Tile Co., American Sewer Pipe Co., Chicago Sewer Pipe Co., Lyon Fire Proofing Co., Hydraulic Pressed Brick Co., Stout Furniture Factory.

Special Information: Good farming community.

Residential Features: Mostly one and two-family houses and a few apartment houses.

Retail Shopping Section: Extends all along National avenue, which is part of the Old Trails Highway through Brazil.

Trading Area: 15 miles east, 20 north, 30 south and 7 miles west.

Wholesale Houses: Meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 12; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 12; furniture, 5; garages (public), 6; grocers, 48; hardware, 4; jewelry, 3; meat markets, 22; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 5; opticians, 1; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 3.

CLINTON, IND.

(Vermillion County)

1920 Population, 10,962.

City and Suburban Estimate, 18,000.

Native Whites, 69%; **Negroes,** 1%; **Foreign Born,** 30%; **Industrial Workers,** 65%; **English Reading,** 90%; **Families,** 2,500 in city, 4,500 city and suburban.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,750.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3; Total Resources, $3,500,000. Savings Bank Deposits Total, about $500,000 now, normally about $650,000 to $700,000.

Theatres: Moving Pictures, 3; Total number of seats, 1,700.

Location: On west bank of Wabash River, 163 miles south of Chicago, 16 miles north of Terre Haute. Served by C. & E. I. Railroad and Terre Haute, Indianapolis & Eastern Traction Co. Motor bus service to all surrounding towns and cities. To nearest large city, by railroad, 35 minutes; by trolley, 1 hour; by auto, 40 minutes.

Principal Industries: Coal mining, farming, overall factory, small cement plants, bottling works, powder plant, planing mills, elevators, ice plants, dress factory.

Manufacturing Establishments: 16. Leading firms, Lewin Overall Factory, U. S. Powder Co., Chesterfield Creamery & Bottling Works, Wilkinson Lumber Co., Planing Mills.

Special Information: Largest city between Terre Haute, Ind., and Danville, Ill., north and south; and between Brazil, Ind., and Paris, Ill., east and west (excluding Terre Haute); normally the home of more than 5,000 coal miners; with average annual payroll of $600,000 per month; has largest swimming pool.

Residential Features: Houses practically all one and two-family homes. No tenements, except very few in foreign section; large percentage of people are home owners. Several fine residential districts, which have homes averaging $15,000 to $25,000.

Retail Shopping Section: Two main retail sections: Main Street section and Ninth Street section. Main street section has three blocks on Main Street, with two side streets from east side of Main. Ninth Street section has six blocks on Ninth Street. This section composed mostly of foreigners, with few American stores on it. Several outlying small sections, mostly all groceries and meat markets.

Trading Area: About fifteen miles north, east and west, and about ten miles south. Some trade secured as far as 25 miles in most all directions.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial, auto. agencies, 4; automobile accessories. 7; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; dressmakers, 4; druggists, 5 (chain, 1); dry goods, 3; department stores, 7; electrical supplies, 3; florists, 1; furniture, 6; garages (public), grocers, 21 (chain, 2; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 8; mens' clothing, 8; merchant tailors, 6; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 7; shoes, 14; sporting goods, 2; stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 100; most pleasant months—May, June, September, October; doctors (medical), 12; dentists, 4; number of wired houses, about 2,000; electric current, alternating; water, hard.

COLUMBIA CITY, IND.

(Whitley County)

1920 Population, 3,499.

City and Suburban Estimate, 10,000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 1,060.

Schools: 3; Number of Pupils, 1,060.

Churches: 9.

Banks: 4; Total Resources, $3,750,000.

Theatres: 1; Total number of seats, 750.

Location: 20 miles west of Fort Wayne on Penn. R. R. and Vandalia R. R. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Lumber, woolen mill, foundry, overalls, table sauce factory.

Residential Features: Mostly one family frame houses.

Retail Shopping Section: Around Square and half block each direction.

Trading Area: 10 miles south, 10 miles east, 15 miles north and 10 miles west.

Number of Retail Outlets for Nationally Advertised Production: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 8; grocers, 10 (chain, 1); hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 4; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, September, October; doctors (medical), 8; dentists, 6; osteopaths, 2; number of wired houses, 700; electric current, alternating; water, hard.

COLUMBUS, IND.

(Bartholomew County)

1920 Population, 8,990.

City and Suburban Estimate, 12,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 25%; **English Reading,** 95%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 2; Christian, 2.

Banks: National, 1; State, 1; Private, 1; Total Resources, $5,000,000; Savings Bank Deposits Total, $1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), City Hall, Gymnasium, High School Armory. Total number of seats, 7,000.

Location: Pennsylvania, N. Y. Central, Interstate Traction, excellent bus service to southern Indiana points.

Principal Industries: Manufacturing and farming.

Manufacturing Establishments: 20. Leading firms: W. W. Mooney & Son, tannery; Reeves Pulley Co., Reliance Mfg. Co., Orinoco Furniture Co., Lincoln Chair Co., Columbus Handle & Tool Co., Hawcreek Leather Co., Llewellen Mfg. Co., Columbus Packing Co., Cummins Engine Works.

Special Information: Located in center of fine farming land.

Residential Features: A city of homes. Many paved streets and alleys.

Retail Shopping Section: Centralized on Franklin, Washington and Jackson Sts.

Trading Area: 25-mile radius from Columbus.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines—candy and tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 2; druggists, 7; dry goods, 5; department stores, 3; electrical, 4; florists, 3; furniture, 5; garages (public), 10; grocers, 52; hardware, 5; jewelry, 6; meat markets, 10; men's furnishings, 5; men's clothing, 6; milliners, 4; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 28; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

See announcement column 4

CONNERSVILLE, IND.

(Fayette County)

1920 Population, 9,901 (1925, estimate, 13,490).

Negroes, 5%; **Foreign Born,** 1%.

Schools: Public Grade, 3; High, 1; Junior High, 1. Elmhust School for Girls.

Churches: Baptist, 2, 1 white, 1 colored; Christian Science, 1; Methodist, 3 white, 2 colored; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Seven Day Adventist, Nazarene.

Banks: National, 1; State, 1; Savings Bank Deposits, Fayette Bank & Trust Co.

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: C. I. & W., Big 4, Nickel Plate. I. and C. Traction Line. Newcastle-Connersville Bus Line, Richmond-Connersville Bus Line, Brookville-Connersville Bus Line. To nearest large city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Automobiles, furniture, printing, auto tops, auto bodies, automobile lamps, blowers, vacuum cleaners.

Residential Features: Mostly one and two-family houses. Sections of city devoted mostly to homes of factory men. Few apartment houses.

Retail Shopping Section: Extends from 3rd Street to 9th Street on Central Avenue. Cross streets for two blocks, including 4th to 9th Streets, inclusive. There are a number of groceries and three drug stores out in the residential district.

Trading Area: Extends about 18 miles west, south, north and east. Interurban and bus services is the means of transportation aside from trains and private automobiles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 2; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; dry goods, 4; department stores, 2; drug stores, 9; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; grocers, 30 (chain, 3); hardware, 3; jewelry, 3; meat markets, 10 (chain, 1); men's furnishings, 4; merchant tailors, 3; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; women's apparel, 2.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 90; most pleasant months—June, July, August, September; doctors (medical), 12; dentists, 5; osteopaths, 2; number of wired houses, 4,000; gas, artificial; electric current, alternating; water, hard.

CRAWFORDSVILLE, IND.

(Montgomery County)

1920 Population, 10,139.

City and Suburban Estimate, 11,500.

Native Whites, 96.1%; **Negroes,** 2.6%; **Foreign Born,** 1.3%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 2,856.

Schools: 5; Number of Pupils, 2,735.

Churches: 11.

Banks: 4; Total Resources, $4,100,000.

Theatres: 3. Total number of seats, 2,850.

Location: On C. C. C. & St. L. R. R., Vandalia R. R., C. T. & L. R. R., and T. H. T. & E. Traction lines. To nearest large city, by railroad, 1½ hours; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Matches, wire nails, wire fencing, roofing, furniture, fencing, paving bricks and caskets, automobile accessories.

Residential Features: A few apartments. Mostly one family houses.

Retail Shopping Section: About five blocks.

Trading Area: About 18 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 3; dressmakers, 12 druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; furniture, 4; furriers, 1; garages (public), 12; grocers, 49 (chain, 5); hardware, 4; jewelry, 3; meat markets, 17 (chain, 1); men's furnishings, 7; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 90; most pleasant months—May, June, September, October; doctors (medical), 20; dentists, 12; osteopaths, 2; number of wired houses, 3,000; street car service; gas, artificial; electric current, alternating; water, hard.

DECATUR, IND.

(Adams County)

1920 Population, 4,762 (1925 estimate, 5,500).

City and Suburban Estimate, 20,000.

Native Whites, 97%; **Foreign Born,** 3%; **Industrial Workers,** 25%; **English Reading,** 90 to 99%; **Families,** 1,200.

Schools: Public Grade, 4; High 1; Parochial, 1 Grade and 1 H. S.; Number of Pupils, 1,450.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, and 1 Trust Co. Total resources, $3,115,677.46; Savings Bank Deposits Total, $2,492,625.73.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2 in High Schools. Total number of seats, 3,000.

Location: Six miles from the Ohio State line. 3 main railroads. Clover leaf division of the Nickel Plate. The Erie and G. R. and I. division of the Pennsylvania. One Interurban line to Ft. Wayne, Ind., 22 miles north. To nearest large city, by railroad, 45 minutes, by auto 45 minutes.

Principal Industries: G. E. Motors, castings, beet sugar, tile, hoops, headings and barrel staves, harness, butter making, ladders and woodwork, egg case fillers, gloves, cement products, handles for tools, cigars, etc.

Manufacturing Establishments: 25. Leading firms, General Electric Co., Decatur Casting Co., Cloverleaf Creameries, Holland St. Louis Sugar Co., La Fountain Handle Co., Indiana Board & Filler Co., Brick-Tyndall Tile Co., Waring Glove Co., Decatur Cooperage Co.

Total value of yearly output of factories estimated at $9,000,000.

Special Information: 1,400 people employed by 25 manufacturers. Total weekly payroll, $25,000 to $27,000. Annual payroll estimated from $1,000,000 to $1,250,000. Located in the heart of one of the best agriculture districts in the state. The home of the only beet sugar factory in Indiana. Splendid community spirit shown.

Residential Features: From 75 to 90% home owners. All streets in city are bricked. Several hundred ornamental street lights. Good homes throughout the city. Net assessed value of property for taxation, $7,000,000.

Retail Shopping Section: 5 blocks on Second St., 4 blocks on Normal St., 3 blocks on First St., 2 blocks on Madison St. Fine retail stores scattered over city but majority are within 1 to 4 blocks of Court House, which is located at corner of Second and Madison Sts.

Trading Area: 12 miles north, 18 miles south 14 miles west and 6 to 12 miles east. In other words, territory included in Adams County, Decatur being the county seat.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; bakers, 2; confectioners (including hotel stands), 3; dressmakers, private; druggists, 4; dry goods, 3; florists, 2; garages (public), 6; grocers, 18 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, men's clothing, 4; photographers, 2; furniture stores, 3; radio supplies, 6; restaurants, 3; shoes, 4; sporting goods, 3; women's apparel, 1.

Miscellaneous Data: Average temperature 50.3 degrees. Average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct.; doctors (medical, 11), (dentists, 5), (chiropractors, 3); number of wired houses, 1,100, gas, artificial, electric current, alternating; water, hard.

DUNKIRK, IND.

(Jay County)

1920 Population, 2,532.

City and Suburban Estimate, 8,000.

Native Whites, 97%; **Negroes,** 3%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 738 city.

Schools: Public Grade, 1; High, 1; Number of Pupils, 598.

Churches: Baptist, 1; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $8,643,390; Savings Bank Deposits Total, $150,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: On the P. C. C. & St. L. Ry. from St. Louis to Cleveland; Union Traction Co. of Indiana and bus lines to several cities adjoining Dunkirk. To nearest large city, by railroad 1 hour; by trolley, 45 minutes, by auto, 1 hour.

Principal Industries: Press glassware of all kinds and also bottles and glass dishes, mould works, tie mill, farming, dairying, chicken raising, etc.

Manufacturing Establishments: 4; Leading firms: Indiana Glass Co., Hart Glass Co., Martin Bros., tile mill, Baker Mould Works.

Special information: Dunkirk has excellent shipping facilities both on traction steam and bus lines and is near gas and oil. Two glass factories operating daily and employ about 1,000 people who draw a good wage.

Residential Features: Mostly one and two family houses, flats and large residences. Private homes predominate. Fine residential section, beautiful homes, fine kept lawns. Good stores of all kinds and one of the largest and

Continued on page 70

Columbus, Ind.

One newspaper, which is read by 90 per cent of the families in Columbus, must be used to adequately cover the territory between Indianapolis and the Ohio river.

That paper is—

The

Evening Republican

"Southern Indiana's Best Newspaper"

(Member of the A.B.C.)

INDIANA (cont'd)

Dunkirk (con't)

nicest apartment stores in this part of the State.

Retail Shopping Section: Extends on Main street for about 10 blocks, 2 blocks each on Commerce and Lincoln ave. and smaller neighborhood stores scattered over many sections such as grocery, confectionery, meat shops, etc.

Trading Area: About 5 miles west, 8 miles east, 9 miles north and 7 miles south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 3; automobile accessories, 8; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 2; department stores, 1; electrical supplies, 3; florists, 1; fruits, 15; furniture, 2; garages (public), 4; grocers, 15 (chain 1); hardware, 3; jewelry, 1; meat markets, 4; men's furnishing, 3; men's clothing, 3; merchant tailors, 1; milliners, 1; opticians, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 2.

Miscellaneus Data: Average temperature 60 degrees, average number of rainy days per twleve months, 90; Most pleasant months, May, June, Sept., Oct.; doctors (medical, 4); dentists, 2), (osteopaths, 1); number of wired houses about 500; gas, natural; Electric current, alternating direct; water, hard.

EDINBURGH, IND.

(Johnson County)

1920 Population, 2,376.

City and Suburban Estimate, 3,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 99%; Families, 601.

Schools: 3; Number of Pupils, 595.

Churches: 5.

Banks: 2; Total Resources, $2,875,000.

Theatres: 2. Total number of seats, 1,540.

Location: 30 miles south of Indianapolis on P. C. C. & St. Louis R. R, and L. C. & S. Traction.

Principal Industries: Veneer, lumber, starch and canning, flour, furniture.

Residential Features: All one family houses.

Retail Shopping Section: Several blocks in heart of city.

Trading Area: 15 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 12; hardware, 4; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 4.

ELKHART, IND.

(Elkhart County)

1920 Population, 24,277.

City and Suburban Estimate, 60,000.

Native Whites, 24,159; Negroes, 102; Foreign Born, 2,060; Industrial Workers, 70%; English Reading, 97%; Families, 5,509.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 24.

Banks: National, 1; State, 2; Total Resources, $10,000,000. Savings Bank Deposits Total, $9,500,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,300.

Location: Four miles from Indiana-Michigan State line. Northern Indiana on New York Central Railroad, 101 miles east of Chicago. Elkhart & Western branch forming belt line. All passenger trains stop at Elkhart. Big Four Route crossing all trunk lines between Lake Michigan and Ohio River. Excellent bus and interurban service. To nearest large city, (South Bend), by railroad, 40 minutes; by trolley, 45 minutes; by auto, 35 minutes.

Principal Industries: Band instruments, baby carriages, paper, automobiles, New York Central shops, machine shops, aluminum ware, bridge and iron works, radio and telephone parts, fishing tackle, automobile parts, tools, scales, machinery, etc.

Manufacturing Establishments: 33. Leading firms, G. G. Conn, Ltd., Sidway Mercantile Co., American Coating Mills, Buescher Band Instrument Co., Martin Band Instrument Co., Chicago Telephone & Supply Co., Elcar Motor Co., Miles Medical Co. Total value of yearly output of factories estimated at $24,000,000.

Special Information: Elkhart manufactures 85 per cent of all band instruments made in the United States. Has large baby carriage factory. The N. Y. C. "hump" classification yards are one of the largest in the U. S., $20,000,000 electric super-power plant being built ten miles from city. Excellent shipping facilities and abundant power and no labor troubles make Elkhart an ideal industrial location.

Residential Features: Mostly one and two-family houses. No tenements. Private homes predominate. Very fine residential section east of city along the St. Joseph River. Homes in this section cost from $5,000 to $25,000. Desirable home locations in practically every direction, except small part of city in the southwest section.

Retail Shopping Section: Seven blocks on Main Street and one block east and west on side streets. There are about 60 "neighborhood" grocery stores in the city.

Trading Area: Extends about twelve miles in all directions, with some business from points beyond because of bus and interurban service and good roads.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous Lines, tobacco 1, candy 1, lumber 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 21; druggists, 11; dry goods, 5; department stores, 6; electrical supplies, 6; florists, 5; fruits, 9; furniture, 7; garages (public), 15; grocers, 84 (chain, 4); hardware, 5; jewelry, 5; meat markets, 8 (chain, 3), men's furnishings, 4; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 5; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 26; shoes, 7; sporting goods, 5; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature 57 degrees, average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct.; doctors (medical, 27), (dentists, 25), (osteopaths, 4); number of wired houses, 6,500; gas, artificial; electric current, alternating and direct; water, hard.

ELWOOD, IND.

(Madison County)

1920 Population, 10,790.

City and Suburban Estimate, 14,500.

Native Whites, 95 7-10%; Foreign Born, 4 3-10%; Industrial Workers, 26%; English Reading, 98%; Families, 2,733.

Schools: 7. Number of Pupils, 2,210.

Churches: 8.

Banks: 3. Total Resources, $4,000,000.

Theatres: 4. Total number of seats, 1,100.

Location: 50 miles north of Indianapolis on Penn. R. R., Lake Erie & Western R. R.

Principal Industries: Tin plate, glass, kitchen cabinets, clay products, candy and cigars.

Manufacturing Establishments: American Sheet and Tinplate Co., Sellers Kitchen Cabinet Co.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Ten blocks in center of city.

Trading Area: Confined practically to city and suburbs.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; dressmakers, 7; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 1; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 40; hardware, 3; jewelry, 2; meat markets, 21; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 4; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 4.

EVANSVILLE, IND.

(Vanderburg County)

1920 Population, 85,264. Chamber of Commerce estimate, 1925, 101,032.

City and Suburban Estimate, 150,000.

Native Whites, 92.6%; Negroes, 7.4%; Foreign Born, 4%; Industrial Workers, 33⅓%; English Reading, 97%; Families, 25,000. This includes 13,345 in public schools, and 2,880 in parochial schools between ages 7 to 17—estimated 500 in parochial schools under 7 and over 17.

Schools: Public Grade, 17; High, 4 Public, 2 Junior High, 1; Parochial, 12; Number of Pupils, 16,725.

Churches: Baptist, 8, Christian 3; Christian Science, 1; Evangelical, 8; Episcopal, 1; Hebrew, 2; Methodist, 10; Presbyterian, 10; Roman Catholic, 9; Miscellaneous, 21, Lutheran 5.

Banks: National, 3; State, 10.

Theatres: Legitimate, 2; Moving Pictures, 11; Vaudeville, 2; Miscellaneous (Auditoriums, etc.) 6.

Location: Southwestern Indiana on the Ohio River, served by C. & E. I., L. & N., I. C., Southern, C. C. C. & St. L., E. I. & T. H., L. H. & St. L., E. & P., E. S. & N., O. V. To nearest larger city, by railroad, 5 hours; by auto, 6 hours.

Principal Industries: Woodworking plants, furniture factories, gas engines, buggy works, cigar factories, headlights, stove foundries, plows, flour mills, brick yards, awnings and tents, tools, auto trucks, varnish works, mattress factories, potteries, coal mines, printing establishments, railroad shops, steam shovel plants, baby foods, electric refrigerators.

Manufacturing Establishments: 319. Leading firms, Hercules Corp., Ingleheart Bros., H. Fendrich Co., Bucyrus Steam Shovel Co., Globe-Bosse-World Furniture Co., Klamer-Goebel Factory, Peerless Seat & Tank, Never-Split Seat Co., Red Spot Paint Co., Mead-Johnson Co., Graham Bros. (Dodge Bros.)

Special Information: Evansville, located on the Ohio River, makes it a rate breaking point between the North and South. It enjoys through freight rates to the North, South, East and about 80% of the West. Situated in the heart of the soft coal area, 152 mines are within a radius of 50 miles. In the manufacture of furniture it runs a close second for the largest output in the U. S. Large cigar factory. Large manufacturer of infant foods.

Residential Features: About 17,000 homes in Evansville, over 15,000 of these being one-family homes. Parks, playgrounds and recreational features. Miles and miles of asphalt streets constructed every year until streets and outlying territory extend to a radius of 50 miles.

Retail Shopping Section: Extends from river over a territory five blocks in width towards north end of city for ten blocks. Additional shopping territory on west side of city along principal thoroughfare for eight blocks. Evansvillie's retail businesss territory extends to a radius of 50 miles.

Trading Area: Manufacturers ship to all parts of the world. North, 45 miles; East, 60 miles; South, 45 miles; West, 45 miles.

Wholesale Houses: Groceries 9; Meats, 7; Fruits, 7; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 31; automobile accessories, 23; automobile tire agencies, 20; bakers, 20; cigar stores and stands (including hotels), 25; druggists, 53 (chain 8); dry goods, 18; department stores, 27; electrical supplies, 20; florists, 10; fruits, 18; furniture, 40; grocers, 351 (chain 3); hardware, 4; jewelry, 14; meat markets, 68 (chain, 6); men's furnishings, 10; men's clothing, 12; merchant tailors, 20; milliners, 30; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 53 (chain, 2); shoes, 18; sporting goods, 3; stationers, 6; women's apparel, 25.

Miscellaneous Data: average temperature 57 degrees; average number of rainy days per twelve months, 117; most pleasant months, May June, Sept., Oct., Nov.; doctors, (medical, 106), (dentists, 50), (osteopaths, 6); number of wired houses, 14,000; gas, artificial; electric current, alternating; water, hard and soft.

FORT WAYNE, IND.

(Allen County)

1920 Population, 86,549. 1925 est. 109,542)

City and Suburban Estimate, 1920, 114,303.

Native Whites, 90.6%; Negroes, 3.2%; Foreign Born, 6.2%; Industrial Workers, 30.2%; English Reading, 93%; Families, 30,500.

Schools: Public Grade, 24; High, 2; Vocational 2, Business College 4; Parochial, 23; Lutheran College, 1; Total number of pupils, 24,200.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Lutheran, 11; Episcopal, 1; Hebrew, 3; Methodist, 8; Presbyterian, 5; Roman Catholic, 10; Miscellaneous, 22.

Banks: National, 3; State, 1; Trust Co., 7; Total Resources, $75,418,192. Savings Bank Deposits Total, $60,729,852.11.

Theatres: Legitimate, 1; Moving Pictures, 14; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 15,494.

Location: In Northeastern Indiana at conference of St. Mary's and St. Joe Rivers, forming the Maumee River. Served by Penna. R. R. Wabash R. R., G. R. & I. R. R., N. Y. C. & St. L., L. E. & W., N. Y. Central; five electric interurban lines; nine auto truck routes. To nearest large city by railroad, 3½ hours; by auto 6 hours.

Principal Industries: Iron and steel, bath room fixtures, oil and gasoline pumps, electric motors, supplies and accessories, insulated wire, pianos, hosiery, underwear, motor trucks, car wheels, soap, washing machines, mining machinery.

Manufacturing Establishments: 268. Leading firms, S. F. Bowser & Co., International Harvester Co., General Electric Co., Wayne Oil Tank & Pump Co., Dudlo Mfg. Co., Wayne Knitting Mills, Bass Foundry Company. Total value of yearly output of factories estimated at $153,426,000 for 1923.

Special Information: Location of city is within a radius of 150 miles from four of the largest cities of the U. S. A. and the Great Lakes. Is the home of the oil tank and pump industry. Has large Lisle and Silk hosiery mills and enameled copper wire plant. Fort Wayne has an estimated per capita wealth of $1,782. The city now has over 28,000 telephones with a complete automatic system.

Residential Features: Mostly one and two family houses. 80.2% of Ft. Wayne's population are home owers. Seven exclusive restricted residential districts. Total valuation of real estate and personal property for 1924 is $192,500,000. Residential districts rapidly expanding and developing. Considered exceptionally staple. There are over 31,000 homes in Fort Wayne, Indiana.

Retail Shopping Section. Extends from Transfer Corner for 3 blocks North and 8 blocks south on Calhoun St. Harrison and Clinton Streets parallel Calhoun and are business streets for 4 blocks each. East and West business streets of 2 or more blocks are Columbia, Main Berry, Wayne, Washington and Jefferson. Several neighborhood sections with usual small shops,

Trading Area: Extends about 40 miles West, South, North and East. Intermittent business is secured from people living at a much greater distance because of the excellent trolley and auto bus service. The many railroads with their fine interurban local service also assist Fort Wayne as a shopping center.

Wholesale Houses: Groceries, 9; Meats, 7; Fruits, 8; Hardware, 4; Dry Goods, 6; Miscellaneous Lines, Shoes, 1; Confectionery, 9; Druggists, 1; Auto Accessories, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial automobile agencies, 14; auto. accessories, 54; automobile tire agencies, 24; bakers, 37; cigar stores and stands (including hotels), 61 (chain, 3); confectioners (including hotel stands), 365; delicatessen, 17; dressmakers, 54; druggists, 75, (chain, 11); dry goods, 28; department stores, 5; electrical supplies, 25; florists, 15; fruits, 47; furniture, 21; furriers, 6; garages (public), 176; grocers, 365 (chain, 66); hardware, 18; jewelry, 21; meat markets, 98, (chain, 5); men's furnishings, 30; men's clothing, 24; merchant tailors, 41; milliners, 23; opticians, 17; photographers, 14; pianos (and miscellaneous musical instruments), 11; radio supplies, 22; restaurants (including hotels), 97; shoes, 35; sporting goods, 10 stationers, 7; women's apparel, 16.

Miscellaneous Data: Average temperature, 50.3 degrees, average number of rainy days per twelve months, 120; most pleasant months, May June, Sept., Oct.; doctors (medical, 160), (dentists, 68), (osteopaths, 7), number of wired houses, 30,530; gas, artificial; electric current alternating; water, hard and soft.

See announcement page 71

FRANKFORD, IND.

(Clinton County)

1920 Population, 11,585.

City and Suburban Estimate, 25,600.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 9,000; English Reading, 100%; Families, 5,000.

Schools: Public Grade, 5; High, 3; Junior High, 3; Number of Pupils, 5,000 estimated for county.

Churches: Baptist, 1; Christian Science, 1 Episcopal, 3; Methodist, 3; Presbyterian, 4 Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 6.

Theatres: Legitimate, 1; Moving Pictures, 4 Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 1. Total number of seats, 2,500 theatre, and torium 4,000.

Location: T. St. L. & W. Ry., L. E. & W Ry., Penna. Ry., Vandalia Ry., T. H. I. & E Traction Co., I. R. & B. L. Traction Co., Gen eral Shop of Nickel Plate Lines. Bus lines t Lafayette, Lebanon, Crawfordsville, Jefferson Manson, Darlington.

Principal Industries: T. St. L. & W. Shops Ingram-Richardson Enamel Plant, McDougal Cabinet Factory, Wallace Iron Foundries, Na tional Handle Factory, Red Ball Auto Truck Factory, Frankfort Machine Works, P. & P Paint Mfg, Co., Saw Mills, East Indiana Brass Works, home of Bankable Cigar Co.

Manufacturing Establishments: Bankable Cigar Factory, McDougall Cabinet Co., Ingram-Richardson Enamel Works, Red Ball Truck Factory

Residential Features: Mostly single homes of latest type, few duplex, and apartments Frankfort claims title of "Gem City"; has beautiful homes and surroundings. Exclusive residential homes valued from $12,000 to $20,000.

Retail Shopping Section: Centers on Court House Square, and extends 2 squares east, 2 squares west, 2 squares north and 3 squares south. Also business section "midway" heart of R. R. center, consisting of two squares of up-to-date grocery, drug, hotel, etc.

Trading Area: 25 miles to Tipton, 16 miles south to Lebanon, 18 miles west to Darlington Colfax, Clarks Hill, 15 miles northwest to Mulberry and Dayton. Mondays, Wednesdays and Saturdays are best trade days. Traction service to Lebanon, Mechanicsburg, Mulberry, Dayton Michigantown, Russiaville. Bus lines to Colfax, Jefferson, Manson, Darlington. Bus lines to Sevierville, Hillsburg. R. R. lines to Kirkli

Wholesale Houses: Groceries, 3; meats, 2 fruits, 1; miscellaneous lines: kitchen cabinet auto trucks, enamel table tops.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 4 bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hot stands), 4; delicatessen, 1; dressmakers, 1 druggists, 7; dry goods, 3; department stores 3; electrical supplies, 4; florists, 4; fruits, 3 furniture, 3; garages (public), 4; grocers, 3 hardware, 2; jewelry, 4; meat markets, 1 men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 4 photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 2; women's apparel,

FRANKLIN, IND.

(Johnson County)

1920 Population, 4,909.

City and Suburban Estimate, 5,430.

Native Whites, 95%; Negroes, 5%; English Reading, 100%; Families, 1,380.

Schools: Public Grade, 4; High, 2.

Churches: Baptist, 2; Christian Science, 1 Methodist, 2; Presbyterian, 1; Roman Catholic 1; Miscellaneous, 3.

Banks: National, 2; Trust, 2; Total Resources $2,416,179.95. Savings Bank Deposits Tots $1,608,937.25.

Theatres: Legitimate, 2; Moving Pictures,

INDIANA (cont'd)

Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,457.

Location: New York Central Railroad (Chicago Div.), Pennsylvania Railroad (Indianapolis Div.), Interstate Public Service Co. (Interurban-Indianapolis to Louisville, Ky.), Jackson Highway (Chicago, Ill., to Miami, Fla.), paved 20 miles from Indianapolis, Indiana, to Franklin, Indiana, 3 now paving 20 miles south. Interstate public service, bus line, ½ hour schedule to Indianapolis and points north and points south to Louisville, Ky. To nearest large city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Franklin Food Products Co., canning corn, tomatoes, catsup. Houghland Canning Co., canning corn, tomatoes, pumpkin, etc. Hardwood lumber, office desk factory; furniture and porch furniture. Underwear factory, erecting new $50,000 building, flour mill, 400 barrel capacity; elevators, ice cream. Manufacturing—soft drinks, creamery, etc.

Manufacturing Establishments: 8. Leading firms: Graham Mfg. Co., McLoughlin Mfg. Co., Franklin Food Products Co., Houghland Canning Co., Wooley & Son, Franklin Mfg. Co., Wagner Mfg. Co., Pruitt & Deming.

Special Information: Home of Northern Baptist College of 450 students, Indiana State Masonic Home—350 orphans and adults with $1,500,000 in buildings, county seat of fifth best agricultural county in the state; 90% of people own their own homes; tax rate, $2.71 per $100,00; paid fire department—motor service; one of the leading athletic cities of the state. Two schools and colleges maintain gymnasiums costing $100,000 each.

Residential Features: A "City of Homes," paved streets, native shade trees, 75% homes, modern or semi-modern; two Building and Loan Associations with capital stock of $300,000.00 stimulates home ownership. Fine city park.

Retail Shopping Section: Court House Square center, surrounded by retail trade and streets parallel thereto. Brick streets and cement pavements 15 feet wide. Lage auto parking space.

Trading Area: Radius average ten miles. Large farming class buyers. Interurban and bus line service tend to extend buying area.

Wholesale Houses: Ice cream and soft drinks, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 14; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 28, (chain, 2); hardware, 3; jewelry, 2; meat market, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 4; sporting goods, 4; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 10;) (dentists, 7); (osteopaths, 1); gas, artificial; electric current, alternating; water, hard.

GARY, IND.

(Lake County)

1920 Population, 55,378.

City and Suburban Estimate, approximately the same.

Native Whites, 37%; **Negroes,** 14%; **Foreign Born,** 49%; **Industrial Workers,** 35%; **English Reading,** 75%; **Families,** 12,022.

Schools: Public Grade, 18 elementary; High, 3; Parochial, 9. Number of pupils, 17,083.

Churches: Protestant. 39; Hebrew, 2; Roman Catholic, 11; Miscellaneous 9.

Banks: National, 2; State, 10; Total Resources, $19,847,884.

Theatres: Legitimate, 1; Moving Pictures, 7; 2 or 7 have vaudeville Saturday. Total number of seats, 7,200.

Location: Calumet Township, Lake County, at extreme southern end of Lake Michigan. Served by B. & O., C. S. S. & S. B., (electric line); Elgin, Joliet, Eastern, Indiana Harbor Belt Line, Michigan Central, New York Central, Nickel Plate Pennsylvania Wabash. To nearest larger city, by railroad, 1 hour; by trolley, 1¼ hours; by auto, 1½ hours.

Principal Industries: U. S. Steel Corporation and its subsidiary companies. Also Union Drawn Steel Company, Gary Bolt & Screw Works.

Manufacturing Establishments: Gary Motors Corp., Anderson Company, Kernchen-Arex Ventilator Company, Schleicher, Ind., Gary Sanitary Bedding and Mattress Co.

Special Information: Named for Elbert Henry Gary, Chairman of the Board, U. S. Steel Corp., founded and incorporated in 1906. Is now metropolis of the Calumet region of Northern Indiana. Home of largest plant of the U. S. Steel Corp., employing 12,000. Subsidiaries; Amer. Sheet & Tin Plate, employing 5,400; Amer. Bridge Co., employing 1,100; Gary Screw & Bolt, employing 500; Universal-Portland Cement, employing 2,000; Union Drawn Steel, employing 200; E. J. & E. yards, employing 2,800. First units of new $23,000,000 plant of National Tub Co., to employ 4,000; 140 more coke ovens under construction.

Residential Features: Mostly one-family houses and apartment buildings.

Retail Shopping Section: Fifth Ave. (running east and west) from Massachusetts to Buchanan; Broadway (running north and south) from Fourth to 27th and from 35th to 45th; Washington from Fourth to 27th; Adams from Ninth to 26th; Madison from 10th to 22nd; Jefferson from 10th to 25th; Virginia from 10th to 18th; large neighborhood centers, including Tolleston, Glen Park, Miller, etc., in incorporated city.

Trading Area: Largest city in county, drawing from Griffith, Wheeler, Hobart, East Chicago, Chesterton, Whiting, Hobart, Hammond, Highland, etc.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 5; bakers, 2 wholesale, 22 retail; cigar stores and stands (including hotels), 66 (chain, 1); confectioners (including hotel stands), 4 wholesale, 27 retail; delicatessen, 7; dressmakers, 3; druggists, 30, (chain, 1); dry goods, 8; department stores, 3; electrical supplies, 11; florists, 7; fruits, 14; furniture, 26; garages (public), 24; grocers, 299 (chain, 18); hardware, 12; jewelry, 12; meat markets, 11 (chain, 2); men's furnishings, 8; men's clothing, 17; merchant tailors, 12; milliners, 10; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 20; restaurants (including hotels), 59; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 49.2 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, Sept., Oct.; doctors (medical, 87); (dentists, 44); (osteopaths, 2); number of wired houses, 15,500; street car service; gas, artificial; electric current, direct; water, soft.

GOSHEN, IND.

(Elkhart County)

1920 Population, 9,525.

City and Suburban Estimate, 24,000.

Native Whites, 99%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 99%; **Families,** 4,800 (2,450 city).

Schools: Public Grade, 6 High, 1; Parochial, 1. Number of Pupils, 1,926.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran 2, Brethren and Mennonite, 6.

Banks: National, 1; State, 2; Total Resources, $5,500,000. Savings Bank Deposits Total, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,700.

Location: New York Central (air line), Big Four, New York Central (Michigan Branch), two traction outlets, and on the Lincoln Highway and Dixie Highway, paved and maintained by the state. Six miles from the Wabash, 10 from the B. & O. railroads, with concrete highways to both lines. Bus lines to Fort Wayne, to South Bend and South. To nearest large city by railroad, 20 minutes; by trolley, 20 minutes; by auto, 30 minutes.

Principal Industries: Stoves, iron products, furniture of every description, ladders, rubber goods, sash and door factory (large), underwear and a widely diversified line of other products. There are 44 plants employing 25 to 200 men, which gives labor a wider opportunity than the one-or-two-big-factory towns.

Manufacturing Establishments: 44. Leading firms, Engman-Mathews Range Co., IXL Furniture Co., Rock Run Underwear Mills, Western Rubber Co. Total value of yearly output of factories estimated at $10,000,000.

Residential Features: Smaller homes of workers predominates. As a thrifty community Goshen has a larger percentage of homes occupied by the owners than many towns of the whole country.

Retail Shopping Section: Main Street, East and West Lincoln Avenue. East and West Washington Street, East Clinton Street and West Jefferson Street. Twelve blocks.

Trading Area: Five miles north, 15 miles east and west, and 25 miles southeast, south and southwest.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 4; fruits, 1; furniture, 4; garages (public), 5; grocers, 43 (chain, 5); hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve month, 120; most pleasant months, June, July, August, September; doctors (medical, 17), (dentists, 10), (osteopaths, 4); number of wired houses, 2,100; street car service; gas, artificial; electric current, alternating; water, hard.

Sell your used machinery through Editor & Publisher

the fact that the NEWS SENTINEL, of Fort Wayne, Indiana, during the month of October carried the largest volume of local display copy ever carried by any Fort Wayne daily in one month, is interesting only in that it reflects the fact that those merchants who have products to SELL to the Fort Wayne trade and who know where results come from choose the NEWS SENTINEL.

it is not true that in Fort Wayne there is only ONE newspaper. There are two newspapers.

but—and that "but" is a big word—local merchants ranging from department store owners and managers to grocery keepers have found that ONE newspaper delivers the maximum results per dollar invested in advertising space.

these local merchants have estimated, guessed and figured their advertising appropriations from every angle and it must be interesting to conscientious space buyers that the verdict as to the Fort Wayne newspapers so unanimously has been returned by the local merchants, "in Fort Wayne it is the NEWS SENTINEL".

of course the NEWS SENTINEL in October carried the bulk of the national advertising released in Fort Wayne and reference is made to the local lineage only to give additional assurance that agency space buyers have made no mistake in listing the NEWS SENTINEL.

INDIANA (cont'd)

GREENCASTLE, IND.

(Putnam County)

1920 Population, 3,780.

City and Suburban Estimate, 7,500.

Native Whites, 99%; Negroes, 1%; Industrial Workers, 15%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 970.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, Nazarene, 1.

Banks: National, 2; Total Resources, $3,800,000. Savings Bank Deposits Total, $800,000, including 2 Trust Companies.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: New York Central (Big Four), Pennsylvania, Monon, Terre Haute, Indianapolis, and Eastern Traction Co. Center of East and West, and North and South transportation.

Principal Industries: Cement, zinc, handles, lumber, veneer, overalls.

Manufacturing Establishments: Leading firms: Indiana Portland Cement Co., American Zinc Products Co., R. Bittle "D" Handle Co., C. H. Barnaby, Hardwood & Veneer Co., Greencastle Garment Co.

Trading Area: Twenty miles.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 2; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 4; grocers, 20; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 6; shoes, 4; stationers, 2; women's apparel, 3.

GREENFIELD, IND.

(Hancock County)

1920 Population, 4,168.

City and Suburban Estimate, 10,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 7%; English Reading, 98%; Families, 1,228.

Schools: 3. Number of Pupils, 710.

Churches: 6.

Banks: 3. Total Resources, $2,700,000.

Theatres: 3. Total number of seats, 800.

Location: 20 miles east of Indianapolis on Penna. R. R. and Terre Haute, Indianapolis & Eastern Traction Line.

Principal Industries: Agricultural center. A few mills and cigar factories.

Residential Features: All one-family houses.

Retail Shopping Section: Six blocks center of city.

Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 6; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 1; florists, 1; fruits, 1; furniture, 2; garages (public), 8; grocers, 14; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 2.

GREENSBURG, IND.

(Decatur County)

1920 Population, 5,345.

City and Suburban Estimate, 18,793.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 75%; English Reading, 98%; Families, 4,500.

Schools: Public Grade, 800; High, 180; Junior High, 70; Parochial, 1; Number of Pupils, 1,100.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Disciples of Christ, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, $3,000,000. Savings Bank Deposits Total, $200,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: N. Y. C. 3 divisions, main line Cincinnati-Chicago, Mich. Columbus I. & C. Traction to Indianapolis, 50 miles. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Flour, spokes, casket hardware, wire goods, brooms, paper bags.

Manufacturing Establishments: 6. Leading firms: Barland Milling Co., Bromwell Brush & Wire Goods, Greensburg Casket Hardware Co., Doles Spoke & Rim Factory, Harmony Flour & Feed Mills, C. J. Loyd & Co., poultry, Kova Broom Factory. Total value of yearly output of factories estimated at $1,500,000.

Residential Features: Good residential section, 80% owners. Mostly 5 to 8 room houses. Natural gas city, flour local field.

Retail Shopping Section: District is practically around the court house square, which is solidly built up. Also West Main Street.

Trading Area: About 20 miles. Dominates area 15 miles east and 15 south.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous lines, poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 12, (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 4; druggists, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; furriers, 1; garages (public), 6 grocers, 15, (chain, 2); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; restaurants, (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 11); (dentists, 6); (osteopaths, 1); number of wired houses, 400; gas, natural; electric current, alternating; water, hard.

HAMMOND, IND.

(Hammond County)

1920 Population, 36,004.

City and Suburban Estimate, 55,000.

Native Whites, 77%; Negroes, 0.5%; Foreign Born, 22.5%; Industrial Workers, 15,000; English Reading, 85%; Families, 7,983.

Schools: Public Grade, 15; High, 2; Parochial, 9; Number of Pupils, 11,875.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 8; Miscellaneous, 10.

Banks: National, 2; State, 2; Trust Companies, 6. Total Resources, $14,857,397.78.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Masonic Temple. Total number of seats, 7,800.

Location: Twenty miles southeast of Chicago having unequalled transportation facilities. Rail: Number of trunk lines, 8 through Hammond district. Belt Lines: Three, connecting with every road doing business in the Chicago switching district. Water: Hammond located on Calumet River, and west branch of Indiana Harbor canal.

Principal Industries: Acids, basic; auto parts, balls, steel pipe weldings; bars, corrugated steel; bearings, steel mill; bed springs, beds, belting, boilers, bolsters, box cars, brake beams, brake lining, brake shoes, brasses, cabinets, candy, cars, freight; cars, passenger; cars, refrigerator; cars, tank; castings, gray iron; castings, malleable; castings, steel; chemical products, coal products, corn oil, corn syrup, cranes, dies, dyes, coal tar; feed, animal; feed, poultry; foundry supplies, furnaces, gasoline refining; gelatin, glue, gutters, hammocks, hosiery, hospital supplies, ignition, implements, agricultural; mattresses, metal, white refining; mill supplies, motor trucks, mustard, oil, refining; plating, nickel; pianos and piano players, plumbing supplies, poultry feed; poultry remedies, punching machinery, radiators, railroad specialties; shirts, smelting, steel, tobacco, underwear, water softeners.

Manufacturing Establishments: 94. Total value of yearly output of factories, $59,000,000.

Residential Features: Fine homes, bungalow type prevailing.

Retail Shopping Section: Four blocks on Hohaman, 4 blocks on State and small section in East Hammond.

Trading Area: Restricted to immediate territory surrounding Hammond, includes towns of Dalton, Riverdale, Dyer, St. John, Highland, Munster, Hersville, Griffith and West Hammond and others within a radius of five miles. Trading population, 140,000.

Whole Houses: Groceries, 2; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 12; bakers, 19; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 39; delicatessen, 6; dressmakers, 39; druggists, 16; dry goods, 14; department stores, 2; electrical supplies, 5; florists, 5; fruits, 10; furniture, 10; garages (public), 24; grocers, 115; hardware, 10; jewelry, 6; meat markets, 42; men's furnishings, 8; men's clothing, 8; merchant tailors, 12; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 6; restaurants (including hotels), 38; shoes, 20; sporting goods, 2; stationers, 6.

HARTFORD CITY, IND.

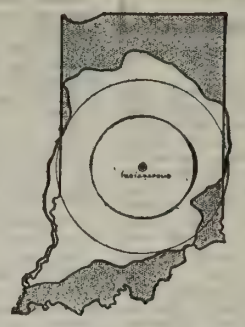
(Blackford County)

1920 Population, 6,183.

City and Suburban Estimate, 8,000.

Native Whites, 90%; Foreign Born, 10%; In-

Continued on page 73



This is the Indianapolis Radius

—a 2,000,000 market created for and delivered to advertisers by The Indianapolis News.

INDIANAPOLIS is the political, commercial, financial, social, educational *capital* of Indiana and the exact center of the state. Geography and market conditions made the Indianapolis Radius possible. But The Indianapolis News *created* the Indianapolis Radius by living up to its destiny, by being, these fifty-six years, Indiana's greatest *news*paper.

The Indianapolis Radius is the zone of concentrated circulation and influence of The Indianapolis News.

Unique in America is the degree of penetration of The News, an evening newspaper, in this marvelously rich and compact market. It is natural for a morning newspaper to enjoy wide circulation through its trade area. Here is an evening newspaper, distributed by its fleet of trucks to farm and city homes within the seventy-mile radius *at the same hour it is delivered by carrier a few blocks away from the plant.*

Shrewd space buyers appreciate the unparalleled opportunity of such a market so completely and economically covered at one advertising cost.

In 1923 and again in 1924, advertisers elected to carry more advertising in The Indianapolis News in its six issues a week than in all other Indianapolis newspapers combined in their thirteen issues a week. Yet October, 1925, was the largest single month in the fifty-six year history of The News.

Results! The advertising linage is proof of it. The character of the market, and the unique coverage of The News make it possible.

The Indianapolis NEWS

Frank T. Carroll, *Advertising Director*

New York Office
Dan A. Carroll
110 East 42nd Street

Chicago Office
J. E. Lutz
The Tower Bldg.

INDIANA (Cont'd)

Hartford City (con't)

dustrial Workers, 80%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500.

Churches: Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Seventh Day Adventist, 1; Church of Christ, 1; United Brethren, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, $2,779,487; Savings Bank Deposits Total, $1,500,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,000.

Location: Penna and Nickel Plate. Traction line. Four bus lines. Good roads in all directions.

Principal Industries: Glass and paper and overhead doors and overalls, canneries.

Manufacturing Establishments: 9. Leading firms: American Window Glass Co., Hartford City Paper Co., Fort Wayne Corrugated Paper Co., Sneath Glass Co., Johnston Glass Co., Thompson-Weber Canning Co., E. E. Cox, printer; Nonebetter Mfg. Co. Total value of yearly output of factories estimated at from $10,000,000 to $15,000,000.

Residential Features: Practically all one- and two-family houses, majority owned. No tenements.

Retail Shopping Section: Extends from public square, which forms heart of business section and terminal for bus lines, south and north one block on Washington and Main Streets. Usual neighborhood stores.

Trading Area: 8 miles north, 6 miles south, 7 miles west and 8 miles east.

Wholesale Houses: Groceries, 1; tobacco and candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 5; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; garages (public), 6; grocers, 34; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 5.

HUNTINGTON, IND.

(Huntington County)

1920 Population, 14,000. Note: Post Office and Directory (1924), 17,994.

City and Suburban Estimate: Huntington and Huntington County, 35,000.

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **Industrial Workers,** 40%; **English Reading,** 96%; **Families,** 3,847 (1920); 4,100. Post Office and Directory, 1924.

Schools: Public Grade, 6; High, 1; Junior High, 6; Parochial, 3; Number of Pupils, 2,706.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 3; Total Resources, $5,664,342, exclusive of certificates of deposit.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000, exclusive of church auditoriums.

Location: Northeast part of Indiana, near confluence of Wabash and Little Wabash Rivers; junction of Erie main line and Wabash main line railroads making this important tranfer center. Also served by Indiana Service Corp. (Traction between Fort Wayne and connection points, west to Lafayette and intermediate points, south to Indianapolis.) Bus and overland motor truck service within radius of 25 miles for both passenger and freight.

Principal Industries: Lime, steel, pianos, shoes, rubber goods, printing, railroad shops, furniture, building supplies, flour, dairy products, chemicals, stone (road supplies), poultry and products.

Manufacturing Establishments, 35. Leading firms: Majestic Furniture & Foundry Co., Erie Stone Co., Schaff Bros. Piano Co., Cloverleaf Creameries, Inc., Orton-Steinbrenner Co., Rinebolt Foundry, Kelley Inland & Transport Co. (Lime), Huntington Shoe & Leather Co., Schacht Rubber Co., Caswell-Runyan (Furniture), Huntington Laboratories, Inc., National Cement Co., Waring Glove Co., Huntington Fertilizer Co., Northern Indiana Power Co., Huntington Milling Co., Ball Bros., Indiana, Adams Bros., Stave Factory, Ditzler & Schock Lumber Co., Huntington Packing Co., Ditzler Poultry Supplies Co.

Residential Features: Mostly one- and two-family dwellings. No tenements. Private homes predominate. Unusually large per cent home owners. Residential sections surround business section. Huntington long reputed as city of many beautiful homes. Strong architectural influences apparent. No defined exclusive residential section.

Retail Shopping Section: Jefferson Street, principal business street, extending four business blocks north and south from County Court House Square. Cherry and Warren Streets parallel Jefferson Street to west and east, with six business blocks on Warren and four business blocks on Cherry and two blocks on State Street intercepting. On East Market Street, three-quarter mile east of Jefferson, near Erie shop district, there are 1½ blocks retail business. There are the usual outlying groceries and meat markets in the residential district.

Trading Area: Extends 18 miles north to South Whitley, 14 miles east to Uniondale, 14 miles south to Warren, 12 miles west to Lagro, 21 miles northwest to North Manchester, 10 miles east to Markle, 10 miles east to Roanoke, 18 miles southwest to Lafontaine, and including

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3; Miscellaneous Lines—Poultry, 2; Confectionery, 1; Dairy products, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 34, excepting groceries; confectioners (including hotel stands), 18, excepting groceries; dressmakers, (no figures) est. 15; druggists, 9; dry goods, 6; department stores, 9; electrical supplies, 5; florists, 3; fruits, 2, plus 42 groceries; furniture, 5; garages (public), 17; grocers, 42; hardware, 5; jewelry, 4; meat markets, 16; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 3; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 11; women's apparel, 11 (including department and dry goods stores).

INDIANAPOLIS, IND.

(Marion County)

1920 Population, 314,194. (Estimate, based on U. S. Census Bureau, Bell Telephone Company, Engineers (city) and R. L. Polk Directory for 1925 is 365,000.

City and Suburban Estimate, 800,000.

Native Whites, 83.6%; **Negroes,** 11.0% **Foreign Born,** 5.4%; **Families,** 89,000. (1925 Post Office count, 98,983).

Schools: Public Grade, 83 (47 free kindergartens), High, 4; Junior High, (6-3-3 plant not used); Parochial, 31; Number of Pupils, 59,000 (including public and private schools).

Churches: Baptists, 27; Christian Science, 4; Congregational, 12; Methodist Episcopal, 38; Hebrew, 10; Methodist (Protestant), 3; Presbyterian, 16; Roman Catholic, 23; Miscellaneous, 41; 44 colored Protestant churches, Moravian, 2; Reformed, 10; United Brethren, 7.

Banks: National, 4; State, 26 (12 Trust Companies and branches); Total Resources, $225,000,000.

Theatres: Legitimate, 2; Moving Pictures, 50; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 5. Total numebr of seats, 30,000.

Location: The 17 railroads, 29 bus lines, and 13 interurban lines radiating in all directions from Indianapolis, are listed: 4 companies operate 13 lines, I. U. T., H. I. & E. I. C., I. P. S. Co. The 17 railroads are (the eight companies named maintain 17 railroads out of the city); C I. & L., C. I. & W., C. C. C. & St. L., Illinois Central, L. E. & W., Pennsylvania, New York, Chicago & St. Louis, Pittsburgh, Cincinnati, Chicago & St. Louis. To nearest larger city, by railroad, 5 hours; by auto, 7 hours.

Principal Industries: There are 1,250 manufacturing concerns making more than 1,000 distinct articles, including silk hose, shock absorbers, cotton gloves, pop corn machines, quality automobiles, poultry remedies, auto bodies, pharmaceutical products, transmission chains, hog serum, saws and tools, fire fighting apparatus, and food products. Packing and agricultural industries are of equal importance.

Manufacturing Establishments: 1,250. Leading firms: E. C. Atkins & Co., Nordyke & Marmon, Link Belt, Real Silk Hosiery Mills, Robert H. Hassler, Stutz Fire Engine Co., Van Camp Produce Co., Holcomb & Hoke, Martin-Parry Corp., Eli Lilly Co., Prest-O-Lite Co., Cole Motor Car Co., Premier, Stutz Motor Co., of America, Diamond Chain & Mfg. Co., J. C. Adams & Co., Kingan & Co., F. M. Dilling & Co. Total value of yearly output of factories estimated at $450,000,000 (1924); packing industry, $135,000,000.

Special Information: Although 21st in population, Indianapolis is 13th in volume of retail business. The assessed valuation of Indianapolis is in excess of $639,000,000. The city is within 55 miles of the center of population of the United States. It is an equal distance from the industrial center of the nation as determined by the Census Bureau. 33% of the population have individual incomes of over $1,800 annually. More than 10,000 new homes have been built in the last 4 years.

Residential Features: Principally single dwellings—89,256 families live in 79,550 dwellings, or about 11% occupy doubles, duplexes, flats, and apartments. The Zoning Commission regulates the residential industrial, commercial and manufacturing districts.

Retail Shopping Section: Principal section is the "Mile Square," or the district of about that area bounded by East, North, West and South Streets. There are 6 large neighborhood districts—South Meridian, Irvington, 30th and Illinois, Haughville, Broad Ripple, Fountain Square. There are approximately twice as many smaller neighborhood districts, including Alabama and Ft. Wayne Avenues, East 10th and Brookside,

Continued on page 74

Get the NEW Indianapolis Facts

The Year 1925 Brought a Distinct Change in the Indianapolis Situation. It Is NOT a ONE Paper Market.

Consider These Facts:

1. The Indianapolis Times is the FASTEST GROWING newspaper in Indiana.
2. Local advertising INCREASE 1,567,234 lines in 10 MONTHS of 1925.
3. Circulation INCREASE 6,796 (14.9%) March 31 to September 30, 1925. All other Indianapolis newspapers LOST.
4. Circulation and advertising INCREASES obtained SOLELY upon MERIT as NEWSPAPER and ADVERTISING MEDIUM.
5. The Times is NECESSARY in EVERY plan to COVER Indianapolis.

The results of the house-to-house canvass made by the United States Postoffice Department show conclusively that 110,448 families live in the Indianapolis city carrier delivery limits—nearly 30,000 more than the estimated number which formerly has been the basis for calculation.

Here is ACTUAL COVERAGE

Homes in Indianapolis "City Circulation" boundaries.....		110,448
Indianapolis Times City Dealer and Carrier Circulation.....	26,484	
Other Evening Paper City Dealer and Carrier Circulation.....	78,334	104,818

The combined Carrier and Dealer circulation of the two Indianapolis evening newspapers give 95% coverage of Metropolitan Indianapolis.

It is now an established fact that The Times is necessary in every plan to fully cover Indianapolis. Local merchants know this, and national advertisers entering this rich market should get the newest information from

ALLIED NEWSPAPERS, Inc.

250 Park Ave., New York City.
410 N. Michigan Ave., Chicago, Illinois.
308 Euclid Ave., Cleveland, Ohio.
564 Market St., San Francisco, Cal.
723 Title Insurance Bldg., Los Angeles, Cal.
212 Madison Ave., Seattle, Wash.

The Times Net Paid Circulation for October, 1925, Was 56,561

INDIANA (cont'd)

Indianapolis (con't)

30th and Northwestern, 38th and College, and others.

Trading Area: The trading area is that territory within a radius of 75 miles. Because of the net work of electric interurban lines, steam roads, and improved State highways, Indianapolis has a transient population of over 20,000 daily. This is based on the number of passengers carried by the transportation companies, including bus lines. Many thousands more undoubtedly arrive in their own automobiles. It is because of this, that the volume of retail business done is many times larger than the actual city population might produce.

Wholesale Houses: Groceries, 17; meats, 24; fruits, 21; hardware, 5; dry goods, 5; confectioners, 33; cigars and tobacco, 15; jewelry, 5; plumbers, 7; drug, 5; auto accessories, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 86; commercial automobile agencies, (information relative to the number of passengers and commercial agencies not available); automobile accessories, 187; automobile tire agencies, 78; bakers, 138; cigar stores and stands (including hotels), 150, (chain, 6); (does not include drug and grocery stores); confectioners (including hotel stands), 170; delicatessen, 29; dressmakers, 127; druggists, 292, (31 chain); dry goods, 145; department stores, 20; electrical supplies, 55; florists, 68; furniture, 114; furriers, 10; garages (public), 239; grocers, 1492, (chain, 307); hardware, 81; jewelry, 91; meat markets, 785, (chain, 20; men's furnishings, 79; men's clothing, 63; merchant tailors, 24; milliners, 124; opticians, 23; photographers, 49; pianos (and miscellaneous musical instruments), 16; radio supplies, 36; restaurants (including hotels), 560 (chain, 16); shoes, 76; sporting goods, 13; stationers, 13.

Miscellaneous Data: Average temperature, 527 degrees; average number of rainy days per twelve months, 132; most pleasant months April, May, June, Sept., Oct., Nov.; doctors (medical, 672); (dentists, 311); (osteopaths, 17); number of wired houses, 71,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcements pages 72 and 73

JEFFERSONVILLE, IND.

(Clark County)

1920 Population, 10,098.

City and Suburban Estimate, 20,000.

Native Whites, 83.5%; Negroes, 14.1%; Foreign Born, 2.4%; Industrial Workers, 25%; English Reading, 92%; Families, 2,726.

Schools: 6. Number of pupils, 2,215.

Churches: 8.

Banks: 3; 1 National; 1 Trust Company; 1 State, Building and Loan and American Security Company. Total Resources, $5,800,000.

Theatres: 2. Total number of seats, 2,500.

Location: On Ohio River, served by Cincinnati and Evansville Packets; Pennsylvania R. R. Co.; B. & O. R. R. Co.; S. W. R. R. Co.; Big Four R. R. Co.; and Interstate (electric) lines which give Chicago, Milwaukee, Dayton and Cincinnati electric freight service.

Principal Industries: Car works, soap and perfume works, lumber, laundry supplies, canning, furniture, foundries, railroad shops, Portland Cement and brixment.

Manufacturing Establishments: American Car and Foundry Co.; Colgate & Co.; United States Quartermaster Intermediate Supply Depot; Jeffersonville Mfg. Co.; Jeffersonville Canning Co.; Hempel Machine Works; Howard Shipyards.

Special Information: Colgate & Co., manufacturers of soap and perfumes, have located their central and western plant in this city. American Car and Foundry Company's plant specializes in passenger coach work. Government Intermediate Supply Depot is headquarters for government post supplies in central states, having their own foundry and leather shops, in addition to being the assembling plant and shipping point for army supplies. Jeffersonville Canning Co., large canners of kraut; local construction work by Pennsylvania Railroad. Bank deposits are equally as much as highest mark during war; Howard Shipyards building additions to care for increased business already contracted for. Practically all industries working to full capacity; large cement mills 10 miles north on electric line. Jeffersonville is the terminal point of 2 railroads, has a government supply depot, and is the winter quarters of a 25-car carnival, and and an 18-car circus. Profitable trade from river packets and tug boats.

Residential Features: All one-family homes with 80% home owners; only a few apartment houses and no tenements; no foreign element and what few negroes are here are of southern type. Homes attractive and comfortable; fine water supply; good car service to all parts of town; city parks. 4,200 homes (actual account August 1, 1924).

Retail Shopping Section: About 12 blocks in center of city.

Trading Area: 30 miles north, 10 miles west, and 20 miles east. Good trolley and fair bus service, enlarging trade area to north and east, closest city in that territory is Seymour, 50 miles north.

Wholesale Houses: Groceries, 4; bakeries, 5; ice plants, 2; ice cream, 2; dairies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, 12; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 12; grocers, 49; hardware, 4; jewelry, 3; meat markets, 17; men's furnishings, 4; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

KENDALLVILLE, IND.

(Noble County)

1920 Population, 5,273.

City and Suburban Estimate, 6,500.

Native Whites, 85%; Negroes, none; Foreign Born, 10 to 15%; Industrial Workers, 25%; English Reading, 90%; Families, 1,600.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,150.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Evangelical, 1.

Banks: National, 1; State, 3; Total Resources, $2,000,000; Savings Bank Deposits Total, $300,000; American Building and Loan with $75,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville. (Combined with pictures); Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: New York Central (main line), Grand Rapids & Indiana (Pennsylvania branch), Fort Wayne & Northwestern (electric). Excellent bus line service to many nearby towns, as far as 30 miles. To nearest large city by railroad, 50 minutes; by auto, 1 hour.

Principal Industries: Refrigerators, pumps, windmills, motor trucks, display cases, mittens and gloves, foundry, clothes racks, flour and feed, cement machinery, brushes and brooms, whools, handles, caskets, bedside tables, tanks, ice cream, cigars, ice, printing.

Manufacturing Establishments: 19. Leading firms: McCray Refrigerator Co., Flint & Walling Mfg. Co., Kendallville Mfg. Co., Noble Motor Truck Co., Specialty Display Case Co., Raber & Lang Mfg. Co., Kendallville Foundry, Tri-State Casket Co., Watters-Portman Wheel Co. Total value of yearly output of factories estimated at $8,000,000 to $10,000,000 (one concern alone does over $4,000,000).

Special Information: Refrigerator Company, one of largest in the world. All factories on a sound and substantial basis and no business depression in years has caused them to shut down. Diversified industries, including many factories of from 25 to 75 employees, but steady demand for abor. Surrounded by good farming community, onion and mint farms, and fine lake resorts which annually brings thousands of visitors.

Residential Features: 80% home owners. Few apartment houses. No tenements. No foreign element, no negroes. 15 miles of pavement, well improved streets, attractive comfortable homes, fine water supply, fine city parks on banks of large lake. 75 miles concrete sidewalks. Just a home loving, good American city, surrounded by prosperous general farming community.

Retail Shopping Section: North, Main Street, 2 blocks; south, Main Street; 2 blocks; east, Mitchell Street, 1 block; west, Mitchell Street, 1 block; east, William Street, 1 block; west, William Street, 1 block. Also some stores in residence section.

Trading Area: 10 to 15 miles south, east and west; 15 to 18 miles north, because of no other larger cities. Some business comes further because of the fact that Kendallville has some of the most excellent stores in a 30 mile radius. Good bus lines help materially, as well as excellent roads leading in all directions.

Wholesale Houses: Groceries, 1; Miscellaneous Lines, bakery, 2; ice, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 10 (including all garages selling tires); bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, several; druggists, 4; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 7; grocers, 16 (chain, 1); hardware, 2; jewelry, 2; meat markets, 4 (chain, 2); men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 3; (exclusively); sporting goods, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 8); (dentists, 5); (osteopaths, 1); number of wired houses, 1,400; gas, artificial; electric current, alternating; water, hard.

KOKOMO, IND.

(Howard County)

1920 Population, 30,067.

City and Surburban Estimate, 65,000.

Native Whites, 94%; Negroes(4%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 97%; Families, 7,500.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 7,105.

Churches: Baptist, 5; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 21.

Banks: National, 2; State, 5; Total Resources, $12,206,990.72; Savings Bank Deposits Total, $1,423,259.59.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2 (including New Auditorium, ready Sept. 1. Total number of seats, 8,840 (including New Auditorium).

Location: Kokomo is located in the north central part of Indiana, in an excellent agricultural region, and is served by Pennsylvania, L. E. & W., and Clover Leaf railroads. Traction freight and passenger service. To Indianapolis by railroad, 1¾ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Automobiles, plate glass, automobile tires, iron and steel, brass works, stoves and ranges.

Manufacturing Establishments: 103. Leading firms, Haynes Automobile Co., Apperson Automobile Co., Kokomo Tire & Rubber Co., Glove Stove & Range, Kokomo Brass Works, Pittsburgh Plate Glass Co., Kokomo Steel & Wire Co. Total value of yearly output of factories estimated at $50,000,000.

Special Information: Over sixty million of capital invested in Kokomo industrial institutions of which 80% is home capital. 65% of Kokomo's industrial workers are home owners. Kokomo has more nationally known products than any other city in the state of Indiana.

Residential Features: Mostly one- and two-family houses. Limited section devoted to workingmen's homes. Private homes predominate. Very fine private homes in western part of city.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) 2 blocks north and south on Main and Buckeye streets; 2 blocks east and 1 block west on Sycamore and Walnut Streets. Mulberry Street between Main and Buckeye is a good business block. Union Street has the traction terminal and is a good business street for 2 blocks north and south.

Trading Area: Extends about twenty miles in each direction, although quite a business comes from small towns south, southwest and north of us, especially to furniture, ready-to-wear and department stores.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines—Confectionery, 1; Cigars and Tobacco, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 6; automobile tire agencies, 12; bakers, 13; cigar stores and stands (including hotels), 12 (Chain, 1), confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, not available; druggists, 21 (Chain, 2); dry goods, 5; department stores, 3; electrical supplies, 7; florists, 6; fruits, 1; furniture, 11; furriers, 1; garages (public), 16; grocers, 211 (Chain, 8); hardware, 3; jewelry, 7; meat markets, 9 (Chain, 2); men's furnishings, 9; men's clothing, 8; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4, radio supplies, 5; restaurants (including hotels), 38; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 45; most pleasing months, May, June, Sept., Oct., Nov.; doctors (medical, 58); (dentists, 27); (osteopaths, 5); number of wired houses, 6,000; street car service, yes; gas, natural and artificial; electric current, alternating and direct; water, hard.

LAFAYETTE, IND.

(Tippecanoe County)

1920 Population, 22,486 (including West Lafayette) 26,316, (1925 est. 28,000).

City and Suburban Estimate, 80,000.

Native Whites, 99%; Negroes, ½%; Foreign Born, ½%; Industrial Workers, 20%; English Reading, 99%; Families, 6,000.

Schools: Public Grade, 10; High, 3; Parochial, 5; Number of Pupils, 4,145.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 3; State, 5; Total Resources, $20,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Total number of seats, 5,000.

Location: On Big Four; Monon; Nickel Plate; Wabash R. R.; two electric lines; direct shipments to Chicago, St. Louis, Detroit, Indianapolis. In northwestern part of Indiana, 120 miles south of Chicago.

Principal Industries: Railroad shops; electric meter works; auto steering gears; paper boxboard manufacturing, auto tires, safes and wire goods, printing.

Manufacturing Establishments: 20. Leading firms: Ross Gear & Tool Co., Duncan Meter Works, Lafayette Boxboard Co.

Special Information: Agricultural center, wealthiest farming center in State of Indiana. Home of Purdue University—3,300 students; agricultural and engineering school.

Residential Features: Mostly all privately owned homes. Lafayette residential district one of the finest in State. Very few rented properties. Only four big apartment houses.

Retail Shopping Section: Extends 10 blocks on Main Street. Public Square at Court House main business section. Four outlying neighborhood business sections.

Trading Area: West, 40 miles; north, 60 miles; east, 15 miles; south, 30 miles. Receive business from 55 surrounding towns. Steam, electric and bus lines enter city.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 19; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 4; fruits, 4; furniture, 7; garages (public), 8; grocers, 90; hardware, 6; jewelry, 6; meat markets, 9; men's furnishings, 6; men's clothing, 11; merchant tailors, 4; milliners, 5; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 12; shoes, 20; sporting goods, 4; stationers, 4; women's apparel, 6.

LA PORTE, IND.

(La Porte County)

1920 Population, 15,158.

City and Suburban Estimaate, 67,217.

Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; Industrial Workers, 20%; English Reading, 98%; Families, 13,441.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 1; State, 1; three other banks, total of all, $12,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 3 Halls. Total number of seats, 3,683.

Location: Nickel Plate, L. E. & W. Division, P. & M., Lake Shore, New York Central, Electric Railway, and bus lines that connect La Porte with all surrounding cities. To nearest large city, by railroad, 45 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Advance Rumely, farming implements, U. S. slicing machines, piano manufacturing, woolen mills, hollow steel doors, pool tables, fan heating apparatus, furniture, printing, stoves, auto tires, tools, foundry, gas and water tanks, bicycles, pattern shop, moulding shop, artificial flowers, pianos, furniture, shirts (30 factories).

Manufacturing Establishments: La Porte is ideally located for manufacturing purposes, being centrally situated in the heart of the Indiana Industrial Belt. It is surrounded by lakes, making it one of America's natural playgrounds.

Residential Features: Mostly one and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate. Some of the most beautiful residential sections in America. Homes in these sections average in value $15,000.

Retail Shopping Section: Extends from Court House, which is located in the center of town, for 6 blocks each way on Lincoln Way, 2 blocks each way on Michigan Avenue, and 3 blocks on Indiana Avenue. This, however, does not include the other business houses on side streets from the main streets mentioned.

Trading Area: Extends about 15 to 18 miles southeast and west, and 12 to 18 miles north. La Porte is the terminal for one of the finest bus services in the State.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 14; automobile accessories, 12; automobile tire agencies, 27; bakers, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 25; druggists, 6; dry goods, 7; department stores, 7; electrical supplies, 8; florists, 3; fruits, 4 (not grocers); furniture, 4; garages (public) 24; grocers, 39 (chain, 7); hardware, 4; jewelry, 4; meat markets, 23 (chain, 2); men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 8; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 30; most pleasant months, May to December; doctors (medical, 23); (dentists, 12); (osteopaths, 3); number of wired houses, 3,100; street car service, yes; gas, artificial; electric current, alternating; water, hard.

LEBANON, IND.

(Boone County)

1920 Population, 6,257.

City and Surburban Estimate, 14,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,600.

Churches: Baptist, 2; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 3; Total Resources, $3,797,862; Savings Bank Deposits Total, $1,313,000.

Theatres: Moving Pictures 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On Chicago Div. Big Four; Louisville Div. Pennsylvania; C. I. and E., and Four Div. of the T. H. I. & E. Traction. This is one of the best traction centers in Indiana.

Principal Industries: Kitchen cabinets, cream separators, steel disc auto wheels, auto parts, gloves. Wilson's condensed milk, canned goods, auto bodies, furniture, oil burning equipment, and cigars.

Manufacturing Establishments: 12. Leading firms, Campbell-Smith-Ritchie Co., Dairy Cream

INDIANA (cont'd)

Separator Co., Indestructible Wheel Co., Standard Motor Parts Co., Indiana Condensed Milk Co., Boss Manufacturing Co., N. H. Smith Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: Boone County is the premier agricultural county of Indiana and that gives it high rank among agricultural counties of the world. Local dairying and seed corn growing have attained international fame.

Residential Features: New country club, one of finest in State, has brought about the planning of a new country club district where twenty new homes have been built within the past year, 78% of workingmen in Lebanon own their own homes.

Retail Shopping Section: Six streets—Lebanon Street, four blocks; Main Street, three blocks; Washington Street, three blocks; Meridian Street, four blocks; South Street, three blocks; West Street, three blocks.

Trading Area: Fifteen miles north and south, eighteen miles east and west. There also are people in the stores every day from towns beyond this trading area.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 14; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 8; druggist, 6; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 1; furniture, 7; furriers, 1; garages (public), 7; grocers. 24; hardware, 6; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 3.

LINTON, IND.
(Greene County)

1920 Population, 5,856.

City and Suburban Estimate, 10,500. (The original corporation lines of Linton have never been extended to include four rapidly growing suburbs, which accounts for low government census figures.)

Native Whites, 72%; Foreign Born, 28%; Industrial Workers, 40%; English Reading, 85%; Families, 1,650.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,941.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 2; Total Resources, $2,500,000. All bank deposits, $2,400,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Western part of Greene County on Illinois Central; Chicago, Milwaukee & St. Paul Rys., and branches of Monon and Pennsylvania. Hourly bus line service to all points. Fine system of public highways.

Principal Industries: Coal mining, farming, manufacturing, poultry and fruit. Center of bituminous coal fields—daily capacity output of mines in field, 34,000 tons. Daily miners' trains run to all mines from Linton. Prize corn belt of Indiana in Greene County. Fruit and poultry fast growing industries.

Manufacturing Establishments: 6. Leading firms: Aikin Decorative Co., Harting Bros. Bottling Works. Other smaller establishments.

Special Information: An exceptional advantage enjoyed by Linton is that it is both a mining and agricultural district—rather unusual—and has superior railroad and highway facilities. Isolated from any large city.

Residential Features: Most of residences are occupied by owners. No slums. Number of rental cottages. Few apartment houses.

Retail Shopping Section: Main Street, 9 blocks; Vincennes Street, 5 blocks; "A" Street north, 5 blocks; others scattered; and 64 "neighborhood" and suburban stores.

Trading Area: Extends 25 miles southwest; 20 miles east and southeast, 12 miles north, and 14 miles south. Linton being easily accessible, and the largest city.

Wholesale Houses: Meats, 2; fruits, 1; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 7; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 12; druggists, 5; dry goods, 6; department stores, 5; electrical supplies, 6; florists, 4; fruits, 6; furniture, 5; garages (public), 10; grocers, 76; hardware, 5; jewelry, 2; meat markets, 15; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 6.

LOGANSPORT, IND.
(Cass County)

1920 Population, 21,626. (1925, 25,000).

City and Suburban Estimate, 60,000.

Native Whites, 99.1%; Negroes, 0.05%; Foreign Born, .04%; Industrial Workers, 30%; English Reading, 99%; Families, 5,400.

Schools: Public Grade, 10; High, 1; Parochial, 5. Number of pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 16 others, including Salvation Army and negroes.

Banks: National, 2; State, 4; Total Resources, $10,485,544.65. Savings Bank Deposits Total, $8,485,577.27 (all banks have savings deposits).

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: Pennsylvania, Wabash, Vandalia, Indiana Service (traction), Union Traction Co. and 8 divisions of the Pennsylvania center in Logansport, an excellent shipping point. Regular bus service in all directions.

Principal Industries: Pennsylvania R. R. shops, Logansport Radiator (steam radiation), Obenchain-Bayer (fire fighting apparatus), Lofab Furniture Co. (pianos, benches, dining tables), Gossards Corset Co. (corsets), Routh Packing Co., Logansport Stone and Construction Co. (30 smaller ones).

Special Information: Located at confluence of Wabash and Eel Rivers. Third railway center in state, having 8 divisions of the Pennsylvania R. R., main line of Wabash R. R., 2 interurban lines and 5 parks for recreation purposes. Excellent deposits of limestone used for cement manufacturing of steel, lime, etc. Heart of finest agricultural section in Indiana.

Residential Features: Practically one-and two-family houses. Private homes predominate. Roselawn addition in east end is an exclusive residential section with many beautiful homes.

Retail Shopping Section: Extends from Second and Broadway, east on Broadway to 7th St., Market and North Sts., parallel Broadway; business houses on these streets from 2nd to 6th and all cross streets, 3rd, 4th, Pearl and 5th, and 6th, have business houses in the section (3 blocks); 7 outlying retail business sections.

Trading Area: North, 20 miles; East, 18 miles; South, 25 miles; West, 30 miles. Good interurban service from East, West and South. Excellent bus service in all directions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, cigar, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 50 to 60, including garages; automobile tire agencies, about 70 handle tires; bakers, 6; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 4; druggists, 13; dry goods, 7; department stores, 9; electrical supplies, 5; florists, 5; fruits, 1; furniture, 4; furriers, 1; garages (public), 10; grocers, 60; hardware, 5; jewelry, 4; meat markets, 30; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 20; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 3.

MADISON, IND.
(Jefferson County)

1920 Population, 6,711.

City and Suburban Estimate, 9,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 20%; English Reading, 100%; Families, 1,900.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $6,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 1,500.

Location: Pennsylvania R. R. Ohio River steamers from Cincinnati, Louisville, transshipping to Pittsburgh, St. Louis, New Orleans and waypoints on tributary rivers. Excellent bus service.

Principal Industries: Hubs, spokes and porch furniture; furniture; buttons, cotton; woolen goods; meat and vegetable packing; auto accessories; steamboat and barge building; tacks and rivets; cordage; crackers and cakes; largest tobacco market in Indiana. Also large crude drug house. Flour.

Manufacturing Establishments: 25. Leading firms, Pearl Packing Co., Tower Mfg. Co., Thomas Graham Co., Hampton Cracker Co., Howard Shipyards, W. Trow Co., Eagle Cotton Mills, J. Schofield & Son. Total value of yearly output of factories estimated at $5,000,000.

Special Information: Madison is the only town of any size within a radius of 50 miles. It is the wholesale and retail center of this territory. Hanover College, with an enrollment of 600 students, is located here; also Southeastern Insane Hospital. Clifty State Park located here. Meeting place of four Indiana state highways and two Kentucky highways, carrying traffic all directions. The playground of Indiana visited by thousands of autoists every year.

Residential Features: Practically all one-family houses. Modern and well kept. Exceptionally fine residential quarters on hilltops overlooking Ohio River.

Retail Shopping Section: Starts at the intersection of Main and Walnut Streets, and extends six blocks west to Broadway and includes the side streets in between and parallel streets for one or two blocks.

Trading Area: Shopping area of 40 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; hardware, 1; dry goods, 2; shoes, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 20; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 1; fruits, 4; furniture, 3; garages (public), 12; grocers, 35; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 8; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 8; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 7.

MARION, IND.
(Grant County)

1920 Population, 23,747.

City and Suburban Estimate, 60,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 95%; Families, 6,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1.

Location: C. & O., Pennsylvania, Nickel Plate, Big Four, railroads. Marion & Bluffton, Northern Indiana Power, and Union Traction Co. of Indiana, electric lines. To nearest large city, by railroad, 1 hour; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Autos, trucks and accessories, oil well machinery, paper products, motors. batteries, and electrical equipment, glass products, forged products, electric cable, castings, stoves, furniture.

Manufacturing Establishments: 100. Leading firms: Indiana Truck, Delta Electric, MacBeth Evans, Marion Machine Foundry, Marion Forged Products, Velie Motor, Lindley Box & Paper, Marion Paper Box, Marion Insulated Wire Co., Hoosier Stove, Snider Preserve, Spencer Table, Osborn Paper Co., Bedell Mfg. Co., Malleable Iron Foundry, Marion Grey Iron Foundry, Midwest Paper Co., Marion Shoe Factory, United States Glove Co., Rutenber Electric Co., Marion Paper Co., Indiana Fibre Products Co., Roberts Wall Board Co., Canton Glass Co., Standard Glass Co., Upland Flint Bottle Co. Total value of yearly output of factories estimated at $25,000,000.

Special Information: National Sanatorium for disabled soldiers located here. Is within 160 miles of Indianapolis, Chicago, Toledo, Columbus, Cincinnati, and Terre Haute, giving good outlet for products.

Residential Features: Mostly one-family homes. Few double houses. No tenements. Best residence district on South Adams Street, South Washington, Spencer Avenue and on all streets from the public square and business district to fourteen blocks west. Homes scattered over great area, the city being hardly compact enough to be efficient.

Retail Shopping Section: Extends from public square (heart of business district) three blocks in all directions. Two outlying business sections as well as a large number of neighborhood sections with usual groceries, meat shops, etc.

Trading Area: Extends about 20 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 7; automobile tire agencies. 6; bakers, 9; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 10; druggists, 19 (chain, 1); dry goods, 6; department stores, 6; electrical supplies, 6; florists, 6; fruits, 3; furniture, 10; garages (public), 18; grocers, 106 (chain, 11); hardware, 7; jewelry, 4; meat markets, 3 (chain,1); men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 6; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 12; restaurants (including hotels), 20; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 14.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, July, Sept., Oct., Nov.; doctors (medical, 29); (dentists, 13); (osteopaths, 2); number of wired houses, 7,000; street car service, yes; gas, artificial; electric current, alternating and direct; water, hard.

See announcement below

MARTINSVILLE, IND.
(Morgan County)

1920 Population, 4,895.

City and Suburban Estimate, 8,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 1,368.

Schools: 4; Number of pupils, 950.

Churches: 7.

Banks: 3; Total Resources, $3,420,000.

Theatres, 3; Total number of seats, 1,600.

Location: 30 miles southwest of Indianapolis on C. C. C. & St. L. R. R., and Vandalia R. R. Also the T. H. I. & E. Traction line

Principal Industries: Flour mills, cooperage, chairs and bricks.

Residential Features: All one family houses.

Continued on page 76

Why Not the Buyers of Grant County as Well as Marion?

Why not concentrate on a buying territory of 60,000 population when it can be done at the same expense of reaching 30,000.

This can be accomplished only through a newspaper that has a circulation both in the city and country—the Farmer wants the Leader-Tribune because it reaches him the morning of publication—the Citizen of the small towns also is a subscriber because in Grant County no morning Metropolitan paper printed later than the early mail editions of the night before reaches him.

This is the reason the

MARION LEADER-TRIBUNE

DOMINATES WITHIN A RADIUS OF 25 MILES

Population of Marion, 27,000 Population of Grant County, 60,000

CIRCULATION STATEMENT

October 1st, 1925, marked the opening of a new circulation plan which has increased the city and rural circulation 20%. These figures are not shown in the last A. B. C. report, as the auditing period closed Sept. 31st, 1925.

TOTAL NET PAID, DEC. 1st, 1925

DAILY—10,700 SUNDAY—11,200

RATE UNTIL JAN. 1st, 1926, 3½ CENTS PER LINE

489 5th Avenue, New York — ALLEN-KLAPP Representatives — 1336 Peoples' Gas Bldg. Chicago

INDIANA (cont'd)

Martinsville (con't)

Retail Shopping Section: Six blocks in heart of city.

Trading Area: Most of Morgan County .

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; garages (public), 9; grocers, 19; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

MICHIGAN CITY, IND.

(La Porte County)

1920 Population, 19,457. (1925: 26,000).

City and Suburban Estimate, 30,000.

Native Whites, 78%; **Negroes,** 2%; **Foreign Born,** 20%; **Industrial Workers,** 75%; **English Reading,** 85%; **Families,** 6,200 .

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, 5,024.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 2; State, 3; Total Resources, $8,449,922; Savings Banks Deposits Total, $4,550,039.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 8,000. One outdoor arena seating capacity, 35,000.

Location: On extreme southeast shore of Lake Michigan, a port of entry for foreign ships, with freight and passenger boat service. Served by Monon, Nickel Plate, Michigan Central, Pere Marquette Railroads. Main office and power plant of Chicago, Lake Shore and South Bend Electric Interurban Ry., also Northern Indiana Interurban to South Bend, connecting with lines through to Indianapolis. To nearest large city, by railroad, 1 hour; by trolley 1 hour; by auto, 1 hour.

Principal Industries: Pullman Car Mfg. Co., freight cars of all kinds, including box, refrigerator, coal, flat, caboose, etc. Karpen Bros., furniture manufacturers. Brick, mining machinery, steam heating boilers, iron foundries, men's shirts, women's wash dresses, glove factories, engineering (combustion) appliances. Extensive shipping of core sand and other grades of white sand.

Manufacturing Establishments: 10. Leading firms: Pullman Mfg. Co., Inc., (Haskell & Barler Plant); S. Karpen & Bros., Sullivan Machinery Co., Jos. W. Hays Corp., Well-McLain Co., Reliance Mfg. Co., Josam Mfg. Co., Young Pump Works, North Indiana Brick Co., Risclay Brick Co., Pyramid Pants Co., Sterling Mfg. Co.

Special Information: Since 1920 census 1,417 new homes have been built and conservative estimate of present population is 26,000. Approximately 3,000 automobiles.

Proximity to Chicago results in many lines, such as meats, having no wholesale here, but having representatives here with wholesale service same day out of Chicago.

Residential Features: City is largely of workingmen who own their homes, though there is an extensive section (three places) almost wholly of better houses composed of other classes owning their own homes, apartments and rented flats and homes. Average value of single family homes in better section $8,000; flats, $12,000. More than 20 miles of paved streets. Golf links, country clubs, amusement parks.

Retail Shopping Section: One principal street of 12 blocks, solid on both sides, and 8 cross streets with stores extending one block on each side. Then residential district of 2 blocks and 6 blocks of smaller stores below that. All one street. Three street car line into three districts and bus lines into three others. One extensive summer resort of about 600 cottages, 125 of which are used as permanent homes.

Trading Area: Trade area about 15 miles east and slightly north, 7 to 9 miles southeast, 15 miles southwest, 10 miles west. Interurban service east, west and south. Bus service northeast and southeast. Local railroad service southwest.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 18; automobile tire agencies, 11; bakers, 8; cigar store stands (including hotels), 30 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 3; druggists, 11; dry goods, 8; department stores, 3; electrical supplies, 8; florists, 3; fruits, 6; furniture, 4; furriers, 1; garages (public), 6; grocers, 73 (chain, 10); hardware, 6; jewelry, 4; meat markets 19 (chain, 4); men's furnishings 12; men's clothing, 7; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 15; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature 55, degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 25); (dentists, 11); (osteopaths, 4); street car service; gas, artificial; electric current, alternating; water, hard.

MONTICELLO, IND.

(White County)

1920 Population, 2,536.

City and Suburban Estimate, 3,100.

Native Whites, 2,700; **Foreign Born,** 50; English Reading, 100%; (1925 estimate).

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 825 (consolidated township).

Churches: Christian Science, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Christian, 1.

Banks: National, 1; State, 3; Total Resources, $1,504,311.97.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: In northwestern Indiana, in heart of Corn Belt. Midway between Chicago and Indianapolis on Monon Railroad. Also served by Logansport-Peoria division of Pennsylvania. Located on banks of Tippecanoe River.

Principal Industries: Thread factory, overall factory, large water power projects on river, flour mills, specialty manufacturing.

Manufacturing Establishments: 7. Leading firms: Loughry Milling Company, Monticello Thread Mills Company, Reliable Garment Manufacturing Company, Superb Manufacturing Company, Monticello Mfg. Co., P. & H. Candy Co., Royoleum Mfg. Co.

Residential Features: Most one-family houses. Private homes predominate. No tenements. Average prices of homes, $3,000.

Retail Shopping Section: Consists of eleven blocks on Main and Broadway. There are side streets with minor shops.

Trading Area: Includes most of White County, with an area of about 400 square miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 9; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 22; delicatessen, 1; dressmakers, 2; druggists, 3; dry goods, 1; department stores, 1; electrical supplies, 3; florists, 1; fruits, 12; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments, 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; women's apparel, 3.

MT. VERNON, IND.

(Posey County)

1920 Population, 5,284.

City and Suburban Estimate, 6,500.

Native Whites, 95%; **Negroes,** 5%; **Industrial Workers,** 20%; **English Reading,** 98%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,475.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, United Brethren, 1.

Banks: National, 2; State, 1; Total Resources, $3,000,000. Savings Bank Deposits Total, $1,750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: Louisville & Nashville Railroad, main line, Evansville to St. Louis, direct connection west and south; branch line Chicago & Eastern Illinois Railroad, direct connection north and east. Bus lines from Mt. Vernon, county seat, to all parts of Posey County.

Principal Industries: Corn and wheat milling, farm machinery, foundry, strawboard mill, handle factory, concrete manufacturing plants.

Manufacturing Establishments: Leading firms: Keck-Gonnerman Co., Mt. Vernon Strawboard Co., Fuhrer-Ford Milling Co., Home Mill Grain & Mill Co., Witmore Handle Co., Inc., Mt. Vernon Hominy Mill Co.

Special Information: Mt. Vernon is located in fine milling wheat belt; the railroad and Ohio River shipping facilities aiding in the marketing of not only agricultural products but flour and meal, and farming implements manufactured here.

Residential Features: Well-kept improved streets, abundance of shade, beautiful homes, good schools, churches of all leading denominations, fine community spirit.

Retail Shopping Section: Main Street, 6 blocks; East Second, 2 blocks; West Second, 5 blocks.

Trading Area: Twenty miles north, 6 miles east, 8 miles west, and across Ohio River into Kentucky for three miles on south.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 6; grocers, 20; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

MUNCIE, IND.

(Delaware County)

1920 Population, 36,524. (1925 est. 42,000).

Native Whites, 93%; **Negroes,** 5%; **Foreign Born,** 2%; **English Reading,** 99%; **Families,** 10,000.

Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,000.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 29.

Banks: National, 2; State, 2; Total Resources, $15,000,000.

Theatres: Legitimate, 2; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 1; Total number of seats, 5,415.

Location: Center of Delaware County. Served by Big Four, Nickel Plate, C. & O., Penn. Co., the Central Ind. and Union Traction Co. system. In the heart of the old gas belt and a rich agricultural section. Excellent railway and auto bus service in all directions. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 3 hours.

Principal Industries: Fruit jars, auto gears and accessories, lawn mowers, glass house pots, bed springs, malleable castings, grey iron castings, nuts and bolts, glass insulators, structural steel, etc.

Manufacturing Establishments: 100. Leading firms: Ball Bros. Co., Hemingray Glass Co., Republic Iron and Steel Co., American Lawn Mower Co., General Motors Co., Durant Motor Co., Warner Gear Co., Muncie Malleable Iron Co., Muncie Foundry and Mach. Co., Indiana Bridge Co.

Special Information: Our location in the center of one of the best agricultural districts in the state and our excellent railroad facilities and immense factories, such as Ball Bros., Co., operating an immense fruit jar plant, and the Hemingray Glass Co., large glass insulator plant, and many others.

Residential Features. One family houses predominate. Uptown section has quite a number of high class apartment houses. No exclusive tenement district. Several fine residential districts on north, east and south.

Retail Shopping Section: Extends from Public Square south 10 blocks, north 2 blocks and east 8 blocks. Walnut, Main and Mulberry principal shopping streets. Outlying groceries, markets, etc.

Trading Area: Extends from 8 to 10 miles north and west and 15 to 20 miles south and east. Excellent trolley and bus service in all directions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 10; automobiles accessories, 25; automobile tire agencies, 25; bakers, 11; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 16; delicatessen, 2; dressmakers, 10; druggists, 35 (chain, 4); dry goods, 10; department stores, 4; electrical supplies, 15; florists, 6; fruits, 10; furniture, 15; garages (public), 6; grocers, 165 (chain, 20); hardware, 10; jewelry, 6; meat markets, 50; men's furnishings, 10; men's clothing, 15; merchant tailors, 8; milliners, 20; opticians, 5; radio supplies, 3; restaurants (including hotels), 28; shoes, 25; sporting goods, 3; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, Sept., Oct.; doctors (medical, 55); (dentists, 24); (osteopaths, 4); street car service, yes; gas, artificial; electric current, alternating and direct; water, hard.

NEW ALBANY, IND.

(Floyd County)

1920 Population, 22,992.

City and Suburban Estimate, 31,000.

Native Whites, 93%; **Negroes,** 6%; **Foreign Born,** 1%; **Industrial Workers,** 35%; **English Reading,** 100%; **Families,** 7,000.

Schools: Public Grade, 13; High, 2; Junior High, 1; Parochial, 2; Number of pupils, 4,350.

Churches: Baptist, 2; Christian Science, 2; Episcopal, 1; Disciples, 2; Methodist, 6; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 2; State, 5; Total Resources, $13,500,000.00. Savings Bank Deposits Total, $4,500,000.00.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 7,000.

Location: On north bank of Ohio River. Served by Baltimore & Ohio, Pennsylvania, Monon, Southern and Interstate Public Service Interurban, 2 lines. Connected by the Kentucky & Indiana Railroad with five additional railroads—Louisville & Nashville, Illinois Central, Louisville, Henderson & St. Louis, Chesapeake & Ohio, and Big Four. Excellent bus and truck service to western and central parts of state.

Principal Industries: Iron and steel, woodworking, veneer mills, furniture factories, tanneries, machine shops, boat building, packing houses, canning factories, 2 fertilizer factories, 2 clothing factories, shirt factory, 2 stove foundries, national home and chain works, tobacco warehouses, printing, etc.

Manufacturing Establishments: 115. Leading firms: Wood-Mosaic Co., Ohio Falls Iron Co., New Albany Veneering Co., Indiana Panel Co., Pointer Stove and Range Co.; Anchor Stove and Range Co. Total value of yearly output of factories estimated at $20,000,000.

Special Information: The location of this city on the Ohio River, with the only vehicle and automobile bridge on the Ohio, west of Cincinnati, makes New Albany the gateway between the North and South. New Albany is the southern terminus of Indiana's State road No. 1, concrete, running from Michigan to the Ohio River. Also of state road No. 5 and state road No. 16, and the Wonderland Way running from the Atlantic to the Pacific Ocean. New Albany is the center of southern Indiana's most historic and picturesque scenery. Gravel cement, sand and lime distribution center. 6,000 passenger autos, 1,500 trucks. Jackson Highway, Dixie Highway, Midland Trail and Daniel Boone Trail all pass through this city.

Residential Features: Mostly one- and two-family houses. Private homes predominate. There are a number of flats and apartment houses. One of the most delightful residential sections in southern Indiana is located just west of the city on Silver Hills, overlooking the Ohio River and valley.

Retail Shopping Section: Extends four squares on Oak St., five squares on Spring St., five squares on Market St., and five squares on State St. Each of these streets has practically as much additional retail sections in the eastern end of the city, with Vincennes St. as the center with quite a good many stores intervening. Vincennes St. is a retail shopping section for 10 squares. There are also a number of smaller neighborhood sections in the different parts of the city, with the usual number of groceries, meats, drugs and confectionery stores.

Trading Area: Extends about forty miles southwest, west, northwest, north and northeast and about ten miles east. On the south N. A. is shut off by the Ohio River, but is attracting large amount of trade from the city of Louisville. Business is secured from these great distances because of the size of our city and the dominating character of its wholesale and retail stores, being the best in southern Indiana south of Indianapolis.

Wholesale Houses: Groceries, 3; meats, 6; fruits, 4; hardware, 2; dry goods, 2; Miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotels), 12; confectioners, (including hotel stands), 20; delicatessen, 4; dressmakers, 12; druggists, 15; dry goods, 15; department stores, 4; electrical supplies, 6; florists, 12; fruits, 5; furniture, 8; furriers, 2; garages (public), 15; grocers, 110; hardware, 8; jewelry, 2; meat markets, 15; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 12; opticians 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants, (including hotels), 12; shoes, 15; sporting goods, 3; stationers, 6; women's apparel, 10.

NEWCASTLE, IND.

(Henry County)

1920 Population, 14,458 (1925 est., 17,000).

City and Suburban Estimate, 35,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 24%; **Families,** 3,534.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,070.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, $3,430,000. Savings Bank Deposits Total, $1,131,744.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,275.

Location: Penna. Big Four and Nickel Plate; Union and T. H. I. & E. Traction lines. Bus service.

Principal Industries: Automobile parts, pianos, kitchen cabinets, high grade rolled steel, automobile springs, lathes, caskets, garment factories, structural steel, cut flowers.

Manufacturing Establishments: 25. Leading firms: Maxwell Motor Corp., Hoosier Mfg. Co., Jesse French & Sons Piano Co., Indiana Rolling Mill.

Special Information: Center of the rose industry, hydro-electric power.

Residential Features: Mostly one and two-family houses; limited section for better class of home owners.

Retail Shopping Section: Main St. on 1 block north of Broad and 4 blocks south of Broad. On Broad St. 3 blocks west of Main and 5 blocks east of Main. On two streets paralleling Main and Broad on each side for the same distances. Three outlying business sections and grocery and confectionery stores in all parts of the city.

Trading Area: About 20 miles in all directions. Henry County mostly.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Ad-

INDIANA (cont'd)

vertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 13; dry goods, 3; department stores, 3; electrical supplies, 6; florists, 5; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 47; hardware, 3; jewelry, 5; meat markets, 14; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants, (including hotels), 10; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 3.

NOBLESVILLE, IND.

(Hamilton County)

1920 Population, 4,758.

City and Suburban Estimate, 6,000.

English Reading, 95%; **Families,** 1,500.

Schools: Public Grade, 2; High, 1; Junior High, 1. Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Christian, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Trust Companies, 2; Total Resources, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Nickel Plate R. R., Central Indiana R. R., Indiana Union Traction Co., Day's freight service from Indianapolis or Chicago. Hourly traction passenger service and on Ocean to Ocean highway and bus service to nearby cities. To nearest large city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Flouring, mills, elevator, enameling works, strawboard works, steel, automobile tires, furniture, candy, lumber.

Manufacturing Establishments: 10. Leading firms: N. O. Nelson Co., Noblesville Milling Co., Capital Furniture Co., American Strawboard Co.

Special Information: Center of one of the richest farming sections, notable for paved streets and roads. Free from labor troubles and inter-racial conflict.

Residential Features: City of home owners. No tenement district and within easy access by auto route, steam road, traction line or bus to state capital and other points.

Retail Shopping Section: Largely on public square and one square in each direction from it.

Trading Area: Hamilton County, and margins of adjoining counties within a radius of 10 miles.

Wholesale Houses: Fruits, 1; Miscellaneous Lines, Tobacco.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4 (chain, 1); dry goods, 3; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages (public), 6; grocers 15 (chain, 3); hardware, 4; jewelry, 3; meat markets, 5 (chain 1); men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 8; shoes, 5; sporting goods, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May to October; doctors (medical, 8); (dentists, 5); (osteopaths, 1); number of wired houses, 1,296; gas, artificial; electric current, alternating; water, hard.

PERU, IND.

(Miami County)

1920 Population, 12,410.

City and Suburban Estimate, 20,000.

Native Whites, 11,748; **Negroes,** 136; **Foreign Born,** 506; **English Reading,** 99%; **Families,** 3,345.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 2,936.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; Trust Companies, 2; Building & Loan, 2.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,500.

Location: In the Wabash Valley, at the confluence of the Mississinewa and Wabash Rivers. Division point on C. & O. Ry. and Wabash Ry., and served by Indianapolis-Michigan City Division of the Nickel Plate.. Has three Traction lines—Indiana Service, Indiana Union Traction and Winona Lines. Bus service, Indianapolis and South Bend. To nearest larger city, by railroad, 3 hours; by trolley, 3 hours; by auto, 3 hours.

Principal Industries: Steam tractors, chairs, phonographs, radios, refrigerators, electric switch, auto parts, hardwood lumber, plumbers' supplies, bakers' cases, poultry packing, kitchen cabinets, plain and fancy shopping baskets, shipping boxes, heating appliances, stout negligees, iron and brass foundries, wood cabinets, stationery.

Manufacturing Establishments: 21. Leading firms: American Stationery Co., Ariel Cabinet Co., W. C. Redmon & Sons Co., Peru Chair Co., Bryan Harvester Co., Modern Refrigerator Co., Wasmuth-Goodrich Co., Square D. Co., Miami Produce Co., Miami Mfg. Co., Peru Basket Co., Eisman Richer Co., Penfield Axle Co., Fox Bros. Mfg. Co., Unger-Kramer Co., Peru Canning Co. Annual output, $6,787,865.15.

Special Information: Peru's three railroads and three interurbans make the city outstanding as a distribution center.

Residential Features: A city of home owners. Owing to activity of financial institutions, particularly the B. & L. Associations, a very large per cent of the population own or are buying their homes. Very few flat buildings and exceptionally few apartments. Nearly every home is single. No reserved residential district, all preferred because the factory district lies on the outskirts of the city. Homes average better than $4,000.

Retail Shopping Section: Peru is a one street town. Broadway, extending north to south, carries the majority of retail shopping districts, being eight blocks long, with stores on side streets each way for one block. Three outlying shopping districts which cater to grocers, meats, etc.

Trading Area: Extends approximately eight miles east, west and south, owing to proximity of the neighboring towns of Wabash, Logansport and Kokomo. North trading area extends in a fan shape for approximately 25 to 30 miles. Excellent roads in this direction bring a large amount of trade through the efforts of the Retail Merchants' Association.

Wholesale Houses: Groceries, 1; meats; 1; fruits, 1; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 21; automobile tire agencies, 15; bakers 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; druggists, 7; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; garages (public), 6; grocers, 33 (chain, 4); hardware, 5; jewelry, 6; meat markets, 6; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels); 12; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 20); (dentists, 14); number of wired houses, 4,200; street car service; gas, artificial; electric current, alternating; water, hard.

PLYMOUTH, IND.

(Marshall County)

1920 Population, 4,338. (1925 school census, 5,200).

City and Suburban Estimate: Population of county, 23,744.

Native Whites, 96%; **Foreign Born,** 4%; **Industrial Workers,** 500; **English Reading,** 100%; **Families,** about 1,100.

Schools: Public Grade, 2 buildings; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,014.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, U. B., 1; Christian, 1; Federated, 1; Wesleyan, 1; Church of God, 1.

Banks: National, 1; State, 2; Total Resources over $2,000,000; Savings Bank Deposits Total, $1,280,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; (Only two houses); Total number of seats, 1,100.

Location: On P. Ft. W. & C., main line of Pennsylvania System; Panhandle, formerly Vandalia; Nickel Plate, Indiana State Road No. 1 north and south; Yellowstone Trail east and west. Bus service both ways. Unexcelled shipping facilities to all points. 84 miles east of Chicago, 23 south of South Bend, 60 west of Ft. Wayne. In the rapidly growing industrial section of northern Indiana. To nearest large city, by railroad, 45 minutes; by auto, 45 minutes.

Principal Industries: Auto radiators, auto trailers and bodies, baskets, wire bound boxes, binder supplies, grinding machinery, stoves, canning factory (corn and peas), speedometer parts, emery products, school wagons and auto buses, gray iron castings, butter and ice cream, printing.

Manufacturing Establishments: 13. Leading firms: Schlosser Brothers, Plymouth Manufacturing Co., The Edgerton Mfg. Co., Plymouth Metal-Working Vo., Clizbe Bros. Mfg. Co., Keystone Foundry, C. L. Morris, Abrasive Mining & Mfg. Co., Plymouth Wagon Works, Swivel Joint & Shaft Co., Pilot Company, Lee Trailer & Body Co., MacGregor-Darling Co., (electroplating). Total value of yearly output of factories estimated at $5,500,000.

Special Information: Plymouth is the center of the greatest alfalfa county in Indiana and is developing its dairy industry fast. It is a butter making center for one of the largest creameries in the country, Schlosser Brothers. Large basket factory, The Edgerton Mfg. Co.

Residential Features: Plymouth is one of the most beautiful and pleasant residential cities in the middle yest. Its many paved streets lined with large and beautiful maples and elms; clean and wholesome conditions in every section make it a most desirable place in which to live. Lake Maxinkuckee, Lake of the Woods, Pretty Lake, Twin Lakes and others are within a few miles. Culver Military Academy is at Lake Maxinkuckee.

Retail Shopping Section: Is compact and located almost entirely on three streets and within ten blocks of space, on Michigan, Laporte and Garro Streets.

Trading Area: Covers Marshall county and extends west into Starke county, southwest into Pulaski and south into Fulton.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous Lines, Telephone supplies, leather, auto tires and specialties.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels, 15; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 3; fruits, 1; furniture, 1; garages (public), 7; grocers, 11 (chain, 1); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 2; women' apparel, 4.

Micellaneus Data: Average temperature, 54.4 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct., doctors (medical, 11); (dentists, 6); (osteopaths, 3); number of wired houses, 800; street car service, none; gas, artificial; electric current, alternating; water, hard.

PORTLAND, IND.

(Jay County)

1920 Population, 5,958.

City and Suburban Estimate, 7,500.

Native Whites, 99%; **Negroes,** 1%; **English Reading,** 100%; **Families,** 1,625.

Schools: Public Grade, 4; High, 1; Number of pupils, 1,373.

Churches: United Brethren, 1; Congregational, 1; Lutheran, 1; Evangelical, 1; Methodist, 1; Methodist, Wesleyan, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Friends, 1, Church of Christ 2, First Christian 1, Church of God 1.

Banks: National, 1; State, 4; Total Resources, $3,637,025.45. Savings Bank Deposits Total, $1,973,079.46.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,250.

Location: On Salmonia River, served by Grand Rapids and Indiana branch of Pennsylvania railroad company; Lake Erie & Western branch of Nickel Plate; and Union Traction Company of Indiana. Excellent truck and bus service to surrounding territory. G. R. & I.; L. E. & W.; and I. U. T.

Principal Industries: Automobile bodies, wheels, steering wheels, castings, three overall and shirt factories; gas and oil drilling.

Manufacturing Establishments: 15. Leading firms; Bimel Spoke and Auto. Wheel Co., Sheller Wood Rim Manufacturing Co., Portland Body Works, Portland Forge Foundry & Machine Co., Brush & Broom Co., Portland Oil & Refining Co., J. A. Long Packing House, Creamery Package Co., Bryan Ice Cream Co., Tormohlen Hatchery, Ewry Hatchery, Haynes Milling Co. Total value of yearly output of factories estimated at $5,000,000.

Special Information: City is located in the center of one of Indiana's best oil territeries. Portland is the county seat of Jay, one of the best farming counties in the state.

Residential Features: Mostly one-family houses; private homes predominate.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) east and west on Main Street for four blocks with Water, Walnut and High Streets, parallel to Main; north and south on Meridian (also a state highway) for nine blocks, with Commerce and Ship Streets with two blocks each extending parallel to Meridian Street.

Trading Area: Extends about twenty miles west, south, north and west.

Wholesale Houses: Groceries, 1; meats, 12; fruits, 2; hardware, 3; dry goods, 3; Miscellaneous lines, confectionery, 4; men's and boys' furnishings, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 12; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; furriers, 3; garages (public), 10; grocers, 30; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 7; sporting goods, 6; stationers, 8; women's apparel, 4.

PRINCETON, IND.

(Gibson County)

1920 Population, 7,132 (1925 estimate, 10,287).

City and Suburban Estimate, 11,000.

Native Whites, 98%; **Negroes,** 2%; **Foreign Born,** few if any; **English Reading,** 98%; **Families,** 2,117.

Schools: Public Grade, 6; High, 2 White, 1 Colored; Junior High, 1; Parochial, 1. Number of Pupils, White 2,152, Colored 187.

Churches: Baptist, 2 White, 1 Colored; Christian Science, 1; Episcopal, 1; Methodist, 2 White, 2 Colored; Roman Catholic, 1; Miscellaneous, Christian, Holiness, Nazarene, United Brethren, Apostolic Mission, Salvation Army.

Banks: National, 2; State, 1; Total Resources, $5,200,000; Savings Bank Deposits Total, $610,000.

Theatres: Moving Pictures, 2; Vaudeville, combined movie; Miscellaneous (Auditoriums, etc.), High School Gymnasium, Soldiers' Memorial, seats, 3,500, now building. Total number of seats, Theatres and High School Gym, 2,700.

Location: Chicago & Eastern Illinois Ry., St. Louis-Louisville Division, Southern Ry. general repair shops and division of the Southern Ry. here, employing 987 men. The majority of these employees are home people, own their homes and are a part of the city's social, civic and religious life: St. Louis 150 miles West, Chicago 250 miles North, Indianapolis 150 miles Northeast, Louisville 115 miles East, Cincinatti 175 miles. To nearest large city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1¼ hours.

Principal Industries: Southern Ry. shops, 14 coal mines, 400 flowing oil wells, Heinz Canning Branch, Gibson County canteloupes (none better), watermelons. In heart of wonderful agricultural section. Peaches, apples, corn, wheat, oats. Our soil grows anything possible in this section of the country. The largest single body of undeveloped bituminous coal in central west now being opened—5,000 acres purchased, with vein from 6 to 9 feet thick. Two Stripper mines located 10 miles east. Princeton coal is the best by test of any bituminous coal on the central west market.

Manufacturing Establishments: 10. Leading firms: Heinz Catsup, Princeton Handle, Heinz Chili, and Hansen Program Clocks. Total value of yearly output of factories estimated at $2,972,000.

Special Information: Princeton is now the center of the largest undeveloped bituminous coal section in the central west. We have several thousand acres of virgin coal undeveloped in this county, some ground not yet under lease. Our agricultural section is founded on a soil that grows corn, wheat, oats, canteloupes, watermelons, tomatoes and tobacco. Several large peach orchards in this section now developing. The Southern Ry. shops and division of the Louisville-St. Louis lines now erecting several large buildings. A number of gas wells of large capacity that are plugged and not being used as they are located too far from the city to have gas piped here on account of cost of equipment. Oil wells in large number, no gushers, all pumping moderate rate, 10 to 100 bbls. a day. Tax valuation, $8,000,000.

Residential Features: Electricity, gas, water, complete sewer system. Ten new streets have been opened during the past year. On Dixie Bee Line between Chicago and Nashville. Pavement completed for 40 of 80 miles between Princeton and Terre Haute; $300,000 bridge recently erected over White River 10 miles north, giving access to north at all times of year. Home owners 85 per cent of the families in the city. Abundance of shade trees throughout city. Fine schools, lodges and churches.

Retail Shopping Section: Extends around four blocks of Court House Square and two blocks in each direction on four streets that bound the square. One retail district in south part of city of two blocks.

Trading Area: Two miles to the west Wabash River. Twelve miles to the north the White River. Twenty miles to east and twenty miles to south. Southern Indiana Traction Line brings trade from south and north. County has about 500 miles of gravel, macadam and concrete roads in all directions. Seven small towns in Gibson County can be reached from Princeton in from 15 to 40 minutes by automobile all year round.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; dry goods, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 12; automobile tire agencies, 5 (exclusive); bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 6; dry goods, 8; department stores, 8; electrical supplies, 4; florists, 4; fruits, 1; furniture, 5; furriers, 1; garages (public), 6; grocers, 35 (chain, 2); hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, April, May, October, November; doctors (medical, 14), (dentists, 5), (osteopaths, 2); number of wired houses, 1,950; gas, artificial; electric current, alternating; water, soft.

RENSSELAER, IND.

(Jasper County)

1920 Population, 2,912.

City and Suburban Estimate, 4,500.

Native Whites, 100%; **Industrial Workers,** 20%; **English Reading,** 100%; **Families,** 560.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of pupils, 697.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, $2,193,653.68; Savings Bank Deposits Total, $470,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,254.

Location: In northwestern Indiana, 73 miles from Chicago. Served by C. I. & L. R. R. Direct passenger and freight service to Chicago, Indianapolis, Louisville and Cincinnati. Also on Jackson Highway. Bus service to neighboring towns.

Principal Industries: Flour mill, crushed stone, creameries, grain elevators, ice cream plant, cement products, farming.

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INDIANA (cont'd)

Rensselaer (con't)

Manufacturing Establishments: 10. Iroquois Roller Mills, Rensselaer Cement Products, Babcock Construction Co. (crushed stone), Jasper County Creamery, Rensselaer Creamery, Rensselaer Ice Cream Co., Farmers' Grain Co., Babcock Grain Co. Annual output, $1,000,000.

Special Information: Rensselaer is principally a farming community, growing grain crops, but eventually will become a truck farm and dairy country due to the nearness of the great Calumet industrial district. It is now a well developed retail trading center, being the county seat and largest town within 40 miles. The good roads of this and nearby counties add materially to make Rensselaer a trading center.

Residential Features: All private homes, no flats or apartment buildings. Fine homes in all parts of the city.

Retail Shopping Section: Three blocks on Washington Street and two blocks on Van Rensselaer Street. Four neighborhood grocery stores with a small business section on north side of town.

Trading Area: Extends over practically all of Jasper County and into adjoining county, reaching about 16 miles west, 12 miles south, 12 miles north and 10 miles east. People come from greater distances on the north, but with less frequency. A conservative estimate places Rensselaer 40 miles from the nearest competing shopping center of size.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 5; automobile accessories, 11; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 1; furniture, 2; electrical supplies, 5; florists, 1; furniture, 2; garages (public), 5; grocers, 11; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; women's apparel, 2.

RICHMOND, IND.

(Wayne County)

1920 Population, 26,765.

City and Suburban Estimate, 31,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; Industrial Workers, 65%; English Reading, 95%; Families, City, 6,500.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 6,062.

Churches: Baptist, 3; Christian Science, 2; Congregational Lutheran, 5; Episcopal, 2; Friends, 5; Methodist, 4; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 11.

Banks: National, 3; State, 1; Trust Co., 1; Total Resources, $13,596,890.71; Savings Bank Deposits Total, $10,125,133.50.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; in addition to 6 in schools and lodges. Total number of seats, 5,150.

Locations: On main line, Pennsylvania Railroad. Also have G. R. & I. (Pennsy. controlled); C. & O.; two interurban, and nine bus lines covering Indiana and Ohio. To nearest large city by railroad, 1 hour; by trolley, 1¾ hours; by auto, 1½ hours.

Principal Industries: Pianos, phonographs, overalls, crackers, and cakes, fibre products, farming implements, kitchen cabinets, caskets, lawn mowers, automobiles, automatic drill machines, underwear, gloves, piston rings, automotive gears, wire fence, automobile springs, fireproof doors, refrigerators, etc.

Manufacturing Establishments: 49. Leading firms: Starr Piano, International Harvester Co., Wayne Works, Swayne-Robinson, Richmond Casket Co., F. & N., Lawn Mower Co., National Automatic Tool Co., Fibre Conduit Co. Total value of yearly output of factories estimated at: Information not available.

Special Information: The Starr Piano Co. has retail stores in 80 leading American cities. Richmond makes more caskets and more lawn mowers than any other city in the country. Richmond industries are very diversified and Richmond has never been very seriously affected by shut-downs and strikes. We have never had a complete shut-down or strike that was serious.

Residential Features: The residential district is composed very largely of one-family homes. There are some duplex houses, built so as to share only the mid-wall in common. Workmen's tenements are almost unknown, as the city was settled largely by Quakers and German immigrants, both classes proverbially partial to strictly home life. The area of the city is in the neighborhood of 16 square miles. It is not a boast but a fact, that Richmond is one of the most beautiful cities in America. It has a very large percentage of home owners.

Retail Shopping Section: Main Street from 1st to 13th; South 5th Street, Main to A; on 6th, 7th, 8th and 9th Streets two business blocks from North A to South A Streets. There are several outlying retail business sections of a neighborhood character.

Trading Area: Three railroads, two interurban lines, and nine bus lines and hard surface roads with nearly 30,000 automobiles make Richmond a trading center for this entire territory.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 6; hardware, 2; dry goods, 1; miscellaneous lines, 7—Bakery, drug, soft drinks, poultry, farming, implements, electric, leather goods.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 8; automobile accessories, 31; automobile tire agencies, 7; bakers, 12; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 13; druggists, 24 (chain, 2); dry goods, 8; department stores, 4; electrical supplies, 12; florists, 7; fruits, 5; furniture, 6; furriers, 2; garages (public), 38; grocers, 110 (chain, 20); hardware, 4; jewelry, 9; meat markets, 20 (chain, 2); men's furnishings, 9; men's clothing, 13; merchant tailors, 4; milliners, 14; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 43; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 75; most pleasant months, April, June, September, October; doctors (medical, 66), (dentists, 19), (osteopaths, 4); number of wired houses, 5,141; street car service; gas, artificial; electric current, alternating; water, hard.

ROCHESTER, IND.

(Fulton County)

1920 Population, 3,720.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 3%; English Reading, 98%.

Schools: Public Grade, 2; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; United Brethren, Evangelical, Christian.

Banks: National, 1; State, 1; Total Resources, $2,322,359.77; Savings Bank Deposits Total, $1,977,374.73.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, combined. Miscellaneous (Auditoriums, etc.), Theatres, amusement park and dance halls at Lake Manitou, 1½ miles away.

Location: 100 miles east of Chicago, on Erie Railroad. 100 miles north of Indianapolis, on Nickel Plate Railroad. On State Highway and H. M. C. Trail with bus and truck service. To nearest city by railroad, 2 hours; by auto, 1 hour.

Principal Industries: Agriculture and resort town, small industries.

Manufacturing Establishments: Leading firms: Rochester Bridge Co., The Barnhardt Van Trump Co., printers; Waring Glove Co., cigars, ice cream, and other minor industries.

Special Information: Lake Manitou, 1½ miles east, is popular summer resort; three hotels, golf course, amusement park, bathing beaches, and 150 cottages; adds approximately 4,000 to summer population.

Residential Features: Residential town, beautiful homes, paved streets. Average value of homes, $3,000.

Retail Shopping Section: 12 blocks of business section.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines, 3.

Trading Area: 12 miles north, east, south and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 5, druggists, 5; dry goods, 5; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 3; grocers, 13 (chain, 2); hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 2; men's clothing, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve month, 75; most pleasant months, May, June, September, October; doctors (medical, 6), (dentists, 4), (osteopaths, 3); number of wired houses, 750; street car service, no; gas, artificial; electric current, alternating; water, soft.

RUSHVILLE, IND.

(Rush County)

1920 Population, 5,498.

City and Suburban Estimate, none.

Native Whites, 95%; Negroes, 5%; English Reading, 100%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Parochial, 1; number of Pupils, 1,242.

Churches: Baptist, 3; Christian, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, $3,137,883.49. Ten other banks in Rush County have total resources of $2,464,906.45.

Theatres: Moving Pictures, 2. Total number of seats, 970.

Location: Big Four, C. I. & W., Nickel Plate, Penna., and Indianapolis & Cincinnati Traction lines. City is located in the heart of the finest agricultural community in the country and one of the largest hog raising counties in the U. S. To largest city by railroad, 1¼ hours; by trolley, 1¼ hours; by auto, 1½ hours.

Principal Industries: Agriculture, stock raising, furniture factories and allied companies.

Manufacturing Establishments: 4. Leading firms: Innis, Pearce & Co.; Park Furniture Co.; Rushville Furniture Co.; Endres-Tompkins Co.; Chas. E. Francis Co.; Dill Foundry; Arbuckle Foundry; All Rite Electric Co. Total value of yearly output of factories estimated at $3,000,000.

Residential Features: Homes mostly owned.

Retail Shopping Section: About 8 blocks located on First, Second, Main and Perkins Streets.

Trading Area: Strictly a county seat city, and trading extends about 12 to 15 miles in all directions.

Wholesale Houses: Fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 9; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 12; druggists, 3; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 3; groceries, 15 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 115; most pleasant months, May, June, August, September; doctors (medical, 9), dentists, 4), (osteopaths, 1); number of wired houses, 1,520; gas, natural; electric current, alternating; water, hard.

SHELBYVILLE, IND.

(Shelby County)

1920 Population, 9,701.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Negroes, 1½%; Foreign Born, ½%; Industrial Workers, 22%; English Reading, 98%; Families, 2,681.

Schools: 9; Number of pupils, 1,755.

Churches: 8.

Banks: 5; Total Resources, $3,900,000.

Theatres: 2; Total number of seats, 1,985.

Location: 30 miles from Indianapolis on main line of Big 4 and Penna. R. R.

Principal Industries: Furniture, fireless cookers, gloves, overalls, cigars and car lines.

Residential Features: Practically all one-family residences.

Retail Shopping Section: Several blocks in center.

Trading Area: 15 miles radius.

Wholesale Houses: Groceries, 1; meats, 1; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; dressmakers, 15; druggists, 8; dry goods, 2; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; garages (public), 12; grocers, 47; hardware, 4; jewelry, 5; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 2.

SOUTH BEND, IND.

(St. Joseph County)

1920 Population, 70,983. (1925 estimate. 110,000.

City and Suburban Estimate, 300,000.

Native Whites, 66.5%; Negroes, 3.5%; Foreign Born, 30%; Industrial Workers, 70%; English Reading, 98%; Families, 25,000.

Schools: Public Grade, 21; High, 1; Junior High, 4; Parochial, 12; Number of Pupils, 20,000. Notre Dame University.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 12; Presbyterian, 5; Roman Catholic, 14; Miscellaneous, 29.

Banks: National, 4; States, 8; Total Resources, $48,899,841.95; Savings Bank Deposits Total, $34,335,143.59.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,000.

Location: In northern Indiana, 86 miles east of Chicago. Grand Trunk Western, M. C., N. J. Ind. & Ill., N. Y. C., Penna., L. E. & W., and two electric roads: Chic., Lake Shore and South Bend, and Chic., S. B. & Nor. Ind. Bus service to intermediary points and southern Michigan To nearest large city by railroad, 2¼ hours; by trolley, 2½ hours; by auto, 3½; hours.

Principal Industries: Automobiles, agricultural implements, sewing machines, watches, rubber foot wear, electric appliances, clover hullers, lathes, toys, fishing tackle, roofing, furniture, underwear, shirts, overalls, paper boxes.

Manufacturing Establishments: 405. Leading firms: Studebaker Corporation, Oliver Chilled Plow Works, Singer Mfg. Co., Birdsell Mfg. Co., South Bend Watch Co., Westinghouse Elec. & Mfg. Co., South Bend Lathe Works, South Bend Bait Co., Stephenson Underwear Mills, Wilson Bros., H. D. Lee Merc. Co.

Residential Features: A city of home-owners, one-family houses predominating. Many two-family houses. Four large apartment hotels.

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INDIANA (Cont'd)

with three smaller apartment hotels ranging from six to fourteen families.

Retail Shopping Section: Heart of business section extends 8 blocks on Michigan Street, from La Salle to South St.; 5 blocks on Main, from La Salle to Wayne; 3 blocks on St. Joseph, from Washington to Wayne, and all intermediate and cross streets. One large outlying district in foreign section, 5 blocks on Chapin, from Wayne to Prairie. Seven outlying neighborhood sections.

Trading Area: 40 miles north, east, west and south. Intermittent business from a greater distance, due to splendid transportation facilities.

Wholesale Houses: Groceries, 13; meats, 6; fruits, 10; dry goods, 3; miscellaneous lines—conf., 7; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 30; automobile tire agencies, 22; bakers, 21; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 21; delicatessen, 4; druggists, 45 (chain, 6); dry goods, 15; department stores, 8; electrical supplies, 27; florists, 15; fruits, 8; furniture, 19; furriers, 2; garages (public), 28; grocers, 255 (chain, 18); hardware, 16; jewelry, 10; meat markets, 56; men's furnishings, 28; men's clothing, 14; merchant tailors, 14; milliners, 9; opticians, 8; photographers, 14; pianos (and miscellaneous musical instruments), 13; radio supplies, 8; restaurants (including hotels), 52; shoes, 15; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 62 degrees; most pleasant months, May, June, September, October; doctors (medical, 103), (dentists, 66), (osteopaths, 10); number of wired houses, 23,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement page 78

SULLIVAN, IND.

(Sullivan County)

1920 Population, 4,480.

City and Suburban Estimate, 8,500.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 1,212.

Schools: 3; Number of pupils, 815.

Churches: 9.

Banks: 5; Total Resources, $4,150,000.

Theatres: 4; Total number of seats, 2,700.

Location: 26 miles south of Terre Haute on C. & E. I. R. R., Illinois Central R. R., and I. T. H. & E. Traction Lines.

Principal Industries: Cement blocks, silos, machinery, structural iron work and bottling.

Residential Features: All one family houses.

Retail Shopping Section: About six blocks around Public Square.

Trading Area: About 18 miles radius.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; furriers, 1; garages (public), 11; grocers, 19; hardware, 4; jewelry, 1; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

TERRE HAUTE, IND.

(Vigo County)

1920 Population, 66,083.

City and Suburban Estimate, 200,000. **County,** 400,000.

Native Whites, 74.1%; **Negroes,** 5.5%; **Foreign Born,** 5.5%; **Industrial Workers,** 20%; **English Reading,** 98.1%; **Families,** 17,000.

Schools: Public Grade, 24; High, 3; Junior High, 2; Parochial, 6; Number of Pupils, 18,000.

Churches: Baptist, 13; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 18; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 36.

Banks: National, 2; Total Resources, $37,000,000; Savings Bank Deposits Total, $26,637,468.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,000. Outdoor stadium (municipal), 20,000 seats.

Location: C. & E. I., N. Y. C., C. M. & St. P., E. & I., P. C. C. & St. L., also T. H. I. & E. Traction Co. Terre Haute is on the N. Y. C. main and Penna. main line east and west. Paved roads go all the way east and to St. Louis, Chicago and nearer towns in other directions, with good bus lines. Interurban line in all directions out of Terre Haute in trading radius. Fo nearest large city by railroad, 1½ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Coal mining, glass, car works, mine machinery, brick, drain tile, enamel ware, flour and feed, canneries, advertising plates, foundries, vegetables (Davis' garden tomatoes and cucumbers in winter), power, coke.

Manufacturing Establishments: 200. Leading firms: Root Glass Works, Baltimore Glass Works, Columbia Enameling & Stamping Co., Vigo-American Clay Products, National Drain Tile, Central Indiana Power Co. (super power plant), Indiana Coke & Gas Co., Penna. shops, American Car & Foundry Co. Total value of yearly output of factories estimated at $30,000,000.

Special Information: 60 mines, 20,000 miners; monthly pay-roll $3,500,000 when all working; within a 30-mile radius. Building permits $2,600,000 annually. Rose Polytechnic, Indiana State Normal and St. Mary of the Woods Colleges here. Terre Haute is on Dixie Bee Line and the National Highway, leading east and west and north and south highways. Diversified industries help Terre Haute.

Residential Features: City of individual homes, 65% owned. Only 4 or 5 large apartments. New sub-divisions in all parts of city; 70 passenger trains daily; and 60 miles paved streets.

Retail Shopping Section: From River east on Wabash avenue 13 blocks. On Ohio street, parallel to Wabash, 3rd to 8th streets. Cross streets one block each way from Wabash in retail section. Retail section in north part of the city where 13th, Maple avenue and Lafayette avenue meet, about 5 blocks in all.

Trading Area: North, 50 miles; south, 70; east, 30; west, 75.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 7; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passengers automobile agencies, 22; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 15; bakers, 23; cigar stores and stands (including hotels), 26 (chain, 1); confectioners (including hotel stands), 31; delicatessen, 2; dressmakers, 23; druggists, 68 (chain, 10); dry goods, 15; department stores, 6; electrical supplies, 10; florists, 16; fruits, 2; furniture, 30; furriers, 2; garages (public), 7; groceries, 415 (chain, 65); hardware, 16; jewelry, 25; meat markets, 57 (chain, 2); men's furnishings, 23; men's clothing, 30; merchant tailors, 31; milliners, 17; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 109 (chain, 1); shoes, 25; sporting goods, 5; stationers, 5; women's apparel, 13.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 117; most pleasant months, April. May, June, October, November; doctors (medical, 110), (dentists, 40), (osteopaths, 5); number of wired houses, 15,000; street car service; gas, artificial; electric current, alternating; water, hard.

TIPTON, IND.

(Tipton County)

1920 Population, 4,507.

City and Suburban Estimate, 16,000.

Native Whites, 100%; **Foreign Born,** 5%; **English Reading,** 100%; **Families,** 1,226.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; St. Joseph's Academy. Number of Pupils, 1,194.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic. 1; Miscellaneous, Christian Lutheran, 2.

Banks: National, 2; Trust Co.; Total Resources, $2,252,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On L. E. & W. Railroad, and Nickel Plate Railroad.

Principal Industries: Furniture, printing, women's clothing, cutlery, railroad shops, machinery, canning.

Manufacturing Establishments: Leading firms: Fame Canning Co., Hobbs Tomato Product Co., Ball Mfg. Co., McIntosh Broom Factory, Cutlery Factory, H. Clauss, Interstate Sales Co.

Special Information: This is primarily an agricultural community.

Residential Features: Mostly one and two-family houses, private homes predominating. Limited section in northern part devoted to workingmen's tenements.

Retail Shopping Section: Forms heart of business section and terminal for trolley, and bus lines. Several smaller neighborhood sections.

Trading Area: Ten miles east, west, north, and south.

Wholesale Houses: Groceries, 8; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 9; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; furriers, 1; garages (public), 6; grocers, 17; hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 1.

UNION CITY, IND.

(Randolph County)

1920 Population 4,940. (In two States, Ohio and Indiana, street divides. Indiana, 3,406; Ohio, 1,534.)

Native Whites, 90%; **Negroes,** 18%; **Foreign Born,** 10%; **English Reading,** 95%; **Families,** 1,200.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3; Total Resources, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Big Four, Penna., D. & N. R. R. Indiana Union and Ohio Elec. lines. To nearest large city by railroad, 1¼ hours; by auto, 1½ hours.

Principal Industries: U. C. Body Co., U. C. Sedan Works, U. C. Wheel Works, Backstay, J. A. Long Co., Imperial Elec. Co., four elevators, Ritt-Price Co., U. C. Glove Co., U. C. Canning Co., 2 saw mills, several small industries.

Manufacturing Establishments: 27. Leading firms: U. C. Body Co., U. C. Carriage Co., U. C. Sedan Works, Backstay Co., J. A. Long Co., U. C. Wheel Works, R. B. Hunt Mfg. Co.

Special Information: All trains stop at Union City, and has 30 passenger trains daily.

Residential Features: Residential section, 8 squares on Columbia street, 10 on Oak, 10 on Pearl, 8 on Elm, 8 on Main, 6 on Division, 6 on Hickory, with intersecting streets.

Retail Shopping Section: Columbia, Oak, Pearl and Elm are main business streets, 3 squares on Columbia, 3 on Oak, 4 on Pearl and Elm.

Trading Area: Twenty miles. Seven rural routes that attract trade. Center of best agricultural section of eastern Indiana and western Ohio. Grain, tobacco, cattle, hogs.

Wholesale Houses: Miscellaneous Lines—Poultry and B. & E. Elevators.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 8; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 5; delicatessen, 6; dressmakers, 18; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 3; fruits, 4; furniture, 4; garages (public), 6; grocers, 28 (chain, 3); hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 6; shoes, 5; sporting goods, 4; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 71 degrees; average number of rainy days per twelve months, 52; most pleasant months, May, June, September, October; doctors (medical, 16), (dentists, 8), (osteopath, 1); gas, artificial water, hard.

VALPARAISO, IND.

(Porter County)

1920 Population: 6,518. (1925, est. 10,250).

Native Whites, 90.2%; **Foreign Born,** 9.8%; **Industrial Workers,** 20%; **English Reading,** 98.5%; **Families,** 1,788.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,565.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1.

Banks: National, 1; State, 2; Total Resources, $5,550,470.

Theatres: 4; Total number of seats, 3,000.

Location: Valparaiso is located on three trunk line railroads—Pennsylvania, Grank Trunk and Nickel Plate; in the northwestern corner of Indiana, 44 miles from Chicago and 15 miles from Lake Michigan.

Principal Industries: Permanent magnets, school desks, fibroc, electrical specialties, foundries.

Manufacturing Establishments: 20. Leading firms: McGill Metal Co., Lewis E. Myers Co., McGill Manufacturing Co.

Residential Features One-family houses; 75% homes owners.

Retail Shopping Section: Around Courthouse Square and along the Lincoln Highway, two blocks east and west of courthouse.

Trading Area: Immediate city and suburbs.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; tobaccos, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 1; automobile accessories, 8; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 8; delicatessens, 2; dressmakers, 3; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 20; furniture, 4; garages (public), 4; grocers, 17; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 12; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 10.

VINCENNES, IND.

(Knox County)

1920 Population, 17,160. (1925 estimate, 20,000.)

City and Suburban Estimate, 75,000.

Native Whites, 94.5%; **Negroes,** 1.6%; **Foreign Born,** 3.9%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 3,900.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,423.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 2; States, 4; Total Resources, $9,475,727; Savings Bank Deposits Total, $460,000.

Theatres: Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,500.

Location: On Wabash River at junction of B. & O. Railroad, St. Louis division, and Chicago and E. I. R. R. Terminus of Vincennes. Div. of P. R. R. On Cairo Div. of Big Four. Direct freight service to all markets. Bus service to all points in southern Indiana and southeastern Illinois. Ten bus lines. To nearest large city by railroad, 1¾ hours; by auto, 2½ hours.

Principal Industries: Window glass, structural steel, bar iron, soil pipe, chemicals, straw board, egg case fillers, furniture.

Manufacturing Establishments: 68. Leading firms: Blackford Window Glass Co., Central Foundry Co., Cont. Chem. Co., Vincennes Bridge Co., Fort Wayne Corrugated Paper Co., Indiana Board and Filler, Vincennes Furn. & Mfg. Co., Vincennes Phonograph Co. Total value of yearly output of factories estimated at $8,000,000.

Special Information: Adjacent to vast coal and oil fields, center of large trading area.

Residential Features: Mostly one and two-family houses, private homes predominate.

Retail Shopping Section: Extends from Wabash River for 11 blocks on Main street. Busseron street parallels and is a business street for four blocks. Two neighborhood sections.

Trading Area: About 25 miles in all directions, intermittent business from greater distance because of bus service.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 1; miscellaneous lines—conf., 1; ice, 1; poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 10; dressmakers, 20; druggists, 9; dry goods, 9; department stores, 3; electrical supplies, 8; florists, 5; fruits, 4; furniture, 9; furriers, 1; garages (public), 11; grocers, 87 (chain, 12); hardware, 10; jewelry, 5; meat markets, 12; men's furnishings, 13; men's clothing, 6; merchant tailors, 6; milliners, 11; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 45 (chain, 4); shoes, 12; sporting goods, 6; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, September, October; doctors (medical, 18), (dentists, 6), (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

See announcement below

WABASH, IND.

(Wabash County)

1920 Population, 9,872.

City and Suburban Estimate, 13,450.

Native Whites, 96½%; **Negroes,** 1%; **Foreign Born,** 2½%; **Industrial Workers,** 33⅓%; **English Reading,** 98%; **Families,** 2,620.

Schools: 6; Number of pupils, 1,770.

Churches: 12.

Banks: 4; Total Resources, $5,760,240.

Theatres: 3; Total number of seats, 2,300.

Location: Wabash R. R., Big 4 R. R., Ft. Wayne & Northern Indiana R. R. and Union Traction Lines.

Principal Industries: Motor trucks, phonograph cabinets, office supplies, asbestos, tractors, heating plants, canning factory, Big 4 R. R. shops and baking powder.

Residential Features: One and two family houses.

Retail Shopping Section: Six blocks in center of city.

Trading Area: 12 miles radius.

Continued on page 80

In
Vincennes, Indiana

The Confidence of
the Reading Public
is in the

Morning Commercial

Advertising Representative:

RALPH K. ROCKWOOD

Tower Bldg. Chicago, Ill.

INDIANA and IOWA Newspaper Markets in Standard Surveys

INDIANA (Cont'd)

Wabash (con't)

Wholesale Houses: Groceries, 1; fruits, 1; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 3; fruits, 3; furniture, 3; garages (public), 11; grocers, 26; hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 2, men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 9; sporting goods, 1; stationers, 2; women's apparel, 4.

WARSAW, IND.

(Kosciusko County)

1920 Population, 5,478.

City and Suburban Estimate, 6,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 99%; Families, 1,828.

Schools: Public Grade, 8; High, 1; Junior High, 1. Number of Pupils, 1,250.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 3; Total Resources, $3,942,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,000.

Location: 108 miles east of Chicago on main line of Penna. R. R. and on Big Four and Winona interurban lines. To nearest large city by railroad, 1 hour; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Metal and woodworking, foundry, overalls, furniture, baskets, cut glass, canning, ice packing; 3,500 farmers in country.

Manufacturing Establishments: 8. Total value of yearly output of factories estimated at $2,600,000.

Special Information: Located in the summer resort section of Indiana, without any city as large as Warsaw within 25 miles, it is a great trading center. Population of Winona Lake Assembly adjoining city varies from 300 in winter to 4,000 to 25,000 during summer.

Residential Features: All one-family houses, mostly owned. Beautiful, medium priced homes, very few rich people and practically no poor homes. No tenements or apartments.

Retail Shopping Section: Three blocks on Center, 3 on Market, 3 on Buffalo. Several neighborhood groceries.

Trading Area: 20 miles in each direction.

Wholesale Houses: fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 3; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; furniture, 2; furriers, 1; garages (public), 8; grocers, 28 (chain, 1); hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 8; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, September, October; doctors (medical, 11), (dentists, 5), (osteopaths, 2); number of wired houses, 1,640; street car service; gas, artificial; electric current, alternating; water, soft.

WASHINGTON, IND.

(Daviess County)

1920 Population, 8,743.

City and Suburban Estimate, 17,000.

Native Whites, 96%; Negroes, 3%; Foreign Born, 1%; Industrial Workers, 21%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 6; High, 3; Junior High, 2; Parochial, 3; Number of Pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, $4,000,000; Savings Banks Deposits Total, $238,000.

Theatres: Legitimates, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,800.

Location: B. & O., Big Four, and two bus lines.

Principal Industries: B. & O. shops and terminals, clothes hangers, shorts, flour mills, screen doors.

Manufacturing Establishments: 6. Leading firms: Hincher Mfg. Co., Reliance Mfg. Co., Horney Mfg. Co. Annual output, $2,000,000.

Special Information: Half way between Cincinnati and St. Louis and half way between Chicago and Memphis. Good agricultural, community, corn, wheat, oats, stock and dairying. Tomato industry.

Residential Features: One-family houses, few apartments. Private homes in majority. All home owners.

Retail Shopping Section: Main St. 8 blocks. Several neighborhood stores.

Trading Area: 25 miles east and west, north and south.

Wholesale Houses: Groceries, 2; meats, 2; dry goods, 1; miscellaneous lines—flour and feed 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 6; automobiles tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 9; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 4; grocers, 44; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

Standard Surveys of IOWA

AMES, IOWA

(Story County)

1920 Population, 6,270. 1925 Est. 9,500.

City and Suburban Estimate, 25,000.

Native Whites, 95%; Negroes, very few; English Reading, Practically all.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial Trade, 1, Number of Pupils, 1,337. Home of Iowa State College of Agriculture & Mechanic Arts.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1 Church of Christ; 1 Lutheran; 1 United Brethren.

Banks: National, 2; State, 3.

Theatres: Moving Pictures, 3.

Location: On main line Chicago & Northwestern Ry., branch lines of Des Moines and of Northern on C. & N. W. Also on Ft. Dodge, Des Moines & Southern Ry. To the nearest large city by railroad, 1½ hours; by trolley, 1½ hours; by auto, 1¼ hours.

Principal Industries: Home of Iowa State Colleges of Agriculture and Mechanic Arts.

Manufacturing Establishments: 6; Leading firms: Tilden Mfg. Co.

Special Information: Is very progressive and up-to-date, good improvements, first class business houses and schools, $45,000 municipal building built several years ago. $75,000 light plant, water works and cemetery also municipally owned. Mary Greeley Hospital cost more than $80,000. Live Chamber of Commerce, with Secretary and club room facilities. Iowa College 5,000 students 9 months of the year; faculty 700, State Highway Commission located here, employes 100.

Residential Features: Mostly private residences. Some apartments. Number of nine month residents owing to college course. Summer sessions, but on small scale compared with winter months.

Retail Shopping Section: Duff Ave. west to Grand Ave., north from Lincoln Highway to 5th St. Section not covered, but strung out along this territory. Heaviest business district three blocks on Main Street and 4 cross streets one and two blocks each way from Main.

Trading Area: 20 miles. Bus service from north, south and east. Des Moines 30 miles takes some trade from Ames.

Wholesale Houses: Miscellaneous Lines, 1-Hubbard-Lanning, fruit and vegetables.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; bakers, 3; cigar stores and stands (including hotels), 5 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 1; druggists, 6; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 2; fruits, 3; furniture, 2; garages (public), 6; grocers, 25 (chain, 1); hardware, 4; jewelry, 3; meat markets, 9 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct.; doctors (medical, 15), (dentists, 11), (osteopaths, 3); number of wired houses, 2,000; street car service; gas, natural; electric current, alternating; water, hard.

See announcement column 2

ATLANTIC, IOWA

(Cass County)

1920 Population, 5,329.

Native Whites, 86%; Negroes, 1%; Foreign Born, 13%; Families, 1,100.

Schools: Public Grade 4; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $5,000,000. Each bank has a saving department.

Theatres: Moving Pictures, 2. Total number of seats, 1,500.

Location: On Rock Island about half way between Des Moines and Council Bluffs. Shipments from Atlantic (east) go to Des Moines and from there to any point east, northeast, southeast, north or south and west to Council Bluffs and from there west and northwest, southwest, north or south.

Principal Industries: This is an almost exclusive agriculture community (southwestern Iowa). One firm manufactures farm specialties, such as barn cupolas and stock waters and metal window sash, etc. 2 creameries, 2 ice cream factories, and 1 ice plant.

Manufacturing Establishments: 3. Leading firms, Shruager & Johnson.

Residential Features: Mostly private homes and a few two family houses and 3 apartments of small size. 1 small resident district at the south edge of town restricted to about $10,000 residences.

Retail Shopping Section: Business center consists of about 10 blocks, centering on Chestnut and Walnuts Streets.

Trading Area: Atlantic draws trade from the rural communities for a distance of perhaps 30 miles in each direction, have bus service north to Iowa, Brayton, Hamlin and Audubon. (Also rail service to those points.) About 40 miles to Audubon and bus service to Lewis and Griswold (south), also railroad service. Bus service to Cumberland, 20 miles southeast.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 12; dressmakers, 8; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 5; hardware, 2; jewelry, 2; meat markets, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

BOONE, IOWA

(Boone County)

1920 Population, 12,451.

City and Suburban (Estimate 15,000; 1925).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, approximately 100%; Families, 5,500.

Schools: Public Grade, 7; High, 1; Junior

AMES, IOWA
the
Agricultural Capital of the World

Has only one newspaper that covers its territory. Put it on the list.

Use the Iowa Mechandising Plan

THE AMES *Daily* TRIBUNE

Member Iowa Daily Press Association

750 Square Miles

of Iowa's richest trading territory, comprising Boone County and adjacent fringe of farming community, together with the thriving city of Boone, can be covered only by

The Boone News-Republican

There is no other advertising medium by which the 40,000 people living in this territory can be reached. Quick response to advertisers follows the use of this paper.

The News-Republican has recently added

THE UNITED PRESS

to its many news gathering facilities. It has recently been equipped with a new fast Rotary press and two additional typesetting machines. It has strengthened itself with the readers. It holds the key to sales success in a rich community. Its advertising rates are easy.

News-Republican, Boone, Iowa

IOWA (Cont'd)

High, 1; Parochial, 2; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $6,500,000. Savings Banks Deposits Total, $1,-800,000 (total 4 banks).

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: In central Iowa. Served by the C. & N. W. Ry. main line, Chicago, Milwaukee and St. Paul, and the Ft. Dodge, Des Moines and So. Ry. These three roads connect Boone with every corner of the country. To the nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Coal, iron products, farm produce, hosiery, machinery, printing and railroad shops.

Manufacturing Establishments: About 25. Leading firms, Boone Coal Co., Quinn Wire & Iron Works, Boone Hosiery Mills, Carswell Hammond, Boone Brick, Tile & Paving Co., Boone Broom Factory.

Special Information: Located in the heart of the best corn raising state in the Union, making it desirable for the location of a corn sugar plant. Good coal fields. Wonderful deposits of potters' clay, also glass sand in abundance here.

Residential Features: Mostly one-family houses. Very few undersirable homes in Boone, as we are rated as having one of the finest and best looking cities in Iowa in size. Our finest residential section is in the south and central east side.

Retail Shopping Section: Extends on Story St. from 6th, North to 11th, from Greene east to Tama on 8th, with two blocks each on 7th, 9th, 10th, Allen, Keeler and Arden, and two or three small suburban settlements.

Trading Area: Our trading territory reaches about 15 miles in each direction. Due to good gravel roads in all directions we are able to attract people in all kinds of weather.

Wholesale Houses: Fruits, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products, Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 2; automobile tire agencies, 4; bakers, 9; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 7; delicatessen, 2; druggists, 6; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 1; fruits, 2; furniture, 4; garages (public), 4; grocers, 23 (chain, 3); hardware, 6; jewelry, 6; meat markets, 30; men's furnishings, 7; men's clothing, 15; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 12; shoes, 13; sporting goods, 3; stationers, 1.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct.; doctors (medical, 12), (dentists, 14), (osteopaths, 4); number of wired houses, 3,300, street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 80 columns 3 and 4

BURLINGTON, IOWA

(Des Moines County)

1920 Population, 24,057; (1925 Est. 28,000).

City and Suburban Estimate, 150,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 99%; Families, 6,500.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 5,345.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 17.

Banks: National, 1; State, 4; Total Resources, $21,261,026.30. Savings Bank Deposits, $4,587,-706.48.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: On Miss. River, important railroad, mfg. and trading center, located where the Burlington crosses the river, 206 miles from Chicago, 290 from Omaha, 221 St. Louis, 354 St. Paul. Railroads: C. B. & Q., C. R. I. & P., T. P. & W., Muscatine, Burlington & Southern. Steamboat lines connect this city with other points on the river. To the nearest large city by railroad, 6 hours; by auto, 12 hours.

Principal Industries: C. B. & Q. Shops, woodworking, baskets, boxes, Corliss engines, crackers, pickles, mattresses, soap, pearl buttons, sand and limestone quarries, furniture, leather goods, grain, candy, caskets, desks, monuments.

Manufacturing Establishments: 55; Leading firms: Chittenden & Eastman Co., Showers Bros., Burlington Basket Co., Iowa Hardwood Basket Co., Murray Iron Works, Miss. Pearl Button Co., Clinton-Copeland Co., Gardner & Gould, Iowa Biscuit Co., Leopold Desk Co., Schramm & Schmieg D. G. Co., Iowa Soap Co., Burlington Willow Ware Shop, Northwestern Cabinet Co., Embalming Burial Case Co.

Special Information: Over 60% total population of Iowa in eastern half of state, most productive part of Illinois is adjacent to Iowa and Burlington is central market of this rich district. Central market for southeastern Iowa and western Illinois, wholesale and retail distributing point.

Residential Features: Primarily city of homes. 70% owners. Few apartments or two family houses. Most homes have attractive grounds. Beautiful river views along the bluffs overlooking broad Mississippi valley.

Retail Shopping Section: Jefferson from Main west seven blocks to Hawkeye St. Main St. from Court south 8 blocks to Union Depot. Smaller sections with usual groceries, etc.

Trading Area: 65 miles west, 19 south, 20 east and 28 north. This estimate conservatively bases of railroad and road facilities and distance from other towns.

Wholesale Houses: Groceries, 8; fruits, 3; hardware, 3; dry goods, 1; Miscellaneous lines, leather goods, 1; cigars, 1; lumber, 3; drugs, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products, Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 3; bakers, 9; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 39; druggists, 17; dry goods, 5; department stores, 4; electrical supplies, 6; florists, 5; fruits, 9; furniture, 10; furriers, 1; garages (public), 32; grocers, 5 (chain, 6); hardware, 8; jewelry, 6; meat markets, 24; men's furnishings, 11; Men's clothing, 11; merchant tailors, 1; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 30; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct.; doctors (medical, 33), (dentists, 24), (osteopaths, 3); number of wired houses, 5,500; street car service; gas, natural; electric current, alternating; water, hard.

CEDAR RAPIDS, IOWA

(Linn County)

1920 Population, 45,566. 1925, Est. 51,000.

City and Suburban Estimate, 70,000.

Native Whites, 85.6%; Negroes, 1.5%; Foreign Born, 12.9%; Industrial Workers, 20%; Families, 10,126.

Schools: Public Grade, 17; High, 2; Junior High, 4; Parochial, 5. Number of Pupils, 14,-439.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 26.

Banks: National, 2; State, 8; Total Resources, $42,000,000. Savings Bank Deposits Total, $19,-000,000.

Theatres: Moving Pictures, 7; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 15,000.

Location: Centrally located in eastern Iowa. Served by C. & N. W., C. R. I. & P., C. M. & St. P., I. C., Cedar Rapids & Iowa City Ry., Waterloo, Cedar Falls & Northern, also interurban service from Cedar Rapids to Marion, Mt. Vernon and Lisbon. To the nearest large city by railroad, 3 hours; by trolley, 3 hours; by auto, 4 hours.

Principal Industries: Cereal mfg., meat packing, dairy machinery, stone crushers, work clothing, printing, furniture mfg., railroad shops, house moving machinery, snow plows, agricultural implements, steel brackets, sugar, candy, furnaces, pumps, valve grinding.

Manufacturing Establishments: 148; Leading firms: Quaker Oats, T. M. Sinclair & Co., Ltd., Three Minute Cereal Co., Penick & Ford, Iowa Mfg. Co., J. G. Cherry Co., LaPlante-Choate Co., C. R. Engineering Co. Total value of factories estimated at $125,000,000.

Special Information: Location of this city makes it ideal for wholesale houses and the distribution of manufactured products. Manufacture of cereals predominates. Over 56 million bushels of grain ground annually. Over 17,000 autos and trucks registered. 500 acres of parks. Coe College and Cedar Rapids Business College located here. International Headquarters of Order of Railway Conductors.

Residential Features: Mostly one or two family houses. No tenement districts. Private homes predominate. Over one thousand acres landscaped residential sections. Homes in latter section average $10,000.

Retail Shopping Section: Extends east from Cedar River, which divides the city, to 4th St. and from 1st to 5th Ave. inclusive. On west side from river to 3rd St. From 1st to 3rd Ave. inclusive. There are four outlying business and several smaller neighborhood sections with the usual grocery, meat markets and small shops.

Trading Area: About 40 miles west, north and south, and 25 miles east. Intermittent business from people living at greater distances. Cedar Rapids retail market place for over 100,000 people.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 1; dry goods, 1; miscellaneous lines, drugs, 1; coal, 1; cutlery, 1; flour, 4; lumber, 1; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products, Passenger automobile agencies, 21; commercial auto. agencies, 5; automobile accessories, 62; automobile tire agencies, 35; bakers, 22; cigar stores and stands (including hotels), 28 (chain, 5); confectioners (including hotel stands), 19; dressmakers, 35; druggists, 39 (chain, 5); dry goods, 16; department stores, 8; electrical supplies, 19; florists, 7; fruits, 21; furniture, 11; furriers, 4; garages (public), 29; grocers, 215 (chain, 10); hardware, 14; jewelry, 17; meat markets, 29 (chain, 2); men's furnishings, 16; men's clothing, 21; mer-

Continued on page 82

EASTERN IOWA

That section so favored that there is never a total crop failure. The section of the state which centers around the city of

CEDAR RAPIDS

A city where business is always good and, in proportion to population leads the entire state. A city of diversified industry fitted to the agricultural industry surrounding. A city that is fifth in population and second in building. A city of energy and enterprise filled with home owners rather than renters.

The Evening Gazette

The newspaper that serves this growing city and section, covering the buyer class of the prosperous area to a remarkably high degree. A member of the A. B. C. with its circulation radiating out from the city in such a manner as to afford an excellent HARVEST for national advertisers. The paper that carries almost 98 per cent of all national advertising in its city. The only Associated Press newspaper in its territory.

THE EVENING GAZETTE

Cedar Rapids, Iowa

Net paid circulation	21,617
Estimated number of homes in Cedar Rapids	11,500
Net paid city circulation	11,868

Foreign Representatives

THE ALLEN-KLAPP COMPANY

Chicago **New York**

IOWA (Cont'd)

Cedar Rapids (con't)

chant tailors, 10; milliners, 18; opticians, 9; photographers, 12; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 30 (chain, 1); shoes, 21; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct.; doctors (medical, 87), (dentists, 59), (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 81

CEDAR FALLS, IOWA

(Black Hawk County)

1920 Population, 6,316 (exclusive of 3,000 students 11 months of each year.).

City and Suburban Estimate, 12,000.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 1,585.

Schools: Public Grade, 5; High, 2; Junior High, 2; Parochial, 1; **Number of Pupils,** 1,800.

Churches, Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, $3,890,000. Savings Bank Deposits Total, $3,121,908.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: On Cedar River. Served by Illinois Central, Rock Island, and Chicago, Great Western Railroads. Waterloo, Cedar Falls and Northern electric line. Motor bus service to north, east and central parts of state. To the nearest large city by railroad, 20 minutes; by trolley, 20 minutes; by auto, ¼ hour.

Principal Industries: Farm gates, barn furniture, hardware specialties, washing machines, rotary pumps, school supplies, hoisting machinery, grain shockers and printing. Elevator door closers, hangers for barn doors, garage, etc. Concrete mixing machines, portable.

Manufacturing Establishments: 20; Leading firms: Iowa Gate Co., Wagner Mfg. Co., Viking Pump Co., Klean-Kwick Washing Machine Co., Latta School Supply Co., Standard Mfg. Co., Peerless Machinery Co., Liberty Mill Co., Universal Hoist & Mfg. Co., Cedar Falls Broom Co., Cedar Falls Mfg. Co., Falls Foundry Co.

Special Information: The home of the Iowa State Teachers' College. Also large farm gate factory and school supply house. In the heart of a rich agricultural section.

Residential Features: Mostly one-family houses. Private homes predominate. Beautiful residential section with well kept lawns and streets. Homes average in value $5,000.

Retail Shopping Section: Extends from First Street to 6th on Main with one block each direction off Main from First to Fifth. Business section on College Street (near State Teachers' College) extends for three blocks.

Trading Area: Extends about 15 miles north, 20 miles south and 25 miles west.

Wholesale Houses: Miscellaneous lines, auto accessories, 1; Branch House, International Harvester Co.

Number of Retail Outlets for Nationally Advertised Products, Passenger automobile agencies, 8; commercial auto. agencies, 1; automobile accessories, 12; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 4; druggists, 5; dry goods, 6; department stores, 6; electrical supplies, 3; florists, 3; fruits, 12; furniture, 2; garages (public), 12; grocers, 15 (chain, 2); hardware, 4; jewelry, 7; meat markets, 6 (chain, 1); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio, supplies, 5; restaurants (including hotels), 16; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May June, Aug., Sept., Oct.; doctors (medical, 12), (dentists, 10), (osteopaths, 1); street car service; gas, artificial; water, hard.

CENTERVILLE, IOWA

(Appanoose County)

1920 Population, 8,486.

City and Suburban Estimate, County, 30,500; Trade Territory, 45,000.

Native Whites, 96%; **Negroes,** 2%; **Foreign Born,** 2%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. **Number of pupils,** 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Hebrew, 1; Lutheran, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 4; Total Resources, $5,000,000. Savings Bank Deposits Total, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: 100 miles south by east of Des Moines, largest city on C. R. I. & P. between Miss. River and Kansas City, and on C. B. & Q. between Miss. and Missouri rivers. 32 miles of interurban connect with C. B. & Q., C. M. & St. P., Wabash and M. & St. L.

Principal Industries: Coal mining; pay roll in county $3,000,000 annually; railroad division point and shops; gypsum mine and mill; wholesale center, electric power plant furnishing current for 50 towns.

Manufacturing Establishments: 12. Leading firms: Hercules Mfg. Co., large manufacturer of stamp pullers, mine car and equipment factories. Total value of yearly output of factories estimated at $1,500,000.

Special Information: Largest city in center of territory 100 miles west of Keokuk, 200 miles east of Omaha, 200 miles north east of Kansas City and 100 miles south of Des Moines. Center of one of richest coal fields in Iowa.

Residential Features: Homes largely middle class, large per cent owned. A large proportion built in recent years give city modern appearance.

Retail Shopping Section: Built around one of the largest squares in Iowa, two blocks each side and extending to side streets. Smaller business section in south part of town around depots.

Trading Area: 40 miles west and south, 15 miles east and north.

Wholesale Houses: Groceries, 1; fruits, 2; Miscellaneous lines, drugs, 1; bridge and mine supplies, 1; flour and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands) 4; delicatessen, 1; dressmakers, 4; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 5; grocers, 35; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, and men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 5; sporting goods, 4; stationers 1; women's apparel, 2.

CHARLES CITY, IA.

(Floyd County)

1920 Population, 7,350.

City and Suburban Estimate, 20,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,000.

Churches: Baptist, 1: Christian Science, 1; Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Location: On Illinois Central and C. M. & St. Paul.

Principal Industries: Nursery and greenhouses; knitting mills; tank wagons, store fixtures, tractors and woodworking.

Manufacturing Establishments: Leading firms, Hart-Parr Tractor Co., Fisher Bank & Store Fixtures Co., Geo. P. Smith, Sash & Door Factory, Burnham Tank & Coaster Wagon Factory, The Sherman Nursery Co.

Residential Features: Mostly one and two family houses.

Trading Area: Trading area of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Groceries, 29 (chain, 1); druggists, 5; meat markets, 8; cigar store, 1; restaurants, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct.; doctors (medical, 10), (dentists, 10), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

CLINTON, IOWA

(Clinton County)

1920 Population: 24,151.

City and Suburban Estimate, 54,000.

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%; **Industrial Workers,** 22%; **English Reading** 89%; **Families,** 6,245.

Schools: 17; **Number of Pupils,** 4,259.

Churches: 29.

Banks: 6; **Total Resources,** $16,560,000.

Theatres: 7. **Total number of seats,** 5,700.

Location: To nearest large city by railroad, 1½ hours; by trolley, 1¾ hours; by auto, 1½ hours.

Residential Features: One and two family houses.

Retail Shopping Section: About 7 blocks.

Trading Area: About 20 miles radius.

Number of Retail Outlets for Nationally Advertised Products, Passenger automobile agencies, 20; commercial auto. agencies, 11; automobile accessories, 18; automobile tire agencies, 18; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 26; delicatessen, 2; dressmakers, 34; druggists, 14; dry goods, 21; department stores, 3; electrical supplies, 7; florists, 5; fruits, 4; furniture, 7; furrier, 1; garages (public), 18; grocers, 60 (chain, 4); hardware, 9; jewelry, 5; meat markets, 23; men's furnishings, 13; men's clothing, 13; merchant tailors, 12; milliners, 11; opticians, 2; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 21; shoes, 14; sporting goods, 3; stationers, 1; women's apparel, 10.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, July, Sept., Oct.; doctors (medical, 84), (dentists, 23), (osteopaths, 8); number of wired houses, 5,700; street car service; gas, artificial; electric current, alternating and direct: water, soft.

COUNCIL BLUFFS, IOWA

(Pottawattamie County)

1920 Population, 36,162.

City and Suburban Estimate, 101,000.

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **English Reading,** 99%; **Families** in trading area, 43,923.

Schools: Public Grade, 18; High, 2; Parochial, 3.

Churches: Council Bluffs has 42 churches: Baptist, 494 members; Christian Science, 433 members; Congregational, 700 members; Episcopal, 570 members; Hebrew, 100 members; Methodist, 1,850 members; Presbyterian, 1,615 members; Roman Catholic, 3,630 members; Miscellaneous, Lutheran, 1,200; Latter Day Saints, 100; Seventh Day, 90.

Banks: National, 3; State, 2; Total Resources, $16,722,907.

Theatres: Moving Pictures, 5; Total number of seats, 8,800.

Location: Southwestern part of state on Missouri River, 60 miles north of Missouri line, directly across river from Omaha, cities separated by the river and connected by a toll bridge. Business section approximately 5 miles from that of Omaha. Council Bluffs is converging point for 9 railways; located on 15 cross state or national highways; claimed one of the largest farm loan centers in U. S. All large insurance companies represented.

Principal Industries: Railroad shops, mfg. of car wheels, candy, elevators, oil, harvesting machinery and growing of fine flowers and grapes. Grain Elevators, Pacific Fruit Express, Hurd Creamery, Kimball Bros, Elevator Co.

Manufacturing Establishments: Leading firms: Griffin Wheel Co., Woodward Candy Co., Monarch Mfg. Co., International Harvester Co., Sprague Factory, Pacific Fruit Express, McInnerney Elevator Co., Wilcox Florists.

Residential Features: Individual homes predominating, 60 per cent owned, 40 per cent mortgaged; average rental price of rented homes $31.50. Higher class residential districts are in the hills east of the city, while bottom land between the business section and the river is settled with working men's homes and industrial plants, etc.

Retail Shopping Section: 7th Streets to 1st Street on Broadway and on side streets for one block on 7th, Main and Pearl Streets.

Trading Area: 35 miles north to Mondamin, 50 miles northeast to Manning, east to Atlantic, southeast to Clarinda and south to Missouri line, 15 automobile roads and 4 bus lines.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 1; Miscellaneous lines, candy, 1; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 1; automobile accessories, 17; automobile tire agencies, 27; bakers, 11; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 36; delicatessen, 3; dressmakers, 116; druggists, 22; dry goods, 2; department stores, 2; electrical supplies, 8; florists, 7; fruits, 3 wholesale; furniture, 7; garages (public) 34; grocers, 165; hardware, 7; jewelry, 8; meat markets, 26; men's furnishings, 20; men's clothing, 20; merchant tailors, 14; milliners, 9; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 5; restaurants (including hotels), 51; shoes, 11; sporting goods, 1; stationers, 2; women's apparel, 14.

CRESTON, IOWA

(Union County)

1920 Population, 8,034.

City and Suburban Estimate, 17,000.

Native Whites, 7,418; **Negroes,** 40; **Foreign Born,** 574; **Industrial Workers,** 9%; **English Reading,** 99.9%; **Families,** 2,198.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 2. Savings Bank Deposits Total, $3,400,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,800. (New high school building to contain auditorium seating 2,000).

Location: On main line of C. B. & Q. R. R., 400 miles west of Chicago, 70 miles southwest of Des Moines, 100 miles east of Omaha, 150 miles north of Kansas City. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Butter, poultry, ice cream, railroad shops and roundhouse of C. B. & Q. R. R., cotton gloves, brick and tile.

Manufacturing Establishments: Leading firms: Rex Ice Co., Henderson Glove Co., Tramp Bros., Swift & Co., Armour & Co.

Special Information: Creston is the center of a fertile corn producing district where the business of raising hogs is the big industry. On Saturday, October 24, 1925, H. A. Wessels sold a pig at public sale for $1,100. It was one of a litter farrowed on March 3, 1925. The farmers in this territory make money in this way and spend much of it in Creston.

Residential Features: There are 2,025 dwelling houses, two small apartment buildings, three hotels.

Retail Shopping Section: Adams Street, 3 blocks; Maple Street, 2 blocks; Pine Street, 2 blocks; Montgomery Street, 3 blocks.

Trading Area: North, 23 miles to Greenfield; east 16 miles to Thayer; south 21 miles to Lenox; west 22 miles to Corning.

Wholesale Houses: Groceries, 2; fruits, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 4; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 1; furriers, 1; garages (public), 6; total grocers, 8; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 2.

Miscellaneous Data: Doctors (medical 12), (dentists, 6); (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; water, soft.

DES MOINES, IOWA

(Polk County)

1920 Population, 126,468, (1925 est. 150,158).

City and Suburban Estimate, 826,547.

Native Whites, 86.8%; **Negroes,** 3.3%; **Foreign Born,** 8.9%; **Industrial Workers,** 8%; **English Reading,** 98%; **Families,** 35,644. Des Moines ranks third in native white population in cities of over 100.000 class.

Schools: Public Grade, 55; High, 4; Junior High, 2; Parochial, 10; Number of Pupils, 30,000.

Churches: Baptist, 15; Christian Science, 2; Congregational, 4; Episcopal, 3; Hebrew, 4; Methodist, 21; Presbyterian, 11; Roman Catholic, 8; Miscellaneous, 49.

Banks: National 3; State, 16; Total Resources, $106,000,000, Dec. 31, 1923. Savings Bank Deposits Total, $81,652,000, (June 30, 1925).

Theatres: Legitimate, 2; Moving Pictures, 14; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 1; (Coliseum) Total number of seats, 25,000.

Location: Geographically Des Moines is located in the center of the great state of Iowa. The per capita of wealth in this area is the greatest of any similar area in the world. To the nearest large city by railroad, 5 hours; by auto, 6 hours. There are 2,400,000 persons in Iowa, 1,500,000 within the trading radius of Des Moines. Unexcelled transportation insures advantageous marketing to an ever-expanding territory of the highest purchasing power.

Principal Industries; Cement, brick, tile, flour, creamery products, building materials, wood, steel, clothing, furnaces, medicines, cosmetics, automobile equipment, including tires. Des Moines is large insurance center. Factories capitalized at $60,000,000 and turn out (for 1925) over $110,000,000 of Des Moines made goods annually, an increase of over 1100% since 1900.

Manufacturing Establishments: 400. Armand's Powder, Chamberlain Medicine Co., Hawkeye Portland Cement Co., Rollins Hosiery Mills, Green Colonial Furnace, Falcon Milling Co., Sheuerman Woolen Mills, Tone Bros., Old Golden Coffee & Spices, Ford Motor Co., Standard Biscuit Co., C. L. Percival Co., Waterbury Chemical Co., Wood Bros., Thresher Co.

Special Information: Des Moines has 8 universities, colleges and special schools, with an enrollment exceeding 6,000. Des Moines reaches 9,376 miles of Iowa's railroad points by a one road haul. Lines as follows: C. M. & St. P. (2); C. R. I. & P., (2); C. & N. W., (1); C. B. & Q. (2); C. G. W. (2); M. & St. L. (2); Wabash, (1); Ft. Dodge, D. M. & So., (1); D. M. & Cent. Iowa, (2). Des Moines is great insurance center 46 home companies covering fire, life and casualty $209,684,409. Total assets, Jan. 1, 1925, $84,550,047. Total increase for year 1924. 5,000 men and women employed, and as a group they comprise perhaps the largest of the many substantial and prosperous industries of the city. 2,500,000 tons of freight inbound and outbound in 1924. Des Moines is one of the major cities of the 7th Federal Reserve District and is the financial center of the state.

Residential Features; Actual valuation of city property for taxable purposes in 1923 was $172,941,480. Property exempt more than $40,000,000 additional. 1920 census showed 27,127 dwellings within city limits, 51.1%, owned, a high percentage for any city of the first class in the country. A survey by Realtors Bureau Chamber of Commerce Jan. 1925 covered 33,139 dwellings with only 4.8% vacancies.

Retail Shopping Section: Located in central part of the city adjacent to west bank of Des Moines River, and comprises approximately 60 blocks. It is rectangular in shape, extending roughly as far west as 15th street and from the territory immediately north of Grand to that south of Cherry and Market streets. This includes many retail establishments and some jobbing and light manufacturing. Principal office buildings, hotels and public buildings embraced within this area. Also a mercantile district on east side of the river, as well as an extensive manufacturing and wholesale district immediately to the south of retail section.

Trading Area: Numerous passenger bus lines interurbans, etc., operate to nearby points,

Continued on page 84

The Des Moines Register and Tribune has more daily circulation in the city of Des Moines alone than any other daily newspaper has in the entire state of Iowa.



The Des Moines Register and
Tribune's Daily Circulation
for October Averaged
City 56,798, City and Suburban 129,705
Total Net Paid Circulation 170,688

IOWA (Cont'd)

Des Moines (con't)

while there is some freight trucking. Business is secured from people living within 75 mile radius, owing to excellent transportation facilities and the fact that there were 584,542 automobiles registered in Iowa on Aug. 1, 1925.

Wholesale Houses: Groceries, 8; meats, 9; fruits, 5; hardware, 3; dry goods, 2; miscellaneous lines, candy, 9; electric and radio, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; commercial auto, agencies, 7; automobile accessories, 38; automobile tire agencies, 45; bakers, 32; cigar stores and stands (including hotels), 65; confectioners (including hotel stands), 30; delicatessen, 12; dressmakers, 10; druggists, 130 (chain, 3); dry goods, 7; department stores, 3; electrical supplies, 40; florists, 24; fruits, 10; furniture, 48; furriers, 10; garages (public), 92; grocers, 475; hardware, 16; jewelry, 26; meat markets, 50 (chain, 2); men's furnishings, 9; men's clothing, 31; merchant tailors, 33; milliners, 17; opticians, 11; photographers, 21; pianos (and miscellaneous musical instruments), 25; radio supplies, 30; restaurants (including hotels), 146 (chain, 3); shoes, 32; sporting goods, 3; stationers, 11; women's apparel, 14.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 109; most pleasant months, May, June, Sept., Oct.; doctors (medical, 125), (dentists, 180), (osteopaths, 35); number of wired houses, 32,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement page 83

DAVENPORT, IOWA

(Scott County)

1920 Population, 56,727.

Native Whites, 20,545; Negroes, 381; Foreign Born, 3,722; Industrial Workers, 5,271.

Schools: Public Grade, 16; High, 1; Junior High, 3; Parochial, 9.

Churches: Baptist, 5; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 4; Roman Catholic, 7.

Banks: National, 1; State, 10; Total Resources, $6,384,509. Savings Bank Deposits Total $46,763,318.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 11.

Location: West bank of Mississippi. **Railroads:** C. R. I. & P., C. M. & St. P., C. B. & Q., also Davenport, Rock Island & Quincy, a freight belt line. Bus service to DeWitt, Cedar Rapids and Maquoketa to Genesee and Aledo, Ill. To the largest city by railroad, 5 hours; by auto, 4½ hours.

Principal Industries: Freight cars, locomotives, agricultural implement wheels, washing machines, flour, pumps, mill work, foundry products, pearl buttons, stereopticon and motion picture projectors, cigars, candy, ready-cut houses, bakery products, macaroni, overalls, optical goods, packing house products, ladders, industrial gases, motor trucks, and type setting machines.

Manufacturing Establishments: 290; Leading firms, The Battendorf Co., French & Hecht, Voss Bros. Mfg. Co., Davenport Locomotive Works, Victor Animatograph Co., Gordon-Van Tine Co., Crescent Macaroni & Cracker Co., Western Flour Mills, Davenport Pearl Button Co., Linograph Co. Total value of yearly output of factories estimated at $55,000,000.

Special Information: Davenport's location on the Mississippi, the natural rate-breaking point between eastern and western territory, makes ideal situation as to freight rates in and out. The Rock Island Arsenal, U. S. Government's munition plant, located on an island at this point. Government's investment $380,000,000.

Residential Features: Mostly one family houses, private homes predominating. Davenport noted for beauty of its homes, having received nation-wide publicity on a "City Beautiful" campaign several years ago. McClellan Heights, city's most beautiful residential section, located in eastern part of city.

Retail Shopping Section: Fifth street south 4 blocks to Front, and from Government Bridge (LeClaire street) 8 blocks west to Scott. This district is terminal for bus lines and for the Clinton, Davenport & Muscatine interurban line. Five smaller "neighborhood" sections, groceries, meat markets, confectionery, D. G., etc.

Trading Area: 42 miles north, 27 east, 32 south, 43 west.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 3; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 9; automobile accessories, 13; automobile tire agencies, 35; bakers, 26; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 50; druggists, 36 (chain, 14); dry goods, 6; department stores, 4; electrical supplies, 10; florists, 10; fruits, 1; furniture, 6; furriers, 6; garages (public), 53; grocers, 215 (chain, 9); hardware, 16; jewelry, 20; meat markets, 57 (chain, 3); men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 52; shoes, 28; sporting goods, 2; stationers, 7; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, Sept., Oct.; doctors (medical, 80), (dentists, 54), (osteopaths, 5); number of wired houses, 14,500; street car service; gas, artificial; electric current, alternating; water, soft.

DUBUQUE, IOWA

(Dubuque County)

1920 Population, 39,141. 1925 Est. 43,000.

City and Suburban Estimate, 289,000.

Native Whites, 89%; Negroes, 2%; Foreign Born, 10.8%; Industrial Workers, 25%; English Reading, 98%; Families, 9,314.

Schools: Public Grade, 10; High, 7; Junior High, 3; Parochial, 12; Number of Pupils, 8,739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 8.

Banks: National, 2; State, 7; Total Resources, $15,119,207.99. Savings Banks Deposits Total, $2,923,913.58.

Theatres: Legitimate, 1; Moving Pictures, 7, Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 6,000.

Location: Dubuque, situated on the Mississippi River about midway between St. Louis and St. Paul, is about 180 miles from Chicago and 247 miles from Omaha. It is on the main line of four railroads, the C. B. & Q., C. M. & St. P., C. G. W., and I. C. R. R. There are 37 passenger trains arriving and departing daily with an average of 100 passengers. Dubuque is the one large city on the northeast portion of the Iowa State border for many miles north and south. To the nearest large city by railroad, 5¾ hours; by auto, 6½ hours.

Principal Industries: Sash and door factories, C. M. & St. P. shops, phonograph factory, boat building and garment factories.

Manufacturing Establishments: 131. Leading firms, C. M. & St. P. shops, Brunswick Phonograph Factory, Dubuque Boat & Boiler Works, Farley & Loetscher Sash & Door Factory, Carr Ryder Adams Sash and Door Factory, A. Y. McDonald Plumbing Supplies, Morrison Bros. Steel Tanks. Brass goods. Total value of yearly output of factories estimated at $34,277,000.

Special Information: Dubuque has three bridges crossing the Mississippi, two wagon and one railroad bridge. The Illinois Central has a bridge crossing the Mississippi River at this point with through traffic between Chicago and Omaha. The C. G. & W. and C. B. & Q. also use this bridge.

Residential Features: Government figures show that there are 12,057 dwellings in the county.

Retail Shopping Section: Main St. between 1st and 11th Sts. Iowa St. between 11th and 13th Sts. Central Ave. from 9th to 27th Sts.

Trading Area: The position of Dubuque geographically tends to make it the commercial, financial and industrial center of Northeastern Iowa, Southwestern Wisconsin and Northwestern Illinois. Its location, together with its railroad facilities, river transportation and highways, including two wagon and one railroad bridge, makes it the natural trading center for this field. Its jobbers and manufacturers draw their best patronage and are dominant factors in this territory.

Wholesale Houses: Groceries, 4; meats, 46; fruits, 4; hardware, 3; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; automobile accessories, 13; automobile tire agencies, 14; bakers, 12; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 48 (chain, 1); druggists, 28; dry goods, 8; department stores, 4; electrical supplies, 9; florists, 7; fruits, 7; furniture, 8; furriers, 5; garages (public), 26; grocers, 108 (chain, 9); hardware, 12; jewelry, 13; meat markets, 46; men's furnishings, 5; men's clothing, 17; merchant tailors, 14; milliners, 12; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 25; shoes, 25; sporting goods, 2; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 115; most pleasant months, May, Oct.; doctors (medical, 57), (dentists, 45), (osteopaths, 1); number of wired houses, 8,827; street car service; gas, artificial; electric current, alternating; water, hard.

FAIRFIELD, IOWA

(Jefferson County)

1920 Population, 5,948; (1925 est. 6,373).

City and Suburban Estimate, 18,000.

Native Whites, 93.5%; Negroes, 5%; Foreign Born, 1.5%; English Reading, 98%; Families, 1,683.

Schools: Publis Grade, 4; High, 1; Number of Pupils, 1,966.

Churches: 13.

Banks: 4. Total Resources, $5,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,100.

Location: Fairfield, the county seat of Jefferson County, Iowa, is 50 miles west of Burlington, on the C. B. & Q Railroad, and 90 miles southwest of Davenport on the C. R. I. & P.

Principal Industries: Farm wagons, gloves and mittens, washing machines, fiber brushes, malleable iron foundry, pumps, gas engines, light excavators, hay tools, and overhead trackage.

Residential Features: One-family homes.

Trading Area: Includes whole county of 18,000 people.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 5; dry goods, 7; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 10; grocers (chain 3), 20; hardware, 3; jewelry, 2; meat markets, 5; milliners, 2; opticians, 2; photographers, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 1; stationers, 1.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 115; most pleasant months, May, June, Sept., Oct.; doctors (medical, 16), (dentists, 6), (osteopaths, 3); gas, artificial; electric current, alternating; water, soft.

FORT DODGE, IOWA

(Webster County)

1920 Population, 19,347 (1925 est. 22,821).

City and Suburban Estimate, 300,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 20%.

Schools: Public Grade, 9; High, 1 $1,000,000; Junior High, 1; Parochial, 3.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 5; Lutheran, 6.

Banks: National, 3; State, 3; Total Resources, $12,000,000; Savings Banks Deposits Total, $4,850,779.98.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

Location: On main lines of C. G. W. I. C., M. & St. L. Interurban Ft. Dodge to Des Moines 86 miles. Bus north to Algona and intermediate points. To nearest large city by railroad, 3 hours; by trolley, 3 hours; by auto, 3 hours.

Principal Industries: Gypsum, clay, steel and biologic products, mens fur lined coats and gloves, pyrotechnics.

Manufacturing Establishments: Leading firms; Quaker Oats Co., U. S. Gypsum Co., Universal Gypsum Co., American Cement Plaster Co., Cardiff Gypsum Plaster Co., Plymouth Clay Products Co., Vincent Clay Products Co., Kalo Brick & Tile Co., Lehigh Sewer Pipe & Tile Co., Johnston Clay Works, Inc., Fort Dodge Serum Co., Martin Fireworks Co.

Special Information: Gateway to northwest Iowa trade area. Freight rates secured through our Traffic Bureau not excelled by any city of the state. Principal retail center of northwest Iowa. More than $1,457,700 expended last year in building.

Residential Features: Better class of homes in north and northeast, workingmen's homes predominate in extreme southeast part of city, near gypsum and clay mills. Exceptional number of apartment houses for city this size.

Retail Shopping Section: 90 per cent retail business on Central avenue between 6th and 12th streets, 6 blocks and 1st avenue north and south 3 blocks and 2 blocks on 12th street, remaining 10 per cent in outlying districts, grocery, meat markets, etc.

Trading Area: 40 to 50 miles north, northwest and west, 25 to 30 east and south, good roads in all directions. 2 trunk railroads east and west, 2 north and 2 south, and interurban Fort Dodge and Des Moines.

Wholesale Houses: Groceries, 2; fruits, 2; hardware, 1; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 9; delicatessen, 6; dressmakers, 3; druggists, 12 (chain, 1); dry goods, 5; department stores, 6; electrical supplies, 8; florists, 3; fruits, 3; furniture, 7; furriers, 1; garages (public), 7; grocers, 69 (chain 1); hardware, 2; jewelry, 8; meat markets, 16; mens' clothing, 13; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 33; shoes, 7; sporting goods 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; most pleasant months, April, Sept., Oct.; doctors (medical, 33), (dentists, 23), (osteopaths, 5); number of wired houses, 6,879; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement column 4

FORT MADISON, IOWA

(Lee County)

1920 Population, 12,066.

City and Suburban Estimate, 35,000.

Native Whites, 90.59%; Negroes, 2.64%; Foreign Born, 6.77%; Industrial Workers, 60%; English Reading, 98.64%; Families, 3,281.

Schools: Public Grade, 5; High, 1; Parochial, 3; Number of pupils, 2,742.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: State, 5; Total Resources $6,092,327.78; Savings Bank Deposits Total $5,519,704.80.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,200.

Location: On Mississippi River in southeastern corner of Iowa. Railroads, A. T. & S. F., C. B. & Q., Rock Island, Santa Fe shops here. Good harbor, river and shipping center. Bus lines to country 30 miles, good roads.

Principal Industries:. Fountain pens, automatic pencils, tires, wire fence, paper mills, waxed paper, printed bread wrappers, kraft paper, boxboard and boxes, chairs, ice machines, garden tools, pearl buttons, horse collars, spading machines, tool handles, pump oil cans, shock absorbers.

Manufacturing Establishments: 22. Leading firms: W. A. Sheaffer Pen Co., Hinde-Dauch Paper Mills, Midwest Paper Mills, American Fork & Hoe Co., Fort Madison Button Co., Continental Machinery Co., Perfection Tire & Rubber Co., Anthes Forzoil Co., Fort Madison Chair Co. Total value of yearly output of factories estimated at $8,000,000.

Special Information: Railroad shops employ 1,200, terminal employes 600; monthly pay roll railroad $300,000. Rich farming community. City has large trade from Illinois and Missouri.

Residential Features: Mostly one and two family houses, 42 per cent owned. Town long and narrow on hills above river. Four parks, beautiful trees. Majority of streets paved.

Retail Shopping Section: Front, 2nd and 3rd streets, between Cedar and Walnut, including cross streets of Cedar, Pine, Market, Chestnut and Walnut, two blocks each, comprise down town business section. Outlying Santa Fe Avenue district 2,300 to 3,100 blocks and intersecting steets; four other small business districts.

Trading Area: North 15 miles, east 20 miles, south 15 miles, west 35 miles.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous lines, cigars, 3; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 3; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 28; delicatessen, 2; dressmakers, 15; druggists, 7; dry goods, 9; department stores, 4; electrical supplies, 6; florists, 3; fruits, 1; furniture, 5; furriers, 2; garages (public), 16; grocers, 38; hardware, 7; jewelry, 5; meat markets, 14; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 18; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 12.

IOWA CITY, IOWA

(Johnson County)

1920 Population, 11,267. (1925 Est. 15,154).

City and Suburban Estimate, 23,000 (exclusive of 7,000 students).

Native Whites, 91%; Foreign Born, 9%; Industrial Workers, 6%; English Reading, 98%; Families, 3,475.

Schools: Public Grade, 8; High, 4; Junior High, 4; Parochial, 2; Number of Pupils, 3,349.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, $11,500,000; Savings Banks Deposit Total $3,275,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 11,468.

Location: On Iowa River 35 miles west of Mississippi River. In heart of very rich agricultural section. Served by main line of Chicago, Rock Island and Pacific east and west; Rock Island Short Line north and south. Interurban and bus service to adjacent towns. To the nearest large city by railroad 2 hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Calendars, advertising novelties, furniture, perfumes, cosmetics, iron works, grain elevators, meat packing, gloves, canning factory, eggs, poultry and dairy pro-

Government Census Figures Compiled Six Years Ago

Gave Fort Dodge, Iowa 20,000 Population

Modern methods of merchandising in reality make the trading population of this city several times as large.

Fort Dodge is the chief retail and distributing market for an outside area of many miles in all directions because automobiles shorten distances.

The Daily Messenger and Chronicle

Is the Only Newspaper Published in

Fort Dodge

"UNIVERSAL IN ITS FIELD"

IOWA (Cont'd)

ducts, limestone, gravel, sand, crushed rock, river products.

Manufacturing Establishments: 17. Leading firms: Brenard Manufacturing Co., Puritan Mfg. Co., Rate Glove Co. Total value of yearly output of factories estimated at over $3,000,000.

Special Information: Old territorial capital of Iowa and first state Capital. Seat of the State University of Iowa with 13 colleges and over 7,000 students. Five large hospitals, including one new 5,000,000 hospital. City has only U. S. air mail station and aviation field between Chicago and Omaha. City has 50 miles of paved streets.

Residential Features: Mostly one-family houses, 85 per cent of which are owned by occupants. Several fine apartment houses. No hovels nor shacks. City originally laid out by engineers in conjunction with plans for territorial and state capital.

Retail Shopping Section: E. Washington street, 5 blocks; S. Clinton street, 3 blocks; E. College street, 4 blocks; S. Dubuque street, 3 blocks; E. Iowa avenue, 3 blocks; S. Linn street, 3 blocks. In addition there are several neighborhood stores sections.

Trading Area: Extends 30 miles west, 20 miles east, 25 miles south, 15 miles north.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, 1, (Cigars and Tobacco).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 26; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 31; delicatessen, 7; dressmakers, 29; druggists, 9; dry goods, 4; department stores, 4; electrical supplies, 5; florists, 3; fruits, 5; furniture, 4; furriers, 1; garages (public), 14; grocers, 29 (chain, 2); hardware, 5; jewelry, 7; meat markets, 8; men's furnishings, 9; men's clothing, 9 (chain, 2); merchant tailors, 8; milliners, 8; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 22; shoes, 12; sporting goods, 6; stationers, 5; women's apparel, 9.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 28), (dentists, 17), (osteopaths, 2); number of wired houses, 9,280; street car service; gas, artificial; electric current, alternating and direct; water, hard.

KEOKUK, IOWA

(Lee County)

1920 Population, 14,423 (1925 est. 15,800).

City and Suburban Estimate, 25,000. Trading area 82,000.

Native Whites, 90%; Negroes, 6%; Foreign Born, 4%; Industrial Workers, 3,300; English Reading, 97%; Families, 3,400.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,200.

Churches: Baptist, 3; Christian Science Reading Room, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 1; State, 4; Savings Bank Deposits Total $2,400,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School and Y. W. C. A. Total number of seats, 4,000.

Location: Southeast corner of state at junction of Mississippi and Des Moines Rivers. Railroads: C. B. & Q., C. R. I. & P., Wabash, T. P. & W. Freight and passenger bus lines to Northern Iowa and east to Illinois. Railroad and river transportation in all directions. To the nearest large city by railroad 1½ hours; by auto, 1½ hours.

Principal Industries: Cereal mills, steel industries, United Lead Co., tires, powder, starch, syrup, strawboard, cartons, canneries. Keokuk dam in Mississippi River furnishes 175,000 H. P. electric current.

Manufacturing Establishments: 36. Leading firms, Purity Oats Co., J. C. Hubinger Co., Electro Metal Co., Steel Casting Co., United Lead Co., Dupont Powder Works, Standard Four Tire Co., Semi-Steel Casting Co., Iowa Fibre Box Co., Iowa Can Co. Total value of yearly output of factories estimated at $30,000,000.

Special Information: Keokuk is the distributing center for Southeastern Iowa, Northeastern Missouri and Western Illinois. The $25,000,000 hydro-electric plant steadily attracting new business. Proximity to coal fields and agricultural districts makes it ideal for manufacture of cereal products and steel products.

Residential Features: Mostly one-family houses, a few double houses and two flat buildings. Northern part of city fine residential section, Grand avenue, located along the bluffs, is an unusually fine residential street, some residences costing $50,000 to $100,000.

Retail Shopping Section: 12 blocks on Main street, and a few stores on 4th, 5th and 6th streets, one block.

Trading Area: 30 miles west, 30 north. 15 east, 25 south.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 4; druggists, 7 (chain, 1); dry goods, 4; electrical supplies, 3; florists, 2; fruits, 1; furniture, 3; garages (public), 4; grocers, 85, (chain, 3); hardware, 3; jewelry, 4; meat markets, 13 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Oct., Nov.; doctors (medical, 17), (dentists, 10), (osteopaths, 2); number of wired houses, 2,100; street car service; gas, artificial; electric current, alternating; water, hard.

MARSHALLTOWN, IOWA

(Marshall County)

1920 Population, 15,781.

City and Suburban Estimate, 18,000.

Native Whites, 90.1%; Negroes, 1.6%; Foreign Born, 8.3%.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 4; Total Resources $5,396,698.95; Savings Bank Deposits Total $3,180,682.74.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 2,300.

Location: Main line C. & N. W., C. G. W., and M. & St. L. Excellent freight service in all directions. Marshalltown is 20 miles east of the geographic center of state.

Principal Industries: Grocers supplies, auto accessories, furnaces, steam governors, heating specialties, bus bodies, railroad shops, surgical dressings, lubricating oil, paint, gray iron and brass castings.

Manufacturing Establishments: 60. Leading firms, Western Grocer Co., M. & St. L. Shops, Fisher Governor Co., C. A. Dunham Co., Lennox Furnace Co., Marshalltown Mfg. Co., Central Foundry, Walter H. Prier Co., Marshalltown Trowel Co., Ideal Truck & Body Co. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Large center of corn canning, large steel furnace factory, 85 per cent of trowels made in U. S. made by Marshalltown Trowel Co. Center for machine brass and gray iron work. Distributing center for Central Iowa and the headquarters for one of the largest food manufacturing distributing concerns in the U. S.

Residential Features: Very few apartment houses, private dwellings predominating, mostly one-family houses. Some splendid residences in Marshalltown.

Retail Shopping Section: Five blocks on Main street. The center of the business section is about two blocks wide.

Trading Area: About 25 miles in all directions, and the railroads draw shoppers up to 40 miles.

Wholesale Houses: Groceries, 2; fruits, 3; miscellaneous lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 3; druggists, 9; department stores, 5; electrical supplies, 4; florists, 4; fruits, 3; furniture, 4; furriers, 1; garages (public), 14; grocers, 54; hardware, 4; jewelry, 10; meat markets, 10; men's clothing, 10; merchant tailors, 9; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 18; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 7.

MASON CITY, IOWA

(Cerro Gordo County)

1920 Population, 20,065. (1925 est. 22,600).

City and Suburban Estimate, 105,000.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 4,000; English Reading, 85%; Families, 5,400.

Schools: Public Grade, 16; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 4,717.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), Armory and High School and chamber of commerce. Total number of seats, 45,000.

Location: Railroads: St. Paul, Great Western, Minneapolis & St. Louis, Rock Island, Northwestern, and Mason City and Clear Lake interurban. 365 miles from Chicago, 150 from Twin Cities, 121 from Des Moines and 208 from Omaha. Center of excellent system of paved and graveled bed roads, with good truck and bus service over considerable area. Red Ball Bus Line running 4 directions out of Mason City on regular schedules—To the nearest large city by railroad 4 hours; by auto 3½ hours.

Principal Industries: Cement, brick and tile, pork packing, beet sugar, railroad shops, box factory, sand and gravel pits.

Manufacturing Establishments: Leading firms, Northwest States Portland Cement Co., Lehigh Portland Cement Co., Jacob E. Decker & Sons, Northewestern Sugar Corp., Mason City Brick & Tile Co., North Iowa Brick & Tile Co., National Clay Works, Webster Bros. Mfg. Co. Total value of yearly output of factories estimated at $30,000,000.

Special Information: Due to natural resources city is large producer of clay products, producing an enormous amount of hollow clay products, both building and drain titles. Large beet sugar plant, producing 45,000,000 last year. Packing plant (independent) killed 510,000 hogs.

Residential Features: Largely one family houses, with a few apartments. Two new residence sections built in 1925. Considerable foreign population working in cement and sugar industries concentrated in vicinity of these plants. Large number of Mason City people own cottages at Clear Lake, leading Iowa summer resort, ten miles away connected by paved road and hourly interurban service, and live there during the summer.

Retail Shopping Section: Main shopping section about 7 blocks on both sides Federal avenue, and about 4 blocks each of Delaware and Pennsylvania avenues paralleling. Shopping center extends one to two blocks from Federal on each side on lateral streets.

Trading Area: Average radius 37 miles, covers most intensive trading territory.

Wholesale Houses: Groceries, 3; fruits, 2; miscellaneous lines, electric supplies, 1; plumbing, heating, 1; wholesale paper supplies, 1; building supplies, 2; auto. accessories and parts, 2; tires, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 9; automobile accessories, 10; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 14; druggists, 10; dry goods, 15; electrical supplies, 4; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 20; grocers, 85; hardware, 3; jewelry, 8; meat markets, 17; men's furnishings, 21; milliners, 8; opticians, 5; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 35; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature 53 degrees; average number of rainy days per twelve months, 83; most pleasant months, May, June, Sept., Oct.; doctors (medical, 28), (dentists, 25), (osteopaths, 6); number of wired houses, 3,800; street car service; gas, artificial; electric current, alternating; water, hard.

MISSOURI VALLEY, IOWA

(Harrison County)

1920 Population, 3,985.

Foreign Born, 25%; Industrial Workers, 25%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,000.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $1,500,000.

Theatres: Moving Pictures, 3; Total number of seats, 1,200.

Location: Maine line C. & N. W. Wyoming Division of C. & N. W. Sioux City Division of C. & N. W. 25 miles north of Council Bluffs and Omaha, on Lincoln Highway, K. T. and Custer Battlefield Highway.

Principal Industries: Railroad shops, small manufacturers.

Manufacturing Establishments: Leading firm: Higgins Packing Co.

Special Information: Aside from railroad shops (600 men) this is an agricultural community. Land sells from $200 to $325 an acre.

Residential Features: No tenements. Large percentage of homes owned.

Retail Shopping Section: Main Street, 5 blocks, with good buildings and all filled. Considerable building activity.

Trading Area: 10 miles west to Missouri Good automobile roads.

Wholesale Houses: Fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 2; automobile accessories, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; fruits, 2; furniture, 2; garages (public), 5; grocers, 10; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 2.

MUSCATINE, IOWA

(Muscatine County)

1920 Population, 16,068 (1925 est. 18,173).

City and Suburban Estimate, 79,103.

Native Whites, 89%; Negroes, 0.6%; Foreign Born, 10.3%; Industrial Workers, 31%; English Reading, 98%; Families, 4,416.

Schools: Public Grade, 9; High, 1; Parochial, 4; Number of Pupils, 3,325.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 13.

Banks: National, 1; State, 4; Total Resources, $14,469,512.74; Savings Bank Deposits Total, $13,051,774.22.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc), 2; Total number of seats, 4,169.

Location: Is nearest central part of Iowa of any river point in Muscatine County. Served by 3 lines: Rock Island Railroad, the Chicago-Kansas Main Line, Muscatine-Montezuma branch, Muscatine-Wilton branch, C. M. & St. P. Ry. main line, and C. D. and M., 24 passenger trains daily. To the nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto 1¼ hours.

Principal Industries: Pearl button mfg., pearl button machinery mfg., sash and door, cannery and preserving (big Heinz and independent plants) truck and melon gardening, 33 button factories for blanks only.

Manufacturing Establishments: 62. Leading firms: Roach & Musser Lumber Co., Huttig Mfg. Co., Barry Mfg. Co., H. J. Heinz Co., Ziegler Canning & Preserving Co., McKee Button Co., Hawkeye Button Co., Iowa Pearl Button Co., Automatic Button Co., U. S. Button Co., Pennant Button Co., Weber Button Co. Total value of yearly output of factories estimated at $9,000,000.

Special Information: On big bend of Mississippi River. Exceedingly large producer of fresh water pearl buttons and center of American fresh water pearl button industry.

Residential Features: Covers area of 7 square miles. 90 per cent of the inhabitants own their own homes.

Retail Shopping Section: North on Iowa avenue (Central street), 3 blocks; west on Front from Iowa, 2 blocks; west on 2nd street, 2 blocks; east on Front from Iowa avenue, 4 blocks; east on 2nd street, 5 blocks; east on 3rd street, 4 blocks; 2 "neighborhood" outlying sections with usual grocery, meat markets, etc.

Trading Area: All within a radius of 22 miles, extend north 20 miles; south 18 miles; east 12 miles; west 40 miles.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 5; hardware, 1; clothing, 1; miscellaneous lines, auto accessories, 1; bakeries, 3; cigar and tobacco, 9; harness and leather, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 21; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 22; dressmakers, 8; druggists, 11; dry goods, 10; department stores, 6; electrical supplies, 9; florists, 3; fruits, 8; furniture, 6; garages (public), 15; grocers, 67; hardware, 6; jewelry, 6; meat market, 14; men's furnishings, 14; men's clothing, 9; merchant tailors, 10; milliners, 6; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 18; shoes, 15; sporting goods, 7; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 37; most pleasant months, June Aug., Sept., Oct.; doctors (medical, 21), (dentists, 12), (osteopaths, 3); number of wired houses, 4,250; street car service; gas, artificial; electric current, alternating; water, soft.

NEWTON, IOWA

(Jasper County)

1920 Population, 6,627. (1925 est. 7,556.)

City and Suburban Estimate, 12,000.

Native Whites, 95%; Negroes, 25 people; Foreign Born, 3%; Industrial Workers, 30%; English Reading, all; Families, 1,640.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; United Presbyterian 1; Lutheran, 1.

Banks: National, 2; State, 1; Total Resources, $400,000 capital and resources; Savings Bank Deposits Total $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,400.

Location: On Rock Island R.R. from Chicago. Shipments to all points. Connect with other lines north and south at Des Moines. M. & St. L. branches to near communities bring local trade. To the nearest large city by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Washing machines, 4 factories, 270,000 machines annually, $4,000,000. Road machinery, brick and tile, advertising specialties.

Manufacturing Establishments: 6. Leading firms, Maytag Washing Machine Co., One Minute Washer Co., Woodrow Washer Co., Automatic Washing Machine Co. The Parsons Co., road working and car wheels. Newton Foundry, castings. Newton Clay Products Co. Total value of yearly output of factories estimated at $32,000,000.

Special Information: In rich agricultural section. 7,000 automobiles; good grain market.

Residential Features: Mostly one and two story dwellings. Very much congested, over 350 houses were built in 1925, average cost $4,500. Some beautiful homes, costing up to $100,000.

Retail Shopping Section: Around Public Square, mostly 1st street, north and south, 2nd street, north and south; 1st avenue, east and west, 2nd avenue, east and west. A few neighborhood stores.

Trading Area: About 20 miles in rich agricultural section; dairying and poultry.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including

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IOWA (Cont'd)

Newton (con't)

hotels), 5; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; furriers, 1; garages (public), 11; grocers, 21 (chain, 2); hardware, 2; jewelry, 2; meat markets, 9 (chain, 1); men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5 (1 mfg. Co.); restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 37; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 15), (dentists, 9), (osteopaths, 4); number of wired houses, 1,600; street car service; gas, artificial; water, hard.

OELWEIN, IOWA

(Fayette County)

1920 Population, 7,455 (1925 est. 8,024).

Native Whites, 86%; Negroes, 1%; Foreign Born, 13%; Industrial Workers, 60%; English Reading, 93½%; Families, 3,561.

Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, Public 1,458, Parochial 480.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, Lutheran, Colored Methodist.

Banks: National, 1; State, 3; Total Resources $3,150,400.49; Savings Bank Deposits Total $1,-921,264.49.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,623.

Location: On R. I. & C. G. W. Oelwein is the Hub of Northeastern Iowa, in the heart of the dairying and farming country, with splendid gravel and paved roads. Bus lines, north and south. Division point of C. G. W. with large railroad shops and freight stations. To the nearest large city by railroad, 45 minutes, by auto, 1 hour.

Principal Industries: Railroad shops, pasteurizing and dairy plants. Ice plants (artificial) Chemical Manufacture, bottling works, printing, machinery and auto accessory manufacturers, roofing, construction and paving companies. Creamery plants.

Manufacturing Establishments: 15. Leading firms, Spencer Construction Co., Oelwein Chemical Co., F. H. Lawrence Roofing Co., Maller Bros. Mfg. Co., Register Co., Oelwein Bottling Works, Farnum Mfg. Co., Standard Co., Oelwein Creamery Co. Total value of yearly output of factories estimated at $1,000,000.

Special Information: Center of a trading territory of four counties, with approximately 70,000 inhabitants. Large retail and smaller wholesale center. Distributing point through C. G. W. for large manufacturer's products. 20,912 automobiles and trucks registered in this territory Jan. 1, 1924. Center of farming and dairying; splendid roads and railroad facilities.

Residential Features: Mostly one and two family houses, large percentage owners. New apartment houses being built, with large number of private homes throughout the city. Average value $4,200.

Retail Shopping Section: Forms a square, consisting of Frederick street, north and south; Charles street, east and west; 1st avenue, east, north and south; 1st avenue, west, north and south; 1st, 2nd and 3rd streets, south, east and west. Total business district comprises about 25 blocks center consists of 20 blocks. Outlying Italian business district comprises about 5 blocks. Usual small neighborhod stores.

Trading Area: North and south about 40 miles, and east and west about 26 miles. Large bulk of business secured due to fact that Oelwein is largest town in territory and easily reached. Trading area population about 75,000.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 10; automobile accessories, 4; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 5; druggists, 4 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 8; grocers, 18 (chain, 1); hardware, 5; jewelry, 4; meat markets, 9 (chain, 1); men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 37; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 11), (dentists, 7), (osteopaths, 2); number of wired houses, 2,300; gas, artificial; electric current, alternating; water, hard.

OSKALOOSA, IOWA

(Mahaska County)

1920 Population, 9,427. (1925 est. 10,227.)

City and Suburban Estimate, 12,000.

Native Whites, 93%; Negroes, 2.4%; Foreign Born, 4.6%; Industrial Workers, 12%; English Reading, 98%; Families, 2,630.

Schools: Public Grade, 5; High, 1; Number of Pupils, 2,117.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 2; Total Resources, $6,750,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Chicago, Rock Island & Pacific, Chicago, Burlington & Quincy, Minneapolis & St. Louis; 60 miles southeast of Des Moines; midway between Minneapolis and St. Louis.

Principal Industries: Work garments, fire hydrants, candy, brick and tile, air stations, heating plants, band music.

Manufacturing Establishments, 25. Leading firms, Hanna Mfg. Co., Western Mfg. Co., Iowa Valve Co.

Special Information: Home of Penn College, John Fletcher College, located in University Park, a suburb adjoining Oskaloosa. Center of rich agricultural district. Small coal mining activity.

Residential Features: Large per cent of homes owned by people living in them. One-family homes almost exclusively.

Retail Shopping Section: High Ave., 9 blocks; 1st Ave., 4 blocks; Market St., 3 blocks; 1st St., 3 blocks; A Ave., 1 block all radiating from public square.

Trading Area: Covers Mahaska County completely and draws from surrounding countries, within radius of 20 to 25 miles.

Wholesale Houses: Groceries, 3; Miscellaneous lines, harness and auto supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 12; bakers, 4; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 5; grocers, 23; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 8; men's clothing, 8; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

OTTUMWA, IOWA

(Wappello County)

1920 Population, 23,003. (1925 est. 27,600.)

City and Suburban Estimate, 150,000.

Native Whites, 87½%; Negroes, 2½%; Foreign Born, 10%; Industrial Workers, practically all; English Reading, all; Families, 5,300.

Schools: St. Joseph's Academy for Girls, 200 Pupils; St. Joseph's Junior College, 100 Pupils; Public Grade, 17; High, 1; Parochial, 1. Number of Pupils, Parochial, 200; Total 5,300.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, Christian, 2; Lutheran, 3.

Banks: National, 3; State, 8; Total Resources, $10,000,000; Savings Bank Deposits Total, $8.-000,000.

Theatres: Legitimate, 7; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), High School Auditorium: Total number of seats, 1,500; Square Theatre seats 1,600.

Location: On Des Moines River, central southern part of state. Railroads: C. B. & Q., Wabash, C. M. & St. P., and Rock Island. 75 miles from Mississippi River and 208 miles east of Missouri River. To the nearest large city by railroad 3½ hours; by auto, 4 hours.

Principal Industries: Packing industry, coal mines, implements, cigars, farm machinery, bricks.

Manufacturing Establishments: 95. Leading firms, John Morrell & Co., Deere & Co., Ottumwa Box Car Co. Total value of yearly output of factories estimated at $70,000,000.

Special Information: Four railroads, service east and west, north and south; 1,600 railroad families. Division point on main line C. B. & Q. and C. M. & St. P. John Morrell & Co., enormous independent packing plant employing 2,400.

Residential Features: Great many factory men own homes; no tenement district; some beautiful homes on hills. Des Moines River runs through the city.

Retail Shopping Section: Pretty much grouped. fair buildings, very complete stocks at low prices, attracting many shoppers, 58% of total business is from southern Iowa and northern Missouri. Merchants aggressive; make frequent trips to New York and other markets.

Trading Area: Southern Iowa and northern Missouri, city only 20 miles from Missouri line. Reach out for 75 miles each direction. Number of primary dirt roads into Ottumwa from all directions. 28 passenger trains a day.

Wholesale Houses: Groceries, 2; meats, 1 packing plant; fruits, 2; hardware, 2; miscellaneous lines, big drug house, 2 candy factories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 53; automobile accessories, 70; automobile tire agencies, 70; bakers, 7; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 18; druggists, 12; dry goods, 10; department stores, 5; electrical supplies, 3; florists, 3; fruits with groceries, 103 (chain, 4); furniture, 5; furriers, 10; garages (public), 40; grocers, 103; hardware, 5; jewelry, 6; meat markets, 3; all grocers have meat markets; men's furnishings, 14; men's clothing, 14; merchant tailors, 10; milliners, 16; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 15; shoes, 10; sporting goods, 3; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Sept., Oct.; doctors (medical, 25), (dentists, 17), (osteopaths, 6); number of wired houses, 5,002; gas, artificial; electric current, alternating; water, hard.

PERRY, IOWA

(Dallas County)

1920 Population, 5,642.

City and Suburban Estimate, 15,000.

Native Whites, 98½%; Negroes, 5%; Foreign Born, 1½%; English Reading, 94%; Families, 1,343.

Schools: Public Grade, 4; High, 1; Parochial, 1. Number of Pupils, 1,400.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, $3,150,000. Savings Bank Deposits Total, $1,-500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,100.

Location: In Central Iowa, 35 miles northwest of Des Moines. Served by C. M. & St. P. R.R. main line; Minneapolis & St. Louis; Des Moines & Central Iowa (electric). To nearest large city by railroad 1¼ hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Farming, dairy and stock raising; C. M. & St. P., Division point and shops; meat packing.

Manufacturing Establishments: 8; Leading firms: Hausserman Packing Co., Perry Milk Products Co., Globe Washing Machine Co., at Last Washing Machine Co., Grimes Perry Canning Co., Perry Mill Co., Osmundson Spade Mfg. Co., Iowa Railway & Light Co. Total value of yearly output of factories estimated at $600,-000.

Special Information: Perry is the center of the exceedingly prosperous farm community. Farmers in this district not only devote their time to stock raising and grain production but give considerable attention to dairying because of the market created by the Perry Milk Products Co., for milk. Being a division point on the main line of the C. M. & St. P. R.R., hundreds of well-paid railway employes reside here. Perry is also the home of the Tri-County Fair, the largest agricultural exposition in Iowa except the Iowa State Fair.

Residential Features: Mostly one-family homes; residences are practically all modern; very few poor houses can be found in the city.

Retail Shopping Section: Extends from C. M. & St. P. tracks south on 2nd St., for seven blocks and around a triangle in which city library is located; also two blocks each way on Willis Ave. and Warford Ave. There are five grocery stores in the residential district.

Trading Area: Extends 25 miles west; 10 miles north; 10 miles east; 15 miles south, although some business is secured from a greater district.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 1; garages (public), 5; grocers, 14 (chain, 1); hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 50 degrees; averager number of rainy days per twelve months, 50; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 7), (dentists, 7), (osteopaths, 4); gas, artificial; electric current, alternating; water, hard.

SHENANDOAH, IOWA

(Page County))

1920 Population, 5,255.

City and Suburban Estimate, 12,487.

Native Whites, 99.9%; Foreign Born, .1%; English Reading, 100%; Families, 1,326.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,392.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $3,309,483; Savings Bank Deposits Total, $2,-298,905.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 1. Total number of seats, 2,756.

Location: On C. B. & Q. (two lines), Wabash, Keokuk & Western R.Rs., Wabash R.R. main line between Omaha and St. Louis, Fourteen trains per day. Is on Harding Highway and two other state highways. To nearest larger city (Omaha) by railroad, 2½ hours.

Principal Industries: Nurseries, seed houses, incubators, powder manufacturing, flag and decorating manufactories.

Manufacturing Establishments: 8. Leading firms: Economy Stock Powder Co., American Stock Powder Co., Old Homestead Stock Powder Co., Rutledge Co., Sehandoah Flag & Decorating Co., Mt. Arbor Nursery Co., Shenandoah Nurseries, Henry Field Seed Co., May Seed and Nursery Co., Welch Nursery Co., Jas. Campin Nursery Co., American Flag & Decorating Co., Young Mfg. Co. (gloves and mittens). Total value of yearly output of factories estimated at $8,000,000.

Special Information: Postal receipts for first five months of 1925 were $102,000, making it among the first six largest post offices in state of Iowa.

Residential Features: Practically all private residences, a city of beautiful homes, fine churches and an extensive park system (seven parks). Fifteen miles of good paving. Trade territory of 45,000 people.

Retail Shopping Section: On Sheridan Ave., 6 blocks; Thomas Ave., 4 blocks; Elm St., 4 blocks; Maple Ave., 2 blocks; Sycamore, 1 block.

Trading Area: East, 20 miles; south, 35 miles; west, 15 miles; north, 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 18; automobile tire agencies, 4 (3 exclusive); bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands, 15; delicatessen, 8; dressmakers, 6; druggists, 3; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 1; fruits, 15; furniture, 3; furriers, 4; garages (public), 12; grocers, 20; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 10; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 50; most pleasant months, spring and fall; doctors (medical, 19), (dentists, 6), (osteopaths, 3); number of wired houses, 1,300; gas, artificial; electric current, alternating; water, hard.

SIOUX CITY, IOWA

(Woodbury County)

1920 Population, 71,227. (1925 est. 77,500.)

City and Trade Territory Estimate, 400,000.

Native Whites, 85%; Negroes, 4%; Foreign Born, 11%; Industrial Workers, 24%; English Reading, 96%; Families, 16,000.

Schools: Public Grade, 30; High, 2; Junior High, 4; Parochial, 15; Number of Pupils, 13,000.

Churches: Baptist, 5; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 5; Methodist, 11; Presbyterian, 8; Roman Catholic, 13; Miscellaneous, 24.

Banks: National, 5; State, 10; Total Resources, $50,000,000; Savings Banks Deposits Total, $32,000,000.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

Location: In the heart of the tall corn country on the Missouri River at junction point of Iowa, Nebraska and South Dakota, dominating a trading field consisting of northwestern Iowa northeastern Nebraska and southern half of South Dakota and southwestern Minnesota. Served by C. & N. W., I. C., C. M. & St. P., C., St. P., M. & O., G. N., and Burlington. To the nearest large city by railroad 14 hours.

Principal Industries: Live stock center, dairy products, grain, jobbing and retail center.

Manufacturing Establishments: Armour, Swift, Cudahy, Hanford's Creamery Co., Fairmont Creamery, Blue Valley Creamery, Mystic Milling Company, Albertson Machine Works, Hawkeye Truck Co., Sioux City Seed & Nursery Co., Wertz Seed Co., Norfolk Furnace Co., Wm. Warnock Co., Akron Milling Co., S. C. Casket Co., Chesterman & Co., Martens-Kettels Milling Co., Sioux Candy Co., Palmer Candy Co., Johnson Biscuit Co., Sioux City Box Co., H. A. Baker Co., Curtis Sash & Door Co.

Special Information: Sioux City is the logical outlet for merchandise to northwestern Iowa, northeastern Nebraska, southern half of South Dakota and southwestern part of Minnesota. Sioux City is also the marketing place of all the agricultural products from this field. Sioux City is large livestock, grain and produce center, and ranks second among the world's hog markets.

Residential Features: Decidedly a city of homes, very few apartments. The average income for this section is from $2,000 to $5,000. This enables almost every one to own his home. Wealth is more evenly distributed in the heart of the tall corn country than in any other section of the country.

Retail Shopping Section: Fourth and Pierce Sts. are considered the main retail streets, 10 blocks on Fourth St. and 5 blocks on Pierce St. The downtown retail section is seven blocks long and 5 blocks wide. Sioux City has 4 large department stores, among the largest in Iowa. This is made possible because over 60% of the sales of leading retail establishments is derived from the surrounding territory rather than from the city.

Trading Area: Extends about 65 miles east, south and north, 120 miles and more west into South Dakota.

Wholesale Houses: Groceries, 7; meats, 10;

fruits, 12; hardware, 2; dry goods, 2; miscellaneous lines, shoes and findings, 4; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 44; automobile accessories, 20; automobile tire agencies, 25; bakers 12; cigar stores and stands including hotels), 63; confectioners (including hotel stands), 24; delicatessen, 5; druggists, 57; dry goods, 13; department stores, 4; florists, 9; fruits, 4; furniture, 17; furriers, 3; garages (public), 37; grocers, 229 (chain, 17); hardware, 16; jewelry, 19; meat markets, 28; men's furnishings and men's clothing, 10; milliners, 5; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 105; shoes, 15; sporting goods, 4; stationers, 11; women's apparel, 12.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 110), (dentists, 73), (osteopaths, 6); number of wired houses, 13,500; gas, artificial; electric current, alternating; water, hard.

See announcements on this page

VINTON, IOWA

(Benton County)

1920 Population, 3,381.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 100%; Families, 975.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 900; Iowa College for the Blind.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Christian, 1; United Brethren, 1; Lutheran, 1.

Banks: National, 1; State, 3; Total Resources, $2,000,000. Savings Bank Deposits Total, $700,000.

Theatres: Moving Pictures, 1; Miscellaneous Auditoriums, etc), 3. Total number of seats, 2,000.

Location: On Chicago-Minneapolis line of Rock Island and Cedar Rapids-Sioux Falls line of same road. Excellent service east, north and south. Vinton is 25 miles from transcontinental C. & N. W., thus has excellent service by rail to all points. On Red Ball auto route, 12 miles off transcontinental highway. Will soon be division point and terminal of Sioux Falls' branch of C. R. I. & P. RR. with machine shops.

Principal Industries: Printing and binding plant, employing about 40 people. Noted for fine work. A city establishment in a small town.

Manufacturing Establishments: 2. Leading firms: Iowa Canning Co.'s two largest factories. Vinton is a very large canning center, as high as 6,000,000 cans of their products having been turned out in a season.

Residential Features: One family houses of high grade.

Retail Shopping Section: Fourth St. 3 blocks; 5th St., 3 blocks; 1st Ave., 3 blocks; 2nd Ave., 2 blocks; Ave A., 3 blocks; 3rd St., 2 blocks; 2nd Ave., 2 blocks. Other streets aggregate about 4 full blocks.

Trading Area: North 10 miles, south 25 miles, east 15 miles, west 17 miles.

Wholesale Houses: Miscellaneous Lines, Wholesale bakery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 16; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels, 10; confectioners (including hotel stands), 2; dressmakers, 10; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 1; florists, 3; furniture, 2; garages (public), 10; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 3; sporting goods, 4; women's apparel, 3; lumber dealers, 2.

WASHINGTON, IOWA

(Washington County)

1920 Population, 4,697.

City and Suburban Estimate, 15,000.

Native Whites, practically all; Negroes, very few; Foreign Born, very few; English Reading, all; Families, 1,250.

Schools: Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 5; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $5,000,000. Savings Bank Deposits Total $1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,500.

Location: On Kansas City branch of Rock Island; same branch of C. M. St. P.; C. B. & Q. has a branch from Burlington to Washington. Good shipping facilities. To the nearest large city by railroad, 3 hours; by auto, 1 hour.

Principal Industries: Principally an agricultural region. Has one pearl button factory. Railway division point for freights. Good stores, homes, schools and churches. Country round about devoted to farming and stock raising.

Manufacturing Establishments: Leading firms, American Pearl Button Co., McClerry Calendar

Continued on page 88

Sioux City Journal

SIOUX CITY, IOWA

First in Circulation
First in Advertising
(local, national and classified)

There is a Reason!

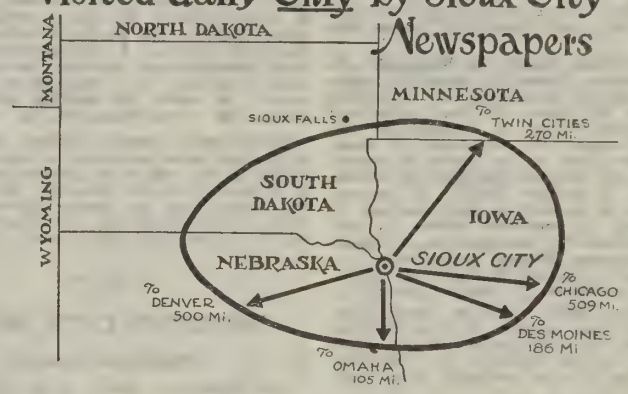
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This market's annual per capita production of new wealth is the highest in the United States.

The Sioux City Tribune

is Sioux City's Independent and exclusive *Evening* newspaper. It leads the field among these prosperous inhabitants.

Net Paid Circulation

for the 6 months ending September 30, 1925

52,085

[ALL EVENING]

SEE THE LATEST A. B. C. STATEMENTS FOR SIOUX CITY NEWSPAPERS

IN SIOUX CITY THE TRIBUNE
carried the 1924 messages as follows:

	Daily Tribune	Second Daily
Local	3,189,011 Lines	2,150,127 Lines
National	1,206,128 Lines	1,119,223 Lines
Automobile	243,565 Lines	110,838 Lines
Total	4,638,704 Lines	3,380,188 Lines

Figures by The Haynes Advertising Agency, Omaha, Neb.

*Sioux City has one Sunday paper—figures not included.

The Sioux City Tribune

Represented in the National Field by

Williams, Lawrence & Cresmer Co.

New York Chicago San Francisco Los Angeles

IOWA and KANSAS Daily Newspaper Markets in Standard Surveys

IOWA (Cont'd)

Washington (con't)

Factory, Hartman Ice Cream Factory, Linder & Iverson Ice Cream Factory, Carris Manufacturing Co., Putnam Cloth Chart Co.

Residential Features: A city of nice homes, bungalows, one and two story residences, with large well-kept lawns. Many retired farmers reside here. City is known as "the cleanest city in Iowa."

Retail Shopping Section: Built on a square; most retail business done on this square. Four little stores about 7 blocks from the square. One in each direction, principally groceries.

Trading Area: 12 to 15 miles in each direction on average, but draws some from greater distance.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 5; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 5; grocers, 11; hardware, 3; jewelry, 3; meat markets, 4; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 65; most pleasant months, June, and October; doctors (medical, 12), (dentists, 8), (osteopaths, 2); gas, artificial; water, hard.

WATERLOO, IOWA

(Black Hawk County)

1920 Population, 36,230, (1925, est. 86,771).

City and Suburban Estimate, 200,000, (Figures taken from A. B. C. statement).

Native Whites, 89.6%; **Negroes,** 2.3% **Foreign Born,** 8.1%; **Industrial Workers,** 14%; **English Reading,** 98.8%; **Families,** 9,071.

Schools: Public Grade, 21; High, 2; Junior High Manual, 2; Parochial, 4; Number of Pupils, 6,500.

Churches: Baptist, 5; Christian Science, 1; Congregational, 3; Episcopal, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 14; Lutheran, 4.

Banks: National, 3; State, 1; Total Resources, $14,000,000. Savings Bank Deposits Total, $9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On Cedar River, 276 miles west of Chicago, 222 south of Minneapolis, 420 north of St. Louis, 240 northeast of Omaha. Railroads: I. C., C. G. W., Rock Island, and local line, Waterloo, Cedar Falls and Northern, which provides direct connection with 2 other trunk lines, giving access to 5 trunk lines. Excellent bus service, 3 lines operating south to Marshalltown and Des Moines and north and west to Cedar Falls, Charles City and Mason City, east to Independence. To the nearest large city by railroad 2½ hours; by trolley, 2¾ hours; by aufo, 3 hours.

Principal Industries: Railroad shops, farm machinery, meat packing, gasoline engines, cream separators, spreaders, refrigerators and printing.

Manufacturing Establishments: 169, Leading firms: Rath Packing Co., The Wm. Galloway Co., Associated Mfg. Co., Herick Refrigerator Co., Lichty Mfg. Co., Litchfield Mfg. Co., Northey Mfg. Co., National Safety Device Co., Waterloo Gasoline Engine Co. Total value of yearly output of factories estimated at $38,000,000.

Special Information: Factories produce more than 3,000 different articles, and one fifth of all stationary gas engines in the U. S. Third largest producer of cream separators. Waterloo farm machinery widely distributed, in addition to a great amount of small and moderate sized concrete mixers produced here. 16 well established jobbing houses, annual business $30,000,000. Home of Dairy Cattle Congress and National Belgian Horse show, second in importance only to National Dairy Show. Railways employ 1,658 people.

Residential Features: Mostly one and two family houses; limited section devoted to workingmen's homes near factories. Private homes predominate, 78% owned. This is unusually large. Homes in residential section average $10,000.

Retail Shopping Section: Extends along east and west 4th St. as main artery for about 9 blocks with considerable retail business on Fifth and connecting streets. No outlying retail business sections, but several small neighborhood sections with usual small shops.

Trading Area: About 25 miles south and east, and considerable further north and west. Considerable business secured at greater distances at certain times of the year, because of good roads. A. B. C. says: "Trading territory within an average radius of 53 miles and extends as follows: north to Cresco, 70 miles; east to Manchester, 55 miles; southeast to Center Point, 40 miles; south to Gladbrook, 28 miles; west to Ackley, 58 miles and northwest to Osage, 70 miles, including all intervening points.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, neckwear, 1; saddles, 1; paper, 1; cigars, 2; coffee, 7; spice, 1; printer, 1; candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 25; commercial auto. agencies, 4; automobile accessories, 48; automobile tire agencies, 6; bakers, 7; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 53; druggists, 16; dry goods, 4; department stores, 4; electrical supplies, 11; florists, 6; fruits, 8; furniture, 7; furriers, 1; garages (public), 38; grocers, 104; hardware, 6; jewelry, 6; meat markets, 21; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 10; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 15; restaurants (including hotels), 24; shoes, 16; sporting goods, 2; stationers, 23; women's apparel, 11.

Miscellaneous Data: Average temperature, 78 degrees; average number of rainy days per twelve months, 49; most pleasant months, May to November; doctors (medical 38), (dentists, 34), (osteopaths, 4); number of wired houses, 8,000; street car service; gas, artificial; electric current, alternating; water, hard.

WEBSTER CITY, IOWA

(Hamilton County)

1920 Population, 5,657. (1925 est. 6,645.)

Native Whites, 93%; **Foreign Born,** 7%; **Industrial Workers,** 10%; **English Reading,** 95%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,476.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $4,624,181; Savings Banks Deposits Total, $530,345.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc), 2.

Location: In Central Iowa. On best highways through the state both east and west and north and south. Served by C. & N. W., main line of Ill. Central and the Fort Dodge, Des Moines and Southern (elec.) Railroad. To the nearest large city by railroad, 4 hours; by auto, 3 hours. Railroad facilities and connections excellent.

Principal Industries: Bookbinding, sewer pipe and tile vitrified building block, stock feeders and waterers, threshing machine sieves, screen doors and woodwork, tile spades, wagon and gates Therm-a-Jugs stucco, ironing boards, oil burners, hospital beds and invalid chairs, brood coops, hog oilers, feed and flour.

Manufacturing Establishments: 12. Leading firms: Therm-a-Jug Co., Monarch Co., National Sewer Pipe Co., Closz Sieve Co., Lavender Oil Burner Co., McCullough Mfg. Co., Swanson Cement Factory, Stucco Retarder Co., Osmundson Tile Spade Co., A. C. Hoot Mills, Schroeder Sash and Door Factory, Fred Hahne Printing Co., LaForge Rendering Plant.

Special Information: City owns and operates the electric light and power plants, the water works and the gas plant, giving the city lowest rates in the state with excellent service. Railroad facilities make this an ideal town for traveling men to reside; rents and public utilities are lower than in most other places.

Residential Features: Mostly one and two-family houses—some apartments. Section devoted to workingmen's houses. Very fine private residence section. Practically all streets paved.

Retail Shopping Section: Extends on Second St. for 5 blocks, Seneca St. 4 blocks, Willson Ave. 2 blocks, and on Des Moines St. 4 blocks. Some outlying groceries, etc.

Trading Area: Extends about 40 miles in each direction. Several outstanding retail establishments bring in a large volume of business. Good many shoppers from a greater distance.

Wholesale Houses: Miscellaneous lines, greenhouse, 1; bakeries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; garages (public), 9; grocers, 20 (cahin 2); hardware, 3; jewelry, 4; meat markets, 7 (chain, 2); men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 4; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 10), (dentists, 5), (osteopaths, 2); gas, artificial; water, soft.

Standard Surveys of KANSAS

ABILENE, KANS.

(Dickinson County)

1920 Population, 4,895.

Native Whites, 97%; **Negroes,** 3%; **English Reading,** 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,480.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Prosbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, $3,132,479; Savings Bank Deposits Total, $450,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,050.

Location: On main line of U. P., Kansas City to Denver, 165 miles west of K. C. On branch line of Santa Fe between Strong City, Kans., and Superior, Nebr., and on branch of R. I. between Herington and Salina. To the nearest large city, by railroad, 45 minutes; by auto, 1 hour.

Principal Industries: Milling, creamery.

Manufacturing Establishments, 6. Leading firms: Abilene Flour Mills, Security Mills, Mid-West Mills, Belle Springs Creamery, Pioneer Produce Co. (dressed poultry for shipping); Abilena Company (mineral water).

Special Information: Located in one of the best agriculture counties of the state. Wheat principal crop, but value of livestock, poultry and dairy products increasing; 6,000 motors in county, a little more than 1 car for each family. Probably largest number of farm lighting plants of any county in state. Extensive use of electric power on farms. Main office of United Power and Light Corp., supplying power to almost half of the state. Pure water.

Residential Features: Mostly one-family houses. Only four apartment houses. Noted throughout state for large number of fine houses. Newer ones of bungalow type. Average $3,500 to $4,000. Many more expensive homes built for permanent residences. Extensive paving and improving now under way.

Retail Shopping Section: Second to Fourth streets on Buckeye, Spruce, Broadway and Cedar streets. One developing business section on south side outside this district.

Trading Area: About 25 miles, which extends perhaps further north and south. Extensive campaign now under way by Chamber of Commerce to extend and develop trading area.

Wholesale Houses: Miscellaneous Lines, Western Mdse. Co., Union Electric Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 3; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 12; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; garages (public), 11; grocers, 10 (chain, 1); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 1; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3.

Miscellaneous Data: Average temperature, 70 degrees; average number of rain days per 12 months, 12; most pleasant months, April, May, Oct., Nov.; doctors (medical, 8), (dentists, 4), (osteopaths, 2); number of wired houses, 850; gas, artificial; electric current, direct; water, soft.

ARKANSAS CITY, KANS.

(Cowley County)

1920 Population, 11,253. (1925, est. 14,235.)

City and Suburban Estimate, 36,320 (1924, est. 16,000).

Native Whites, 93%; **Negroes,** 4.3%; **Foreign Born,** 2.7%; **English Reading,** 99%; **Families,** 3,420.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,781.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 1; Building and Loan Companies, 4.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,500.

Location: On the south line of Kansas, 200 miles from the east line and 220 from the west line, the gateway to the great agricultural and oil section of Oklahoma and Kansas, on the Santa Fe, Frisco, Missouri Pacific, Midland Valley, and Kansas Southwestern Railways, three railway divisions. One interurban line. To the nearest large city, by railroad, 2¼ hours; by auto, 3 hours.

Principal Industries: One of the largest oil refining centers of Kansas. Five large refineries, one meat packing plant, two overall factories, two candy factories, two coffee plants, windmill plant, two flour mills, printing, railroad shops, wholesale and jobbing center.

Manufacturing Establishments: Leading firms: Roxana, Moore, Kanotex, Lesh and Empire oil refineries, Henneberry Packing Company, Santa Fe Shops, Peerless Candy Factory, A. C. and New Era Flour Mills, A. C. Ice Company. Total value of yearly output of factories estimated at $150,000,000.

Residential Features: Arkansas City has many new modern homes built within the last four years. They are five and six-room structures of the bungalow type. Ninety percent of the older houses have been made over. Three new residential sections are now in process of construction.

Retail Shopping Section: Summit St. from the 100 blocks north to the 600 blocks south is solid business houses (7 blocks). Fifth Ave. from 200 blocks west to the 300 blocks east (4 blocks). Central Ave. 2 blocks east and west, Chestnut Ave., and Washington and Adams Ave., the same. In all, 200 business blocks.

Trading Area: North 30 miles, east 60 miles, south and southeast 100 miles, southwest 50 miles, and northwest 30 miles.

Wholesale Houses: Grocers, 3; meats, 1; fruits, 3; hardware (mixed merchandise); dry goods (general merchandise) miscellaneous lines, candy, coffee, ice.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 15; automobile accessories, 14; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; druggists, 12; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 5; furniture, 9 garages (public), 10; grocers, 66 (chain, 1); hardware, 4; jewelry, 6; meat markets, 24; men's furnishings, 7; men's clothing, 9; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 16; shoes, 5; sporting goods, 4; stationers, 9; women's apparel, 6.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per 12 months, 50; most pleasant months, May, June, September, Oct.; doctors (medical, 14), (dentists, 16), (osteopaths, 3); number of wired houses, 4,025; gas, natural; electric current, alternating water, hard.

ATCHISON, KANS.

(Atchison County)

1920 Population, 12,630 (1925 est. 15,673).

City and Suburban Estimate, 40,000.

Native Whites, 81.5%; **Negroes,** 11.9%; **Foreign Born,** 6.6%; **Industrial Workers,** 2,000; **English Reading,** 100%; **Families,** $15,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 4,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, $9,000,000; Commercial Trust Co., Building & Loan Associations, 2. Savings Bank Deposits Total, $850,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Atchison, Topeka & Santa Fe, Rock Island, Burlington, Rulo Branch, Central Branch. Bus line between Atchison and St. Jo, also between Atchison and Kansas City, Mo., Topeka & Leavenworth, Kansas; daily hour service. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: 2 foundries, 3 wholesale hardware houses, 1 wholesale drug house, 2 wholesale fruit houses, 2 wholesale grocery houses, 2 bottling works, 2 candy mfg., 1 office furniture supplies, 3 milling companies, 45,000 bbls. capacity per day, 1 wholesale coffee roasting plant, 1 metal works.

Manufacturing Establishments: 20. Leading firms: Locomotive Finish Material Co., Thayer Foundry, Bailor Plow Co., Weis Mfg. Co., Wilson & Co., Stein Electrical Co., U. S. Wire Co.

Residential Features: Eighty per cent of the people own their own homes. Only 75 apartments in the city. Homes are all substantial.

Retail Shopping Section: Eight blocks on Commercial Street and all side streets parallel Commercial, between Commercial and Kansas Ave. and Commercial and Main Sts. Also several outlying grocery, drug stores and meat markets.

Trading Area: Extends 100 miles west, 15 miles south, 25 miles north and 10 miles east. On account of the Missouri River Atchison does not handle much of the Missouri trade on the east, but our best trading territory is on the west and extends for 200 miles. Good train service. 75 miles of concrete road.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 3; dry goods, 1; miscellaneous lines, drugs, candy, ice cream, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 12; bakers, 10; cigar stores and stands (including

KANSAS (Cont'd)

hotels), 30; confectioners (including hotel stands), 85; delicatessen, 3; dressmakers, 3; druggists, 10; dry goods, 5; department stores, 3; electrical supplies, 6; florists, 3; fruits, 3; furniture, 4; furriers, 2; garages (public), 20; grocers, 58; hardware, 7; jewelry, 4; meat markets, 23; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, September, October, November; doctors (medical, 18), (dentists, 12), (osteopaths, 6); number of wired houses, 3,300; gas, natural; electric current, alternating; water, hard.

AUGUSTA, KANS.

(Butler County)

1920 Population, 4,219.

City and Suburban Estimate, 12,000.

Native Whites, 99%; **Foreign Born,** 1%; **Industrial Workers,** 35%; **English Reading,** 99%; **Families,** 1,015.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,370.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, $2,875,312.06.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 800.

Location: 24 miles east of Wichita at junction of Whitewater and Walnut rivers. On St. Louis & San Francisco and Santa Fe Railways. Direct line from Kansas City on Santa Fe and from St. Louis on the Frisco R. R. Trading territory extends 45 miles east.

Principal Industries: Oil and gas production, refineries and oil-well drilling, tool factories, glass factory, dairying.

Manufacturing Establishments: 22. Leading firms: White Eagle Oil & Refining Co., Grant Oil Co., Mecca Refining Co., Victory Window Glass Co., Federal Machine & Supply Co., Knupp-Fish Rig Co., Eureka Tool Co. Total value of yearly output of factories estimated at $8,000,000.

Special Information: City is in heart of Kansas oil fields, surrounded by oil camps and smaller communities. Sixty-nine per cent of residents own their own homes. No unpaved streets within city limits.

Residential Features: Practically all one-family houses. Seventy per cent of houses built in last 8 years when population grew from 1,000 to present figures. No section devoted to poorer homes or tenements.

Retail Shopping Section: 6 blocks on State St. and one block on each side of State St. on 4th, 5th, 6th and 7th Sts. Number of suburban groceries and oil camps nearby have small stores.

Trading Area: Extends 45 miles east, 25 miles south, 10 miles west, and about 15 miles north. Fine roads east of the city. Hard-surfaced roads south and west.

Wholesale Houses: Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 17; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 7; grocers, 23; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 5.

BELOIT, KANS

(Mitchell County)

1920 Population, 3,315 (1925 est. 3,032).

City and Suburban Estimate, 13,262.

Native Whites, 95%; **Negroes,** .01%; **Foreign Born,** 4.9%; **English Reading,** all; **Families,** 600.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 925.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $2,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2 (Park and High School). Total number of seats, 4,000.

Location: On the Solomon River in the midst of the wheat belt. Served by branches of the Union Pacific and Missouri Pacific Railroads. Well maintained motor highways. Roosevelt National Midland Trail west and east outlet. Logged road north and south. To the nearest large city by railroad, 3 hours; by auto, 2½ hours.

Principal Industries: Agriculture, oil prospecting in progress 15 miles south.

Manufacturing Establishments: 1. Leading firms: The Beloit Milling Co.

Special Information: School facilities are excellent for students under college age and attract many farmers. Town has well organized Chamber of Commerce, Women's Civic Club and private golf course. Attractive and convenient tourist park with community auditorium.

Residential Features: One-family houses; average value about $3,000. Comfortable farm homes in surrounding territory.

Retail Shopping Section: Covers 7 blocks north from the Beloit Mill, on Hill St., for 3 blocks east and west on Main, Court and South Sts. There are no outlying shops.

Trading Area: Shoppers drive regularly from villages 30 miles distant. Paved roads extending east 13 miles are a great asset. Good roads at all seasons attract business to Beloit.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruit, 1; furniture, 2; garages (public), 5; grocers, 12; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; sporting goods, 1; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct.; doctors (medical, 6), (dentists, 5), (osteopaths, 1); number of wired houses, 1,000; electric current, alternating; water, soft.

BURLINGTON, KANS.

(Coffey County)

1920 Population, 2,236.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **English Reading,** 99.5%; **Families,** 650.

Schools: Public Grade, 350; High, 350; Nnmber of Pupils, 700.

Churches: Baptist, 1 (colored); Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $1,250,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), High School Auditorium. Total number of seats, 1,700.

Location: On Santa Fe R. R. and M. K. & T. R. R.

Principal Industries: Is strictly on agricultural community.

Special Information: Burlington has 4 miles of paving, new water-works plant, complete sewerage system, 3 city parks, active Commercial Club with 240 members, 55-acre Country Club grounds with club house, golf links.

Residential Features: Has excellent residence section. Homes are mostly small but modern houses. Large per cent of population own homes.

Retail Shopping Section: Neosho St., 5 blocks; Third St., 3 blocks; Fourth St., 1 block, with business houses on both sides of the streets.

Trading Area: Burlington has steady trade from 15 miles or more in each direction. Is noted for being a good place to trade. The nearest large city is 40 miles away.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 9; grocers, 9; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 4; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 6; sporting goods, 4; stationers, 1; women's apparel, 4.

CHANUTE, KANS.

(Neosho County)

1920 Population, 10,286 (1925, est. 10,527).

City and Suburban Estimate, 15,500.

Native Whites, 91.3%; **Negroes,** 3.6%; **Foreign Born,** 5.1%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 2,837.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,277.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 4; Total Resources, $3,363,100; Savings Bank Deposits Total, $437,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,850.

Location: On Neosho River, 127 miles southwest of Kansas City, Mo. Served by Southern Kansas division of the A. T. & S. F. R. R. and the M. K. & T. R. R. Bus lines operate over hard-surfaced highways to the east, north, south and southeast. Division point on Santa Fe. Branch Santa Fe lines extend from this point to Emporia, Kansas, and Joplin, Mo.

Principal Industries: Ash Grove lime and Portland cement, gas mantles, brooms, gasoline, lubricating oils, grease, oil-well drilling machinery, railroad shops, condensary, soda and ice cream factories.

Manufacturing Establishments, 28. Leading firms: Sunshine Mantle Co., Ash Grove Lime & Portland Cement Co., Peerless Oil & Refining Co., Chanute Brick & Tile Co., Griffin Broom Co., Central Milk Products Co., Davis Cigar Co., Mutual Oil & Refining Co., Neosho Valley Mills, Chanute Ice & Light Co., Citti's French Creamery Co., Koenig Bros. Planing Mill. Total value of yearly output of factories estimated at $17,750,000.

Special Information: Chanute has efficient and up-to-date telephone service. Various rural lines connect with the neighboring towns. There are 1,529 registered automobiles. Splendid wholesale center, on account of railway facilities. Shallow oil-field district. Rhubarb growing center.

Residential Features: Mostly one-family houses. No workingmen's home district. The approximate average cost per home is $3,500 to $65,000.

Retail Shopping Section: Main St. business district 9 blocks in area. Side streets—Evergreen, Central, Highland, Lincoln, Santa Fe, Grant, Forest and Steuben. Business district covers approximately 20 blocks. Also the usual suburban sections including barber shop, grocery and meat stores.

Trading Area: Extends approximately 10 miles in every direction. The local merchants intermittently advertise to reach 15,000 with circulars. Every-day-in-the-year-roads are increasing trade from a distance; 4,300 cars were registered in this county last year.

Wholesale Houses: Groceries, 3; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 13; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 15; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 6; florists, 3; fruits, 2, exclusive; furniture, 8; garages (public), 7; grocers, 43; hardware, 5; jewelry, 5; meat markets, 11; men's furnishings, 8; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 6; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 20; shoes, 7; sporting goods, 4; stationers, 6; women's apparel, 12.

CHERRYVALE, KANS.

(Montgomery County)

1920 Population, 4,698.

City and Suburban Estimate, 7,000.

Native Whites, 87%; **Negroes,** 6.5%; **Foreign Born,** 6.5%; **Industrial Workers,** 23%; **English Reading,** 92%; **Families,** 1,272.

Schools: 6; **Number of Pupils,** 1,225.

Churches: 8.

Bands: 3. Total Resources, $1,100,000.

Theatres: 2. Total number of seats, 790.

Residential Features: One family houses.

Retail Shopping Section: About four blocks.

Trading Area: 8 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 1; dressmakers, 3; druggists, 4; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 5; grocers, 13; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 3; sporting goods, 3; stationers, 3; women's apparel, 2.

COFFEYVILLE, KANS.

(Montgomery County)

1920 Population, 13,452. (1925, est. 18,000.)

City and Suburban Estimate, 30,000.

Native Whites, 86%; **Negroes,** 11%; **Foreign Born,** 2.7%; **Industrial Workers,** 60%; **English Reading,** 99½%; **Families,** 7,000.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 4; Christian Science (Reading Room); Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, $6,000,000; Savings Bank Deposits Total, $500,000 (exclusive of Savings & Loan Association).

Theatres: Legitimate, 1; Moving Picture, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

Location: On southern border of state, served by M. K. & T., Missouri Pacific and Santa Fe Railroads also interurban line north and south, 75 miles long, extending from Nowata, Okla., through Coffeyville.

Principal Industries: Oil refineries, smelter, brick manufacturing, roofing tile, building tile, and other clay products. Flouring mills and car shops.

Manufacturing Establishments: 20. Leading firms: Sinclair Refining Co., National Refining Co., Rea-Patterson Milling Co., Ludowic-Celadon Co., Sherwin-Williams Oxide Smelter, Acme Foundry & Machine Co., O. C. S. Mfg. Co., Coffeyville Vitrified Brick & Tile Co., Kansas Oil Refinery, American Car Co., Robinson Packer Co. All factories employ 3,600 men; annual payroll, $6,000,000. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Coffeyville has Mo. Pac. railway shops, which employs 700 men; annual payroll $1,200,000, which is not included in foregoing.

Residential Features: Mostly modest, but modern, homes; some larger and more expensive.

Retail Shopping Section: Center of city, extending from Seventh to Thirteenth streets, on Walnut Street (the east and west dividing line), and from one to six blocks on either side of Walnut Street. Large number of grocery stores in outlying districts.

Trading Area: Thirty miles or more on all sides; Interurban running north and south. Good roads east and west. Population of trading area, exclusive of incorporated towns, 12,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 16; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 14; delicatessen, 4; dressmakers, 12; druggists, 10; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 2; furniture, 10; garages (public), 4; grocers, 82; hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 10; men's clothing, 10; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 25; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 9.

CONCORDIA., KANS.

(Cloud County)

1920 Population, 4,705.

Native Whites, 96%: **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 2%; **English Reading,** 99%; **Families,** 1,065.

Schools: Public Grade, 4; High, 1; Junior High, 1; Business College, 1; Parochial, 1; Number of Pupils, 1,329.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Wesleyan Methodist, 1; Free Methodist, 1.

Banks: National, 1; State, 3; Total Resources, $2,500,000; Savings Bank Deposits Total $280,000. (Also Bldg. & Loan Assotiation, but not included in figures).

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800.

Location: On Republican River, 155 miles west of Atchison; Mo. Pac., Union Pac., C. B. & Q., and A. T. & S. F. R.Rs. Regular truck lines to neighboring towns; auto stages to surrounding towns. To nearest large city by railroad, 8 hours; by auto, 9 hours.

Principal Industries: Flour mills, ice and broom factory, concrete silo factory, alfalfa mill, creameries, 2 egg and poultry plants (packers of poultry), brick plant, iron foundry.

Manufacturing Establishments, 6. Leading firms: Concordia Ice Co., Concordia Milling Co., Concordia Creamery Co., Concrete Stave Silo Co., Bailey's Broom Factory, Beatrice Creamery Co., Ticking Foundry.

Special Information: Big wholesale trade in mercantile lines; rich agricultural section, considerable dairying. Coal and building stone found in this vicinity. Assembling point for shipping eggs, poultry, milk and cream. Concordia has two modern hospitals.

Residential Features: Majority of one-family homes. Good Building & Loan Association enables most people to own their homes. No congested districts. Homes in principal residence districts average in value $,5000 to $10,000.

Retail Shopping Section: Sixth Street, from State to Lincoln, 3 blocks; Washington from Fifth to Seventh, 2 blocks; Broadway from Fifth to Seventh, 2 blocks.

Trading Area: From 18 to 50 miles.

Wholesale Houses: Groceries, 2; fruits, 2; miscellaneous lines: ice, field and garden seeds, cigar factory, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 2; druggists, 4; dry goods, 3; department stores, 5; electrical supplies, 3; florists, 2; fruits, 1 excl. (8); furniture, 3; furriers, 1; garages (public), 4; grocers, 14; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 5; sporting goods, 3; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 85; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 15), (dentists, 8), (osteopaths, 5); gas, artificial; electric current, alternating and direct; water, hard and soft.

COUNCIL GROVE, KANS.

(Morris County)

1920 Population, 2,857.

Schools: Public Grade, 3; High, 1; Number of Pupils, 650.

Churches: Baptist, 3; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

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Council Grove (con't)

Banks: National, 1; Total Resources, $1,502,300.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 750.

Location: On Missouri Pacific and M. K. & T. Railroads.

Principal Industries: Independent Creamery.

Residential Features: Cottages and bungalow type of houses predominate. Average valuation $4,000.

Retail Shopping Section: Main Street, 4 blocks.

Trading Area: Extends twenty miles, north, east and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 4; dry goods, 3; electrical supplies, 1; florists, 2; furniture, 3; garages (public), 4; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 1.

DODGE CITY, KANS.

(Ford County)

1920 Population, 5,061.

City and Suburban Estimate, 8,500.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 23%; English Reading, 97.5%; Families, 1,523.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 1,743.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, $2,782,265; Savings Bank Deposits Total, $714,852.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,900.

Location: Atchison, Topeka & Santa Fe, Rock Island, Dodge City & Cimarron Valley Railroads. Many motor truck lines to north, south, west and southwest. To nearest large city by railroad, 4½ hours; by auto, 6 hours.

Principal Industries: Railroad operating and shop work, flour milling, poultry packing, feldspar refining, dairy products manufacturing.

Manufacturing Establishments: 16. Leading firms: Dodge City Flour Mills, Western Spar Products Company, Paden-Thompson-Buckley, Dodge City Ice Cream Company, Home Bakery, Perfect Bakery, E. C. Sturgeon Bakery, Ta-To Chip Factory, D. C. Meat Co. Total value of yearly output of factories estimated at $2,500,000.

Special Information: Being one of the largest cities in western Kansas, Dodge City is the retail and wholesale center for the entire district.

Residential Features: Mostly one-family houses. Some apartment houses; no tenements. Most of the residents own their own homes.

Retail Shopping Section: Five blocks on Second Avenue, two blocks on First Avenue, two blocks on Central Avenue, five blocks on Chestnut Street, three blocks on Front Street, three blocks on Walnut Street. Four neighborhood shopping sections.

Trading Area: Forty miles to the east, north, and south; 100 miles to the west; 130 miles to the southwest.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; miscellaneous lines: 2 candy; bottled goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 15; automobile accessories, 19; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 5; electrical supplies, 10; florists, 3; fruits, 33; furniture, 3; garages (public), 14; grocers, 31; hardware, 6; jewelry, 3; meat markets, 9; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 7; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 11; restaurants (including hotels), 11; shoes, 11; sporting goods, 5; stationers, 7; women's apparel, 8.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 75; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 7), (dentists, 7), (osteopaths, 2); number of wired houses, 1,523; electric current, direct; water, hard.

EL DORADO, KANS.

(Butler County)

1920 Population, 10,995.

City and Suburban Estimate, 15,000.

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 25%; English Reading, 95%; Families, 3,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), Municipal Auditorium; Total number of seats, 1,000.

Location: Main line Missouri Pacific R.R. Two branches of Santa Fe, one connecting with main line at Florence, the other traversing the Flint Hills cattle country, and connecting with the main line at Ellinor. Good bus service to Wichita, Augusta, and Eureka, quick and direct passenger train service to Kansas City, and St. Louis. To the nearest large city by railroad, 1 hour; by auto, 1¼ hours.

Principal Industries: Oil production and refining, agriculture and cattle-raising.

Manufacturing Establishments: Small concerns only for oil field supplies.

Special Information: El Dorado is the capital and geographical center of Kansas oil production. Its territory produces over 100,000 barrels of oil per day. Headquarters for 16 oil-well supply companies, and 45 producing companies. Has 4 refineries with total capacity of 21,500 barrels daily. Center great cattle-raising region in which more than 100,000 head are grazed annually. Monthly payroll of oil and allied concerns totals $300,000. County seat of Butler, with area of 1,512 square miles, and population of 40,000. Fine herd of Hereford cattle at Hazford Ranch, 1 mile north of town. Over $3,000,000 added to town's building program in past two years. Refinery investment, $6,000,000.

Residential Features: Mostly one-family houses. Small houses in oil fields for field workers. El Dorado's population tripled in three years, and the town has more than the average number of new bungalows and two-story residences, ranging in value from $5,000 to $10,000.

Retail Shopping Section: Extends seven blocks on Main Street and four blocks on Central Avenue, which bisect at center of town. Many stores on side streets, and about court house square; all in convenient walking distance from intersection of Main and Central Streets.

Trading Area: Covers whole of Butler County, except extreme northwest and southwest portions. Large oil-field communities west of town within radius of eight miles; north of town within radius of 8 and 10 miles, and south and southeast within radius of 10 and 15 miles. Oil Hill, a mile northwest, has population of 2,500 persons.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; furniture, 3; furriers, 4; garages (public), 5; grocers, 38; hardware, 3; jewelry, 5; meat markets, 9; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 20; shoes, 10; sporting goods, 4; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperaure, 60 degrees; average number of rainy days per twelve months, 85; most pleasant months, May, June, Oct., Nov.; doctors (medical, 14), (dentists, 7), (osteopaths, 2); number of wired houses, 2,561; gas, natural; electric current, alternating; water, hard.

EMPORIA, KANS.

(Lyon County)

1920 Population, 11,273 (1925 est. 13,000).

City and Suburban Estimate, 24,000.

Native Whites, 88.9%; Negroes, 4.2%; Foreign Born, 6.9%; Industrial Workers, 18%; English Reading, 93%; Families, 3,087.

Schools: 9; Number of Pupils, 2,550.

Churches: 12.

Banks: 5; Total Resources, $7,250,500.

Theatres: 4. Total number of seats, 2,250.

Location: To nearest large city by railroad, 4 hours; by auto, 5 hours.

Residential Features: One-family houses.

Retail Shopping Section: About six blocks.

Trading Area: Radius 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 11; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 6; dressmakers, 20; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 6; florists, 3; fruits, 3; furniture, 6; garages (public), 9; grocers, 58 (chain, 1); hardware, 7; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 11; shoes, 6; sporting goods, 2; stationers, 7; women's apparel, 7.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 25), (dentists, 10), (osteopaths, 4); street car service and bus; gas, artificial; electric current, alternating; water, hard.

FORT SCOTT, KANS.

(Bourbon County)

1920 Population, 10,693 (1925, est. 12,300).

Native Whites, 89.6%; Negroes, 7.7%; Foreign Born, 2.7%; Industrial Workers, 25%; English Reading, 96%; Families, 3,087.

Schools: Public Grade, 6; High, 1; Junior High, 2; Colored, 1; Parochial, 1; Number of Pupils, 3,010.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, $3,250,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,237.

Location: To nearest large city by railroad, 3 hours; by auto, 4 hours.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 2.

Manufacturing Establishments: Borden Condensery, McKey Overall Factory.

Number of Retail Outlets for Nationally Advertised Produces: Passenger automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; druggists, 5; dry goods, 6; department stores, 5; florists, 2; furniture, 5; garages (public), 5; grocers, 35; hardware, 2; jewelry, 5; meat markets, 10; men's clothing, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 1.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 73; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 20), (dentists, 5), (osteopaths, 5); number of wired houses, 1,900; gas, natural; electric current, alternating; water, hard.

FREDONIA, KANS.

(Wilson County)

1920 Population, 3,954.

City and Suburban Estimate, 8,000.

Native Whites, 96%; Negroes, 5%; Foreign Born, 3.5%; Industrial Workers, 30%; English Reading, 99%; Families, 725.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1. Miscellaneous: United Brethren, 1; Holiness, 1; Dunkard, 1.

Banks: State, 3; Total Resources, $4,000,000; Savings Bank Deposits Total, $3,000,000.

Theaters: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: On Santa Fe, Frisco and Mo. Pac. Rys. Situated in Wilson County. Southeast corner of state. To nearest large city by railroad, 3 hours; by auto, 1 hour.

Principal Industries: Glass, cement, linseed oil, two brick plants, milling, banknote printing, dairying, fruit growing.

Manufacturing Establishments: Leading firms: Kennedy Brick Co., Excelsior Brick Co., Hamplin Milling Co., Fredonia Portland Cement Co., Kansas Banknote Co., Burke Printing Co., Fredonia Glass Factory, Kansas Linseed Oil Co.

Special Information: County seat of Wilson County. Beautiful scenery; all streets paved. Has one of the largest cement manufacturing plants in Southwest.

Residential Features: Has reputation of being a homelike town. Homes mostly of the well-to-do type, has no so-called "lower" section.

Retail Shopping Section: Madison, Monroe, Seventh to Third Sts. Section surrounds public square, upon which court house is situated.

Trading Area: Area of about 30x30 square miles.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 7; automobile accessories, 3; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 4; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 4; grocers, 18; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 3; shoes, 4; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 73; most pleasant months, May, June, July, Sept., Oct., Nov.; doctors (medical, 6), (dentists, 3), (osteopaths, 2); number of wired houses, 700; gas, natural; electric current, alternating; water, soft.

GALENA, KANS.

(Cherokee County)

1920 Population, 4,712 (1925, est. 5,789).

City and Suburban Estimate, 15,700.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 28%; English Reading, 98%; Families, 1,316.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 14,079.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, $1,006,487.16.

Theatres: Moving Pictures, 1. Total number of seats, 700.

Location: On M. K. & T.; Frisco line; Interurban connects with Kansas City Southern and Missouri Pacific Rys. Good interurban service to east and west, and Oklahoma. Located in center of concrete highways connecting with surrounding territory. To nearest large city by railroad, 2 hours; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Farming, lead and zinc mining, dairying, fruits.

Manufacturing Establishments: 8. Leading firms: Empire District Elec. Co. power plant, Galena Smelter, Galena Perforating Co.

Residential Features: One-family residences.

Retail Shopping Section: Main St. is 23 blocks long, extending 20 blocks east and 10 blocks west. Four smaller neighborhood sections with the usual small shops.

Trading Area: 12 miles.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 1; automobile accessories, 15; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 4; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 7; grocers, 26; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 5), (dentists, 3), (osteopaths, 2); number of wired houses, 600; gas, natural; electric current, alternating and direct; water, soft.

GREAT BEND, KANS.

(Barton County)

1920 Population, 4,460.

Native Whites, 94%; Negroes, 2%; Foreign Born, 4%; English Reading, 98%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,303.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, $2,081,115.12; Savings Banks Deposits Total, $32,161.20.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: On the big bend of the Arkansas River in the geographical center of Kansas. Served by main line of Santa Fe and Mo. Pac. Railroads. Excellent bus service to all directions. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Flour milling, creameries.

Manufacturing Establishments: 8. Leading firms: Barton County Milling Co., Moses Bros. Milling Co., Walnut Creek Milling Co., Merritt-Schweir Creamery, Grovier-Starr Produce Co.

Special Information: Location of the city makes it the milling center of Kansas. Great Bend grows a fine grade of wheat, and is the wheat shipping center of western Kansas.

Residential Features: Mostly one family houses, private homes predominating.

Retail Shopping Section: Shopping district is built around a public square. Several suburban groceries and filling stations.

Trading Area: Extends 25 miles south and east, and from 50 to 125 west and 30 miles north.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines: creamery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 1; delicatessen, 2; dressmakers, 6; druggists, 5 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 6; grocers, 20 (chain, 2); hardware, 3; jewelry, 2; meat markets, 8 (chain, 1); men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 8; shoes, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 80 degrees; average number of rainy days per twelve months, 25; most pleasant months, April, June, Sept. Oct.; doctors (medical, 10); (dentists, 5), (osteopaths, 1); number of wired houses, 700; electric current, alternating; water, soft.

HIAWATHA, KANS.

(Brown County)

1920 Population, 3,222.

City and Suburban Estimate, 3,225.

Schools: Public Grade, 3; High, 1; Junior High, 1.

Churches: Baptist, 2 (White, 1; Colored, 1); Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2 (White, 1; Colored, 1); Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Holiness, 1.

KANSAS (Cont'd)

Banks: National, 1; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,500.

Location: On Missouri Pacific, Union Pacific, and St. Joseph & Grand Island R. Rs., 80 miles north of Kansas City, Mo., 118 miles south of Omaha, Neb., and 40 miles west of St. Joseph, Mo. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Farming, and stock raising.

Special Information: Hiawatha owns and operates at a profit, a Memorial Auditorium. The building cost $375,000.

Residential Features: About 800 to 1,000 houses, no apartments.

Retail Shopping Section: Oregon Street is the principal shopping street, extending about 6 blocks; 8 blocks on side streets extending from Oregon.

Trading Area: 15 to 18 miles in each direction. One store reaches more distant trade.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 4 (chain, 1); dry goods, 3; department stores, 3; electrical supplies, 2; furniture, 3; garages (public), 2; grocers, 9 (chain, 1); hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 2; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 85; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 6), (dentists, 5), (osteopaths, 3); electric current, alternating; water, hard.

HUTCHINSON, KANS.

(Reno County)

1920 Population, 23,298 (1925, est. 26,798).

City and Suburban Estimate, 125,000.

Native Whites, 91.5%; **Negroes,** 4%; **Foreign Born,** 4.5%; **Industrial Workers,** 22%; **English Reading,** 94%; **Families,** 6,100.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,780.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous 18.

Banks: National, 2; State, 4; Total Resources, $12,500,000; Savings Bank Deposits Total, $650,000.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location. Southwest of the center of Kansas. Served by Santa Fe Railroad in four directions, Missouri Pacific in two directions, Rock Island in three directions, Arkansas Valley Interurban in one direction, automobile bus service over paved roads in six directions, over hard roads two more directions. Merchandise can be economically distributed to Southwestern Kansas only from Hutchinson. To nearest large city by railroad, 6 hours; by auto, 3 hours.

Principal Industries: Flour milling, salt mining and refining, hardware, groceries, motor supplies, steel tanks, galvanized tanks, meat packing and general mdse.

Manufacturing Establishments: 27. Leading firms: Solvay Process Co., Carey Salt Co., Morton Salt Co., Barton Salt Co., Richard-Scheble Candy Co. Total value of yearly output of factories estimated at $26,183,362.

Special Information. Location of the city and the state, and existing railroad connections make Hutchinson the only practical point of distribution for southwestern Kansas, eastern Colorado, northwestern Oklahoma, and northern Texas. There are 49 wholesale jobbing concerns in the city. It is also the wheat, poultry, and cream center of central and western Kansas. More than 100,000,000 bushels of wheat were handled through Hutchinson in 1924. Grain receipts approached those of Kansas City, and were greater than receipts of Wichita, St. Louis or Omaha.

Residential Features: A vast majority of one-family houses. Two industrial districts conveniently located to salt mines and Solvay Process industries. No tenement houses, few apartment houses. Restricted residential areas where building is governed by a planning commission.

Retail Shopping Section. Extends from the Court House 12 blocks north. Washington St. and Walnut St. parallel Main St., and are active commercial streets in half of this district. There are four suburban trading districts, with grocery, drug, and general stores.

Trading Area: Extends northwest on the Missouri Pacific 30 miles, with morning trains to Hutchinson and evening trains returning. Northwest on the Santa Fe R.R., and paved roads 36 miles through Great Bend. West on Santa Fe, and hard roads to Stafford, 40 miles. Southwest on the Rock Island to Pratt, 44 miles. East on the Santa Fe and Arkansas Valley Interurban to Halstead, 23 miles. South on the Santa Fe to Kingman, 30 miles.

Wholesale Houses: Groceries, 7; meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Confectionery, 3; Motor Supplies, 10.

Number of Retail Outlets for Natinnally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 9; automobile accessories, 81; automobile tire agencies, 29; bakers, 6; cigar stores and stands (including hotels), 17 (chain 1); confectioners (including hotel stands), 14; delicatessen, 6; druggists 11 (chain 2); dry goods, 5; department stores, 3; electrical supplies, 14; florists, 3; fruits, 4; furniture, 7; garages, (public), 35; grocers, 96 (chain, 7); hardware, 7; jewelry, 6; meat markets, 65; men's furnishings, 11; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 19; restaurants (including hotels), 20; shoes, 7; sporting goods, 4; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 78 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, Sept., Oct.; doctors (medical, 23); (dentists, 17), (osteopaths, 7); number of wired houses, 5,564; gas, natural; electric current, alternating; water hard.

INDEPENDENCE, KANS.

(Montgomery County)

1920 Population, 11,920.

City and Suburban Estimate, 16,000.

Native Whites, 90.8%; **Negroes,** 6.6%; **Foreign Born,** 2.6%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 3,192.

Schools: 9; Number of Pupils, 3,500.

Churches: 8.

Banks: Total Resources, $13,200,000.

Theatres: 3. Total number of seats, 1,600.

Residential Features: One and two family houses.

Retail Shopping Section: About six blocks.

Trading Area: 15 to 20 miles north and 10 miles south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto, agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 13; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 1; furniture, 4; garages (public), 7; groceries, 45; hardware, 3; jewelry, 4; meat markets, 15; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 7; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 8.

IOLA, KANS.

(Allen County)

1920 Population, 8,513.

City and Suburban Estimate, 9,000.

Native White, 98% **Negroes,** 2%; **Industrial Workers,** 25% **English Reading,** 99%.

Schools: Public Grade, 5; Junior High, 1; Junior College, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 3; Total Resources, $3,000,000; Savings Bank Deposits Total $150,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,500.

Location: 120 miles south of Kansas City on main line of Santa Fe, also M. P. and M. K. T. Bus service to towns within 50 miles. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Cement, iron, brick, buttons, overalls, candy, butter, condensed milk.

Manufacturing Establishments: 36. Leading firms: Pet Milk Co. Condensary, Lehigh Portland Cement plant, United Iron Works, J. B. Kirk Gas and Smelters, Iola and Union Brick Co., Wheeler Motter Overall factory, Iola Button factory. Brownfield-Sifers Candy Factory. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Iola being at the junction of two National Highways enjoys a heavy tourist traffic during the summer. Being the county seat of Allen Co. it gets the trade of a rich agricultural district, which is stabilized by 72 miles of hard surface roads. Iola plant of Lehigh Portland Cement is the second largest west of Mississippi River.

Residential Features: Mostly one family houses, owned. Exceptional number of new homes being built, averaging $4,000.

Retail Shopping Section; From Public Sq. one or two blocks in all directions.

Trading Area: 21 miles west, 20 south, 25 east and 35 north.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, Eggs and Poultry, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 12; automobile accessories, 2; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 25; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 3; furniture, 4; garages (public), 20; grocers, 55 (chain, 1); hardware, 5; jewelry, 3; meat markets, 40 (chain, 1); mens' furnishings, 6; mens' clothing, 6; merchant tailors, 3; milliners, 10; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 15; shoes, 12; sporting goods, 3; stationers, 3; womens' apparel, 7.

Miscellaneous Data: Average temperature, 54 degress; average number of rainy days per twelve months, 60; most pleasant months, April, May, Oct., Nov.; doctors (medical, 16), (dentists, 5), (osteopaths, 4); number of wired houses, 1,950; gas, natural; electric current, alternating; water, hard.

JUNCTION CITY, KANS.

(Geary County)

1920 Population, 7,533.

City and Suburban Estimate, 15,000.

Native Whites, 91%; **Negroes,** 3%; **Foreign Born,** 6%; **Industrial Workers,** 29%; **English Reading,** 94%; **Families,** 1,953.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,150.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, $3,000,000.

Theatres. Legitimate, 1; Moving Pictures, 2; Community Auditorium, 1; Total number of seats, 3,000 to 4,000.

Location: In central Kansas, between Smoky and Republican Rivers. Served by Union Pac., M. K. & T., and Interurban lines. Also bus service west.

Principal Industries: Agricultural, milling, railroad shops.

Manufacturing Establishments: Leading firms: Hogan Mill and Tyler Mill.

Residential Features: Mostly one and two-family houses. Few apartments.

Retail Shopping Section: Washington St. and side streets from Eleventh St. to Fourth St. Unusually large business section for city this size.

Trading Area: Approximately 20 miles radius. Geary County depends largely on Junction City for merchandise.

Wholesale Houses: Groceries, 2; Fruits, 1; Miscellaneous Lines, 2; Produce, Grain, Mills, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies 10; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 3; fruits 1; furniture, 6; garages (public), 8; grocers, 50; hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors 3; milliners, 3; opticians, 3; photographers 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 1.

KANSAS CITY, KANS.

(Wyandotte County)

1920 Population, 101,177.

City and Suburban Estimate, 197,000.

Native Whites, 76%; **Negroes,** 13% **Foreign Born,** 11%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 25,000.

Schools: Public Grade, 53; High, 4; Junior High, 5; Parochial, 16; Number of Pupils, 27,100.

Churches: Baptist, 18; Christian Science, 2; Congregational, 7; Episcopal, 10; **Methodist, 17:** Presbyterian, 7; Roman Catholic, 16; Miscellaneous, 22,

Banks: National, 2; State, 23.

Theatres: Moving Pictures, 7; Vaudeville, 1.

Location: On Santa Fe, Burlington, Chicago & Alton, Chicago Great Western, Chicago, Milwaukee & St. Paul, Kansas City Southern, Missouri, Kansas & Texas, Missouri Pacific, Chicago, Rock Island & Pacific, Frisco Lines, Union Pacific and Wabash railroads. To nearest large city by railroad, 10 minutes; by trolley, ½ hour; by auto, ¼ hour.

Principal Industries: Peet Bros. Mfg. Co., Procter & Gamble Co., Cudahy Packing Co., Swift & Co., Armour & Co., Wilson Packing Co., Morris & Co., Joseph Baum Packing Co., K. C. Stock Yards, Decoursey Creamery, Meyers Sanitary Milk Co., Ismert-Hincke Mfg. Co., K. C. Refining Co., K. C. Soap Co., K. C. Structural Steel Co., Kaw Boiler Works, Kopp Bakery, National Zinc Co., Southwest Milling Co., West Side Machine Works, and many others.

Manufacturing Establishments: Leading firms: K. C. Fibre Box Co., K. C. Packing Co., N. A. Kennedy Butter Tub Co., N. H. Strait Mfg. Co., Kelly Cooperage Co., Anderson Coupling & Fire Supply Co., Philadelphia Quartz Co., Western Terra Cotta Co., West Side Foundry Co.

Special Information: Sixth in United States in home owners; sixteenth in United States in industries; largest city in the State of Kansas; second in meat packing industry.

Residential Features: Two restricted districts, Westheight Manor and Parkwood.

Retail Shopping Section: Minnesota Avenue from 3d to 18th Streets; Central Avenue from 5th to 18th; Kansas Avenue from 5th to 10th; Osage Avenue from 5th to 7th; Quindaro Boulevard from 5th to 27th.

Trading Area: Twenty miles south, west and north.

Wholesale Houses: Groceries, 1; meats, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 35; bakers, 44; cigar stores, 6 (chain, 1); confectioners (including hotel stands), 60; delicatessen, 3; druggists, 58; dry goods, 66; department stores, 3; electrical supplies, 15; florists, 14; furniture, 40; grocers, 480 (chain, 6); hardware, 30; jewelry, 21; meat markets, 15; men's furnishings, 17; merchant tailors, 29; milliners, 11; opticians, 6; photographers, 15; pianos (and miscellaneous musical instruments), 3; radio supplies, 20; restaurants (including hotels), 55; shoes, 24; sporting goods, 3; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 157), (dentists, 35); number of wired houses, 30,000; gas, natural; electric current, alternating; water, medium.

LAWRENCE, KANS.

(Douglas County)

1920 Population, 12,456; 1924 State Report, 15,119.

City and Suburban Estimate, 30,000.

Native Whites, 78%; **Negroes,** 14.8%; **Foreign Born,** 7.2%; **Industrial Workers,** 6.7%; **English Reading,** 98%; **Families,** 3,480.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,049.

Churches: Baptist, 1 White, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 3; State 2; Total Resources, $6,580,797.17; Two Building and Loan Associations with loans of $600,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; 2 irregular; Miscellaneous (Auditoriums, etc.), 4, Total number of seats, 2,600 (Theatres), 5,700 (Other Auditoriums).

Location: On Kansas River 40 miles west of Kansas City. Served by main line of Atchison, Topeka & Santa Fe, Southern Kansas division of Atchison, Topeka & Santa Fe, main line Union Pacific, Leavenworth-Lawrence branch Union Pacific, Rock Island, Kansas City, Kaw Valley & Western (Interurban—hourly service to Kansas City), bus lines; two K. C.-Topeka; one each to Tonganoxie, Leavenworth, Oskaloosa and Ottawa. To nearest large city by railroad, 1 hour, 20 minutes; by trolley, 1 hour, 50 minutes; by auto, 2 hours.

Principal Industries: Flour and feed mills, straw paper and paper shipping cartons, pipe organs, ice cream, creamery butter, electric power, vinegar, car seals, cigars, brick and tile, horse collars, cannery, printing, foundry and machine shop, candy, chick hatcheries, nurseries.

Manufacturing Establishments, 22. Leading firms: Bowersock Mills & Power Co., Lawrence Paper Mfg. Co., Reuter Organ Co., Kansas Electric Power Co., Edgar Car Seal Co., World Co., publishers, Herman Horse Collar Factory, Lawrence Iron Works, Kaw Valley Canning Co., Kaw Valley Creamery, Wiedemann's, Lawrence Sanitary Milk Co., Lawrence Milling & Elevator Co., August Pierson (cigars). Total value of yearly output of factories estimated at $10,266,000.

Special Information: The University of Kansas with more than 5,500 students; Haskell Institute (Government Indian School), 1,000 students; Lawrence Business College with an annual enrollment of 600. Lawrence is the center of a rich agricultural area in the Waw Valley. Kaw Valley potatoes are widely known. A large variety of agricultural products are shipped from here. More than 6,350 automobiles and trucks have been registered in this county this year.

Residential Features: Majority of residences are one-family bungalows, cottages and houses. Many large houses in the university district are used as rooming houses. There are also many large fraternity and sorority houses. Also several apartments and kitchenette flats. The residence sections of Lawrence are pleasing. The average homes range in value from $5,000 to $12,000. A few are worth several times that amount. Frat houses range up to $125,000.

Retail Shopping Section: Extends from north line of South Park (12th street) to Kaw River bridge at 6th street, on Massachusetts street (six blocks). On Vermont street from 6th to 9th (three blocks). New Hampshire street from 6th street to 11th (five blocks). Sixth, 7th, 8th, 9th and 10th streets, each have from two to three blocks of business. Locust street in North Lawrence (five blocks). Second street (one block). Elm street (two blocks). Numerous smaller neighborhood sections.

Trading Area: Most of Douglas County, the southern part of Leavenworth, and Jefferson counties, and points in other adjacent territory.

Wholesale Houses: Groceries, 1 (grocery carries notion line); fruits, 2; miscellaneous lines, potatoes, 1; nurseries, 2; seeds, 2; auto accessories, 1; brick and tile, 1; cigars, 1; poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 5; automobile accessories, 18; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 7; most groceries, pharmacies and cafes also sell cigars; confectioners (including hotel stands), 9, exclusive; all drug stores and some cafes handle confectionery; dressmakers, 15; druggists, 11; dry goods, 4; department stores, 3; electrical supplies, 9; florists, 5; fruits, 1, exclusive; furniture, 6; furriers, 2; garages (public), 14; grocers, 47; hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 9; men's clothing, 12; merchant tailors, 3; milliners, 8; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 2, exclusive; radio supplies, 15; restaurants (including hotels), 18; shoes, 6; sporting goods, 3; stationers, 9; women's apparel, 5.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, April, May, Oct., Nov.; doctors (medical, 25), (dentists 17), (osteopaths, 4); number of wired houses, 3,512; gas natural; electric current, alternating; water, soft.

KANSAS (Cont'd)

LEAVENWORTH, KANS.

(Leavenworth County)

1920 Population, 16,912. (1924, est. 20,666.)

City and Suburban Estimate, 35,000.

Native Whites, 78.3%; **Negroes,** 11.8%; **Foreign Born,** 9.9%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 5,773.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 15.

Banks: National, 3; State, 2; Total Resources, $14,500,000; Savings Bank Deposits Total, $2,500,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,300.

Locations: Leavenworth is located on the bluffs overlooking the Missouri River, in the center of one of the richest agricultural districts in the West. It has eight lines of railroads: the Missouri Pacific, Union Pacific, Santa Fe, Burlington, Rock Island, Chicago, Great Western, L. T., and Kansas City, Leavenworth and Western (interurban line). To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Furniture, stoves and ranges, ice machines, structural iron and steel, wagons and trailers, road equipment, screens, sashes and doors, mattresses, amusement devices, coal.

Manufacturing Establishments, 55. Leading firms: Great Western Stove Co., Great Western Mfg. Co., Missouri Valley Bridge Co., Parker Amusement Co., Helmers Furniture Co., Abernathy Furniture Co., Klemp Furniture Co., National Bedding Co., Goodjohn Sash & Door Co., Fisher Machine Works, Hesse Manufacturing Co., Riverside Mining Co.

Special Information: Fort Leavenworth, established in 1827, occupies 8,000 acres of land adjoining the city on the north. Army service schools for officers located here, also the United States military prison, motor transport shops and federal prison, with 2,800 prisoners. Western branch of the National Home for Disabled Volunteer Soldiers occupies 1,000 acres of land south of the city. Kansas state prisons (one for men and one for women) are both located 3 miles south of Fort Leavenworth.

Residential Features: Mostly one-family houses with a few two-family houses and apartments. Residential section has well paved streets, beautiful shade trees and well-kept lawns. The city is in the midst of a campaign of home beautifying by judicious planting of shrubbery and flowers.

Retail Shopping Section: Extends from the Missouri River, our east boundary line, west for seven blocks, on three streets, with a number of suburban sections throughout the resident districts.

Trading Area: Extends to about an average of 15 miles east, north and south, and about 25 miles west.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 32; automobile tire agencies, 32; bakers, 11; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 18; dry goods, 7; department stores, 4; electrical supplies, 14; florists, 6; fruits, 4; furniture, 11; garages (public), 9; grocers, 70 (chain 2); hardware, 4; jewelry, 7; meat markets, 20; mens' furnishings, 7; mens' clothing, 7; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 15; shoes, 7; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 14; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 26), (dentists, 10), (osteopaths, 4); number of wired houses, 3,000; street car and bus service; gas, natural; electric current, alternating; water, hard.

LYONS, KANS.

(Rice County)

1920 Population, 2,516.

Native Whites, 99%; **Negroes,** 1%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: On Santa Fe, Mo. Pac. and Frisco Railroads.

Principal Industries: Salt and flour.

Manufacturing Establishments: Leading firms: American Salt Co., Western Salt Co., Lyons Milling Co., Central Kansas Milling Co.

Special Information: 40 cars salt and 10 cars flour daily.

Retail Shoping Section: Main, East Avenue, West Avenue. Commercial Street, 10 blocks.

Trading Area: North 22 miles, south 8, west 14, east 16.

Wholesale Houses: Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 1; florists, 2; furniture, 2; garages (public), 1; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 3.

McPHERSON, KANS.

(McPherson County)

1920 Population, 4,595.

City and Suburban Estimate, Population of County, 22,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 5%; **English Reading,** 99%; **Families,** 1,100.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,110.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 4; Total Resources, $1,873,873.00; Savings Banks Deposits Total, $300,000.00.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: McPherson is located in the heart of a rich general farming section; is the county seat of McPherson County in the central part of Kansas. Served by the Santa Fe, Rock Island, Union Pacific and Missouri Railroads; also by two transcontinental highways—the National Old Trails Road and the Meridian Highway.

Principal Industries: Agricultural, Milling, Poultry Packing, Printing, Distribution and Shipping of Food and Farm Products.

Manufacturing Establishments, 8. Leading firms: Wall-Rogalsky Milling Co., Colburn Bros. Milling Co., Interlocking Cement State Silo Co., Sunflower Packing & Product Co., McPherson Creamery Co., McPherson Ice Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: Splendid railway facilities for distributing merchandise to western and central Kansas and eastern Colorado. Also good roads leading out in all directions. Good schools, churches, parks and other civic improvements. Two colleges, making McPherson not only a good commercial center, but also a center of education.

Residential Features: Private homes; no tenements; no slums or so-called undesirable element. Most residents own their own homes. Wide paved streets well lighted.

Retail Shopping Section: Practically all concentrated in five blocks on Main street—all lines of business represented. Fine retail stores, well-stocked and with modern buildings and equipment.

Trading Area: Approximately 20 miles in all directions, particularly in dry goods, clothing, and shoes. Not so far for groceries and other food products.

Wholesale Houses: Groceries, 1; fruits, 2; miscellaneous lines: candy, butter, ice and produce; ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 9; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 1; furniture, 3; garages (public), 6; grocers, 12; hardware, 6; jewelry, 4; meat markets, 4; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 7; sporting goods, 5; stationers, 3; women's apparel, 3.

MANHATTAN, KANS.

(Riley County)

1920 Population, 7,989. (1925, est. 10,125.)

City and Suburban Estimate, 20,000.

Native Whites, 94.5%; **Negroes,** 2.5%; **Foreign Born,** 3%; **Industrial Workers,** 28%; **English Reading,** 97%; **Families,** 2,550.

Schools: 11. Number of Pupils, 2,400. Kansas State Agricultural College, with 4,031 students.

Churches: 9.

Banks: 5; Total Resources, $4,100,000.

Theatres: 2. Total number of seats, 1,500.

Location: To nearest large city by railroad, 2 hours; by trolley, 2 hours.

Residential Features: All one-family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: About 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 15; druggists, 6; dry goods, 6; electrical supplies, 4; florists, 2; fruits, 1; furniture, 2; garages (public), 10; grocers, 31; hardware, 7; jewelry, 4; meat markets 12; men's furnishings, 8; men's clothing, 6; merchant tailors, 4; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, May, June, Oct., Nov.; doctors (medical, 14), (dentists, 12), (osteopaths, 3); number of wired houses 2,450; gas, artificial; electric current, alternating and direct; water, soft.

NEODESHA, KANS.

(Woodson County)

1920 Population, 3,943.

City and Suburban Estimate, 6,000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 70%; **English Reading,** 95%; **Families,** 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Bands: National, 2; State, 1; Total Resources, $2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Main line of Frisco System and Missouri Pacific. To nearest large city, by railroad, 1 hour 20 minutes; by auto, 1 hour.

Principal Industries: Standard Oil Refining Co., brick manufacturers (2).

Manufacturing Establishments, 3: Standard Oil Co. of Kansas, Verdigris Valley Brick Co., Buff Brick Mfg. Co.

Special Information: A new and recent acquired gas supply adjoining Neodesha, which enables industries to again use gas for manufacturing purposes. It is estimated our present gas production will last for years for domestic and manufacturing consumption.

Residential Features: Mostly one-family houses. Homes average $5,000 to $10,000.

Trading Area: Extends for about 10 miles in each direction.

Number of Retail Outlets for National Advertised Products: Passenger auto agencies, 3; commercial auto agencies, 3; auto accessories, 5; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; garages (public), 8; grocers, 14; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; milliners, 4; opticians, 4; photographers, 2; pianos (and musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 1; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, May, June, Oct., Nov.; doctors (medical, 7), (dentists 5), (osteopaths, 2); number of wired houses, 1,000; gas natural; electric current, alternating and direct; water, hard.

NEWTON, KANS.

(Harvey County)

1920 Population, 9,781.

City and Suburban Estimate, 20,000.

Native Whites, 87.5%; **Negroes,** 2.5%; **Foreign Born,** 10%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,218.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, $2,792,467.15.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of Atchison, Topeka & Santa Fe R. R. and Arkansas Valley Interurban, on branch of Missouri Pacific. At crossing of the Meridian Highway and New Santa Fe Trail. Bus service to nearby towns. To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Milling, R. R. shops, farming. Three large and one small flour mills. Main line repair shops for the Santa Fe R. R., one creamery, one large ice plant doing local and railroad business, 2 bottling works, one wholesale ice cream factory, 2 wholesale bakeries.

Manufacturing Establishments: Leading firms: Newton Milling & Elevator Co., Goerz Flour Mills, Consolidated Mills, Newton Ice Company, Newton Ice Cream Company.

Special Information: Newton is one of the milling centers of the State, the home of the second largest building and loan assn. doing business in the state. Next to Topeka, Newton has the largest Santa Fe payroll in Kansas. The center of a rich farming community. Newton city water tests higher than any other in the state. Bethel College, a Mennonite school, is located at Newton. Newton has paved streets, and natural gas for lights, fuel and power.

Residential Features: Newton appeals to people as a place of residence on account of the excellent water, high grade schools, paved streets and twenty churches.

Retail Shopping Section: Main street from First to Seventh, 8 blocks; Broadway from Main to Poplar, 1 block; Sixth street from Oak to Poplar, 2 blocks; Fifth street from Oak to Poplar, 2 blocks.

Trading Area: 30 miles north, 30 miles east, 20 miles west, 15 miles south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; miscellaneous lines, confectionery, 1; cigars and tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 5; automobile accessories, 15; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 12; delicatessen, 1; druggists, 6 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 5; garages (public), 14; grocers, 35 (chain, 3); hardware 4; jewelry, 5; meat markets, 10 (chain, 2); men's furnishings, 4; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 21; shoes, 4; sporting goods, 5; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, May, Sept., Oct.; doctors (medical, 18), (dentists, 9), (osteopaths, 1); gas, natural; electric current, alternating; water, soft.

NORTON, KANS.

(Norton County)

1920 Population, 2,186. (1925, est. 2,680.)

City and Suburban Estimate, 10,000.

Native Whites, 95%; **Negroes,** 1%; **Foreign Born,** 4%; **Industrial Workers,** 2%; **English Reading,** 98%; **Families,** 1,600.

Schools: Public Grade, 13; High, 5; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Wesleyan, 1; Episcopal, 1; Methodist, 5; United Brethren, 2; Roman Catholic, 2; Miscellaneous: Christian, 5; Church of God, 1.

Banks: National, 3; State, 3; Total Resources, $3,500,000.

Theatres: Legitimate, 3; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,500.

Location: On main Colorado-Kansas line, Rock Island, and branch of C. B. & Q. Rys. About equal distance from Kansas City, Omaha, and Denver.

Principal Industries: Agriculture, Standard Oil Co., two wholesale grocers, jobbing house, fruit and vegetable house, Independent Oil Co.

Manufacturing Establishments, 3. Leading firms: Norton Mfg. Co. (header barges and sweep rakes), Kershner (road rasps), Ambrose (ice cream and butter).

Special Information: Pike's Peak Ocean-to-Ocean Highway, Kansas City-Denver airline, east and west, and Red Star Highway north and south, are distributing points.

Residential Features: Mostly one-family houses. No tenement section. Owners of homes predominate. Water, climate, church, school and other living conditions are good.

Retail Shopping Section: Extends from public square, 1 mile each direction; 84 blocks paved streets, 15 blocks "White Way." Fine highways make this a trading center for a territory 25 miles in each direction.

Wholesale Houses: Groceries, jobbers, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 1 (wholesale and retail); fruits, 15; furniture, 2; garages (public), 8; grocers, 8; hardware, 4; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 1; women's apparel, 1.

OTTAWA, KANS.

(Franklin County)

1920 Population, 9,018. (1925, est. 10,260.)

City and Suburban Estimate, 25,000.

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families,** 2,454.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,170.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1 Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 2; State, 3; Total Resources, $4,500,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,600.

Location: On main transcontinental lines of the Atchison, Topeka & Santa Fe, and Missouri Pacific, in addition to being the terminus of four branch lines covering the local territory. Bus service and motor truck lines augment this. To nearest large city, by railroad, 2¼ hours; by auto, 3 hours.

Principal Industries: Railroad shops, wire fence, gasoline engines, creameries, flour mills, lubricating oils, printing, crushed rock, brooms, chicken coops.

Manufacturing Establishments, 25. Leading firms: Bennett Creamery Co., Ottawa Mfg. Co., J. V. Mitchell, Ross Crushed Rock Co., Ross Milling Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: In addition to manufactures, location of the city makes it the outlet for the rich surrounding farm and live stock country.

Residential Features: Mostly private homes. Workmen live in individual houses which they either own, or are paying for. Residential section has broad streets lined with large shade trees.

Retail Shopping Section: Extends for five blocks along main street with slight side street

KANSAS (Cont'd)

extensions. This is supplemented by neighborhood market and grocery stores, and a small retail district at Main and Logan streets.

Trading Area: Includes Franklin County principally, and extends about 20 miles in all directions, in a circle. Extends farther to the southwest, and is narrowed on the north to the Lawrence trading territory.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 6; automobile accessories, 20; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 24 (chain, 1); confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 22; druggists, 8; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 2; fruits 10; furniture, 4; garages (public), 6; grocers 36 (chain, 1); hardware, 5; jewelry, 4; meat markets, 17; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 22; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 60; most pleasant months, May, Sept., Oct., Nov.; doctors (medical, 15), (dentists, 10), (osteopaths, 5); number of wired houses 3,000; gas, natural; electrical current, alternating; water, hard.

PARSONS, KANS.

(Labette County)

1920 Population, 16,028

City and Suburban Estimate, 40,000.

Native Whites, 87.7%; Negroes, 8.4%; Foreign Born, 39%; Industrial Workers, 33%; English Reading, 94%; Families, 4,022.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 3,990.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Christian, 3.

Banks: National, 2; State, 4; Total Resources, $3,850,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,600.

Location: Southern part of Kansas, 30 miles northeast of Coffeyville on M. K. & T. R. R. and Frisco Lines.

Principal Industries: Railroad shop, foundries, flour mills, bottling works, packing plants, truck bodies, dye works.

Manufacturing Establishments, 27. Total value of yearly output of factories estimated at $4,854,000.

Residential Features: Bungalows and one- and two-family frame houses. A few apartment houses.

Retail Shopping Section: 3 blocks on Broadway, 10 blocks on Main street, 3 blocks on 18th street.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 15; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; fruits, 1; furniture, 2; garages (public), 10; grocers, 31; hardware, 7; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 5.

PITTSBURG, KANS.

(Crawford County)

1920 Population, 18,052. (1925, est. 19,216.)

City and Suburban Estimate, 51,000.

Native Whites, 77%; Negroes, 3%; Foreign Born, 20%; Industrial Workers, 75%; English Reading, 80%; Families, 5,590.

Schools: Public Grade, 2,890; High, 960; Junior High, 650; Parochial, 1,200; Teachers' College, Business College, Training School; over 6,000 students.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; Christian, 1; United Presbyterian, 1; Nazarene, 1; Miscellaneous, 7.

Banks: National, 3; State, 3; Total Resources, $8,483,000; Savings Bank Deposits Total, $7,250,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 10,200.

Location: Kansas City Southern, Mo. Pac., Santa Fe, Frisco, Joplin and Pittsburg Elec. To nearest large city, by railroad, 1 hour; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Coal mining, heavy machinery, railroad shops, printing, furniture, publishing and book binderies, candy manufacturers. Vitrified sewer pipes, roofing, tile and slate, smokestack brick, hollow brick.

Manufacturing Establishments, 74. Leading firms: Pittsburg Boiler & Machine Co., United Iron Works, Dickey Tile Works, Pittsburg Paving Brick Co., Metropolis Brick Co., Deckard Steel & Iron Co., Pittsburg Clay Products Co., Kansas City Southern Ry. shops and coal mines.

Special Information: Pittsburg is located in the center and is a trading point for 26 farming and mining towns of a population ranging from 100 to 3,500 and all connected by interurban, or good roads. Three fine hospitals.

Residential Features: Mainly one-family houses, five large apartment houses, several small ones. Private homes predominate. Fine residential section in southwest corner of city.

Retail Shopping Section: Extends for 15 blocks on Broadway, the principal business street. Locust street parallels Broadway and has a large number of business houses. Three outlying districts with usual neighborhood stores.

Trading Area: 20 miles in each direction, intermittent business from greater distances. Center of 125 miles interurban and bus lines. Hard roads in all directions.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 2; dry goods, 1; miscellaneous lines, plumbing, barber, notions, candy (3).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 9; automobile accessories, 11; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels, 20); confectioners (including hotel stands), 30; delicatessen, 7; dressmakers, 20; druggists, 12; dry goods, 30; department stores, 3; electrical supplies, 10; florists, 3; fruits, 12; furniture, 14; furriers, 1; garages (public), 14; grocers, 119; hardware, 7; jewelry, 9; meat markets, 30; men's furnishings, 13; men's clothing, 13; merchant tailors, 5; milliners, 5; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 41; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 17.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 60; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 35), (dentists, 18), (osteopaths, 6); number of wired houses, 4,800; gas, natural; electric current, alternating; water, hard.

PRATT, KANS.

(Pratt County)

1920 Population, 5,183. (1925, est. 5,238.)

City and Suburban Estimate, 5,800.

Native Whites, 90%; Negroes, 7%; Foreign Born, 3%; Industrial Workers, 16%; English Reading, 98%; Families, 1,363.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,420.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $2,936,773.12; Savings Bank Deposits Total, $179,608.39.

Theatres: Motion Pictures, 2; Miscellaneous (Auditoriums, etc.); Total number of seats, 2,525.

Location: In south central Kansas. Division point on Chi. Rock Island & Pacific, 276 miles southwest of Kansas City. Terminal of A. T. & Santa Fe Wichita Branch. Wichita Northwestern. On Atlantic-Pacific highway and Cannon-ball route. Bus service to chief cities of southwestern Kansas. To nearest large city, by railroad, 1¾ hours; by auto, 2½ hours.

Principal Industries: Railroad shops (yearly payroll $829,480.72). Flour milling, agriculture, dairying, poultry, livestock and State fish hatcheries.

Manufacturing Establishments, 8. Leading firms: Pratt Flour Mills, Kaufman Creamery, Pratt Ice Co. Total value of yearly output of factories estimated at $1,365,000.

Special Information: Estimated acreage of wheat-land now ready for 1925 wheat crop 260,000 acres, 1925 corn crop 1 to 1½ to 2 million bushels. The city being in the center of an agricultural district and division point on the Rock Island makes labor traffic heavy. Kansas State fish hatcheries are located here. Department stores here draw trade from as far as 60 miles distant.

Residential Features: A city of private homes almost in its entirety. A few workingmen's tenements. The youth of the city makes all of the homes comparatively new. The average value of residences is $4,000.

Retail Shopping Section: Extends for seven blocks along Main street. Jackson and Ninnescah parallel Main and are business streets for five and six blocks. Small stores are found in the Mexican and Negro sections.

Trading Area: Extends for over 50 miles south and west—28 miles north—and about 25 miles east.

Wholesale Houses: Southwestern Produce Co., Pratt Poultry & Egg Co., Pratt Ice Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial agencies, 2; automobile accessories, 9; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; dressmakers, 8; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 8; grocers, 22; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 14; shoes, 7; sporting goods, 3; stationers, 5; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 50; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 9), (dentists, 8), (osteopaths, 1); number of wired houses, 1,420; electric current, alternating; water, soft.

SALINA, KANS.

(Salina County)

1920 Population, 15,085. (1925, est. 16,801.)

City and Suburban Estimate, 26,500.

Native Whites, 89.7%; Negroes, 4%; Foreign Born, 6.3%; Industrial Workers, 15%; English Reading, 94%; Families, 3,786.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,311.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $6,500,746; Savings Bank Deposits Total, Building and Loan Association, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), Memorial Hall. Total number of seats, 6,900.

Location: Salina is located near the center of the state in the Smoky Hill Valley, 187 miles west of Kansas City, and is served by the Union Pacific, Missouri Pacific, Santa Fe, Rock Island and Salina Northern railroads. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Flour mills, farm machinery and foundry products; automobiles, packing house products, groceries, hardware, candy, dairy products, metal products, brick and tile.

Manufacturing Establishments, 23. Leading firms: Lee Flour Mills, Robinson Mills, Shellabarger Mills, Western Star Mills, Weber Flour Mills Corp., Butzer Packing Co., Salina Candy Co., Wyatt Mfg. Co., Cement Products Co., Metal Products Co., Salina Brick and Tile Co. Total value of yearly output of factories estimated at $20,000,000.

Special Information: Salina, located, as it is, makes it the distributing point (wholesale and retail), for central and northwestern Kansas. Salina is the third flour-milling city in the state, and eleventh in the United States. It is one of the largest cities in the northwest part of the state, a section of high per capita wealth and low illiteracy.

Residential Features: Salina's residential district is made up almost entirely of one-family houses. There are few apartments and two-family houses. Salina does not have an exclusive residential section. The working class district is well built up, with small modern homes having all the conveniences supplied to other sections of the city. Many of these homes are owned by the occupants.

Retail Shopping Section: Located in the center of the city, Santa Fe Ave. being the principal business street with three 800-ft. blocks; 5th and 7th paralleling Santa Fe Ave. with two 800-ft. block each, and Iron Ave. crossing the above streets with three blocks of retail business. Suburban stores, principally groceries, are located in all parts of the city.

Trading Area: Extends about 150 miles west, 80 miles north and northwest, 60 miles east, and 40 miles south. Considerable trade is also secured from a greater distance, in all directions. Topeka is 125 miles east, Hutchinson 80 miles southwest and Wichita 108 miles southeast.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; hardware, 1; Miscellaneous Lines, auto accessories, 3; plumbing, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15 commercial auto agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), total, 15; exclusive, 3; drug stores, 12; smokers, 7; confectioners (including hotel stands), 2 candy shops, 12 drug stores; delicatessen, 1; dressmakers, 12; druggists, 12; dry goods, 7; department stores, 3; electrical supplies, 10; florists, 4; fruits, 3; furniture, 7; garages (public), 12; grocers, 40 (chain, 5); hardware, 6; jewelry, 5; meat markets, 4; men's clothing, 14; merchant tailors, 4; milliners, 8; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 7; hotels (12 residential); shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 50; most pleasant months, May, June, Sept., Oct., Nov.; (doctors (medical, 23), (dentists, 8), (osteopaths, 5); number of wired houses, 3,800; gas, artificial; electric current, alternating; water, hard.

TOPEKA, KANS.

(Shawnee County)

1920 Population, 50,022. (1925, est. 55,700.)

City and Suburban Estimate, 75,000.

Native Whites, 83%; Negroes, 8%; Foreign Born, 9%; Industrial Workers, 33%; English Reading, 97%; Families, 13,039.

Schools: Public, 33; High, 6; Junior High, 4; Parochial, 4; Number of Pupils, 16,500.

Churches: Baptist, 11; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 18; Presbyterian, 8; Roman Catholic, 4; Miscellaneous, 19.

Banks: National, 5; State, 10; Total Resources, $33,559,000; Savings Bank Deposits Total, $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 13,000.

Location: On the Kaw River, 67 miles west of Kansas City, in one of the richest agricultural sections of the state. Is served by the Santa Fe, Union Pacific, Rock Island and Missouri Pacific railroads. Has motor stage lines to all nearby towns. To nearest large city, by railroad, 1½ hours; by auto, 2½ hours.

Principal Industries: Flour milling, publishing, railroad shops, butter and ice cream, machine shops, bakery products, poultry and meat packing.

Manufacturing Establishments, 169. Leading firms: Beatrice Creamery Co., Road Supply & Metal Co., Curtis, Towle & Payne, Perfection Metal Prod. Co., Hall Lithograph Co., Crane & Co., Santa Fe Railroad shops, Topeka Tent & Awning Co. Total value of yearly output of factories estimated at $45,707,711.

Special Information: The location of Topeka makes it an ideal city for big conventions because of the railroad facilities. It is the capital of the state, and possesses many historical places of interest. It is the headquarters of the Santa Fe R. R., with large office buildings, locomotive and car shops. Has extensive poultry packing plant.

Residential Features: Fine residential city. Has a very large percentage of home owners, with a limited number of apartment houses. The homes in the better part of the city will average from $5,000 to $7,000.

Retail Shopping Section: Extends from 4th to 10th Sts. on Kansas Ave., and on all side streets for one block, both east and west. There are several "neighborhood" sections with the usual groceries, meat markets, etc.

Trading Area: Extends about 30 miles east, 40 miles south, 50 miles west and 35 miles north. Considerable outside business comes to Topeka because of good railroad facilities, and hard surfaced roads in every direction.

Wholesale Houses: Groceries, 7; meats, 6; fruits, 4; hardware, 4; Miscellaneous lines, bakeries, 6; ice cream, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 5; automobile accessories, 10; automobile tire agencies, 20; bakers, 16; cigar stores and stands (including hotels, 30 (chain, 1); confectioners (including hotel stands), 34; delicatessen, 8; dressmakers, 21; druggists, 44 (chain, 2); dry goods, 11; department stores, 6; electrical supplies, 14; florists, 9; fruits, 5; furniture, 29; furriers, 2; garages (public), 24; grocers, 177 (chain, 8); hardware, 22; jewelry, 14; meat markets, 20 (chain, 2); men's furnishings, 16; men's clothing, 32; merchant tailors, 29; milliners, 7; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 8; radio supplies, 11; restaurants (including hotels), 46; shoes, 44; sporting goods, 3; stationers, 3; women's apparel, 21.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per 12 months, 95; most pleasant months, April, May, June, Sept., Oct., Nov.; (doctors (medical, 120), (dentists, 60), (osteopaths, 15); number of wired houses, 12,000; gas, natural; electrical current, alternating and direct; water, soft.

WELLINGTON, KANS.

(Sumner County)

1920 Population, 7,048.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 28%; English Reading, 96%; Families, 1,857.

Schools: Public Grade, 5; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $2,542,570.68; Bank Deposits Total, $2,331,147.94.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Santa Fe and Rock Island railroads; 126 miles of paved roads in immediate vicinity.

Principal Industries: Milling, Railroads, Farming.

Manufacturing Establishments, 5. Leading firms: Hunter Milling Co., Wellington Mill & Elevator Co., Lasabee Mills, Wellington Ice Plant, Wellington Soda-Pop Factory, Wellington Broom Factory.

Residential Features: One- and two-story residences, mostly home-owned. Home Foundation assists prospective home owners in building houses.

Retail Shopping Section: Washington Ave. 5 blocks, with one block east and west on cross streets, Eighth, Seventh, Harvey and Lincoln.

Trading Area: Fifteen miles north, 15 miles east, 35 miles south and 30 miles west.

Wholesale Houses: Groceries, 1 (branch); fruits, 1; miscellaneous lines, jewelers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners including hotel stands), 6; dressmakers, 2; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 3; grocers, 22; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 1.

WICHITA, KANS.

(Sedgwick County)

1920 Population, 72,217. (1925, est. 108,458.)

City and Suburban Estimate, 117,762 (Sedgwick County).

Native Whites, 97%; Negroes, 2%; Foreign

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KANSAS and KENTUCKY Daily Newspaper Markets in Standard Surveys

KANSAS (Cont'd)

Wichita (con't)

Born, 1%; Industrial Workers, 12%; English Reading, 99%; Families, 18,596.

Schools: Public Grade, 17; High, 2; Junior High, 5; Parochial, 5; Fairmount College, 3; Business Colleges, Friends University, Miscellaneous, 10; Number of Pupils, 17,000.

Churches: Baptist, 6; Christian Science, 2; Congregational, 4; Episcopal, 3; Hebrew, 2; Methodist, 14; Presbyterian, 7; Roman Catholic, 2; Christian, 8; Miscellaneous, 22.

Banks: National, 4; State, 15; **Total Resources,** $55,330,800; Savings Bank Deposits Total, $41,-250,780.

Theatres: Legitimate, 5; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), Municipal Forum. Total number of seats, 26,-000.

Location: Wichita is located in Sedgwick County, Kans., and its territory embraces one of the richest parts of Kansas and Oklahoma. Its transportation facilities comprise a network of railroads reaching every point in the southwest, viz.: the Santa Fe, Rock Island, Frisco, Missouri Pacific, Midland Valley and Orient. Wichita is also served by the A. V. L. Interurban Ry. and the Laird Aeroplane Line.

Principal Industries: Flour milling, meat packing, oil refining, specialty manufacturing, gasoline lamps, steel tanks, work clothing, agriculture implements, brick, tile, incubators, windmills, gas mantles, automobile tires, tanneries, strawboard, printing, furniture, and railroad shops.

Manufacturing Establishments, 350. Leading firms: The Coleman Lamp Co., Clear Vision Pump Co., Derby Oil Co., Cudahy Packing Co., Dold Packing Co., Red Star Milling Co., Laird Aeroplane Co., Ralston Broom Factory, Western Iron & Foundry Co., Zona Toilet Co., Bridgeport Machine Co., Johnson-Larimer Dry Goods Co. Total value of yearly output of factories estimated at $200,000,000.

Special Information: Wichita is a leading broom-corn market and a flour milling center. It has clean streets and little smoke because fuel oil and gas are used. Few business failures have been reported in the past 5 years. Population is almost 100% American and 97% white. Handles cash grain business annually of more than $150,000,000. Near center of Kansas and northern Oklahoma oil fields, and live stock shipping point. Wholesale center for big area in southern Kansas and northern Oklahoma. Excellent transportation and hotel services make Wichita ideal convention city.

Residential Features: Mostly one and two-family houses. Federal census of 1920 shows that 54% of the people of Wichita own and occupy their own homes. Residential sections are protected against "light" and "heavy" industries by zoning ordinance. While majority of residences are of "bungalow" type, street after street is lined with more costly and ornate homes. The more expensive homes are located in College Hill and Riverside sections.

Retail Shopping Section: Extends from Main and Douglas (which forms heart of business section and terminal for trolley and bus lines) for 20 blocks on E. Douglas Ave., 11 blocks on W. Douglas Ave., 8 blocks on N. Main St., 3 blocks on S. Main St. William, First and Second are business streets running parallel to Douglas Ave. and extends for six blocks. Water, Market, Lawrence, Topeka, Emporia and St. Francis are business streets running parallel to Main St. and extends for 3 blocks both ways from Douglas Ave., also 5 outlying retail business sections and several smaller "neighborhood" sections.

Trading Area: Extends to a radius of about 25 miles in all directions. Intermittent business is secured from people living at a greater distance because of the fine railway, trolley and business service.

Wholesale Houses: Groceries, 8; meats, 5; fruits, 6; hardware, 2; dry goods, 2; miscellaneous lines: auto accessories, 2; shoe findings, 2; millinery, 2; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto agencies, 11; automobile accessories, 89; automobile tire agencies, 37; bakers, 23; cigar stores and stands (including hotels), 52; confectioners (including hotel stands), 262; delicatessen, 15; dressmakers, 88; druggists, 70; dry goods, 24; department stores, 7; electrical supplies, 21; florists, 8; fruits, 260; furniture, 39; furriers, 2; garages (public), 72; grocers, 352; hardware, 23; jewelry, 24; meat markets, 112; men's furnishings, 26; men's clothing, 20; merchant tailors, 21; milliners, 17; opticians, 18; photogaphers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 9; restaurants (including hotels), 231; shoes, 33; sporting goods, 8; stationers, 4; women's apparel, 11.

WINFIELD, KANS.

(Cowley County)

1920 Population, 7,933. (1925, est. 11,483.)

City and Suburban Estimate, 8,500.

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 4%; English Reading, 100%; Families, 2,600.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $8,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,000.

Location: County seat of Cowley County, in south central portion of state. Served by Santa Fe system, with 3 lines and 22 passenger trains per day. Also by the Mo. Pacific and Frisco railroads. To nearest large city, by railroad, 1 hour 15 minutes; by auto, 2 hours.

Principal Industries: Butter, poultry packing, sheet metal articles, flour, oil and gas.

Manufacturing Establishments, 18. Leading firms: The A. Skinworth Produce Co., Gott Mfg. Co., Seymour Packing Co., Ice & Cold Storage Co., Consolidated Mills. Total value of yearly output of factories estimated at $10,-000,000.

Residential Features: Small residential homes and cottages, modest but beautiful. Over half of street mileage paved. Fine parks and beautiful shade trees, 300 houses built last year, over 200 now in course of construction.

Retail Shopping Section: Extends east and west on 9th Ave., from 1 to 3 blocks; north and south on Main St., each way, 6 blocks. Also numerous suburban and residential sections. Grocers, etc.

Trading Area: A radius of 12 to 20 miles, north, west and east, and 5 to 10 south.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 3; druggists, 8; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 3; furniture, 5; garages (public), 6; grocers, 30; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 85; most pleasant months, May to Oct.; doctors (medical, 10), (dentists, 8), (osteopaths, 3); number of wired houses, 1,800; gas, natural; electric current, alternating; water, hard and soft.

Standard Surveys of KENTUCKY

ASHLAND, KY.

(Boyd County)

1920 Population, 14,729; (1925 est., 25,120).

City and Suburban Estimate, 100,000. Using A. B. C. suburban limits.

Native Whites, 97%; Negroes, 2.8%; Foreign Born, .2%; Industrial Workers, 30%; English Reading, 99%; Families, 5,021.

Schools: Public Grade, 3,580; High, 576; Junior High, 490; Parochial, 300; Number of Pupils, 4,946.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, $9,712,-000; Savings Bank Deposits Total $1,203,500.

Theatres: Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 3,500.

Location: On the Ohio River at the mouth of the Big Sandy River. On main line of C. & O. Railway, and terminal of the Big Sandy, and Lexington divisions of this line. N. & W. Ry. main line, and B. & O. R. R. junction with C. & O. Ry., three miles from this city at Kenova, W. Va. River packet transportation very heavy.

Principal Industries, Iron and steel and their products, coal by-products, leather, fire-brick and common brick, lumber.

Manufacturing Establishments: 14. Leading firms: American Rolling Mill Co., Ashland By-Products Coke Co., Ashland Leather Co., Ashland Fire Brick Co., Ashland Steel Co., Norton Iron Wks., Van Sant-Kitchen Lumber Co.

Residential Features: Wide, well-paved and shady streets contain mostly one-family houses of three classes. About 30% workingmen's homes, averaging $2,500 to $3,500. Second class, about 35% average $5,000 to $6,000, and remaining 25% are beautiful homes in newly made sub-divisions, costing from $8,000 to $20,-000.

Retail Shopping Section: Winchester Ave. for 18 blocks east and west contains most of the retail section. Greenup Ave. parallel and to the north has 4 squares of retail section and contains practically all of the wholesale houses.

Trading Area: North to Greenup, 13 miles; east to Coal Grove, Ohio, 2 miles; west to Morehead, 50 miles; and south to Prestonsburg, 50 miles. This is the A. B. C. suburban radius, and is practically the trading area, except that much trade is drawn from the Big Sandy Valley to the south, including Pikeville, and shaped valleys, the only outlet is through Ash-Jenkins. This is true because of the funnel-land.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines: drugs, 1; boots and shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 20; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 42; delicatessen, 3; dressmakers, 5; druggists, 12; dry goods, 12; department stores, 4; electrical supplies, 13; florists, 3; fruits, 7; furniture, 7; garages (public), 12; grocers, 80; hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 20; men's clothing, 20; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 18; shoes, 8; sporting goods, 4; stationers, 3; women's apparel, 12.

BOWLING GREEN, KY.

(Warren County)

1920 Population, 9,638. (1925, P. O. Census, 13,856).

City and Suburban Estimate, 18,000.

Native Whites, 75%; Negroes, 23%; Foreign Born, 2%; Industrial Workers, 1,200; Families, 3,150.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,500. Colleges, 3: Ogden College, Bowling Green Business University, and Western Kentucky State Normal School, students, 3,200.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous: Christian, 2; Seventh Day Adventist, 1.

Banks: National, 2; Total Resources, $5,000,-000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,750.

Location: On the L. & N. R. R. To nearest large city, by railroad, 3 hours; by auto, 5 hours.

Principal Industries: Agriculture, strawberries, oil, asphalt, limestone, handle factory, cigar factory, rehandling tobacco houses and stemmeries, packing house, flour mills, oil fields of county yield more than $1,000,000 annually.

Residential Features: Mostly one family houses, majority owned.

Retail Shopping Section: Approximately 8 blocks, with usual neighborhood stores.

Trading Area: 25 to 40 miles in each direction.

Wholesale Houses: Groceries, 4; dry goods and novelties, 7; meats, 1; fruits, 1; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 2; druggists, 9 (chain, 1); dry goods, 7; department stores, 6; electrical supplies, 2; florists, 5; fruits, 2; furniture, 6; garages (public), 10; grocers, 140 (chain, 1); hardware, 6; jewelry, 3; meat markets, (exclusive), 1; (in combination with grocery stores), 90; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 11; shoes, 2; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 75; most pleasant months, Spring and Fall seasons; doctors (medical, 18); (dentists, 10; (osteopaths, 2); number of wired houses, 90%; gas, artificial; electric current, alternating and direct; water, soft.

COVINGTON, KY.

(Kenton County)

1920 Population, 57,121. (1925 est. 6,500).

City and Suburban Estimate, 78,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 20%; English Reading, 98%; Families, 18,000.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 16.

Churches: Baptist, 9; Episcopal, 3; Hebrew, 1; Methodist, 12; Presbyterian, 4; Roman Catholic, 12; Miscellaneous, Reformed, 1; Disciples of Christ, 4; Lutheran, 1; Protestant, 3; Protestant Missions, 3.

Banks: National, 3; State, 8; Total Resources, $22,000,000.

Theatres: Moving Pictures, 9; Vaudeville, 4; Miscellaneous (Auditoriums, Halls, etc.), 15. Total number of seats, 18,000.

Location: On main line of Louisville & Nashville, Chesapeake & Ohio, and Cincinnati Southern Rys. To nearest largest city (Cincinnati) by railroad, trolley, or auto, 5 minutes.

Principal Industries: Iron, cigars, soap machinery, boilers, bronze, safes, locks, cordage.

Manufacturing Establishments: 8. Leading firms: Stewart Iron Works, U. S. Motor Truck Co., Kelekett X-ray Mfg. Co., Houston-Stanwood & Gamble (boilers), Lovell-Buffington Tobacco Co., Michaels Art Bronze Co. Total value of yearly output of factories estimated at $35,000,000.

Residential Features: Said to be the second most densely populated city in the United States. New residential districts being opened just outside city limits on west and south. Beautiful hilltop sites. Will eventually come into city on account of water and gas service.

Retail Shopping Section: Scott St. from 3rd to 7th; Madison Ave. from 4th to 11th; Pike St. from Madison to Main; 5th St. from Scott to Madison; 7th St. from Scott to Madison.

Trading Area: 40 miles south, 8 miles east and 30 miles west.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 22; cigar stores and stands (including hotels), 52 plus 50 stands in groceries, confectioneries, etc.; confectioners (including hotel stands), 115; delicatessen, 4; dressmakers, 52; druggists, 38 (chain, 2); dry goods, 35; department stores, 2; electrical supplies, 7; florists, 11; fruits, 7; furniture, 16; furriers, 1; garages (public), 32; grocers 240 (chain, 32); hardware 15; jewelry, 7; meat markets, 65 (chain, 20); men's furnishings, 16; men's clothing, 9; merchant tailors, 25; milliners, 15; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 20; restaurants (including hotels), 24; shoes, 19; sporting goods, 3; stationers, 5; women's apparel, 19.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 34; most pleasant months, April to October, inclusive; doctors (medical,, 63), (dentists, 30), (osteopaths, 3); number of wired houses, 12,000; street car service; gas, natural; electric current, alternating; water, soft.

DANVILLE, KY.

(Boyle County)

1920 Population, 5,099.

City and Suburban Estimate, 7,500.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 100%; Families, 1,500.

Schools: Public Grade, 3; High, 1; Junior High, 2; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $3,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 800.

Location: Danville is 36 miles SSW. of Lexington, in Boyle Co., on the Southern Ry., and the C. N. O. & T. P. Ry.

Principal Industries: Agriculture, live stock, tobacco, wheat. 2,000 railroad shopmen, and other railroad employees. Educational center, with Centre College, Kentucky College for Women, and Kentucky School for the Deaf. Large ice and coal co., and one of the largest laundry and dry cleaning companies in the South.

Manufacturing Establishments: Flour mills, soap factory, two lumber companies, gas mask factory, printing.

Residential Features: Modern residences with beautiful lawns costing from $3,000 to $75,000. Number of apartment houses and small section with tenements for railroad, and other workmen. Private homes predominate.

Retail Shopping Section: Main street, 6 blocks, principal section, although there are many business houses on other streets, and near railroad station.

Trading Area: 25 miles in all directions as Danville is the largest city within this radius.

Wholesale Houses: Groceries, 2; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 1; fruits, 4; furniture, 3; furriers, 1; garages (public), 5; grocers, 10; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 1; sporting goods, 4; women's apparel, 4.

FRANKFORT, KY.

(Franklin County)

1920 Population, 9,805.

City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 95%; Families, 3,900.

Schools: Public Grade, 5; High, 1; Parochial, Roman Catholic, 1.

KENTUCKY (Cont'd)

Banks: National, 2; State,, 2; Total Resources, $7,740,662.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 1,800.

Location: On north side of the Kentucky River, served by the C. &. O., L. & N., F. & C., and L. & A. Rys. Bus and interurban lines to all central Kentucky, also to Louisville, 65 miles west of Frankfort. Steamboats to coal fields in eastern Kentucky, and west to Louisville, connecting with Ohio River. To nearest large city by railroad, trolley, or auto. 1 hour.

Principal Industries: Shoes, chairs, gloves, rope and twine, printing.

Manufacturing Establishments: 10. Leading firms: Hoge-Montgomery Shoe Co., Frankfort Chair Co., Fiber Craft Co., Kentucky River Mills, Frankfort Lumber Co., Banning Lumber Co., Lyon's Lumber Co., Kenney Furniture Co. Total value of yearly output of factories estimated at $3,500,000.

Residential Features: Cottages, bungalows and apartment houses growing, although there are more private homes. Many noted historic houses are in Frankfort.

Retail Shopping Section: 3 blocks Main Street, 3 blocks St. Clair Street, 3 blocks Broadway, 2 blocks Ann Street, with usual neighborhood groceries.

Trading Area: 20 miles west, 15 miles north, east and south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines—shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commerical auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 18 (chain, 2); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 50; druggists, 7; dry goods, 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 2; garages (public), 6; grocers, 50 (chain, 4); hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 6; sporting goods, 5 stationers, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 96; most pleasant months, May, June, Sept., Oct., June; doctors (medical, 12), (dentists, 6), (osteopaths, 2); number of wired houses, 1,200; street car service; gas, natural; electric current, alternating and direct; water, soft.

FULTON & SO. FULTON, KY.

(Fulton County

1920 Population, 5,015. (Fulton, 3,415; South Fulton, 1,600).

City and Suburban Estimate, 6,500.

Native Whites, 80%; **Negroes,** 20%.

Schools: 5; Number of Pupils, 1,190.

Churches: 8.

Banks: 3; Total Resources, $1,870,000.

Theatres: 2; Total number of seats, 700.

Location: To nearest largest city by railroad, 1½ hours; by auto, 2½ hours.

Residential Features: One-family houses.

Retail Shopping Section: Four blocks in center of town.

Trading Area: Fourteen miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commerical auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 11; dressmakers, 25; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 8; grocers, 30; hardware, 6; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 5; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 7; shoes, 8; sporting goods, 1; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 101; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 9); (dentists, 3); (osteopaths, 2); number of wired houses, 1,100; electric current alternating; water, soft.

HENDERSON, KY.

(Henderson County)

1920 Population, 12,169; (1925 est., 16,000.)

Native Whites, 78.4%; **Negroes,** 20.3%; **Foreign Born,** 1.3%; **Industrial Workers,** 20%; **Families,** 6,788.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 3,476.

Churches: Baptist, 11; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, $6,610,993.27.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 2,200.

Location: On the Ohio River, served by the L. & N. R. R. south and west, and by the L. H. & St. L., east and west.

Principal Industries: Coal mining, and tobacco rehandling the most important industries. Others being carriage manufacturing, furniture, cotton, milling, nicotine plant, grain and flour, picklin plant, brick and tile works, box and baskets, cigar factory.

Manufacturing Establishments: 41. Leading firms: Delker Bros. Mfg. Co., Consolidated Textile Corp., H. J. Heinz Co., Kleymeyer-Klutey Brick and Tile Works, Anderson Box and Basket Co., Henderson Elev. Co., American Nicotine Co.

Residential Features: Mostly one-family homes.

Retail Shopping Section: 2 blocks on Main St., 2 on Second, 2 on First, and 1 on Elm St.

Trading Area: East 17 miles, south 59, southwest 45. north 6.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; miscellaneous lines, Chero-Cola plant.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 8, bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 1; dressmakers, 20; druggists, 11; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 14; garages (public), 10; grocers, 73; hardware, 6; jewelry, 4; meat markets, 21; men's furnishings, 5; men's clothing, 6; merchant tailors, 1; milliners, 10; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 24; shoes, 11; sporting goods, 2; stationers, 2; women's apparel, 12.

HOPKINSVILLE, KY.

(Christian County)

1920 Population, 9,696. (1924 est., 11,160).

City and Suburban Estimate, 20,000.

Native Whites, 67%; **Negroes,** 33%.

Schools: 7; Number of Pupils, 1,850.

Churches: 8.

Banks: National, 4; Total Resources, $4,500,000.

Theatres: 3; Total number of seats, 1,500.

Location: To nearest large city (Nashville, Tenn.), by railroad, 2½ hours; by auto, 4 hours.

Residential Features: One and two-family houses.

Retail Shopping Section: About 10 blocks in center of city.

Trading Area: Radius 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commerical auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 22; druggists, 14; dry goods, 6; department stores, 2; electrical supplies, 1; florists, 2; fruits, 5; furniture, 7; garage (public), 10; grocers, 75 (chain, 3); hardware, 8; jewelry, 3; meat markets, 18; men's furnishings, 7; men's clothing, 7; merchant tailors, 9; milliners, 11; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 13; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 65; degrees; average number of rainy days per twelve months, 101; most pleasant months, April, May, Sept., Oct.; doctors (medical, 18), (dentists, 10), (osteopaths, 2); number of wired houses, 1,500; gas, artificial; electric current, alternating; water, hard.

LEXINGTON, KY.

(Fayette County)

1920 Population, 41,534. (1925, est. 48,641).

City and Suburban Estimate, 292,000.

Native Whites, 68%; **Negroes,** 27%; **Foreign Born,** 5%; **Families,** 12,507.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 3; Colored, 5; Number of Pupils, 7,066. Also University of Kentucky, Transylvania University, College of the Bible, Hamilton College, Sayre College, Lexington College of Music, Catherine Academy, and 3 business colleges.

Churches: Baptist, 17; Christion Science, 2; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 10; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 27.

Banks: National, 4; State, 6; Total Resources, $30,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.). 1; Total number of seats, 8,652.

Location: In central Kentucky, 87 miles south of Cincinnati, and 84 miles east of Louisville.

On Southern Ry., L. & N. R. R., and C. & O. Ry. The center of electric lines serving 5 of the principal towns of central Kentucky and with well organized bus service from all other towns in trading territory. To nearest large city, by railroad, 3 hours; by auto, 3¼ hours.

Principal Industries: Oil refining, flour milling, tobacco redrying and conditioning candy, cigar manufacturing, brick.

Manufacturing Establishments: 93. Leading firms, Great Southern Refining Co., Lexington Rolling Mills, Kentucky Tobacco Redrying Co., American, Liggett and Myers and R. J. Reynolds Co., leaf departments; Lexington Candy Mfg. Co., Lexington Brick Mfg. Co., John C Guy Cigar Co., Lexington Brewing Co.

Continued on page 96

Seven Reasons

Why The LEXINGTON LEADER is the key to the Lexington, Kentucky, market (*Blue Grass Region*).

More circulation—better quality of circulation—better balanced distribution—more reader confidence—evening newspaper advantages—costs less per thousand circulation—more intelligent cooperation to advertisers.

Any Lexington Leader representative has at his command facts and figures to prove the correctness of each one of the above mentioned advantages of The Lexington (Kentucky) Leader.

Because it has paid them, advertisers bought in the first ten months of 1925 almost twice as much national advertising space in The Lexington Leader as was consumed in any other Central Kentucky newspaper.

A. B. C. Member ***Paid Circulation over 18,000*** ***Line rate 6 cents flat***

The Lexington Leader

Circulation Largest Where Business Is Greatest

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York Chicago Kansas City Atlanta Detroit San Francisco

KENTUCKY (Cont'd)

Lexington (con't)

Special Information: Center of the Blue Grass region, and the horse-breeding industry. One of the world's largest tobacco markets. Headquarters of Burley Tobacco Growers Co-Operative Marketing Assn. (100,000 members). Approximate yearly sales, $75,000,000. Principal outlet, and location of offices for rich eastern Kentucky coal, oil, and timber interests. Lexington has city, and suburban bus service carrying, approximately 2,500 passengers daily; has 4 public parks, 10 hospitals and sanatoriums, and up-to-date fire service.

Residential Features: City of private homes. Five prominent sub-divisions built up in last 10 years; 5 more now building. Restrictions $3,000 to $10,000 homes. High percentage of homes owned by occupants.

Retail Shopping Section: Main Street, 8 blocks; Short Street, parallel to Main, 5 blocks. All cross streets connecting these, and extending one block the other side of Main Street toward wholesale district. Also several small outlying sections.

Trading Area: North and west, 30 miles; 60 miles east; 50 miles south, and 100 miles southeast on two branches of the L. & N. R. R.

Wholesale Houses: Groceries, 7; meats, 4; fruits, 4; hardware, 1; dry goods, 2; miscellaneous lines, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto, agencies, 9; automobile accessories, 10; automobile tire agencies 11; bakers, 10; cigar stores and stands (including hotels), 75 (chain, 1); confectioners (including hotel stands), 31; delicatessen, 7; dressmakers, 87; druggists, 34 (chain, 6); dry goods, 9; department stores, 6, electrical supplies, 9; florists, 6; fruits, 8; furniture, 12; furriers, 1; garages (public), 57; grocers, 187 (chain, 38); hardware, 12; jewelry, 12; meat markets, 106 (exclusive, 25; combined with grocery stores selling meat, 81); men's furnishings, 5; men's clothing, 8; merchant tailors, 6; milliners, 14; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 62; shoes, 8; sporting goods, 5; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 134; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 98); (dentists, 27); (osteopaths, 2); number of wired houses, 8,712; street car service; gas, natural; electric current, alternating; water, hard.

LOUISVILLE, KY.

(Jefferson County)

1920 Population, 234,891.

City and Suburban Estimate, 668,948.

Native Whites, 75.1%; **Negroes,** 17.1%; **Foreign Born,** 7.8%; **Industrial Workers,** 18%; **English Reading,** 99.9%; **Families,** 79,000 (including New Albany and Jeffersonville).

Schools: Public Grade, 74; High, 5; Parochial, 43; Number of Pupils, 63,000.

Churches: Baptist, 80; Christian Science, 2; Congregational, 1; Episcopal, 16; Hebrew, 2; Methodist, 52; Presbyterian, 26; Roman Catholic, 38; Miscellaneous, 59; Colored Churches, 5.

Banks: National, 4; State, 10; Total Resources, $112,000,000; Savings Bank Deposits Total $23,168,000 (164,846 accounts.)

Theatres: Legitimate, 1; Moving Pictures, 29; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: On the Ohio River, served by L. & N., I. C., Penna., Big Four, Southern, C. & O., B. & O., C. I. & L., M. H. & E., C. C. C. & St. L., and L. Hend. & St. L. Rys. Interstate public service to Indianapolis. To nearest large city by railroad, 3½ hours.

Principal Industries: Bath tubs, farming implements, flour mills, railroad shops, soap factory, furniture, hardwood, wagons, men's clothing, auto bodies, ice and refrigerating machines, hickory handles, tinfoil.

Manufacturing Establishments: 785. Leading firms: Standard Sanitary Mfg Co., Van Camp Co., B. F. Avery Co., Mengel Co., Kentucky Wagon Works, Ballard Flour Mills, Belknap Hdwe. Mfg. Co., Inman Furn. Co., Wood Mosaic Co., Vogt. Mfg. Co., Turner, Day and Woolworth Co., U. S. Tinfoil Co. Total value of yearly output of factories estimated at $313,000,000.

Residential Features: Louisville is a city of homes, has only 2,764 apartment houses.

Retail Shopping Section: Fourth Street from Main to Broadway, Market Street from Hancock to Seventh. Jefferson, Walnut, Guthrie, and Chestnut from 3rd to 5th. Neighborhood sections: Bardstown Road, Shelby Street, Preston, 18th, Parkland, and Portland, Streets.

Trading Area: Extends 90 miles in Kentucky, and 55 miles in southern Indiana.

Wholesale Houses: Groceries, 19; meats, 8; fruits, 16; hardware, 4; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 47; commercial auto. agencies, 16; automobile accessories, 83; automobile tire agencies, 35; bakers, 103; cigar stores and stands (including hotels and dealers), 460; confectioners (including hotel stands), 98; delicatessen, 32; dressmakers, 224; druggists, 187 (chain, 30); dry goods, 153; department stores, 6; electrical supplies, 22; florists, 42; fruits, 48; furniture, 52; furriers, 8; garages (public), 37; groceries, 912 (chain, 240); hardware, 65; jewelry, 52; meat markets, 62; men's furnishings, 41; men's clothing, 18; merchant tailors, 69; milliners, 52; opticians, 22; photographers, 32; pianos and (miscellaneous musical instruments), 11; radio supplies, 30; restaurants (including hotels), 140; shoes, 80; sporting goods, 4; stationers, 6; women's apparel, 31.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 108; most pleasant months, March to June, and Sept. to Dec. (both inclusive); doctors (medical, 700); (dentists, 140); (osteopaths, 15); number of wired houses, 48,000; street car service; gas, natural, electric current, alternating; water, soft.

See announcements columns 3 and 4 this page and page 97

MADISONVILLE, KY.

(Hopkins County)

1920 Population, 5,030. (1925 est., 8,000).

City and Suburban Estimate, 15,000.

Native Whites, 80%; **Negroes,** 20%; **Industrial Workers,** 50%; **English Reading,** 100%; **Families,** 2,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,240.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Miscellaneous, 1.

Banks: National, 1; State, 3; Total Resources, $4,900,000; Savings Bank Deposits Total, $500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,250.

Location: In the heart of the west Kentucky coal field, at junction of the L. & N., I. C., and M. H. & E. R. Rs.

Principal Industries: Coal mining, Madisonville being in the center of the famous west Kentucky field. Farming, the city being surrounded by a fertile farming territory.

Manufacturing Establishments: 3. Leading firms: American Cigar Co. (branch), West Kentucky Coal Co., Hart Coal Corp., Reinecke Coal Mining Co., Hawley McIsaac Coal Co.

Special Information: In addition to splendid railroad facilities, Madisonville has an abundance of water and electric power and is growing rapidly. Chamber of Commerce and Kiwanis Club are negotiating with several large manufacturers to locate here. Local mines have been bought by West Kentucky Coal Co., capitalized at $15,000,000, and large developments are under way.

Residential Features: One-family houses predominate, although there are a number of two-family houses, and quite a few apartments. Houses rented by workingmen are for the most part well kept, and a rapidly growing building and loan association is conducting a successful home ownership campaign.

Retail Shopping Section: Centers about a court square, extending 1 block south on Main Street, 1 block north on Main Street, 2 blocks east on Center, and 2 blocks west on Center; also 1 block on Sugg Street, which branches off Hain. Neighborhood groceries distributed throughout the town.

Trading Area: Extends 25 miles in every direction. Served by railroads and bus lines in three directions, and by a railroad interurban service. City has no adjacent competitor, of any size, as a shopping center, and is drawing from a constantly widening area, as roads are improved.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 19; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 1; dressmakers, 16; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 6; garages (public), 9; grocers, 68; hardware, 4; jewelry, 2; meat markets, 5; merchant tailors, 1; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; stationers, 1; women's apparel, 2.

MAYFIELD, KY.

(Graves County)

1920 Population, 6,583.

City and Suburban Estimate, 10,500.

Native Whites, 90%; **Negroes,** 9%; **Foreign Born,** 1%; **Industrial Workers,** 90%; **English Reading,** 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Colored Grade, 1; Colored High, 1.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Church of Christ, 2.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: On Illinois Central Ry. To nearest large city (Paducah) by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Pants and suits manufacturing, tobacco, flour, ice, cannery, brick, planing mill.

Manufacturing Establishments: 2. Leading firms: Mayfield Woolen Mills, Merit Mfg. Co., Mayfield Planing Mills.

Special Information: Large loose leaf tobacco market. Independents and association marketing handle approximately 20,000,000 pounds of tobacco per year.

Residential Features: Mostly one-family houses. Section devoted to colored.

Retail Shopping Section: Broadway, south, 5, 6, 7, 8, 9 blocks; north, 5, 6, 7, 8, 9 blocks.

Trading Area: 40 miles.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 6; furniture, 6; garages (public), 8; grocers, 50 (chain, 1); jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 102; most pleasant months, April, May, Sept., Oct.; doctors (medical, 12), (dentists, 5), (osteopaths, 1); number of wired houses, 750; electric current, alternating and direct; water, soft.

MAYSVILLE, KY.

(Mason County)

1920 Population, 6,107.

City and Suburban Estimate, 10,000.

Native Whites, 80%; **Negroes,** 20%.

Schools: 7; Number of Pupils, 1,408.

Churches: 4.

Banks: 3; Total Resoruces, $5,500,000.

Theatres: 2; Total number of seats, 800.

Residential Features: One, and two-family houses.

Retail Shopping Section: Six blocks in the center of town.

Trading Area: About 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 5; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5, confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 19; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 40; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 10; sporting goods, 1; stationers, 1; women's apparel, 4.

OWENSBORO, KY.

(Daviess County)

1920 Population, 17,424. 1925 (unofficial census), 23,074.

City and Suburban Estimate, 100,000.

Native Whites, 17,628; **Negroes,** 4,614; **Foreign Born,** 832; **Industrial Workers** 2,059! **English Reading,** 90%; **Families,** 5,148.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 10; Colored, 11.

Banks: National, 2; State, 3; Total Resources, $11,208,511.01.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 4,950.

Location: On the Ohio River, 115 miles west of Louisville, and 40 miles east of Evansville On the I. C., L. & N., and L. H. & St. L. R. Rs. To nearest large city by railroad, 1¼ hours; by auto, 2 hours.

Principal Industries: Auto bodies, buggies and delivery wagons, wheels for light vehicles, stock feed, foreign, harness, etc. Farm and log wagons, gray castings, flour and cereal mills, chairs, electric lamps, cigars and tobacco.

Manufacturing Establishments: 51. Leading firms: Anglo-American Mill Co., Owensboro Wagon Co., F. A. Ames Co., Owensboro Ditcher and Grader Co., Owensboro Wheel Co., Owensboro Sewer Pipe Co., American Cigar Co., Kentucky Electric Lamp Co.

Residential Features: Mostly one-family houses. No segregation of workingmen's homes. Negroes segregated in two districts. Many beautiful homes in suburbs.

Retail Shopping Section: On Second Street, 7 blocks; Frederica, 4; Third, 3; St. Ann, 2.

Trading Area: Extends 50 miles south, 25 east, and 25 west.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 3; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 3; automobile accessories, 10; bakers, 4; cigar stores and stands (including hotels), 50 (6 exclusive); confectioners (including hotel stands), 12; delicatessen, 8; dressmakers, 17; druggists, 17 (chain, 1); dry goods, 10; department stores, 4; electrical supplies, 2; florists, 3; fruits, 12; furniture, 13; garages (public), 12; grocers, 150 (chain, 5); hardware, 7; jewelry, 8; meat markets, 7; men's furnishings, 7; men's clothing, 6; merchant tailors, 11; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio sup-

Continued on page 98

Read what happened in Louisville October 31st!

ON the last day of October The Louisville Herald and The Louisville Post took the most progressive forward step in Louisville newspaper history. The two papers were consolidated under the title of The Herald-Post and the morning edition was changed under the ever more popular tabloid size. The combined papers contain all the best features which characterized them as separate units. In every respect, the Herald-Post is worthy of its magnificent new plant—the finest in the whole South.

Tabloid in the Morning

enabling the reader to absorb the news quickly if he wishes. A complete, compact paper for the man or woman whose mind keeps pace with the times.

Standard Size Evenings

No hurry about reading the evening paper, and the Herald-Post is not a paper that invites haste. Every member of the family welcomes it.

Standard Size Sundays

A big, modern Sunday paper with all the accepted features. A multi-sectioned armful of news and entertainment for the whole day—and the whole family.

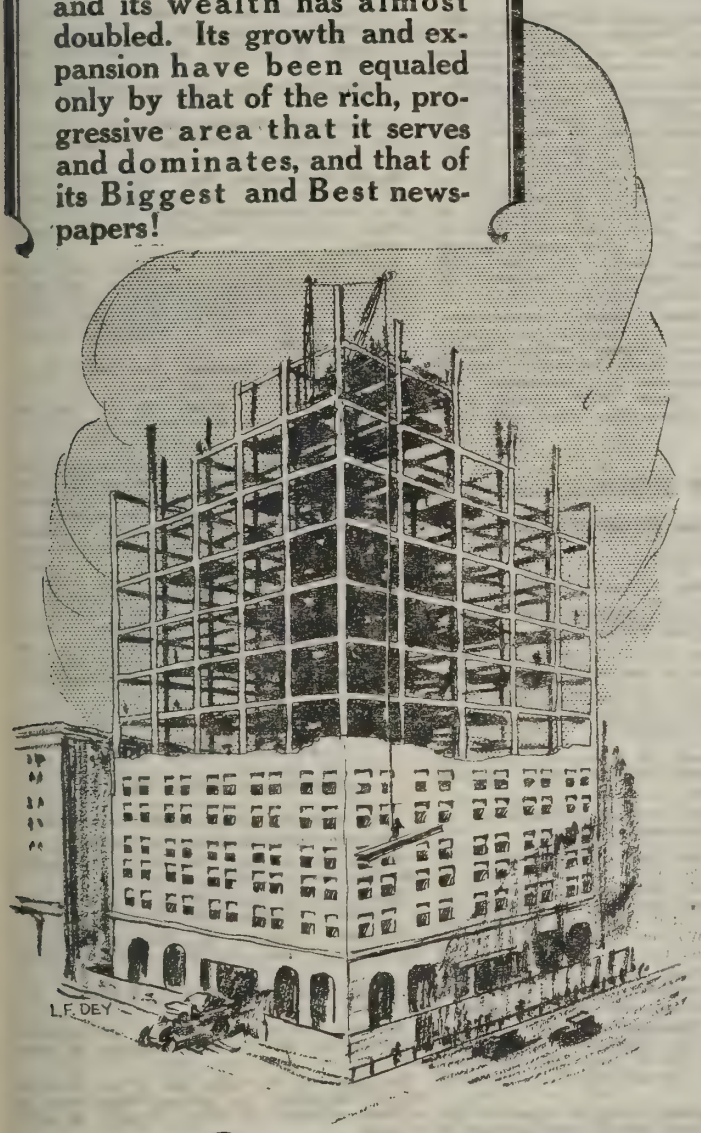
In making up your Louisville schedule—include the Herald-Post and *cover the whole market.*

THE HERALD-POST
LOUISVILLE
Kentucky's Greatest Newspaper

Live Louisville
sets a dizzy pace

Month after month, Government Building Statistics have shown it to be the fastest growing city in America, Florida boom centers excepted.

In the past four years its population has increased over 35% and its wealth has almost doubled. Its growth and expansion have been equaled only by that of the rich, progressive area that it serves and dominates, and that of its Biggest and Best newspapers!



And only its biggest and best newspapers have been able to keep in step! ~ ~ ~

During the past four years

¶ The Daily Courier-Journal has *gained* 17,224 circulation and the other morning paper has *lost* 6,854.

¶ The Louisville Times has *gained* 5,662 circulation and the other afternoon paper has *lost* 3,480.

¶ The Sunday Courier-Journal has *gained* 40,931 circulation and the other Sunday paper has gained only 344.

The Courier-Journal
THE LOUISVILLE TIMES

Over **129,000** *Daily* *Over* **101,000** *Sunday*

Leading In The Morning By 25,585—In The Afternoon By 29,481—On Sundays By 43,689

Represented Nationally By The S. C. Beckwith Special Agency

KENTUCKY and LOUISIANA Newspaper Markets in Standard Surveys

KENTUCKY (Cont'd)

Owensboro (con't)

plies, 6; restaurants (including hotels), 34; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 137; most pleasant months, April, May, October; doctors (medical, 41), (dentists, 18); (osteopaths, 2); number of wired houses, 5,780; street car service; gas, artificial; electric, alternating and direct; water, soft.

PADUCAH, KY.

(McCracken County)

1920 Population, 24,735. (1925 est., 32,840).

Native Whites, 76.2%; **Negroes,** 22.6%; **Foreign Born,** 1.2%; **Industrial Workers,** 6,978; **English Reading,** 94%; **Families,** 6,430.

Schools: Public Grade, 10; High, 2; Junior High, 1; Number of Pupils, 4,798.

Banks: National, 2; State, 2.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On Ohio and Tennessee Rivers. Served by the I. C., C. B. & Q., and N. C. & St. L. R. Rs. Steamer service to the Ohio, Tennessee, and Cumberland Rivers. Bus service to many points. To nearest large city by railroad, 7 hours; by auto, 8 hours.

Principal Industries: I. C. shops, shoes, tobacco and cigars, tile, harness, men's clothing, cooperage, boxes and crates, hosiery, hardwood, rope and cordage, shipyards, textile machinery.

Manufacturing Establishments: 78. Leading firms: International Shoe Co., American Cigar Co., Southern Textile and Machine Co., Fergerson Harness Co. Total value of yearly output of factories estimated at $17,450,000.

Special Information: Largest retail, wholesale, and manufacturing city in Kentucky west of Louisville. Best distributing point in state because of waterways and railroads.

Residential Features: Mostly one and two-story houses, beautiful residences, and many apartment houses. Building going on rapidly.

Retail Shopping Section: Broadway, Jefferson Street and Kentucky Avenue 7 blocks on each.

Trading Area: 50 miles, including western Kentucky, southern Illinois and western Tennessee. Paducah is the center of this shopping district, being connected by water, bus and railroads.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 2; dry goods, 4; hardware, 2; tobacco and candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 11; automobile accessories, 9; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; druggists, 34; dry goods, 36; department stores, 5; electrical supplies, 4; florists, 2; fruits, 3; furniture, 19; garages (public), 15; grocers, 175 (chain, 4); hardware, 5; jewelry, 7; meat markets, 8 (chain, 1); men's furnishings, 13; men's clothing, 8; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 22 (10 exclusive); shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 51; most pleasant months, March, April, May, June, Oct., Nov.; doctors (medical, 43), (dentists, 18), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

RICHMOND, KY.

(Madison County)

1920 Population, 5,622.

City and Suburban Estimate, 7,500.

Native Whites, 65%; **Negroes,** 35%.

Schools: 4; Number of Pupils, 1,650.

Churches: 4.

Banks: 5; Total Resources, $5,000,000.

Theatres: 2, Total number of seats, 1,000.

Residential Features: One and two-family houses.

Retail Shopping Section: Four blocks in center of town.

Trading Area: Radius about 18 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; garages (public), 12; grocers, 21; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 7; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 2; sporting goods, 2; stationers, 4; women's apparel, 5.

WINCHESTER, KY.

(Clark County)

1920 Population, 8,333, (1925, est. 9,156).

City and Suburban Esimate, 11,000.

Native Whites, 66%; **Negroes,** 33%; **Foreign Born,** 1%; **Families,** 2,500.

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 1,909.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; First Christian, 3; Miscellaneous, 11.

Banks: National, 2; State, 3; Total Resources, $6,778,074. Savings Bank Deposits Total, $1,763,000.

Theatres: Moving Pictures, 1; Total number of seats, 250.

Location: In the center of Clark County. Served by the C. & O., L. & N. Trunk Line, L. & E., and W. & I. Rys. Good bus service to surrounding towns.

Principal Industries: Harvesters, hardwood flooring, banquet tables, tobacco hogsheads, bottling works.

Manufacturing Establishments: 5. Leading firms, Kentucky Flooring Co., McCormick Bros. Harvesters, Tomlinson's banquet tables and tobacco hogsheads, Wainscott's bottling works, two wholesale lumber mills.

Special Information: Intersection of Midland, and Dixie "A" Highways, and National Trails. Outlet to eastern Kentucky coal, and oil fields.

Residential Features: Private homes, most of which have large, well-kept lawns.

Retail Shopping Section: On Main Street, 5 blocks; Lexington Avenue, 3 blocks; Broadway, 3 blocks around Court House Square. Neighborhood stores.

Trading Area: All of Clark County. Intermittent business from eastern Kentucky points. Over 100 traveling men make Winchester their headquarters.

Wholesale Houses: Groceries, 2; hardware, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agenies, 7; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 12; druggists, 7; dry goods, 8; electrical supplies, 3; florists, 1; fruits, 8; furniture, 6; garages (public), 15; grocers, 53; hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 5; women's apparel, 6.

Standard Surveys of LOUISIANA

ALEXANDRIA, LA.

(Rapides Parish)

1920 Population, 17,510. (1925, est. 22,238).

City and Suburban Estimate (including Pineville, La., adjoining) 35,550.

Native Whites, 54%; **Negroes,** 42%; **Foreign Born,** 4%; **Industrial Workers,** 20%; **English Reading,** 85%; **Families,** 5,937.

Schools: Public Grade, 5; High, 2; Parochial, 4; Number of Pupils, 5,732.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 2. Baptist College, Louisiana College, enrollment, 500.

Banks: National, 1; State, 4; Total Resources, $15,288,019.50.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: On the Red River, in the center of the state and served by T. & P., Mo. Pac., L. & A., L. R. & N., S. P., C. R. I. & P., and A. & W. R.Rs. Bus service for passengers to every important town and city in main highways within radius of 125 miles, also to Baton Rouge, Monroe, Lake Charles, and Shreveport. Freight truck service to towns within radius of 75 miles. To nearest large cities, by railroad to Shreveport, 4 hours, to New Orleans, 6 hours; by auto to Shreveport, 5 hours, to New Orleans, 9 hours.

Principal Industries: Saw mills, for pine and hardwood, cotton oil mills, foundries and machine shops, mineral oil refinery, broom handles, talcum powderi brick, building materials, and railroad repair shops. Missouri Pacific, and Texas Pacific R.Rs. are now constructing terminals and shops to cost $1,459,000.

Manufacturing Establishments: 110. Leading firms: Ferd. Brenner Lumber Co., Red River Oil Co., Enterprise Lumber Co., New Orleans Boiler Works, Ruston Foundry and Machine Shops. Annual output, $12,000,000.

Special Information: Headquarters for oil-well drilling machinery, developing oil wells in central and northern Louisiana. Six gravel companies supply gravel from pits within 40 miles of this city. Because Alexandria is the hub of the good roads system of the state, many conventions meet here annually, while 33 wholesale houses, and many foreign firms, warehouse and distribute their products from here.

Residential Features: Chiefly a city of private homes. There are a few apartment houses, both of the rebuilt and modern type. Residential development is greatest on west side of the city. Value of homes range from $2,500 to $60,000.

Retail Shopping Section: On Third Street, 6 blocks; Second Street, 6 blocks; Lee Street (colored and white section), 14 blocks; Gould Avenue, 8 blocks. Business section extends from Beauregard Street to Lee, Front to Fifth, and Jackson to Tenth.

Trading Area: Retail trade area extends within a radius of 50 to 75 miles, because of excellent motor bus service, truck delivery service, and excellent highways. A number of smaller towns and communities are located in this area, which affect only a small part of the general trade, such as dry goods, groceries, etc. Headquarters for traveling men, many firms having their headquarters in Alexandria, owing to its central location.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines. 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16 commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 18; bakers, 8; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 3; delicatessen, 4; druggists, 24; dry goods, 16; department stores, 6; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; furriers, 1; garages (public), 6; grocers, 34 (chain, 5); hardware, 4; jewelry, 4; meat markets, 58; men's furnishings, 14; men's clothing, 12; merchant tailors, 4; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 21; shoes, 11; sporting goods, 2; stationers, 4; womens' apparel, 11; auto replacement parts, 1.

Miscellaneous Data: Average temperature, 66.05 degrees; average rainfall per twelve months, 55.52; most pleasant months, March, April, May, Oct., Nov., December; doctors (medical, 32), (dentists, 23), (osteopaths, 1); number of wired houses, 5,500; gas, natural; electric current, alternating; water, soft (artesian).

BATON ROUGE, LA.

(E. Baton Rouge Parish)

1920 Population: 21,782.

City and Suburban Estimate, 42,000.

Native Whites, 65%; **Negroes,** 34%; **Foreign Born,** 0.1%; **Industrial Workers,** 15%.

Schools: Public Grade, 9; High, 3; Junior High, 2; Parochial, 5; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 1; State, 2; Total Resources, $15,000,000; Savings Bank Deposits Total, $12,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6.

Location: On east bank of Mississippi River, about 140 miles from Gulf. Served by the Y. & M. V. R. R., Gulf Coast Lines, So. Pac., L. R. & N., Baton Rouge, Hammond & Eastern, and Texas & Pacific R.Rs. Water transportation by Mississippi. Warrior Service Co. and Bradford Transportation Co.

Principal Industries: Standard Oil Co. of La., foundries, box factories, lumber mills, rice mills, brick, veneering plant, chemical plant.

Manufacturing Establishments, 40. Leading firms: S. O. Co. of La., Istrouma Foundry, B. R. Sash & Door Co., B. R. Rice Mill, McCarroll Lumber Co., C. C. Mengel Co., Texas Chemical Co.

Special Information: Location makes it the gateway for the great southwestern territory of southern Louisiana, Texas, and Oklahoma. It is a deep-sea port for water transportation from the north and northeast as far as the Pittsburgh steel district. Also a wholesale center for southern and western Louisiana.

Residential Features: Mostly family homes with fine suburban residential districts. Average value $2,500 to $4,000, with many higher priced residences.

Retail Shopping Section: Extends the entire length of 3rd St.; 9 blocks on Main; 2 on Laurel; 3 on Florida; 3 on Convention; 2 on Northern Boulevard, with several outside districts.

Trading Area; Extends in a 50-mile radius.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 3; Miscellaneus lines: jewelry, ice cream, confectionery, ice.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto, agencies, 12; automobile accessories, 15; bakers, 8; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 33; druggists, 25 (chain, 1); dry goods, 30; department stores, 10; electrical supplies, 8; florists, 1; fruits, 25; furniture, 11; garages (public), 35; grocers, 91 (chain, 9); hardware, 8; jewelry, 8; meat markets, 21; men's furnishings, 5; men's clothing, 5; merchant tailors, 17; milliners, 3; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 34 (chain, 1); shoes, 9; sporting goods, 10; stationers, 3.

Miscellaneous Data: Average temperature, 72 degrees. Average number of rainy days per twelve months, 84. Most pleasant months, April, May, Sept., Oct., Nov. Doctors (medical, 44), (dentists, 25), (osteopaths, 2); number of wired houses, 6,500; street car service.

CROWLEY, LA.

1920 Population, 6,168.

City and Suburban Estimate, 10,000.

Native Whites, 75%; **Negroes,** 20%; **Foreign Born,** 5%; **English Reading,** 50%; **Families,** large number of French.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 650.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 3.

Banks: National, 1; State, 2; Total Resources, $2,750,000; Savings Bank Deposits Total, $275,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 2,000.

Location: On So. Pac., Gulf Coast Line, and T. & P. R. Rs.

Principal Industries: Rice and products, machinery.

Manufacturing Establishments, 10. Leading firms: "Rice-O-La" Breakfast Food Co., and 5 other rice mills are located here.

Special Information; The "Rice-O-La" breakfast food factory is a new industry, and is gaining a wide reputation. Large number of machinery company headquarters, with branch houses.

Residential Features: Residential section is made up of bungalows and cottages, with some fine houses. Practically all own homes. Very few renters. Negro section in one part of the city. Value of homes in residential section, $5,000 to $20,000.

Retail Shopping Section: .Practically all on Main street and Parkerson Ave.

Trading Area: 15 miles. Except from the south, Crowley draws trade from 20 to 30 miles.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto agencies, 2; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 3; fruits, 5; furniture, 2; garages (public), 5; grocers, 8; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; merchant tailors, 2; milliners, 3; opticians, 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

JENNINGS, LA.

(Jefferson Davis Parish)

1920 Population, 3,824. (1925, est. 5,000.)

City and Suburban Estimate, 7,000.

Native Whites, 6,000; **Negroes,** 1,000; **English Reading,** 100%; **Families,** 1,500.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,300.

Churches: Baptist, 2; Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; Total Resources, $3,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,500.

Location: On the main line of the Southern Pacific Railroad. To nearest large city by railroad, 4 hours; by trolley, 4 hours; by auto, 5 hours.

Principal Industries: Rice mills, machine shops, metal works.

Manufacturing Establishments: 12.

Special Information: Jefferson Davis Parish, in 1925, raised a $7,000,000 rice crop, a $750,000 cotton crop, and $500,000 worth of fruit, poultry, and dairy products.

Residential Features: Large two-story homes, with fine lawns and mammoth live-oak shade trees. There are 1,500 homes in the city, 95% of which are single family houses.

Retail Shopping Section: On Main Street, 6 blocks, and 6 blocks on side streets.

Trading Area: Extends 22 miles north, 15 miles south, 15 miles west, and about 15 miles east.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 12; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; druggists, 2; dry goods, 8; department stores, 2; electrical supplies, 3; florists, 1; fruits, 6; furniture, 3; garages (public), 7; grocers, 15; hardware, 7; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2;

LOUISIANA (cont'd)

Continued on page 100

radio supplies, 3; restaurants (including hotels), 7; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 72.5 degrees; average number of rainy days per twelve months, 83; most pleasant months, Dec. to March, May and June; doctors (medical, 7), (dentists, 3); number of wired houses, 100%; electrical current, alternating; water, soft.

LAFAYETTE, LA.

(Lafayette Parish)

1920 Population, 7,855; (1925 est. 10,000).

City and Suburban Estimate, 30,841.

Native Whites, 64%; **Negroes,** 35.1%; **Foreign Born,** 0.9%; **Industrial Workers,** 18%; **English Reading,** 59.3%; **Families,** 6,044.

Schools: Public Grade, 17; (White, 13; Colored, 4); High, White, 6; Junior High, White, 1; Parochial, 4; Number of Pupils, 6,691.

Churches: Baptist, 2; (White, 1; Colored, 1); Episcopal, 1.

Banks: 3. Total Resources, $7,598,168.98.

Theatres: 3. Total number of seats, 1,600.

Location: Midway between New Orleans and Houston, Texas, on the main line of the Southern Pacific Railroad.

Principal Industries: Railroad center, salt mines, lumber, oil fields, cotton, rice, sugar.

Residential Features: Mostly all one-family houses, one and two stories.

Retail Shopping Section: About one-half mile along Main Street and one-quarter mile on Vermillion Street.

Trading Area: Included in a radius of 20 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 9; automobile accessories, 18; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; dressmakers, 16; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 1; fruits, 9; furniture, 6; garages (public), 16; grocers, 23; hardware, 6; jewelry, 2; meat markets, 5; men's furnishings, 12; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 13; shoes, 9; sporting goods, 3; stationers, 3.

LAKE CHARLES, LA.

(Calcasieu Parish)

1920 Population, 13,088.

City and Suburban Estimate, 17,825.

Native Whites, 75%; **Negroes,** 25%; **Industrial Workers,** 50%; **English Reading,** 95%.

Schools: Public Grade, 4; High, 1; Colored, 2.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Convent (boarding school), 1.

Banks: National, 2; Total Resources, $19,080,530. Two trust companies. B. & I. Assn. Assets over $1,300,000. Chartered corporations (1924), capital, $7,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,800.

Location: On the Calcasieu River, and on Lake Charles, in southwest Louisiana, about 30 miles air line from the Gulf. On the main line Southern Pacific System, 219 miles west of New Orleans. Lake Charles is a convenient outlet on the Gulf coast to the territory of the central West, being only 697 miles from St. Louis, 741 miles from Kansas City and 935 miles from Omaha, and on a one-line rail haul. Served by Mo., Pac., K. C. Southern, R.Rs., and three branch lines.

Principal Industries: Sawmills, woodworking, shipbuilding plants, building materials, brick plants, heading plant, rice mills, feed plants, fence factories, mattress factories, sulphur by-products plant, oil fields and oil refinery, and numerous smaller institutions. Center of extensive fur trapping, and fur trading industry.

Manufacturing Establishments: Two brick plants, 1 ship yard, 1 planing mill, 3 machine shops, 1 tent and awning factory, 4 ice cream plants, 1 cement, pottery and plaster works, 2 ice plants, 1 canning factory, 1 dry dock, 2 sash and door plants, 1 tile manufacturing company, 1 marble works, 4 saw mills, 2 fence factories, 3 cotton gins, 1 potato-chip factory, 2 creameries, 1 canning and preserving plant, 3 bottling works, 4 sheet metal works.

Residential Features: Mostly one-family homes, many with spacious grounds. 73 per cent own their homes.

Retail Shopping Section: Fourteen blocks on Ryan Street.

Trading Area: A 50-mile radius, with several bus lines converging to city.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 41; automobile tire agencies, 15; bakers, 10; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 15; delicatessen, 14; dressmakers, 7; druggists, 12; dry goods, 21; department stores, 4; electrical supplies, 4; florists, 4; fruits 14; furniture, 7; furriers, 1; garages (public), 5; grocers, 123 (chain, 5); hardware, 5; jewelry, 6; meat markets, 24; men's furnishings, 8; men's clothing, 31; merchant tailors, 10; milliners, 18; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 32; shoes, 8; sporting goods, 7; stationers, 2; women's apparel, 21.

Miscellaneous Data: Average temperature, 16 degrees; average number of rainy days per twelve months, 50; most pleasant months, all but July and August; doctors (medical, 14), (dentists, 10), (osteopaths, 1); number of wired houses, 2,521; gas, artificial; electric current, alternating; water, hard.

MONROE, LA.

(Ouachita Parish)

1920 Population, 12,675. (1925, est. 25,000.)

City and Suburban Estimate, 35,000.

Native Whites, 70%; **Negroes,** 20%; **Foreign Born,** 10%; **Industrial Workers,** 50%; **English Reading,** 90%; **Families,** 4,500.

Schools: Public Grade, 5; High 3; Junior High, 1; Parochial, 1; Number of Pupils, 6,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $10,000,000. Savings Bank Deposits Total, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4. Total number of seats, 3,000.

Location: In central north Louisiana on the Ouachita River. Served by Vicksburg, Shreveport & Pacific R. R., Mo. Pac. R. R., Monroe & Little Rock R. R., Ark., La. & Mo. R. R. Excellent bus serivce to all parts of the State. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Carbon black, pulp and paper, electric power, lumber, staves, automobile spokes, cotton gins, cotton compresses, cottonseed oil and glass.

Manufacturing Establishments: 85. Leading firms: Brown Paper Mill Co., Southern Carbon Co., Consolidated Carbon Corporation, Louisiana Power Co., Huff Daland Dusting Corporation. Total value of yearly output of factories estimated at $30,000,000.

Residential Features: Mostly one, and two-family houses. A considerable number of three, and four-family apartments now being built. Private homes predominate. One of the finest private residential sections of any city in the state.

Retail Shopping Section: Covers that portion in the center of the city extending from the banks of the Ouachita River, eastward 7 blocks along De Siard Street, and for two blocks north and south. There is one small outlying retail business section in the southern part of the city, near the Missouri Pacific Railway system with the usual grocery, confectionery, restaurants, and small shops.

Trading Area: Extends for a radius of about 30 or 40 miles in all directions. Considerable business is secured from people living at a greater distance on account of good bus service.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 1; hardware, 2; dry goods, 3; furniture, 1; shoes, 1; miscellaneous lines, drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 12; druggists, 18; dry goods, 31; department stores, 6; electrical supplies, 4; florists, 3; fruits, 12; furniture, 4; furriers, 1; garages (public), 12; grocers, 115 (chain, 3); hardware, 8; jewelry, 5; meat markets, 21 (chain, 1); men's furnishing, 12; men's clothing, 12; merchant tailors, 3; milliners, 10; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 19; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 50; most pleasant months, April and May, Sept. and Oct.; doctors (medical, 35), (dentists, 18), (osteopaths, 3); number of wired houses, 3,500; street car service; gas, natural; electric current, direct; water, soft.

NEW ORLEANS, LA.

(Orleans Parish)

1920 Population, 387,219. (1925, est. 420,000).

City and Suburban Estimate, 525,000.

Native Whites, 67%; **Negroes,** 26%; **Foreign Born,** 7%; **Manufacturing Workers,** 10%; **Families,** 85,188.

Schools: Public Grade, 107; High, 6; Parochial, 88; Number of Pupils, 104,000. Colleges, 3.

Churches: Baptist, 114; Christian Science, 2; Congregational, 3; Episcopal, 16; Hebrew, 6; Methodist, 40; Presbyterian, 18; Roman Catholic, 65; Miscellaneous, 34.

Banks: National, 1; State, 8; Total Resources (1924), $302,260,989; Bank debits to individual accounts (1924), $3,956,250,000; Savings Bank Deposits Total (1924), $50,267,550.31.

Theatres: Legitimate, 2; Moving Pictures, 62; Vaudeville, 4; Miscellaneous (Auditoriums, etc.),

Continued on page 100

New Orleans
America's Most Interesting City

—is situated at the entrance of the great funnel-shaped valley of the Mississippi—producing 80 per cent of the crops of the continent; between 70 and 90 per cent of its chief minerals and from 50 to 80 per cent of its manufactured products.

—is the nation's second greatest port.

—is consistently the leader of Southern cities in volume and growth of bank debits to individual account—perhaps the best barometer of a city's prosperity.

—is the financial center of the South, with bank resources aggregating well in excess of $300,000,000.

—is the industrial center of the South, with a manufactured output equal to that of any other Southern city—a total of 1200 industrial plants turning out 850 different products.

—is the sixteenth city of America.

—is the first market of the prosperous South—for YOUR product.

New Orleans' One Big Newspaper

The dominance of The Times-Picayune in all three major divisions and practically all standard classifications of advertising is so great that the people of New Orleans and trading zone regard it as the authoritative bearer of tidings from those who have merchandise or service to sell.

First 10 Months, 1925 New Orleans Newspapers Advertising Lineage

	The Times-Picayune	Second Paper	Third Paper	Fourth Paper
Local . . .	7,869,937	5,489,396	5,258,065	3,000,357
Classified .	4,290,621	1,352,197	1,020,409	941,882
National .	2,300,181	1,109,092	816,732	843,234
TOTAL .	14,460,739	7,950,685	7,095,206	4,785,475

The Times-Picayune, published mornings and Sunday.
Second paper, published evenings and Sunday.
Third paper, published evenings and Sunday.
Fourth paper, published mornings.

Just as the Times-Picayune is the sole or preferred newspaper in close to 100% of able-to-buy homes in the "first market of the prosperous South," so many discriminating advertisers use The Times-Picayune ALONE to reach those homes at ONE COST.

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Rothenburg & Noee, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.

LOUISIANA (Cont'd)

New Orleans (con't)

10. Total number of seats, 85,000, estimated.

Location: Between Lake Pontchartrain (an arm of the Gulf of Mexico) and on the Mississippi River, from the mouth of which it is 110 miles. 12 main line railroads; I. C., So. Pac., T. & P., Y. & M. V., L. & N., Southern Gulf Coast Lines, Mo. Pac., and Louisiana Ry. and Nav. Co.; 90 steamship lines to all world ports. To nearest larger city, by railroad, 12 hours.

Principal Industries: Manufacturing, wash suits, sugar refining, vegetable oil refining, mineral oil refining, syrup canning, seafood packing, rice mills, cotton goods, candy, lumber, rope, furniture.

Manufacturing Establishments: 1,200.

Special Information: One of the leading ports in U. S. in value of foreign commerce; oil, sisal, gasoline, bananas, and mahogany. The public equipment of the port of New Orleans is valued at over $100,000,000 and makes it one of the important ports of the world. Financial center of the South.

Residential Features: The area of New Orleans is 196 square miles, and has made tenement dwelling or crowding unnecessary. One-story, double cottages house most of the working class. The middle class live in two-story frame residences with large yards. Apartment houses not as popular as in northern cities. New suburb subdivisions developing rapidly.

Retail Shopping Section: Center—Canal St., 15 blocks from river to Claiborne Ave., St. Charles St., a lateral connection with Canal, 10 blocks, devoted to men's shops; Baronne St., 6 blocks, furniture and women's shops; Royal St., 10 blocks, antique shops and perfumeries; Magazine St., 60 blocks, connecting Canal with uptown sections, dotted with cheap stores; Rampart St., and Dryades—the Bowery of New Orleans—30 blocks; Frenchman St., 15 blocks, the shopping center for creole New Orleans.

Trading Area: North, east, and west, 100 miles. The area is larger than usual, because no other large city is near New Orleans, and the immediate vicinity of the city is marshland and water. Two interurban lines, and five bus lines now connect the city with towns to the west within a radius of 100 miles.

Wholesale Houses: Groceries, 23; meats, 17; fruits, 18; hardware, 10; dry goods, 20; miscellaneous lines, 230.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 37; automobile accessories, 35; automobile tire agencies, 35; bakers, 76; cigar stores and stands (including hotels), 68 confectioners (including hotel stands), 98; delicatessen, 10; dressmakers, 470; druggists, 300; dry goods, 148; department stores, 6; electrical supplies, 45; florists, 85; fruits, 115; furniture, 81; furriers, 16; garages (public), 69; grocers, 1,500 (chain, 125); hardware, 94; jewelry, 110; meat markets, 210; men's furnishing, 32; men's clothing, 70; merchant tailors, 134; milliners, 29; opticians, 23; photographers, 36; pianos (and miscellaneous musical instruments), 82; radio supplies, 18; restaurants (including hotels), 322; shoes, 133; sporting goods, 7; stationers, 25; women's apparel, 80.

Miscellaneous Data: Average temperature 69.3 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, October; doctors (medical, 510), (dentists, 242;, (osteopaths, 3); number of wired houses, 60,-729; street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcements pages 99 and 100

RUSTON, LA.

(Lincoln Parish)

1920 Population, 3,389.
City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 25%, Industrial Workers, 15%; English Reading, 85%; Famflies, 745.

Schools: 3; Number of Pupils, 1,430.

Churches: 4.

Banks: 2; Total Resources, $1,500,000.

Theatres, 2. Total number of seats, 700.

Location: Sixty-five miles east of Shreveport on Rock Island and V. S. & P. R.R's.

Principal Industries: Agriculture, lumber, fire clay, and lignite.

Residential Features: One- and two-family houses.

Retail Shopping Section: Six blocks on Railroad Ave., also part of Trenton Ave.

Trading Area: Radius of 10 miles.

Wholesale Houses: Groceries, 3; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels, 3); dressmakers, 11; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 2; fruits, 3; furniture, 5; garages (public), 9; grocers, 27; hardware, 6; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (includings hotels), 6; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 3.

SHREVEPORT, LA.

(Caddo Parish)

1920 Population, 43,874.
City and Suburban Estimate (Sept. 1925), 72,000.

Native Whites, 57.1%; Negroes, 39.9%; Foreign Born, 3%; Industrial Workers, 12.56%; English Reading, 94%; Families, 11,729.

Schools: Public Grade, 23; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 11,000.

Churches: Baptist, 30; Christian Science, 2; Episcopal, 1; Hebrew, 4; Methodist, 17; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 12.

Banks: National, 4; State, 2.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditorium, etc.) 3; Total number of seats, 12,000.

Location: Shreveport is located in the northwest part of the state in the Parish of Caddo, and is at the head of navigation on the Red River. Elevation, 251 feet. A prosperous manufacturing city and distributing point, with a radius of 200 miles. On two national highways: Jefferson Highway, and the Dixie Overland. Served by 8 railroad with 12 outlets; 70 motor busses are operated on hourly schedules in and out of Shreveport for 65 miles in every direction. Has 52 passenger trains daily.

Principal Industries: One of the largest glass centers in the southwest. Lumber, gas, oil, fertilizers, oil-well supplies, machine shops, cottonseed oil, oil refineries, chemicals, heavy hardware.

Manufacturing Establishments: 133. Leading firms: W. K. Henderson Iron Works & Supply Co., U. S. Sheet & Window Glass Co., Continental Flat Glass Co., Southern States Bottling Co., Meridian Fertilizer Co., Shreveport Fertilizer Works, Virginia-Carolina Chemical Co., Victoria Lumber Co., Frost-Johnson Lumber Co., Peavy-Byrns Lumber Co., Allen Lumber Mfg. Co., Pelican Well Tool & Supply Co., Shreveport Producing & Refining Corp., Louisiana Oil Refining Corp., Caddo-Central Oil Refining Corp. Total value of yearly output of factories estimated at approximately $32,600,000.

Special Information: Center of large combined oil, lumber, and agricultural region. Has enjoyed steady growth during time of the oil depression. Building permits for 1924 were $8,069,487.50, which included 1,276 new homes. Total volume of business for 1923, $1,633,000,000. At head of navigation on Red River; 150,000 bales cotton produced in Shreveport's immediate trade teritory last year, with cash value of $25,000,000. Has 13 oil refineries. Is lumber center of the south and Southwest; 75,000 cars of lumber handled annually. Big glass manufacturing center in South, with four large glass factories, and three wholesale glass houses. Through train service to New York City.

Residential Features: Shreveport claims to stand 5th in home ownership in the U. S. Most of working people own their homes; 1,276 new homes built during 1924. Shreveport is divided into four residential sections, with the recent divisions of beautiful Broadmoor subdivision. In the Fairfield section, and South Highlands, are some of the most beautiful homes in the South. Is noted throughout the South for its lovely homes.

Retail Shopping Section: The principal retail strets are Milam and Texas Sts., from Spring to Common Sts.; Marshall St., from Travis to Crockett; McNeil St., from Travis to Crockett; Edwards and Louisiana Sts., from Travis to Crockett, and Common St., from Texas to Crockett, a total of 24 blocks in the immediate downtown section. Texas Ave., from Common St. to the K. C. S. crossing, is almost entirely a retail street, as is Marshall St. from Crockett to Stoner Ave., a total number of 23 blocks.

Trading Area: Shreveport's retail shopping area covers a territory extending approximately 50 miles in each direction. In addition to 52 passenger trains daily that furnish a complete service for retail shoppers, a local transit company operates 79 busses daily in and out of Shreveport, covering the territory from ten to 65 miles in every direction.

Wholesale Houses: Groceries, 11; meats, 5; fruits, 5; hardware, 5; dry goods, 3; 94 wholesale houses, including 4 wholesale paper, 2 furniture, 3 glass, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial auto. agencies, 12; automobile accessories, 18; automobile tire agencies, 23; bakers, 11; cigar stores and stands (including hotels), 65 (chain, 25); confectioners (including hotel stands), 50; delicatessen, 9; dressmakers, 25; druggists, 53 (chain, 8); dry goods, 42; department stores, 7; electrical supplies, 5; florists, 7; fruits, 56; furniture, 26; furriers, 1; garages (public), 14; grocers, 337 (chain, 5); hardware, 12; jewelry, 10; meat markets, 65 (chain, 18); men's furnishings, 11; men's clothing, 11; merchant tailors, 27; milliners, 15; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 107; shoes, 13; sporting goods, 7; stationers, 5; women's apparel, 42.

Miscellaneous Data: Doctors (medical, 125), (dentists, 40), (osteopaths, 10); number of wired houses, 15,000; street car service; gas, natural; electric current, direct; water, heard.

The Market Place

Where Buyer and Seller meet under the most favorable conditions is the classified page of

EDITOR & PUBLISHER

Facts about the New Orleans States' RADIO SHOW

which broke all Southern Records

An exclusive STATES SHOW from start to finish—

Conducted by THE STATES and supported by the leading radio wholesalers and retailers in New Orleans.

Entire fourth floor of more than 22,000 square feet of space of STATES BUILDING taxed to capacity with exhibits and spectators.

Proclaimed by all exhibitors as SOUTH'S GREATEST RADIO SHOW. Attendance more than 50,000 for six nights October 26-31. Preceded by Show Number of The NEW ORLEANS STATES, which was largest radio section ever published in South. More than 55,000 lines of radio advertising.

Proving that local radio merchants have CONFIDENCE in THE STATES, that radio business is good in the New Orleans territory, and that THE STATES is the only newspaper that thoroughly covers the radio field.

Statements About THE STATES

First New Orleans newspaper to foresee advancement and importance of radio industry in the South.

Pioneer radio medium in New Orleans. Until less than a year ago the ONLY newspaper in New Orleans publishing radio programs and Sunday Radio Pages.

First with livest and most accurate radio news—local and national.

Only newspaper in New Orleans maintaining radio laboratory and test bureau.

Proving that the NEW ORLEANS STATES is alive, —on the air—at all times, in the interest of Radio.

H. Gilman
DIRECTOR OF ADVERTISING



NEW ORLEANS STATES

Space Buyers' Guide to Newspaper Markets of MAINE

AUGUSTA, ME.

(Kennebec County)

1920 Population, 14,114. (1925, est. 14,625.)

City and Suburban Estimate, 45,000.

Native Whites, 11,799; Negroes, 34; Foreign Born, 2,281; English Reading, 13,400; Families, 3,419.

Schools: Public Grade, 6; High, 1; Parochial. 2; Number of Pupils, 2,825.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1: Roman Catholic, 2; Unitarian, 1; Universalist, 1; Miscellaneous, 2.

Banks: National, 1; State, 4; Total Resources, $29,270,207; Savings Bank Deposits Total, $21,857,185.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,900.

Location: On east and west banks of the Kennebec Rivers, and on main line of Maine Central R.R. In summer time steamers of Augusta, Gardiner and Boothbay Steamboat Co., connect with points down the river and on seacoast. These carry passengers and freight. Augusta is the head of navigation. Coal barges have ample water and are continual callers. To nearest large city by railroad, 2¼ hours; by auto, 1¼ hours.

Principal Industries: Cotton mills, boots and shoes, shirt factory, paper, printing and publishing, pulp and lumber manufacturing. Augusta is the capital of the state and the site of the big Maine State Hospital for the Insane, with 1,100 inmates. At the statehouse alone nearly 400 people are employed.

Manufacturing Establishments: 10. Leading firms: Edwards Manufacturing Co. (cotton goods); L. A. Crossett Co.; Capital City Corporation (boots and shoes); Augusta Lumber Co.; Hume-Newhall Co. (lumber, doors, windows, and cabinet work); M. N. Mayehoff Co. (shirts); Webber Auto Electric Service (automobile batteries).

Residential Features: Great majority of houses are one-family houses and a very fair percentage owned. No apartment houses as such. Many families have one small apartment in home rented. Several tenement houses of small size near Edward's Mill. City covers territory with many residents in rural section.

Retail Shopping Section: Within past year has spread to both sides of the Kennebec River. Five new brick business blocks erected on east side of river to supplant burned wooden structures. About 70 good stores of all kinds.

Trading Area: Fifteen miles each side of the Kennebec River, from 40 miles up stream, to 20 miles down stream. Many mail orders handled by stores from rural sections and nearby towns while good roads provide easy access for shoppers coming by automobiles and trolleys.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 1; miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 8; cigar stores and stands (including hotels), 10; dressmakers, 12; druggists, 9; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 2; fruits, 6; furniture, 4; furriers, 5; garages (public), 16; grocers, 50 (chain, 2); hardware, 5; jewelry, 5; meat markets, 1 (chain, 1); men's furnishings, 10; men's clothing, 10; merchant tailors, 5; milliners, 12; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 13 (chain, 1); shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 7.

Miscellaneous Data: Average temperature, 55 degrees. Average number of rainy days per twelve months, 50. Most pleasant months, June to October, inclusive. Doctors (medical, 26), (dentists, 17); (osteopaths, 5). Number of wired houses, 2,000. Street car service. Gas, artificial. Electric current, alternating. Water, soft.

BANGOR, ME.

(Penobscot County)

1920 Population, 25,978.

City and Suburban Estimate, 100,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 95%.

Schools, Public Grade, 18; High, 2; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 3; Methodist, 3; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 2; State, 4; Total Resources, $44,660,850.05; Savings Bank Deposits Total, $26,479,332.75.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: On Maine Central R. R., Bangor & Aroostock R. R., Eastern Maine Steamship Lines, Inc. Six branch lines out of Bangor. Every section is thoroughly covered by the main lines and the six branches. Four trolley lines connect suburbs.

Principal Industries: Lumber, paper manufacturing, meat products, beverages, cast stone products, gas, tar, coke, mattresses, optical lenses, and supplies, packing house products, raw furs, books, jewelry, fish, ice cream, boots and shoes, taxidermist products, harnesses, canthooks, peavies and dogs, axes, foundry products, machinery, etc., candy, coffee, tea, stoves, furnaces, ranges, tinware, shirts, canvas products, leather products, bricks.

Manufacturing Establishments: 112. Leading firms: Union Iron Works, Wood & Bishop, C. H. Rice Co., Orono Pulp & Paper, Noyes & Nutter Mfg. Co., Morse & Co., Easten Mfg. Co., Great Northern Paper Co., Snow & Nealley Co., Alfred Jones Co., Caldwell Sweet Co., Acme Mfg. Co., Bangor Cast Stone Products Co., S. F. Adams Cigar Co., Walter S. Allen Cigar Co., Angley & Co.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district, is the home of a large number of well-to-do people, and contains many fine and costly residences.

Retail Shopping Section: Main St., Exchange St., Harlow St., Broad St., State St., Hammond St.

Trading Area: A 100-mile radius.

Wholesale Houses: Groceries, 9; meats, 6; fruits, 5; hardware, 1; dry goods, 4; shoes, 2; confectionery, 2; drugs, 2; milk, 8; potatoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; Automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 20; confectioners including hotel stands), 36; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

BATH, ME.

(Sagadahoc County)

1920 Population, 14,731.

City and Suburban Estimate, 36,000.

Native Whites, 86.2%; Negroes, 0.3%; Foreign Born, 13.5%; Industrial Workers, 33%; English Reading, 94%; Families, 3.430.

Schools: 15; number of pupils, 3,570.

Churches: 13.

Banks: 4; total resources, $16,350,000.

Theatres: 2; total number of seats, 2,600.

Location: On Maine Central R. R. A port of entry on the Kennebec River, 12 miles from mouth. Excellent harbor. Steamers to Boston, Mass. To nearest large city, by railroad, 1½ hours; by trolley, 3 hours; by auto, 1½ hours.

Principal Industries: Wood, and iron shipbuilding and allied industries, employing 3,000 men. Windlasses, marine engines, ship's blocks, sawmills, foundries, machine shops, etc.

Residential Features: Mostly one-family houses. Center of a large summer resort district.

Retail Shopping Section: One-half mile on Front, and on Center Streets.

Trading Area: Radius of about 10 miles.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 14 (chain, 3); confectioners (including hotel stands), 11; dressmakers, 13; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 5; furriers, 2; garages (public), 7; grocers, 40 (chain, 4); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 22 (chain, 5); shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 45 degrees. Average number of rainy days per twelve months, 60. Most pleasant months, July, August, September. Doctors (medical, 21), (dentists, 5), (osteopaths, 2). Street car service. Gas, artificial. Electric current, alterating. Water, hard.

BIDDEFORD, ME.

(York County)

1920 Population, 18,008. (Saco, across the river, 6,817.) Total population, 24,825.

City and Suburban Estimate, 70,696, (York County).

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 33%; English Reading, 80%.

Schools: Public Grade, 5; High, 1; Parochial, 3; Number of Pupils, 7,159.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, 1; Universalist, 1.

Banks: National, 1; Total Resources (including those of Saco), $13,000, 000; Savings Bank Deposits Total, $5,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On Saco River at head of navigation. Served by Boston & Maine R. R., both eastern and western divisions. Motor express lines to Boston. To nearest large city, by railroad, ½ hour; by trolley, 1¼ hours; by auto, ¾ hour.

Principal Industries: Cotton mills, cotton mill machinery, lumber, boots and shoes.

Manufacturing Establishments: Leading firms: Pepperell Mfg. Co., Saco-Lowell shops (cotton machinery), Diamond Match Co., Deering Lumber Co., Hodsdon Mfg. Co. (shoes), Mechanic Shoe Co., York Mfg. Co. (cotton mill in Saco). Wage earners in December, 1919, according to census, 5,501. Total value of yearly output of factories estimated at $20,634,401.

Residential Features: A large number of good residences owned by their occupants. There are the usual three-story tenement houses in which mill workers live. Very few large or expensive houses. Homes in best section probably average less than $10,000 in value.

Retail Shopping Section: On Main St., extending half a mile from bridge, crossing the Saco River, to Elm St. and a little beyond. Alfred, Water, Washington, Jefferson and Elm Sts., each leading off Main St. Small neighborhood stores.

Trading Area: About 18 miles west, and southwest. Center of trade for trolley line which runs to Kennebunk, Kennebunkport, and Sanford. Connected with Old Orchard by trolley, from which town a good trade is received the year round, and a large business in summer season.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 4; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 22; dressmakers, 13; druggists, 8; dry goods, 14; department stores, 2; electrical supplies, 6; florists, 2; fruits, 21; furniture, 9; garages (public), 9; grocers, 70 (chain, 10); hardware, 4; jewelry, 8; meat markets, 50; men's furnishings, 14; men's clothing, 14; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 18; shoes, 17; sporting goods, 2; stationers, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to October, inclusive; doctors (medical, 15); (dentists, 15); (osteopaths, 2); number of wired houses, 5,000 (in Biddeford and Saco); street car service; gas, artificial; electric current, alternating; water, soft.

LEWISTON-AUBURN, ME.

(Androscoggin County)

1920 Population, 48,476. (Lewiston, 31,791; Auburn, 16,985).

City and Suburban Estimate, 125,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; English Reading, 90%; Families, 16,000.

Schools: Public Grade, 45; High, 2; Junior High, 3; Parochial, 2; Number of Pupils, 9,000. Seat of Bates College and Bliss Business College, and Auburn is seat of Maine School of Commerce.

Churches: Baptist, 3; Christian Science, 2; Congregational, 2; Episcopal, 1; Methodist, 3; Roman Catholic, 4.

Banks: National, 3.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 8,000.

Location: On Androscoggin River, 35 miles north of Portland, on Grand Trunk, and Maine Central R. Rys., and served by Interurban Electric, Androscoggin & Kennebec Electric lines, connecting, with excellent service, all important outlying territory for 50 miles.

Principal Industries: Cotton manufacturing, boots and shoes, Tuner Centre System (dairying).

Manufacturing Establishments, 25. Leading firms: Bates Mfg. Co., Androscoggin Mills, Continental Mills, Hill Mfg. Co., Barker Mill, Lunn & Sweet Shoe Co., Dingley-Fess Shoe Co., Cushman Hollis Shoe Co., Ault-Williamson Shoe Co., Field Bros. and Gross Shoe Co. Total value of yearly output of factories estimated at several millions.

Residential Features: Largely middle class of people living in single houses, apartments, and tenements.

Retail Shopping Section: Extends from Union Square, the center of business section and terminus of trolleys, several blocks on Lisbon, Main, Court, Park and Middle Sts.

Trading Area: 30 miles.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 23; automobile tire agencies, 11; bakers, 18; cigar stores and stands (including hotels), 24; confectioners (including hotel stands) and fruits, 54; delicatessen, 2; dressmakers, 20; druggists, 20; dry goods, 26; department stores, 1; electrical supplies, 8; florists, 2; furniture, 19; furriers, 2; garages (public), 18; grocers, 140; hardware, 16; jewelry, 19; meat markets, (included in grocers); men's furnishings and men's clothing, 38; merchant tailors, 28; milliners, 20; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 9; radio supplies, 4; restaurants (including hotels), 23; shoes, 20; sporting goods, 4; stationers, 8; women's apparel, 16.

PORTLAND, ME.

(Cumberland County)

1920 Population, 69,272.

City and Suburban Estimate, 140,000.

Native Whites, 80.4%; Negroes, 0.4%; Foreign Born, 19.2%; Industrial Workers, 13%; English Reading, 98%; Families, 16,801.

Schools: Public Grade, 35; High, 2; Parochial, 9; Number of Pupils, 11,844. Two Private Schools, 1 Seminary.

Churches: Baptist, 6; Christian Science, 2; Congregational, 14; Episcopal, 6; Hebrew, 2; Methodist, 17; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 23.

Banks: National, 4; Trust Companies, 5; Total Resources, $26,540,614 for 1922; Savings Bank Deposits Total $31,943,000. Trust Co. and banks additional.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 14,300.

Location: On Casco Bay, served by M. C., B. & M., and G. T. R. Rs. Steamboat to N. Y., Boston, and eastern points. Transatlantic and Pacific Coast S.S. lines.

Principal Industries: Canned goods, extracts, boxes, breadstuffs, screens, boots and shoes, confectionery, drain pipe, paving brick, marine hardware, lumber, paints and oils, stoves, furnaces, foundries, marble and slate works, fish, iron works, silverware.

Manufacturing Establishments: 400; Leading firms: Burrows Screen Co., T. A. Huston Co., A. S. Hinds Co., Burnham & Morrill Co., Portland Packing Co.

Residential Features: Mainly one and two-family houses.

Retail Shopping Section: On Congress Street west to State Street from Monument Square, also Middle Street and Congress Street east of Monument Square. Several small neighborhood sections. All trolley lines of the city and suburban points pass through Monument Square, and Congress Street.

Trading Area: Would be included within an average of 15 miles. Some retail merchants include all of 30 miles in some directions. Excellent suburban trolley lines.

Wholesale Houses: Groceries, 16; meats, 11; fruits, 4; hardware, 4; dry goods, 2; Miscellaneous lines, many and varied.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 38; commercial auto agencies, 21; automobile accessories, 60; automobile tire agencies, 22; bakers, 45; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 45; dressmakers, 101; druggists, 67; dry goods, 23; department stores, 4; electrical supplies, 13; florists, 24; fruits, 41; furniture, 37; furriers, 5; garages (public), 24; grocers, 289; hardware, 19; jewelry, 24; men's furnishings, 10; men's clothing, 23; merchant tailors, 80; milliners, 33; opticians, 19; photographers, 28; pianos (and miscellaneous musical instruments), 17; radio supplies, 20; restaurants (including hotels), 115; shoes, 30; sporting goods, 5; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to October, inclusive; doctors (medical, 152); (dentists, 16); (osteopaths, 20); street car service; gas, artificial; electric current, alternating; water, soft.

WATERVILLE, ME.

(Kennebec County)

1920 Population, 13,351.

City and Suburban Estimate, 40,000.

Native Whites, 50%; Foreign Born, 50%; Industrial Workers, 40%; English Reading, 85%; Families, 3,500.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 2; State, 2; total resources, $11,000,000; savings bank deposits total $4,000,000.

Theatres: Legitimate, 1; moving pictures, 3. Total number of seats, 3,500.

Location: Junction point for lines of Maine Central Railroad,, and three electric lines. To nearest large city, by railroad, 1 hour, 40 minutes; by trolley, 3 hours; by auto, 2 hours.

Principal Industries: Paper, cotton, wool, car

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MAINE and MARYLAND Newspaper Markets in Standard Surveys

MAINE (Cont'd)

Waterville (con't)

shops, foundry, printing, paprus plates, traction engines, canoes.

Manufacturing Establishments: Leading firms, Hollingsworth & Whitney Co., Lockwood Co., Waterville Iron Works, Wyandotte Woolen Co., Keyes Fibre Co., Lombard Traction Engine Co., Central Maine Power Co., Kennebec Boat & Canoe Co., Merril-Mayo Co. (hay and grain).

Residential Features: Mostly one and two-family houses a large part of which are owned. A very few large apartment houses. No particularly elaborate places and very few poor ones.

Retail Shopping Section: Main Street, 5 blocks; Temple Street, 2 blocks; Common Street, 1 block; Charles Street, 1 block; Silver Street, 1 block; Water Street, 3 blocks; Front Street, 3 blocks. Some small outlying sections devoted to neighborhood stores.

Trading Area: North to Jackman, 90 miles; south to Augusta, 20 miles; east to Belfast, and Newport, 35 miles; west to Farmington, 40 miles.

Wholesale Houses: Groceries, 1; meats, 4; fruits, 2; miscellaneous lines, hay and grain.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 6; makers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 9; dressmakers, 7; druggists, 10; dry goods, 10; department stores, 5; electrical supplies, 4; florists, 3; fruits, 19; furniture, 5; garages (public), 14; grocers, 59 (chain, 5); hardware, 3; jewelry, 6; meat markets, 15; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 16; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 17 (chain, 1); shoes, 13; sporting goods, 4; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 60 degrees. Average number of rainy days per twelve months, 50. Most pleasant months, June, August, September. Doctors (medical, 27), (dentists, 14), (osteopaths, 4). Number of wired houses, 2,000. Street car service. Gas, artificial. Electric current, alternating. Water, hard.

Standard Surveys of MARYLAND

ANNAPOLIS, MD.

(Anne Arundel County)

1920 Population, 11,214 (not including Naval Academy).

City and Suburban Estimate, 16,000 including Eastport, W. Annapolis, Homewood and Camp Parole, adjoining.

Native Whites, 50%; **Negroes,** 50%; **English Reading,** 100%; **Families,** 2,700.

Schools: Public Grade, 2; High, 1; Parochial, 1.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, $7,000,000.

Theatres; Moving Pictures, 3. Total number of seats, 2,000.

Location: On the Severn River (1 mile wide), 2 miles from Chesapeake Bay. 30 miles S. by E. of Baltimore. Served by the Washington, Baltimore & Annapolis (electric) R. R.

Principal Industries: Annapolis is not an industrial city, but a city of homes. Outside of the Naval Academy, which employs many people, the biggest industry is lumber and building. A great amount of construction work is being done on the waterfronts near Annapolis.

Special Information: Annapolis county seat of Anne Arundel County, and capital of Maryland, is on a peninsula almost surrounded by water. Taxable basis is $7,000,000. The Naval Academy Reservation, including experimental station, post-graduate school for naval officers and radio station, represents an outlay of $25,000,000.

Residential Features: Two residential sections: colonial Annapolis, and a new residential section with modern homes. Several small apartment houses in older section to accommodate naval families. City is an hour's distance by train and motor from Baltimore and an hour and a half from Washington. Anne Arundel County is deeply indented with arms of Chesapeake Bay, and in summer there is a population of 10,000 summer residents who come to Annapolis to shop.

Retail Shopping Section: On Main Street and West Street. Naval tailors and men's shops as good as any in the United States.

Trading Area: Fifteen miles into Anne Arundale County.

Wholesale Houses: Hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 2; delicatessen, 2; druggists, 10; dry goods, 12; electrical supplies, 12; florists, 3; fruits, 20; furniture, 3; garages (public), 6; groceries, innumerable; hardware, 5; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 12; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 6.

BALTIMORE, MD.

(Baltimore County)

1920 Population, 733,826. (1925, est. 773,580.)

City and Suburban Estimate, 890,000.

Native Whites, 73.6%; **Negroes,** 14.6%; **Foreign Born,** 11.8%; **Industrial Workers,** 115,727; **English Reading,** 90%; **Families,** 166,857.

Schools: Public Grade, 132; High, 5; Junior High, 10; Parochial, 45; Number of Pupils, 121,373.

Churches: Baptist, 123, Christian Science, 3; Congregational, 3; Episcopal, 50; Hebrew, 43; Methodist, 87; Presbyterian, 47; Roman Catholic, 70; Miscellaneous, 16.

Banks: National, 11; State, 44; Total Resources, $551,236,505; Savings Bank Deposits Total $191,461,674.58, (500,251 acc'ts); average, $383 each.

Theatres: Legitimate, 3; Moving Pictures, 111; Vaudeville, 4; Burlesque, 3; Miscellaneous (auditoriums, etc.), 1. Total number of seats, Legitimate, Burlesque, and Vaudeville, 14,071. M. P. houses average 800.

Location: On the Patapsco River 5 miles from Chesapeake Bay, served by B. & O., Penn., and Western Md. R. R.s., and by 27 other lines, including electric and interurban. Excellent bus service to central and western Maryland. To nearest large city (Washington, D. C.), by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Iron, steel, copper, fertilizers, straw hats, drugs, spices, underwear, sugar refining, electrical goods, canning, tin decorating, pork and beef packing.

Manufacturing Establishments: Leading firms: Baltimore Copper Smelting and Rolling Co., Bethlehem Steel Co., M. S. Levy, Townsend Grace, McCormack & Co., American Sugar Refining Co., Faultless Nightwear Corporation, General Electric Co. Total value of yearly output of factories estimated at $700,000,000.

Special Information: Baltimore is the most western of the big eastern ports enjoying an advantage of nearly 200 miles over Boston, measured from Chicago. Rates to and from the Middle West are very low. Baltimore stands first in manufacture of straw hats, and fertilizers. It has an exceedingly large copper smelting plant, great coal loading pier, and is center of cotton-duck industry.

Residential Features: Of the 25 largest cities in the U. S. Baltimore ranks high in home ownership. There are in the neighborhood of 166,000 families in the city and 136,000 separate dwellings. Of these more than 80,000 own their homes. Building & Loan Associations flourish, the 609 of them carrying over 200,000 accounts with an estimated value of $75,000,000; 729 more residences were actually built in the first nine months of 1922 than were built during all of 1921.

Retail Shopping Section: Extends for 7 blocks east and west of Baltimore Street, 6 or 7 blocks west on Lexington Street, and about 6 blocks north on Charles Street. Intersecting streets are well lined with stores. The most important are Howard Street, north for 6 blocks, and Eutaw Street north 6 blocks. There are 8 outlying retail business sections including smaller neighborhood stores.

Trading Area: Baltimore's trading area is very compact, the metropolitan district containing some 184,000 acres, the center of a prosperous trading area of rich farm land and industrial towns. It has been estimated that the 10,000 rural families in a 30-mile radius buy 40 per cent of their pianos, 60 per cent clothing, 44 per cent dress goods, 46 per cent jewelry, 34 per cent of furniture and 52 per cent automobile accessories in Baltimore. The annual retail volume of the city is roughly $400,000,000. It is a city of comparatively short distances, no long hauls, no elevated, no subway.

Wholesale Houses: Groceries, 23; meats, 20; fruits, 24; hardware, 12; dry goods, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 137; automobile accessories, 125; automobile tire agencies, 78; bakers, 261; cigar stores and stands (including hotels), 259; confectioners (including hotel stands), 1,107; delicatessen, 62; dressmakers, 566; druggists, 406 (chain, 11); dry goods, 334; department stores, 29; electrical supplies, 80; florists, 155; fruits, 92; furniture, 125; furriers, 61; garages (public), 289; grocers, 3,300 (chain, 423); hardware, 350; jewelry, 175; meat markets, 332; men's furnishings, 110; men's clothing, 141; merchant tailors, 945; milliners, 210; opticians, 20; photographers, 69; pianos (and miscellaneous musical instruments), 47 radio supplies, 30; restaurants (including hotels), 1,140; shoes, 240; sporting goods, 25; stationers, 68; women's apparel, 25.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 126; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 1,247); (dentists, 477); (osteopaths, 16); number of wired houses, 111,995; street car service; gas, artificial; electric current, alternating for residences, direct for business; water, soft.

CAMBRIDGE, MD.

(Dorchester County)

1920 Population, 7,467.

City and Suburban Estimate: 10,000.

Native Whites, 80%; **Negroes,** 20%; **Industrial Workers,** 20%; **English Reading,** 90%.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,350.

Churches: Baptist, 1; Episcopal, 1; Methodist, 5; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 2; Total Resources, $12,500,000; Savings Bank Deposits Total, $6,000,000.

Theatres: Moving Pictures, 3. Total number of seats, 2,800.

Location: On Choptank River 60 miles from Baltimore with daily boat service. Branch line Penn. R. R. N. P. & N. connects at Seaford, Del. Ship car lots opened oysters direct to the west by fast freight and express.

Principal Industries: Canning tomatoes; opening oysters. Box, barrel and lumber business heavy. Can plants makes millions of tin cans. Flour and corn mills. Six shirt factories. Fertilizer and shell mills.

Manufacturing Establishments, 27. Phillips Packing Co., Cambridge Mfg. Co. A. Phillips & Co., L. B. Phillips & Co., W. G. Winterbottom & Co., Audrews & Woolford, John M. Clayton Co., BVD shirt people have large factory here, all women workers. Annual output, $7,500,000.

Special Information: Situated on deep wide river. Plenty of fish, oysters and game, with good farming and truck land adjacent makes living good and prices reasonable. Good American labor plentiful, contented and well paid. Cement roads in every direction. Maryland roads connect every town from the Atlantic to the Blue Ridge Mountains. No color trouble.

Residential Features: Mostly two-story houses, frame construction, 50% owned. Nearly all industries gathered around railroad and river front. Town divided by creek, draw bridge connects two sections. Houses kept in good repair and painted.

Retail Shopping Section: Business street extends six blocks in center of town. Poplar St. 1 block, Race St. 4 blocks, High St. 1 block.

Trading Area: Cement roads bring people from all over the country; 30 miles in one direction to the Delaware line, 25 miles in the other. Boats bring people 30 miles to trade; 80% farmers on state road own automobiles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, provisions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 6; dry goods and department stores, 4; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 4; grocers, 20; hardware, 3; jewelry, 2; meat markets, 4; men's furnishing, 3; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, stationers, 2; women's apparel, 1.

CUMBERLAND, MD.

(Allegany County)

1920 Population, 29,837.

City and Suburban Estimate, 40,000.

Native Whites, 91%; **Negroes,** 5%; **Foreign Born,** 4%; **Industrial Workers,** 32%; **English Reading,** 97%; **Families,** 6,433.

Schools: Public Grade, 12; High, 1; Junior High, 3; Parochial, 5; Number of Pupils, 6,176.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 8; Presbyterian, 2; Lutheran, 5; Roman Catholic, 3; Miscellaneous, 18.

Banks: National, 2; State, 4; Total Resources, $19,538,360; Savings Bank Deposits, Total $10,751,398.45.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (auditoriums, etc.), 5.

Location: In Allegany County at eastern terminal of C. & O. canal. Served by Cumberland and Penna., Baltimore and Ohio, Penna. and Western Maryland R. Rs. On national highway with excellent bus service to central and western parts of state and Pennsylvania towns. State roads connect city with West Virginia and Pennsylvania towns also. To nearest larger city by railroad, 4¼ hours; by auto, 4 hours.

Principal Industries: Iron and steel, rails, fire brick, automobile tires, artificial silk, dye works, plaster, tin plate, steel shafting, silk throwing, flour, mattresses, sash and doors, castings, glassware, brick, cement, leather, hides, extensive trade in bituminous coal, coal, sand, lime, clay, lumber, fruit and truck growing and dairying.

Manufacturing Establishments: Leading firms, Kelly-Springfield, Footer's Dye Works, Kletz Throwing Mills, American Cellulose Co., Potomac Glass Co., Maryland Glass Co., Taylor Tin Plate Co.

Special Information: Railroad center for coal mines in Pennsylvania and West Virginia and western Maryland, and apple and peach belts of Maryland and West Virginia. Second largest city in Maryland. Recent establishment of Kelly-Springfield Tire Co. and American Cellulose Co., employing more than 4,000 people.

Residential Features: Private homes with lawns predominate. Limited sections in double houses and rows. Exclusive section on corporation line served with city water and electric power. Another suburban section within 10 minutes' ride. Homes in better section and in better residential portion of city average $10,000.

Retail Shopping Section: From City Hall Square 4 blocks through heart of city to terminal for suburban car lines, south to Harrison Street. Bounded east and west by Baltimore & Ohio, and W. M. R. R.'s crossings, extending 5 blocks in either direction. Another retail shopping section is located on Virginia Avenue in south end of city, extending about 8 blocks. Other neighborhood sections.

Trading Area: Twenty-five mile east, west, north, and south. Residents of farming sections of West Virginia and Pennsylvania, and miners from nearby towns, make Cumberland shopping center.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 1; dry goods, 2; Miscellaneous lines: flour, 3; candy, 2; toys, 2; barrels, 1; building supplies, 4; ice cream, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 11; bakers, 12; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 34; dressmakers, 33; druggists, 18 (chain, 2); dry goods, 6; department stores, 8; electrical supplies, 6; florists, 4; fruits, 10; furniture, 11; furriers, 2; garages (public), 19; grocers, 135 (chain, 8); hardware, 9; jewelry, 9; meat markets, 37; men's furnishings, 11; men's clothing, 9; merchant tailors, 12; milliners, 8; opticians, 5; photographers, 15; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 38; shoes, 14; sporting goods, 4; stationers, 6; women's apparel, 14.

Miscellaneous Data: Average temperature, 52.6 degrees; average number of rainy days per twelve months, 44; most pleasant months, from May to December, inclusive; doctors (medical, 63); (dentists, 23); (osteopaths, 2); number of wired houses, 95%; street car service; gas, natural; electric current, alternating; water, soft.

FREDERICK, MD.

(Frederick County)

1923 Population, 11,066.

City and Suburban Estimate, 15,000.

Native Whites, 87.6%; **Negroes,** 11.2%; **Foreign Born,** 1.2%; **English Reading,** all but 316; **Families,** 2,765.

Schools: Public Grade, 5; High, 2; Parochial, 2; Hood College for Women, 600 students; Maryland School for Deaf Mutes, 150 students.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: United Brethren, 1; Reformed Church, 2; Lutheran, 1; Church of the Brethren, 1.

Banks: National, 3; State, 1; Trust, 1; Savings Bank, 1; Total resources, $28,000,000; Savings Bank Deposits Total $24,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (auditoriums, etc.), 3.

Location: In the heart of rich agricultural country and served by the Penna., and the B. & O. R. R.s., and by the Hagerstown & Frederick trolley line. Passenger and freight busses operate to Baltimore, Washington, Gettysburg, Pa., and other points. Excellent roads. To nearest large city by railroad, 2½ hours; by auto., 1¾ hours.

Principal Industries: Brushes, iron and steel, knitting mills, men's clothing, canning factories, silos, flour mills, milk receiving plants, abattoir, fertilizer plants, tannery, brick, ice cream, lime kilns, etc. With the exception of brushes, hosiery, and clothing, most of the industries are associated with the main industry of the section, which is agriculture. Frederick County is one of the richest agricultural counties in the state.

Manufacturing Establishments, 25. Leading firms: Union Manufacturing Co., Ox Fibre Brush Co., Frederick Iron & Steel Co., Frederick City Packing Co., M. J. Grove Lime Co., Monocacy Valley Canning Co., Mountain City Mills.

Special Information: Frederick is the business center for Frederick, and adjoining counties, which is rich farm country. Frederick County is the largest county in Maryland, having 3,817 farms, each farm being a small plant, or factory in itself, requiring supplies and materials. Frederick's hosiery and brush factories are among the largest in the country. The city is very prosperous, with per capita deposits of $2,000, which is among the highest for any city in the state.

Residential Features: Mostly one-family

Standard Surveys of MARYLAND and MASSACHUSETTS

MARYLAND (Cont'd)

houses. Large proportion of working people own their homes. Attractive suburban sections recently developed.

Retail Shopping Section: Market and Patrick Streets are the main business blocks.

Trading Area: A radius of about 20 miles. Good roads and excellent stores, offering better values than are usually found in stores of the larger cities, furnish the inducement to trade in Frederick.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 4; Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 12; dressmakers, 15; druggists, 6; dry goods, 10; department stores, 1; electrical supplies, 5; florists, 4; fruits, 4; furniture, 3; garages (public), 15; grocers, 61 (chain, 6); hardware, 5; jewelry, 7; meat markets, 14 (chain, 2); men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 6; options, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 53.7 degrees; average number of rainy days per twelve months, 116; doctors (medical, 26), (dentists, 12), (osteopaths, 1); number of wired houses, 2,813; street car service; gas, artificial; electric current, alternating; water, soft.

HAGERSTOWN, MD.

(Washington County)

1920 Population, 28,064; (1925, est. 35,000).

City and Suburban Estimate: 60,000.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 30%; **Foreign Reading,** 100%; **Families,** 7,500.

Schools: Public Grade, 9; High, 2; Parochial, 1; Number of Pupils, 6,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 3; State, 6.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2; Total number of seats, 5,000.

Location: In the western part of Maryland, and is the hub city of the Cumberland Valley. Served by the Pennsylvania, N. & W., B. & O., and W. M. railroads. Located on National Highway, to Appalachian Scenic Highway, and Lee. or Shenandoah Highway to the west. Is 74 miles from Washington and Baltimore.

Principal Industries: Shoes, leggings, gloves. silk, knit underwear, automobiles, organs, furniture, machinery supplies, sand blast equipment, railroad shops, cement mill, printing, hosiery.

Manufacturing Establishments: 113; Leading firms: Hagerstown Shoe and Legging Co., Byron Shoe Co., Moller Organ Works.

Special Information: Hagerstown has an electric line reaching 15 towns, and passing through a rich and well-settled district. Bus lines reaching 30 towns. Cement mill located a mile and a half from city, with a capacity of 3,000 barrels a day. Has also a well-equipped hydroelectric plant furnishing power at cheap rate, and is favored with an unlimited water supply.

Residential Features: Practically all one- and two-family houses, private homes predominate. The most beautiful residential section in western Maryland is located in the northern section of the city.

Retail Shopping Section: From Public Square, which is terminus for trolleys and buses, on West Washington Street, 1 block; on N. Potomac Street, 1 block; on S. Potomac Street, 1 block. On these streets the large stores are located. Smaller business located on 2 blocks on W. Franklin, 1 block on E. Franklin, 1 block on E. Washington, 1 block on N. Jonathan Street, 1 block on S. Jonathan, and a large number of outlying stores.

Trading Area: Extends about 25 miles north, east, and west, and as far as 45 miles south.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 3; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 22; automobile tire agencies, 22; bakers, 12; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 13; delicatessen, 2; druggists, 15; dry goods, 5; department stores, 3; electrical supplies, 9; florists, 3; fruits, 3; furriers, 7; garages (public), 40; grocers, 133; hardware, 3; jewelry, 7; meat markets, 31; men's furnishings, 20; men's clothing, 19; merchant tailors, 4; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 26; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 12.

SALISBURY, MD.

(Wicomico County)

1920 Population, 7,553.

City and Suburban Estimate, 11,000.

Native Whites, 88%; **Negroes,** 12%; **English Reading,** 90%.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 1; Total number of seats, 2,500.

Location: In center of eastern shore of Maryland, on the B. C. & A. Ry., and the N. Y., P. & N. R. R. (Pennsylvania System); B. C. & A. Ry freight boats, and Victor Lyon transportation freight boats to Baltimore. To nearest larger city by railroad, 3 hours; by automobile, 3 hours.

Principal Industries: Lumber, shirt manufacturing.

Manufacturing Establishments: 4; Leading firms: E. S. Adkins Co. (lumber), Morris Bros., C. R. Dishoroon Co. (lumber), Jackson Gutman Co. (shirts).

Special Information: Salisbury is considered to be the shopping center of the eastern shore.

Residential Features: Salisbury has 2,400 houses. No apartment houses, no tenements.

Retail Shopping Section: On Main Street, 4 blocks; on Division Street, 3 blocks; on Dock Street, 1 block.

Trading Area: Extends 30 miles east, 70 miles north, 120 miles south, and 63 miles west. There is an approximate population of 96,000 in the trading area.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 4; druggists, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; garages (public), 5; grocers, 25; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 10; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 6.

Standard Surveys of MASSACHUSETTS

AMESBURY, MASS.

(Essex County)

1920 Population, 10,036 (1925, est. 11,234).

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 2,300.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Friends, 1; Universalist, 1; Adventist, 1; Spiritualist, 1.

Banks: National, 1; State, 1; Total Resources, $7,871,935; Savings Bank Deposits Total, $6,369,587.

Theatres: Moving Pictures, 2; Miscellaneous (auditoriums, etc.), 4. Total number of seats, 2,500.

Location: On Merrimac River, 35 miles north of Boston. Served by the Boston & Maine R. R. Industrial railroad connects factories with B. & M. wharfs on Merrimac River.

Principal Industries: Automobile body making, iron, brass and composition factories, abrasives, shoes, peanut products, auto lamps and accessories, counter and heel board, hats, boats.

Manufacturing Establishments, 35. Biddle & Smart Co., Walker Body Co., Merrimac Hat Corp., F. M. Hoyt Co., G. W. J. Murphy Co., Witham Body Co., Merrimac Valley Iron Foundry, Amesbury Brass and Foundry Co., Bryant Body Co., Commonwealth Supplies Co. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Large manufacturers of automobile bodies. One of the largest manufacturers of felt hats, and also of peanut products. Large manufacturer of carborundum abrasives; only manufacturer of chilled shot abrasives. Manufacturers of high class skiffs and dories, also large power boats.

Residential Features: With few exceptions, one, and two-family houses, large proportion owned. One of the finest residential sections north of Boston.

Retail Shopping Section: Main Street, from Market Square to Strand Theatre; Elm Street, from Market Square to Railroad Avenue; Market Street to Baptist Church; Friend Street to Town Hall.

Trading Area: Extends 5 miles east, 6 north, and 6 west, bounded by Merrimac River on the south. Very little retail trade coming beyond this.

Wholesale Houses: Fruits, 1; Miscellaneous lines, auto. and carriage supplies, 2; tobacco. 1; confectioners. 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 9; department stores, 5; electrical supplies, 4; florists, 3; fruits, 22; furniture, 4; garages (public), 10; grocers, 36; hardware, 4; jewelry, 3; meat markets, 17; men's furnishing, 6; men's clothing, 6; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 10.

ATTLEBORO, MASS.

(Bristol County)

1920 Population, 19,731 (1925, est. 20,625).

Native Whites, 79%; **Negroes,** 1%; **Foreign Born,** 20%; **Industrial Workers,** 25%.

Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1. Number of pupils 3,883.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1; State, 4.

Theatres: Moving Pictures, 2; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 3,182.

Location: Between Boston and Rhode Island along the main line of the N. Y., N. H. & H. R. R., in the southeastern part of the state with an area of 28 square miles. Also served by Interstate Consolidated Street Ry. passenger service hourly to New York and Boston, half-hourly by trolley, and hourly by bus to Providence. Is 31 miles S. by W. of Boston, and to nearest large city (Providence, R. I.), by railroad, ½ hour; by trolley, 1 hour; by auto, 35 minutes.

Principal Industries: Jewelry, tools, optical goods, boxes, cotton and woolen goods.

Manufacturing Establishments: Leading firms: R. F. Simmons Co., Bay State Optical Co., Mossberg Pressed Steel Corp., Frank Mossberg Co., R. Wolfenden & Sons, C. H. Eden Co., James E. Blake Co., M. S. Co., McRae & Keeler, Inc., L. G. Balfour Co., Bates & Bacon, Baer & Wilde Co., Robbins Co., Marathon Co., Mason Box Co., The Watson Co.

Special Information: Attleboro has 95 miles of streets. It is considered to be among the leading cities in the jewelry industry of America, and has immense dyeing and bleaching establishment.

Residential Features: Mostly two, and three-family houses, although many larger and more beautiful houses are scattered through the city. No section occupied entirely by residences, and no section of city occupied entirely by workingmen's tenements. Many new homes under construction.

Retail Shopping Section: Extends from the beginning (west end) of Park Street, 7 blocks The larger stores located on Park Street, while there are several small stores on streets crossing Park.

Trading Area: About 6 miles north, 8 south, 10 east, and 10 west. Trolley lines in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 14; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 20; druggists, 6; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 6; fruits, 4; furniture, 4; garages (public), 10; grocers, 80 (chain, 9); hardware, 2; jewelry, 2; meat markets, 20 (chain, 1); men's furnishings, 5; men's clothing, 7; merchant tailors, 9; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 9.

Miscellaneous Data: Doctors (medical 22), (dentists 16), (osteopaths 2), Number of wired houses, 4,900; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement below

AYER, MASS.

(Middlesex County)

1920 Population, 3,052.

Native Whites, 90%; **Negroes,** .025%; **Foreign Born,** 9.075%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** 650.

Schools: Public Grade, 11; High, 1; Number of Pupils, 516.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1. Total Resources over

Continued on page 104

Growing on Merit
Bigger Because It's Better

The
Attleboro Sun
(Daily Except Sunday)
Attleboro, Mass.

The Center of the Jewelry Industry

THE Sun is Attleboro's only paper. It serves a growing district with complete news reports, features and daily market reports; using modern mechanical equipment; and achieving a constantly growing circulation.

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Population 23,019
Houses 3,763
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NEW YORK CITY

MASSACHUSETTS (Cont'd)

Ayer (con't)

$1,000,000. Savings Bank Deposits total over $2,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 2,500.

Location: Thirty-six miles northwest of Boston on Boston & Maine RR. Trolley lines to Fitchburg, and to Lowell. Steam lines to Boston, Lowell, Worcester, Fitchburg, and to Nashua, Manchester and Granville in New Hampshire. One of several freight transfer points of New England; large railroad yards. One quarter of male population employed on railroads.

Principal Industries: Boston & Maine RR., and railroad shops, lumber, leather, machinery, chemicals, flags, cutlery.

Residential Features: Mostly one-family houses. 665 dwelling houses to 3,052 population. City water from wells of first quality.

Retail Shopping Section: Extends five blocks east and west on Main Street, and north one block on Columbia, Washington, Pleasant, West and Park Streets.

Trading Area: North and east, about ten miles; south and west, about seven miles; includes Westford, Shirley, Harvard, Littleton, and towns of Groton, Pepperell, Townsend, Acton.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 17; delicatessen, 1; dressmakers, 5; druggists, 2; dry goods, 2; electrical supplies, 4; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 8; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 3.

BEVERLY, MASS.

(Essex County)

1920 Population, 22,561.

City and Suburban Estimate, 35,000.

Native Whites, 74%; Negroes, 1%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 80%; Families, 5,463.

Schools, 13. Number of pupils, 4,636.

Churches, 17.

Banks: 4. Total Resources, $10,750,200.

Theatres: 3. Total number of seats, 1,890.

Location: On an inlet of the Atlantic Ocean, about 18 miles northeast of Boston, on the Gloucester branch of B. & M. RR.

Principal Industries: Shoes, shoe machinery, paper boxes, sails, special machinery, bottle caps, boot and shoe findings, tools, cod fisheries, shipping interests.

Residential Features: One, two and three-family houses.

Retail Shopping Section: Six blocks in center of city.

Trading Area: North to Boxford; east to Gloucester; west to Danvers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 20; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 23; confectioner (including hotel stands), 28; delicatessen, 1; dressmakers, 28; druggists, 11; dry goods, 11; department stores, 1; electrical supplies, 2; florists, 10; fruits, 15; furniture, 6; furriers, 1; garages (public), 13; grocers, 51; hardware, 7; jewelry, 7; meat markets, 21; men's furnishings, 6; men's clothing, 7; merchant tailors, 15; milliners, 6; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including botels), 11; shoes, 14; sporting goods, 6; stationers, 5; women's apparel, 1.

BOSTON, MASS.

(Suffolk County)

City Classed as—The City of Boston is the twenty-eighth city in the world. It is one of the greatest industrial and commercial centers in the United States. Second largest importing seaport in western hemisphere. The leading educational center of New England, second in America. One of the world's greatest fresh fish ports. The supply center of retail trade throughout central and eastern New England.

POPULATION

1910 Census	670,585
1910 Census, Metropolitan District	1,531,138
1915 State Census	745,439
1920 Census	748,060
1920 Census, Metropolitan District*	1,772,254
1925 State Census	781,529
1925 State Census, Metro. District	1,675,000

*Note—As defined by the U. S. census, Metropolitan Boston includes besides the central city only those divisions within the 10-mile limit in which the population at the census was at least 150 persons per square mile. This shows 16 cities and 33 towns.

Native White	65.7%
Foreign Born	31.9%
Negro	2.2%
Students	40,000
English Reading	96%
Factory Workers,	
Municipal Boston	75,857
Met. Boston	178,343
Families,	
Municipal Boston	164,785
Met. Boston	369,088
Dwellings,	
Municipal Boston	79,597
Met. Boston	175,084
Summer Residents,	
Met. Boston*	75,000

*Note—Figures for Metropolitan Boston include beaches as far north as 5 miles and as far south as 7 miles; also farms and country hotels within same area. It does not include the thousands of vacationists or motorists who come to Boston for the summer or who make it their headquarters for trips into mountains and to the shore. These latter transients cannot be definitely estimated.

Comparison of Municipal Boston's Population

	1910.	1920.
Male	329,703	368,756
Female	340,882	379,304
White, native parents	157,870	181,811
White, foreign parents	195,422	238,241
White, mixed parents	61,682	71,514
White, foreign born	240,722	238,919
Negro	13,564	16,350
Other races	2,405	1,225
Males of voting age	208,321	235,790
Illiterates over ten years	24,468	24,524
No. School age 6-20 years	169,116	169,250

Nativity of Foreign Born

	1910.	1920.
Armenia	Not given	1,472
Austria	2,413	1,530
Canada (French)	3,098	1,743
Canada (other)	47,097	40,265
Denmark	1,031	935
England	13,601	12,408
France	1,073	1,269
Germany	8,700	5,915
Greece	1,497	3,054
Ireland	66,038	57,011
Italy	31,380	38,179
Lithuania	Not given	4,127
Newfoundland	463	2,797
Norway	1,914	1,875
Poland	Not given	7,650
Portugal	1,225	957
Russia	41,891	38,021
Scotland	5,062	5,079
Sweden	7,122	6,780
Syria	Not given	1,756
Other countries	3,162	6,096

Suburban Residents

These cities and towns are within what is commonly known as Metropolitan Boston showing population and relative distance from Boston.

	Miles	1915 State Census.	1920 Federal Census.
Nahant (town)	4	1,387	1,318
Peabody (city)	10	18,625	19,552
Salem (city)	9½	37,200	42,529
Saugus (town)	5	10,226	10,874
Swampscott (town)	8	7,345	8,101
Middlesex County			
Arlington (town)	3	14,889	18,665
Belmont (town)	2	8,081	10,749
Cambridge (city)	borders	108,822	109,694
Everett (city)	borders	37,718	40,120
Framingham (town)	10	15,860	17,033
Lexington (town)	5	5,538	6,350
Lincoln (town)	7	1,310	1,042
Malden (city)	3	48,907	49,103
Medford (city)	3	30,509	39,038
Melrose (city)	4	16,880	18,204
Natick (town)	7½	11,119	10,907
Newton (city)	borders	43,113	46,054
Sherborn (town)	8	1,696	1,558
Somerville (city)	borders	86,854	93,091
Stoneham (town)	5	7,489	7,873
Wakefield (town)	7	12,781	13,025
Waltham (city)	4	30,154	30,915
Watertown (town)	borders	16,515	21,457
Wayland (town)	7	2,033	1,935
Weston (town)	4	2,342	2,282
Winchester (town)	5	10,005	10,485
Woburn (city)	7	16,410	16,574
Norfolk County			
Braintree (town)	4	9,343	10,580
Brookline (town)	borders	33,490	37,748
Canton (town)	borders	5,623	5,945
Dedham (town)	borders	11,043	10,792
Dover (town)	3	999	867
Medfield (town)	6½	3,648	3,595
Milton (town)	borders	8,600	9,382
Needham (town)	borders	6,542	7,012
Norwood (town)	4	10,977	12,627
Quincy (city)	borders	40,675	47,876
Randolph (town)	5	4,734	4,756
Sharon (town)	7	2,468	2,467
Walpole (town)	7	5,490	5,446
Wellesley (town)	4	6,439	6,224
Westwood (town)	2	1,448	1,358
Weymouth (town)	5	13,969	15,057
Suffolk County			
Chelsea (city)	borders	43,426	43,184
Revere (city)	borders	25,178	28,823
Winthrop (town)	borders	12,758	15,455

The Metropolitan District or "Greater Boston" as determined by the State of Massachusetts, only includes 40 municipalities, 14 cities and 26 towns, while the Federal Census includes 16 cities and 33 towns.

SCHOOLS

	No.	Total Enrollment
Public Grade (Elementary)	74	93,820
Kindergartens	70	8,577
High and Latins	16	22,447
Teachers College	1	690
Special Schools	5	1,697
Continuation	1	3,265
Parochial Schools	38	26,151
Boston maintains evening schools as follows:		
Elementary	24	8,649
High	9	5,903
Trade	5	1,226

Boston is one of the first educational centers of the world. In the Metropolitan Area are more than 200 universities, colleges, normal and technical schools, music and art institutions and private schools. Among them are the following, with student enrollment:

	Location	Number of Students
Harvard University	Cambridge	
College		3,247
University		7,607
Massachusetts Institute of Technology	Cambridge	2,813
Radcliffe College (Women's Division of Harvard)	Cambridge	944
Tufts College, Medford		3,163
Boston University	Boston	9,687
Boston College	Newton	1,115
Simmons College	Boston	1,331
Wellesley College	Wellesley	1,597

CHURCHES

Baptist, 34; Christian Science, 3; Congregational Trinitarian, 36; Congregational Unitarian, 21; Disciples of Christ, 1; Episcopal, 36; Friends, 1; Jewish, 40; Methodist Episcopal, 34; Methodist, 2; Swedenborgian, 2; Presbyterian, 9; Roman Catholic 68; Spiritualist, 3; Universalist, 6; Miscellaneous, 33.

BANKS

	As of Sept. 1, 1925
Savings, 24, Resources	$526,539,476.87
State Banks, 1, Resources	977,403.46
Trust Co., 15	
Commercial Resources	401,740,899.88
Savings, Resources	46,334,559.23
Trust, Resources	338,849,924.18
Co-operative, 49, Resources	88,787,300.25
National, 12, Resources	831,855,000.00

There are in Metropolitan Boston, 36 national banks, 53 trust companies, 64 savings banks, 105 co-operative banks, 50 credit unions, 1 state 1 foreign bank and Federal Reserve Bank.

The per capita deposits and savings of Metropolitan Boston amounts to $1,050, the total deposits and savings amount to $1,794,686,000.

Boston bank clearings run between $1,000,000,000 and $1,500,000,000 monthly. Bank clearings, 1924, $21,323,411,670.

Assessed valuations as of April 1, 1923, $1,714,104,300 or $1,553,957,500 real estate and $160,146,800 personal of the real estate $853,304,200 was assessed on land and $700,653,300 on buildings.

Boston has for some years ranked first as to valuation per capita.

THEATRES

According to the Building Department as of November 1, 1925, there were 44 licensed theatres, of these 7 show motion pictures and vaudeville, 14 are legitimate houses, 3 show burlesque, and 2 vaudeville, and 18 strictly motion pictures. The total seating capacity of these 44 theatres is 73,670, in addition there are also 35 smaller motion picture houses seating 23,984; also 92 halls, each seating 400 or more; 85 halls each seating less than 400.

The largest auditorium, Mechanics Hall, seating 7,229; next in capacity, Boston Arena (amphitheater) seating 5,786; Metropolitan Theater, 5,000; State Theater, 3,519; National Theater, 3,106; Boston Opera House, 3,000; Orpheum, 2,991; Boston Theater, 2,848; Scollay Square Theater, 2,589; Symphony Hall, 2,569; Tremont Temple (Converse Hall), 2,541; Keith's Theater, 2,020. Outdoor amphitheaters: Braves' Field, 41,500 seats; Harvard Stadium, 40,000; Fenway Park, 29,480.

There are 34 houses with more than 1,000 seats each, and 6 houses with seating capacity of more than 2,000 seats.

LOCATION AND TRANSPORTATION

Situated at the head of Massachusetts Bay, 230 miles northeast of New York, it has a harbor with berthing space of more than 40 miles, most of which is in active use for commercial purposes.

It is the terminus of three large railroads, the Boston and Maine and subsidiary lines, the Boston and Albany (New York Central, lessee) and the New York, New Haven and Hartford and subsidiary lines. It is also the terminus of the Boston, Revere Beach & Lynn R. R.

The Boston and Maine connects Boston with points west, north and east. Besides serving directly the territory in Maine, New Hampshire, Vermont, part of New York and the northern half of Massachusetts, the Boston and Maine connects at Portland, Maine, and other junctions in that section with the Maine Central Railroad for Maine and eastern Canadian territory. At Newport, Vermont, and White River Junction, Vt., traffic is fed to the Canadian Pacific and the Grand Trunk, respectively, thence to points in Canada and the west. Grand Trunk business moves via Central Vermont as intermediate carrier. Bellows Falls, Vermont, is a point of connection with the Rutland R.R. and an important route to western Vermont, the Adirondack region and the west. The chief outlets of the Boston and Maine for western traffic are, however, Mechanicville, New York, a junction with the Delaware and Hudson, and Rotterdam Junction, New York, with the New York Central and West Shore lines. At Troy, New York, there is also connection with the New York Central and the Hudson River Boat lines.

The Boston and Albany, in a general way, parallels the Boston and Maine in a westerly direction from Boston. It forms a part of the New York Central system and joins the parent line at Albany for all points west.

The New York, New Haven & Hartford railway network covers southeastern Massachusetts, the states of Rhode Island and Connecticut, connecting at New York City with the various trunk lines west and south.

The various terminals at Boston are connected by the Union Freight R.R. operating along the waterfront for the interchange of freight. The Boston and Albany and the Boston and Maine also have direct rail connections for this purpose.

In addition to the freight service given by these roads, they daily bring to the terminal stations a vast throng of commuters. The northeastern section of the Metropolitan District is served by the Boston, Revere Beach and Lynn Railroad. This urban steam line each day in the year brings in its thousands of commuters.

Number of passengers on steam railroads to and from Boston, yearly, Boston & Maine, 30,604,045; New York, New Haven & Hartford, 30,553,292; Boston, Revere Beach & Lynn, 12,549,546; Boston & Albany, 9,772,264; total railroad passengers, 83,479,147.

Passenger trains in and out of South Station, during summer season, 586 a day, 402 of which are N. Y., N. H. & H., and 184, B. & A.; North Station, 395 a day; Boston, Revere Beach & Lynn, 426 a day.

There are four electric railway systems in the Metropolitan area. Of these, the Boston Elevated Railway System is by far the largest. It comprises surface, elevated and subway lines, which serve a population of 1,220,000. The 533 miles of track traversing this area comprise 45 miles for rapid transit cars, including elevated and subway lines, 45 miles of surface track in reservations and 16 miles of track in subways, tunnels and viaduct for surface cars. This physical arrangement of tracks and the speed maintained enables the inhabitants of the farthest outlying towns to reach the business portion of the city within 40 minutes. Last year there were 382,149,667 passengers carried.

Subways and tunnels connect Cambridge, East Boston, Dorchester and Back Bay area with the heart of the city. Elevated lines run from Forest Hills to Everett and to East Cambridge. In addition, there is the Atlantic Avenue Elevated line connecting the North and South stations and serving many of the steamship wharves.

Of more than 2,000 revenue passenger cars, 95 steel Cambridge subway cars (about the size of Pullman cars), 338 steel and semi-steel elevated cars and 616 semi-steel centre entrance motor and trailer cars represent the latest advance in car design.

The feature of the transportation system is the possibility of transferring from surface cars to rapid transit lines and from rapid transit lines to surface cars at all transfer stations; and the general adoption of bodily transfer points on the system so as to do away with the necessity of procuring a transfer ticket.

Districts not covered by the Boston Elevated System are served by the Eastern Massachusetts Street Railway System, the Boston and Worcester and the Middlesex and Boston Street Railways. Taking Metropolitan Boston as a whole there is no section which is not efficiently served by one or more of the transportation systems which connect it with the business centre.

Bus lines are now running from Boston to New York also many large cities in New England. Regular schedules are maintained.

PRINCIPAL INDUSTRIES

As EDITOR & PUBLISHER did not wish to publish facts and figures which in some cases might conflict with the publicity already issued by local organizations, which is based on the State definition of Metropolitan Boston, it is to be noted that all Metropolitan facts and figures in this chart are based on the Federal Government's definition of Metropolitan Boston.

Metropolitan Boston Federal, 1919

No. of establishments	5,165
Capital invested	$894,048,325
Value of stock and materials used	755,350,609
Amount of wages paid during year	247,341,450
Average number of wage earners	216,727
Value of product	$1,351,637,243

Metropolitan Boston, State Census 1923

No. of establishments	4,740
Average number of wage earners	193,000
Total wages	$245,640,825
Average earnings	$1,272.75
Value of materials	$620,031,648
Value of products	$1,232,206,787

Leading Industries Value of Production State Census 1923

Boots and shoes	$89,024,925
Printing and publishing	88,918,414
Confectionery and ice cream	44,690,008
Foundry & machine shop products	47,790,460
Men's clothing	36,549,273
Women's clothing	25,164,668
Slaughtering & meat packing	45,261,202
Electrical machinery	58,357,588
Rubber goods	33,908,504
Motor vehicles and parts	37,608,180

Other industries include artificial limbs, auto bodies and parts; awnings, tents and sails, blackings, stains and dressings, boot and shoe cut stock, and findings, boxes, paper, brass, bronze, and copper products, canning and preserving, cleaning and polishing preparations, clothing, men's clothing, women's, coffee and spices, roasting and grinding, confectionery, ice cream, copper, tin and sheet iron products, cotton goods, cutlery and tools, electrical machinery, apparatus and supplies, flavoring extracts and syrups, food preparations, foundry and machine shop products, fur goods, furnishing goods (men's), furniture, hardware, hats and caps, jewelry, knit goods, leather goods, lumber, planing mill products, musical instruments, paints and varnishes, paper goods, patent medicines and compounds, printing and publishing, refrigerators, rubber goods, show cases, signs and advertising novelties, soap, stationery goods, structural ironwork, surgical appliances, suspenders, garters and elastic woven goods, tobacco manufacture, trunks and valises, window, door screens and weather strips, window shades and fixtures, wirework.

Pianos and Organs

For many years Massachusetts has held third place in the United States for the manufacture of pianos and organs. In 1919 the value of these

Continued on page 106

First in 1925
First in 1924
First in 1923
First in 1922
First in 1921
First in 1920
First in 1919
First in 1918
First in 1917
First in 1916
First in 1915
First in 1914
First in 1913
First in 1912
First in 1911
First in 1910
First in 1909

For Seventeen Years The Boston Post Has Led ALL Boston Newspapers in Display Advertising!

Real Returns in Advertising Are Always the Fruits of a Real Dominant Circulation

(From Latest Sworn Six Months' Net Paid Figures)

Boston Daily Post

378,597

100,000 more than the Morning and Evening Globe COMBINED.

142,000 more than the Herald and Traveler COMBINED.

154,000 more than the American.

Boston Sunday Post

342,318

22,000 more than the Sunday Globe.

221,000 more than the Sunday Herald.

122,000 more than the Sunday Advertiser, excluding its predate editions.

MASSACHUSETTS (Cont'd)

Boston (con't)

instruments and the materials used in their production amounted to more than $13,000,000. Several makers of national reputation are located in Metropolitan Boston.

Slaughtering and Meat Packing

Although Metropolitan Boston is not one of the great meat packing centers of the country the annual product of the slaughtering and meat-packing industry amounts to nearly $100,000,000. Hence the densely populated regions in this locality are by no means wholly dependent upon the distant western sources of supply for their meat products. The great establishments in Somerville and Cambridge, employing several thousand workers, have a successful history of more than seventy years. In addition, Boston is the most important New England distribution point for western shipments. Several collateral industries of considerable importance have been built up in the Metropolitan Area.

Soap and Medical Supplies.

Situated in the Metropolitan District is a factory of one of the world-famous soapmakers. This and the other 16 soap establishments of the region produce an annual output valued at approximately $17,500,000. The manufacture of patent medicines and drugs amounts to more than $16,000,000; and the plant of a company with branches all over the country is located here.

Electrical Machinery

With one of the largest electrical manufacturing plants in the world, and numerous other establishments, Metropolitan Boston is easily a leader in the production of electrical apparatus. In the ten years between 1909 and 1919 the number of workers employed by this industry in Massachusetts increased more than a third and the value of goods produced more than tripled. The total 15,678 electrical workers in Metropolitan Boston alone exceeded the number employed in the whole state ten years before. The value of electrical manufactures in Metropolitan Boston amounted to $55,901,540 at the last federal census, more than half the total for the whole state in the same year and almost twice the total of ten years before.

Confectionery

High quality confectionery is among the outstanding products of Metropolitan Boston. Within the municipal limits of the city are more than sixty candy factories, a stone's throw across the river in Cambridge are about twenty-five more and within the whole Metropolitan District almost a hundred establishments are catering to the demands of the American sweet tooth. With the ice cream establishments included, this number is increased by a third. It is, in fact, Boston's fifth greatest industry. More than $55,000,000 worth of confectionery and nearly $44,000,000 worth of ice cream are placed on the market every year from the establishments, which furnish employment to more than 10,000 wage-earners, a large proportion of whom are women. Many of these candy factories with their modern and sanitary equipment and their attractive rest rooms for employees are among the show places of Boston.

Furniture Specialties

Furniture manufacturers in Metropolitan Boston include office furniture, folding and portable chairs, reed and rattan furniture, carriages and go-carts, school furniture, toy vehicles, railway car seats, cocoa mats and matting and other reed and rattan products.

Boston is the home of one of the greatest reed and rattan furniture manufacturing companies in the country. Its nine plants turn out a large part of the total American production of these specialties.

The Metal Trades

In the Metropolitan District 277 foundries and machine shops turn out an annual product amounting to more than $55,500,000. Tools and cutlery from 25 factories add $18,000,000 more to the annual output of metal products.

The Shoe Industry

Within 25 miles of Boston are more shoe factories than in any other section of similar size in the country. Boston is the greatest market in the world for boots and shoes. Practically half of all the rubber boots that are made, are manufactured in Eastern Massachusetts.

Boston is the headquarters of the industry which manufacturers practically all the shoe machinery used in this country.

Cotton and Woolen Textiles

Boston is the leading market in the U. S. A. for cotton and woolen textiles.

Boston is the centre of the most important cotton manufacturing district in the United States. Located here are the executive offices of many of the great cotton mills of New England, the national organization of cotton manufacturers and, of course, a large number of cotton brokerage houses and warehouses. It is, moreover, the greatest American port of entry for Egyptian cotton.

Boston receives more than half the raw wool imported by the United States each year. If the receipts of foreign and domestic wool are both taken into consideration the average annual receipts at Boston for a ten-year period exceed 412,000,000 pounds—more than the total wool clip of the United States and about one-seventh the total wool production of the world. Enough wool passes through this city each year to make an all-wool suit for every man, woman and child in the United States. Boston is capable of storing in one wool warehouse more than 100,000,000 pounds of wool.

The Fish Trade

Boston is the most up-to-date fish port in the world and in production is exceeded only by Grimsby, England. It has one of the largest fish piers in the world, built at a cost of $3,000,000, 1,200 feet in length, 300 feet in breadth, 537,000 square feet in area, having capacity for the simultaneous discharge of 80 vessels. On and adjacent to it is the largest fish freezing and cold storage plant in the country, with a capacity of 15,000,000 pounds, ice-making capacity of 230 tons daily and ice storage for 10,000 tons.

Boston distributes more than 150,000,000 pounds of fish annually—the new Boston Fish Pier alone has handled over 2,000,000 pounds a day. This great business of turning into wealth the resources of the sea is an almost unappreciated asset.

Clothing

Boston is one of the six great clothing markets of the United States. The latest federal census reports 9,995 wage-earners employed in all branches of this industry in Metropolitan Boston. The output of men's clothing amounts annually to over $33,000,000 and of women's clothing to about $25,000,000.

SPECIAL INFORMATION

Metropolitan Boston is an area of approximately 409 square miles designated by statutory enactment, including Municipal Boston (748,060 population) and thirty-nine surrounding towns and cities, with a total population of 1,658,936.

Boston is a commercial and industrial centre of 1,657,000 people (Federal Metropolitan Boston 1,172,000) rather than a city of only 748,000. The real Boston extends far beyond the municipal boundaries. There is no break in the widening circle of stores, warehouses and factories which are thickly spread over the whole area of Metropolitan Boston. The forty towns and cities, whose economic interests are inextricably bound up with the banking and railroad and port facilities of their centre, comprise the real Boston. This Metropolitan District forms a powerful economic unit, the natural centre for the manufacturing and trading interests of New England, one of the richest industrial regions of the country.

There are 243,342 gas meters and 237,522 electric light meters in Boston.

Automobile registration in Boston only, pleasure cars 66,795, trucks 15,361.

In the metropolitan district there are 392,860 telephones.

Manufacturing Industries

	Captial Invested	Annual Prod.
Metropolitan Boston	$894,048,325	$1,351,637,243
Massachusetts	2,962,198,527	4,011,181,532
New England	5,781,679,000	7,188,636,000

Variety—Of about 350 recognized industries, more than 250 are represented in Metropolitan Boston.

Assessed Valuation: $2,737,589,002—an average of $9,560 per property taxpayer.

Foreign Trade: Only surpassed by four cities in the United States.

Annual Imports	$392,752,807
Annual Exports	192,802,178
Total	$585,554,985

Not only is Metropolitan Boston a mighty centre, but it is steadily growing in size and importance. So far from being merely bedrooms of Boston business people, the other municipalities of the Metropolitan Area are so many parts of one great business community.

Thirteen of these municipalities each manufacture annually goods valued at over $10,000,000, and nine more than $20,000,000 each. Below the $10,000,00 line, among the smaller communities which are chiefly residential in character, are twelve, each of which turns out over a million dollars worth of goods annually, the amount ranging from a little over $1,000,000 to more than $9,500,000. In the three cities of Metropolitan Boston which are next to Municipal Boston in industrial importance more than $255,000,000 are invested in manufacturing plants and machinery, and the aggregate output of these establishments amounts to more than $388,000,000 a year.

RESIDENTIAL FEATURES

The residents of Municipal Boston occupy almost exclusively fine apartments in the better sections and "tenements" and small apartments in the poorer districts.

The largest number of "tenements" (some of the familar "3-deck" classification) are in North End, West End, South End, part of Charlestown, Roxbury, Dorchester, South Boston and East Boston.

The better class of apartments are in Dorchester, West Roxbury, Hyde Park, Jamaica Plain, Brighton and Back Bay Section.

Other sections having individual homes and in some cases large estates are Milton, Dedham, Wellesley, Lincoln, Lexington, Winchester and Weston.

Total owned homes in Boston 30,132 or 19,609 mortgaged, 9,998 free, 525 unknown, total rented 132,658; tenure unknown 1,995. The total number of buildings in Boston are 113,782—34,957 are constructed of brick, concrete, etc., and 78,825 are constructed of wood.

RETAIL SECTION

In Metropolitan Boston there are many retail sections. Each of the 49 towns and cities has its own shopping center, or centers. Of course, the largest and therefore most attractive shopping districts are in the heart of Boston or close to its borders.

The principal shopping center is in a district about 1½ miles long and ¾ mile wide. In this section are the shops, theatres, banks, etc., of far-famed Washington St., Tremont St., Boylston St., Summer St., Winter St., West St., Temple Place, Bromfield St., and Park Square section.

There is a busy retail and wholesale marketing district on Dock Square, Blackstone St., North Market St., South Market St., Clinton St. (including "Faneuil Hall" and Quincy markets).

In the "West End" there is a retail district at Scollay Square, Bowdoin Square, Tremont Row and Hanover St., totalling about a mile. In the "North End" there is another retail district of five or six blocks on Hanover St., Haymarket Square and radiating streets. South Boston has a shopping district about one mile on West Broadway, Dorchester St., and Andrew Square.

In Dorchester there are a group of stores at Uphams Corner, Fields Corner, Grove Hall, Meeting House Hill, Dorchester Center, Neponset, Ashmont and Mattapan. In Roxbury district there is a retail section on Washington St., Blue Hill Ave., and Dudley St. At Roxbury Crossing the retail section is at Columbus Ave. and Tremont St.

In Charlestown there is a busy section on Bunker Hill St., Main St., and City Square, about one mile long.

The principal shopping center of Allston-Brighton District is on Brighton Ave., Harvard Ave., and Commonwealth Ave. Brookline (the richest section in Metropolitan Boston) has a retail section at Brookline Village and at Coolidge Corner. The Jamaica Plain section is ½ mile on Center St. The East Boston principal retail section is on Central Square, Meridan St. and at Orient Heights.

PORT OF BOSTON

Boston with one of the finest natural harbors on the Atlantic Coast, equipped with modern piers, docks and warehouses, stands well to the fore, among the ports of the world. As a shipping point to European ports Boston has an advantage over other American seaports. It lies 200 miles nearer Europe than New York. As compared with any other Atlantic seaport from 150 miles to 500 miles are saved in the voyage from Boston to Copenhagen, Hamburg, Amsterdam, Antwerp, Cherbourg, Havre, Liverpool, London, Gibraltar, Naples or Constantinople.

A harbor area of 30,000 acres and 141 miles of linear waterfront, make Boston capable of handling a growth of commerce to at least three times the present amount. There is practically no limit to the size of vessels which can be accommodated. Of the total 40 miles of berthing space, eight miles have a depth of 30 feet or more, mean low water.

The construction of Commonwealth Pier by the State, at a cost of $4,500,000 just before the war gave to Boston splendid docking facilities for passenger and freight steamers of heavy draught. The pier is twelve hundred feet long, and 400 feet wide, it provides berthing space for five 600-foot ocean-going vessels at once. Three large two-story warehouses of steel and concrete contain 900,000 square feet of floor space. The pier is connected with the railroads by six tracks, two of which run alongside the ships at their berths.

More than a mile of berthing space, capable of accommodating nine or ten large ocean-going steamers, is available at the United States Army Supply Base in South Boston. Built during the war, this Army Base, the second in size in the country, is now likely to be turned over to commercial uses. The main storehouse is an eight-story building, 1,638 feet long and 126 feet wide, with a total floor area of nearly 40 acres. Three supplementary buildings—one 1,638 by 100 feet, of two stories, and two 294 by 100 feet, each, three stories high, provide an additional floor area of about 900,000 square feet. The modern equipment of this pier makes possible exceptional rapidity in handling of shipments.

Other extensive pier and dock facilities are provided by the railroad terminals in East Boston. The Boston and Maine Railroad property includes the Hoosac Tunnel Terminal, with five large piers, freight sheds and a grain elevator, and the Mystic Wharves, comprising seven wharves with freight sheds, coal pockets and a grain elevator. The Grand Junction Wharves, owned by the Boston and Albany Railroad, comprise six piers with warehouses and a large grain elevator. A pier recently constructed by the State is also situated in East Boston. The New York, New Haven and Hartford Railroad has ample wharf facilities in South Boston. Of the numerous piers owned by coastwise shipping companies, coal companies and private pier and warehouse companies, the majority have direct connections with the railroads entering the city.

The opening of the dry-dock at South Boston puts the Port of Boston among the leaders in repair facilities. The government plans to construct two wet docks nearby and to install a thoroughly modern repair plant. Within Metropolitan Boston at Quincy is one of the most important ship yards of the country.

Boston is served by freight and passenger lines to the principal seaports of Europe and by regular freight lines to and from the Far East, South America and Australia. It is also the terminus of an extensive coastwise trade which helps to feed the foreign shipments. Boston's foreign trade is surpassed only by New York, New Orleans, Philadelphia and Galveston. In imports alone, it surpasses all American ports except New York.

WHOLESALERS

Grocers, 80; fruits, 119; meats, 40; drugs, 18; fish, 86; shoes, 173; stationers, 11; furriers, 2; tobacco, 25; men's furnishings, 9; millinery goods, 24; clothing, 71; dry goods, 76; hardware, 30; hats and caps, 11; confectioners, 110.

TRADING AREA

For the purpose of securing accurate information for the Trading Area of Boston, the representatives of EDITOR & PUBLISHER consulted the advertising managers of three large retail establishments, several departments which keep an accurate check upon sales and deliveries of merchandise, both by person and mail, and several other reliable sources.

The trading areas are divided into four classifications: First, the territory from which the retail establishments of Metropolitan Boston de-

Continued on page 108

Where Statistics Stop---

Statistics tell you something about the value of a particular newspaper as an advertising medium; the representatives tell you something—but for conclusive evidence, let the paper speak for itself.

For example, if you want to know which Boston paper reaches the best buying element, lay all Boston papers for a given day on your desk. Compare the editorial content—the space devoted to world news, to business and financial interests, to art, drama, and club life. Consider typography, makeup, newsprint.

One—and only one—by sheer intrinsic merit establishes itself as the paper which must of necessity appeal to the dominant group! And that paper is the Boston Evening Transcript.

The Transcript will gladly mail a sample copy to agencies wishing to make this test for themselves.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

BOSTON—THE MARKET

Accessibility

Metropolitan Boston (designated "City" by the A. B. C.), with 1,658,936 residents, has a larger population than the states of Maine, New Hampshire and Vermont *combined*. There are 3,849 people per square mile in Metropolitan Boston and 41 per square mile in that area including Maine, New Hampshire, and Vermont.

Buying Power

In the Boston Trading Area (30-mile radius) there is a population of 2,531,167, 93% of whom have savings accounts totaling more than one billion dollars. This means that there are 500,000 families within 30 miles of Boston with an average savings account of $2,000.

THE BOSTON GLOBE

The Advertising Medium for the Market

In this rich and densely populated area, 80% of the Globe's circulation is concentrated. A comparative study of the distributions of the Boston Sunday newspapers (when delivery is made to the *home*) reveals that the Globe predominates in most of the choice localities.

Great Family Newspaper

In 1894 the Globe began its famous Household Department, thus extending its home appeal in the introduction of which the Globe was a pioneer. The Globe has been for years the outstanding family newspaper in New England and is characterized by its clean, accurate, and complete news, and by its reliable advertising columns.

Advertising Leadership

For 31 consecutive years the Globe has carried a larger total volume of advertising than any other Boston paper. From the department stores, probably the most critical of advertisers, the Globe carries at the rate of a million lines more yearly than its nearest competitor. In automobile and accessory advertising, real estate, and other important classifications the Globe dominates the field.

To reach the worthwhile people in the 4th market in the United States—advertise in the

BOSTON GLOBE

MASSACHUSETTS (Cont'd)

Boston (con't)

rive their daily support; second, the area from which the stores secure what is termed "Once a Week" business (thousands of people living in this area are accustomed to make weekly trips to Boston for business and pleasure); third, the "Once a Month" area, a wider and not so thickly populated territory, but one where large sales are made because the patrons of the Boston stores who live in this territory are usually large buyers on these monthly or twice a month visits to the metropolitan center; fourth, the "Seasonable and Mail Order Territory," the area from which business is secured by mail or because of once a season (in some cases once a year) visits to Boston on the part of people living in extreme northern and western parts of New England. These latter customers of Boston establishments buy in large quantities, often a whole season's supply of clothing and other necessities, in one order.

The First or "Daily Area" extends on the north from Rockport, Mass., on the coast, directly west to Nashua, N. H. From this point it swings in a half circle south through Fitchburg, Mass.; Worcester, Mass.; smaller towns of northeastern Rhode Island, southeast to Fall River and east to the coast at a point just south of Plymouth. These boundaries are based upon the transportation facilities which enable buyers to visit Boston by steam train and trolley in an hour or less, thus making it possible for shoppers to come to Boston in the morning and return in the afternoon, or, in some cases, before lunch hour. From this area the largest Boston stores derive their daily support and to each corner of the territory is maintained exceptionally fine delivery service.

The Second or "Once a Week" area extends north to a point on the coast near Kennebunk, Me. The northern limits of this area circle west and south to Concord, N. H., thence to Winchendon, Mass., and south across the Connecticut boundary to Thompson, Conn. From this point the area extends southeast to Providence, R. I. and then east to almost the same point as the end of the "Daily Area."

The Third or "Once a Month" area because of fine railway accommodations, extends north in Main to a point on Penobscot Bay just north of Northport. The fact that there is a daily steamboat line from Boston to Bangor during Summer and in Winter as long ls navigation is open, has a stimulating effect upon business from this section. From this point the "Once a Month" area extends southwest through Auburn and Lewiston to a point just beyond Lebanon. From there the boundary extends west just north of Concord, N. H., to Claremont, N. H. From there the western limits of the territory follow close along the Connecticut River to Springfield, Mass. From this point the area extends southeast through Stafford Springs, Conn.; Ashford, Conn.; Sterling, Conn.; across Rhode Island to Newport and east along the coast to Cape Cod.

The Fourth or "Seasonable and Mail Order" area includes all of Maine, New Hampsbire, Vermont, Massachusetts, Rhode Island and about one-half of Connecticut. The southwestern boundaries run diagonally across Connecticut from New London to Norfolk and No. Canaan, passing through Hartford.

These areas have been rechecked by the Boston Chamber of Commerce, sales promotion departments, advertising managers and others thoroughly familiar with New England business conditions, retail merchandising in metropolitan Boston, transportation facilities and general conditions, which have a tendency to make Boston the natural wholesale and retail trade magnet of New England.

Number of Retail Outlets for Nationally Advertised Products: Municipal Boston, automobile dealers, 154; automobile accessories, 305; automobile tire agencies, 305; bakers, 267; cigar stores and stands (including hotels), 324; confectioners (including hotel stands), 527; delicatessen, 183; dressmakers, 1,266; druggists, 367; dry goods, 407; department stores, 13; electrical supplies, 208; florists, 122; fruits, 567; furniture, 195; furriers, 108; garages (public), 256; grocers, 2,227; hardware, 199; jewelry, 276; meat markets, 1,026; men's furnishings, 106; men's clothing, 263; merchant tailors, 1,302; milliners, 274; opticians, 114; photographers, 127; pianos (and miscellaneous musical instruments), 31; radio supplies, 312; restaurants (including hotels), 987; shoes, 306; sporting goods, 40; stationers, 112; women's apparel, 222.

Metropolitan Boston: Passenger automobile dealers, 254; automobile accessories, 505; automobile tire agencies, 514; bakers, 470; cigar stores and stands (including hotels), 503; confectioners (including hotel stands), 581; delicatessen, 215; dressmakers, 2,065; druggists, 896; dry goods, 790; department stores, 35; electrical supplies, 268; florists, 324; fruits, 858; furnitures, 380; furriers, 118; garages (public), 553; grocers, 4,708; hardware, 410; jewelry, 396; meat markets, 1,579; men's furnishings, 164; men's clothing, 377; merchant tailors, 2,165; milliners, 526; opticians, 200; photographers, 218; pianos (and miscellaneous musical instruments), 87; radio supplies, 362; restaurants (including hotels), 1,408; shoes, 551; sporting goods, 111; stationers, 155; women's apparel, 269.

See announcements pages 105, 106 and 107

BROCKTON, MASS.

(Plymouth County)

1920 Population, 66,254 (1925 est. 67,731).

City and Suburban Estimate, 155,000.

Native Whites, 72%; Negroes, 2%; Foreign Born, 26%; Industrial Workers, 25%; English Reading, 90%; Families, 17,021.

Schools: Public Grade, 31; High, 1 (2 buildings); Junior High, 8; Parochial, 2. Number of pupils, 11,203 (2,061 of these are in the High School).

Churches: Baptist, 6; Christian Science, 1; Congregational, 8; Episcopal, 2; Hebrew, 3; Methodist, 5; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 14.

Banks: National, 2; State, 8; incl. savings; total resources, $50,978,320.96; savings bank deposits total, $19,114,579.25.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 35. Total number of seats, 25,000.

Location: On New Haven Railroad direct to Boston, reasonably direct to Middleboro, Taunton, Providence, New Bedford, Fall River, and Worcester. Network of electric street railways, and modern highways for autos. To nearest large city by railroad, 1½-1¾ hours; by trolley, 2½ hours; by auto, 1 hour.

Principal Industries: Boots and shoes, lasts, shoe finding, shoe machinery.

Manufacturing Establishments: 109. Leading firms: Geo. E. Keith Co., W. L. Douglas Shoe Co., Dunbar Patern Co., Brockton Last Co., O. A. Miller Treeing Machine Co., Hub Gore Co., Barbour Welting Co., Corde Hyde Co., George Baker & Sons, A. S. Pierce Co., Brockton Heel Co. Total value of yearly output of factories estimated at $95,000,000. $79,956,467.20 shoes alone.

Special Information: Steady growth in population and wealth. Unusual labor conditions. Only two strikes in nineteen years. Leads all Mass. industrial cities in percentage of children at school, homes owned, per capita savings, and earnings by industrial workers, freedom from labor difficulties, and percentage of whites.

Residential Features: The city is essentially one of homes, a majority of single houses more than half owned by the tenants. It is a strongly religious city, with many well-attended churches. Fine schools, motorized fire department, big public library, and low death rate.

Retail Shopping Section: Belmont, West Elm, High, Legion Parkway, Pleasant, Centre, Crescent, Main, and Warren Ave., 3 blocks of Belmont, 3 on West Elm, 3 on High, 1 on Parkway, 3 on Pleasant, 8 on Centre, 1 on Crescent, 16 on Main, 5 on Warren Ave.

Trading Area: Plymouth County, and parts of Norfolk, and Bristol Counties. 5 miles north, 23 miles east, 17 miles south, 5 miles west. Best sort of state roads for autos, widespread network of electric street lines. Ample steam road connections.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26 commercial auto. agencies, 9; automobile accessories, 42; automobile tire agencies, 37; bakers, 31; cigar stores and stands (including hotels), 64 (chain, 1); confectioners (including hotel stands), 32; delicatessen, 3; dressmakers, 46; druggists, 24 (chain, 1); dry goods, 11; department stores, 2; electrical supplies, 9; florists, 12; fruits, 56; furniture, 10; furriers, 2; garages (public), 36; grocers, 417 (chain, 8); hardware, 8; jewelry, 10; meat markets, 38; men's furnishings, 29; men's clothing, 11; merchant tailors, 38; milliners, 31; opticians, 16; photographers, 8; pianos (and miscellaneous musical instruments), 12; radio supplies, 24; restaurants (including hotels), 41; shoes, 36; sporting goods, 8; stationers, 9; women's apparel, 23.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 106; most pleasant months, all except Jan., Feb., March; doctors (medical, 87), (dentists, 66), (osteopaths, 4); number of wired houses, 5,100 (about 65% in city alone); street car service; gas, artificial; electric current, alternating and direct; water, soft.

CHELSEA, MASS.

(Suffolk County)

1920 Population, 43,184 (1925, est. 47,505).

City and Suburban Estimate, 50,000.

Native Whites, 60%; Negroes, .09%; Foreign Born, 39.91%; Industrial Workers, 41.16%; English Reading, 90%; Families, 8,833.

Schools: 13. Number of Pupils, 10,180.

Churches: 23.

Banks: 8. Total Resources, $28,456,065.

Theatres: 4. Total number of seats, 5,000.

Location: On north shore of the Mystic River, and on the Portland division of the Boston & Maine R. R., and on branch of the Boston & Albany R. R. To nearest larger city by railroad, trolley, or auto, ¼ hour.

Principal Industries: Lithograph, rubber, mechanical goods, paper and wooden boxes, shoes, radio, clocks, iron works, furniture, artificial stone, baskets, barrels, bed springs, copper works, dyestuffs, fish curing, carbonic gas, car wheels, machinery, creosote, metal for buildings, construction, roofing material, refrigerators, printers' supplies, musical and surgical strings, sewer covers and gates, willow work, windows, doors, and frames.

Residential Features: One and two-family houses.

Retail Shopping Section: Extends 1 mile on Broadway, and approximately a half-mile on Washington Ave., Everett Ave., and Central Ave., each traversed its entire length by trolley lines to the neighboring cities. There are 8 outlying retail districts, and several smaller neighborhood sections with the usual small stores. The city's location in the heart of a thickly-populated district makes it an ideal industrial center. The diversity of the industries keeps the population steadily employed, making the city independent of any one type of industry for its entire industrial welfare.

Trading Area: Is limited to the city itself.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; auto. accessories, 35; automobile tire agencies, 14; bakers, 22; cigar stores and stands (including hotels), 52; confectioners (including hotel stands), 24; delicatessen, 10; dressmakers, 32; druggists, 15; dry goods, 49; department stores, 5; electrical supplies, 13; florists, 6; fruits, 24; furniture, 16; furriers, 6; garages (public), 15; grocers, 134; hardware, 28; jewelry, 12; meat markets, 51; men's furnishings, 39; men's clothing, 12; merchant tailors, 40; milliners, 11; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 28; restaurants (including hotels), 31; shoes, 30; sporting goods, 11; stationers, 7; women's apparel, 49.

Miscellaneous Data: Doctors (medical, 35); street car service; water, soft.

CLINTON, MASS.

(Worcester County)

1920 Population, 12,979 (1925 est. 14,252).

City and Suburban Estimate, 23,000.

Native Whites, 69%; Foreign Born, 31%; Industrial Workers, 21%; English Reading, 91%; Families, 2,867.

Schools: 13. Number of Pupils, 2,525.

Churches: 12.

Banks: 4. Total Resources, over $11,000,000.

Theatres: 4. Total number of seats, 1,899.

Location: Worcester-Portland Division of B. & M. R. R., Fitchburg Division of N. Y., N. H. & H. R. R. To nearest larger city by railroad, 40 minutes; by trolley, 1 hour; by auto, ½ hour.

Principal Industries: Carpets, wire cloth, silk velour, yarn, towels, athletic goods, iron foundry, worsteds.

Residential Features: One-family houses.

Retail Shopping Section: About one-half mile on High Street and one-quarter mile on Mechanic and Union Streets.

Trading Area: North to Harvard, east to Hudson, south to Berlin, west to Sterling Junction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile acessories, 11; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 14 (chain, 2); confectioners (including hotel stands), 21; delicatessen, 3; dressmakers, 13; druggists, 8 (chain, 3); dry goods, 12; department stores, 1; electrical supplies, 4; florists, 5; fruits, 5; furniture, 5; furriers, 1; garages (public), 8; grocers, 59 (chain, 5); hardware, 4; jewelry, 3; meat markets, 26 (chain, 3); men's furnishings, 8; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 4; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 13), (dentists, 9); number of wired houses, 2,582; street car service; gas, artificial; electric current, alternating; water, soft.

FALL RIVER, MASS.

(Bristol County)

1920 Population, 120,485.

City and Suburban Estimate, 160,000.

Native Whites, 64.6%; Negroes, 0.3%; Foreign Born, 35.1%; Industrial Workers, 40%; English Reading, 77%; Families, 26,399.

Schools: Public Grade, 54; High, 2; Parochial, 15; Number of Pupils, 25,797.

Churches: Baptist, 8; Christian Science, 1; Congregational, 4; Episcopal, 6; Hebrew, 6; Methodist, 13; Roman Catholic, 26; Christian, 3; Italian, 5; Miscellaneous, 19.

Banks: National, 4; State, 5; Co-operative, 4; Total Resources, $75,563,320.

Theatres: Legitimate, 2; Moving Pictures, 9; Vaudeville, 2; Total number of seats, 10,400.

Location: On Taunton River at mouth, and Mount Hope Bay, 18 miles southeast of Providence, R. I. On Providence, Fall River and Boston division and Newport division of New York, New Haven & Hartford RR. Trolley to Taunton, Providence, New Bedford and Newport. Steamship, daily freight to Providence, daily freight and passenger to New York City. Auto express to Providence and Boston.

Principal Industries: Cotton cloth, cotton printing, cloth bleaching, pianos, hats, jewelry, paper boxes, wooden ships, oil refining, underwear, cotton mill machinery, webbing, leather, belting, varnish, absorbent cotton, braids, twine, clothes lines and granite.

Special Information: Home of International Pianos. Has fine harbor with natural 25 foot channel. There are 27 wharves.

Number of establishments, 293; persons engaged in manufactures, 38,718; proprietors and firm members, 231; salaried employees, 1,472; wage earners (average number), 37,015; capital, $135,717,000; services, $33,978,000; salaries, $3,464,000; wages, $30,514,000; materials, $96,180,000; value of products, $163,246,000; value added by manufacture, $67,066,000.

Residential Features: A large number of "three deck," 3, to 6-family houses, no large apartments. Many "6 and 8 deckers" near mills.

Retail Shopping Section: Principal retail section one mile on north and south Main Street, Bedford Street, Pleasant Street, and Purchase Street. Border City district, about ¾ mile from center, has a Portuguese trading center ⅛ mile long. The French section at

In the Massachusetts Census of 1925

THE FITCHBURG AREA

is credited with a very satisfactory growth of population, in both the urban and the suburban districts. Advertisers who understand conditions here are confirmed users of

THE

Fitchburg Sentinel

A thorough, scientific survey made for the Fitchburg Chamber of Commerce will soon go to press, and will be available to any who are interested in the possibilities of a section of New England which refuses to confirm pessimistic prophecies.

SENTINEL PRINTING CO.

Fitchburg, Mass.

Julius Mathews Special Agency, Representatives

MASSACHUSETTS (Cont'd)

See announcement page 108

Flint village, one mile from center, has shopping district ½ mile on Pleasant Street. There is a neighborhood one-half mile on South Main Street in Globe village district.

Trading Area: Attracts trade from a wide and thickly populated area. From as far south as Newport and the shore resorts, east to Westport Point, business comes to Fall River. On the southeast the area extends to Hicksville, part of which is shared with New Bedford. On the north, the territory extends almost to Taunton, and to the west, as far as North Swansea. Some of the latter trade is shared with Providence.

Wholesale Houses: Groceries, 12; meats, 10; tea and coffee, 1; druggists, 1; tobacco, 1; confectioners, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial auto agencies, 23; automobile accessories, 45; automobile tire agencies, 25; bakers, 79; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 60; delicatessen, 3; dressmakers, 75; druggists, 52; dry goods, 89; department stores, 6; electrical supplies, 7; florists, 18; fruits, 18; furniture, 42; furriers, 4; garages (public), 35; grocers, 467; hardware, 22; jewelry, 22; meat market, 59; men's furnishings, 14; men's clothing, 40; merchant tailors, 25; milliners, 35; opticians, 7; photographers, 14; pianos (and miscellaneous musical instruments), 9; radio supplies, 12; restaurants (including hotels), 65; shoes, 33; sporting goods, 3; stationers, 8; women's apparel, 13.

FITCHBURG, MASS.
(Worcester County)

1920 Population, 41,029 (1925 est., 44,034).

City and Suburban Estimate, 100,000.

Native Whites, 63.9%; **Negroes,** 0.1%; **Foreign Born,** 36%; **Industrial Workers,** 24.4%; **English Reading,** 80%; **Families,** 9,273.

Schools: Public Grade, 22; High, 1; Junior High, 1; Parochial, 5. Number of Pupils 9,094; Teachers, 302.

Churches: Baptist, 3; Christian Science, 1; Congregational, 5; Episcopal, 3; Methodist, 2; Roman Catholic, 5; Miscellaneous, 9.

Banks: National, 1; State, 1; Total Resources, $15,243,155. Savings Bank Deposits Total $29,818,385. Co-operative Banks $9,533,223.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 6,300.

Location: On Nashua River, and the midway of Mass. near its northern border. Fifty miles from Boston on Hoosac Tunnel division of B. & M. R.R., and terminus of Cheshire division. Terminus of two divisions of New Haven R.R. On state road to Mohawk Trail, state roads to Keene, and Worcester; trolley to Worcester, Ayer, Lowell and Clinton; bus to Gardner, Worcester, Boston, Greenville, Keene, Albany. To nearest larger city, by railroad, 1 hour; by trolley 1¾ hours; by auto, 1¼ hours.

Principal Industries: Paper: litho, hanging, glassine, bristols and coated blanks. Saws, machine knives, and files, railroad and machine tools, engines, lathes, firearms, bicycles, moter trucks, screen plates, paper machinery, grinders, humidifiers, steel collars, castings, cars. Cotton and worsted yarns, ginghams, woolens, rayon, duck, curtains, wood trunings, horn and celluloid goods, shoes, children's garments, boilers, locks.

Manufacturing Establishments: 108. Leading firms: Simonds Saw & Steel Co., Manning, Maxwell & Moore, American Woolen Co., Parkhill Mfg. Co., Iver Johnson Arms and Cycle Works, Crocker, Burbank & Co., Fitchburg Paper Co., Grant Yarn Co., Fitchburg Yarn Co., Orswell Mills, Star Worsted Co., Louis Dejonge Co., Fitchburg Machine Works, Brown Bag Filling Machine Co., W. A. Hardy and Sons Co., Parks-Cramer Co., F. H. Sprague Co., Dillon Steam Boiler Works, Bennett Shoe Co., Cowdrey Machine Works, Independent Lock Co. Total value of yearly output of factories estimated at $60,000,000.

Residential Features: Mainly one, two, and three tenement houses, with ownership widely distributed. Under liberal savings and co-operative bank policies, many workingmen have become, and are becoming owners. Finer residences are not concentrated. No districts which might be termed slums. Many well-to-do farmers in outskirts. Number of dwellings, 5,572.

Retail Shopping Section: Topographical conditions make this section long and narrow. Extends about half a mile on Main St. Stores on side streets not numerous. West Fitchburg, South Fitchburg and Cleghorn have stores of importance, and there are many neighborhood stores.

Trading Area: 8 miles south, 15 miles east and west, 20 miles north.

Wholesale Houses: Groceries, 4; meats, 3; produce, 4; fruits, 2; hardware, 1; Miscellaneous lines, lumber, 4; grain, 2; rubber, 1; others, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 8; automobile accessories, 30; automobile tire agencies, 16; bakers, 19; cigar stores and stands (including hotels), 19 (chain, 2); confectioners (including hotel stands), 60; delicatessen, 2; dressmakers, 47; druggists, 26 (chain, 1); dry goods, 18; department stores, 4; electrical supplies, 9; florists, 6; fruits, 20; furniture, 16; furriers, 2; garages (public), 20; grocers, 176; (chain, 18); hardware, 11; jewelers, 12; meat markets, 50 (chain, 1); men's furnishings, 26; men's clothing, 19; merchant tailors, 7; milliners, 19; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 13; restaurants (including hotels), 34 (chain, 1); shoes, 23; sporting goods, 3; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 47.45 degrees; average number of rainy days per twelve months, 120; most pleasant months, summer months; doctors (medical, 45); (dentists, 23); (osteopaths, 4); number of wired houses, 8,000; street car service; gas, artificial; electric current, alternating; water, soft.

FRAMINGHAM, MASS.
(Middlesex County)

1920 Population, 17,033. (1925 est. 21,078).

City and Suburban Estimate, 60,000.

Native Whites, 76%; **Negroes,** 1%; **Foreign Born,** 23%; **Industrial Workers,** 20%; **English Reading,** 93%; **Families,** 3,877.

Schools, 15. **Number of Pupils,** 4,100.

Churches, 18.

Banks: 5. **Total Resources,** $15,570,000.

Theatres: Legitimate, 2. Total number of seats, 2,200.

Location: On main line Boston & Albany R.R., Old Colony division of N. Y., N. H. & H. R.R. To nearest large city by railroad, ½ hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Paper novelties, woolen goods, rubber goods, wheels, boilers, felt and straw hats, shoe machinery, shoes, heaters, automobiles, nurseries.

Retail Shopping Section: About 10 blocks on the principal street and side streets.

Trading Area: North to Maynard, east to Natick, south to Milford, west to Westboro.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 18; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 11; druggists, 11 (chain, 1); dry goods, 15; department stores, 2; electrical supplies, 5; florists, 9; fruits, 12; furniture, 7; furriers, 1; garages (public), 10; grocers, 58 (chain, 4); hardware 9; jewelry, 4; meat markets, 20; men's furnishings, 7; men's clothing, 15; merchant tailors, 19; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 16; shoes, 14; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, June to October; doctors (medical, 32; (dentists, 15); (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, soft.

GARDNER, MASS.
(Worcester County)

1920 Population, 16,971 (1925 est., 18,700).

City and Suburban Estimate, 35,000.

Native Whites, 35%; **Foreign Born,** 65%; **Industrial Workers,** 40%; **English Reading,** 70%; **Families,** 4,400.

Schools: Public Grade, 10; High, 1; Parochial, 2. Number of Pupils, 5,214.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, $6,672,571. Savings Bank Deposits Total, $8,462,732; Co-operative Banks, 2; assets, $110,942.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,700.

Location: Fifteen miles west of Fitchburg, on the main line of B. & M., and on Portland div. of the B. & M. R.R. Trolley service to Templeton, Otter River, and Baldwinsville. Bus service to Fitchburg, and Winchendon. Truck and express service to Boston and intermediate territory. To nearest large city, by railroad, 25 minutes; by bus, 40 minutes; by auto, 30 minutes.

Principal Industries: Chairs, furniture, baby carriages, go-carts, silver ware, oil stoves, chair machinery, woolen warps, time clocks.

Manufacturing Establishments: 47. Leading firms: Heywood Bros. & Wakefield Co., P. Derby & Co., John A. Dunn & Co., (all chairs); Florence Stove Co., F. W. Smith Silverware Co., Simplex Time Recorder Co. Total value of yearly output of factories estimated at $25,000,000.

Residential Features: Mostly one-family houses, and a few two, and three-deckers.

Retail Shopping Section: Gardner is divided into 4 distinct business districts, including West Gardner, the principal business district, including Main, Parker, and Central Sts., with most of the business on Main, and Parker Sts. Also at Gardner Center, the wealthy resident section; Gardner Depot, the union station of the town, with several business houses; and South Gardner, the original section of the town, with several business firms. Bus service to all sections of the town.

Trading Area: The surrounding territory is an agricultural settlement mostly but also includes the town of Winchendon, which is the home of America's toy manufacturing industry. The surrounding towns are Ashburnham, seat of Cushing Academy, a preparatory school for colleges.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 14; automobile tire agencies, 4; bakers, 8; cigar stores and stands (in-

Continued on page 110

RESERVE SPACE NOW

in the

EDITOR & PUBLISHER

International Year Book Number

for 1926

to be published

JANUARY 30

FORMS CLOSE JANUARY 20

Newspaper Publishers, Feature Syndicates and Equipment Manufacturers should not fail to use striking advertisements in this valuable issue.

Regular Rates Apply.

MASSACHUSETTS (Cont'd)

Gardner (con't)

cluding hotels), 20; confectioners (including hotel stands), 18; delicatessen, 4; dressmakers, 17; druggists, 11 (chain, 1); dry goods, 4; department stores, 1; electrical supplies, 4; florists, 4; fruits, 4; furniture, 9; garages (public), 8; grocers, 67 (chain, 5); hardware, 3; jewelry, 3; meat markets, 34 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 22; shoes, 13; sporting goods, 3; stationers, 3; women's apparel, 9.

GLOUCESTER, MASS.

(Essex County)

1920 Population, 22,947.

City and Suburban Estimate, 30,000.

Native Whites, 65%; **Foreign Born**, 35%; **Industrial Workers**, 25%; **English Reading**, 90%; **Families**, 5,000.

Schools: Public Grade, 22; High, 1; Parochial, 1. Number of Pupils, 4,679.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 3; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, $18,168,638.36. Savings Bank Deposits Total, $8,601,749.63.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 3,500.

Location: On Boston & Maine RR. Boston & Gloucester Steamboat Co.

Principal Industries: Production, canning, drying, shipping, fish, hosiery, granite, inks, glues of all kinds, refrigerators, ash sifters, shafts and forgings, nets and seines, shoes, overalls, shipbuilding, oil cloth, anchors, pantry boxes.

Manufacturing Establishments: 20. Leading firms: Gorton Penn Fisheries Co., Ltd., Russia Cement Co., Success Mfg. Co., Merchant Box & Cooperage Co., Ipswich Hosiery Mills, Gloucester Net & Twine Co.

Residential Features: Mostly one and two-story houses—ordinary wooden dwellings.

Retail Shopping Section: Main and Pleasant Streets. Begins at junction of Washington and Main Streets, extending east, where it breaks into Pleasant Street, the business section there, covering 3 blocks; continues along Main easterly to Union Hill. Approximate distance one mile.

Trading Area: Covers approximately 8 miles to the east, west and north.

Wholesale Houses: Fish, groceries, 2; meats, 2; fruits, 3; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 50; dressmakers, 20; druggists, 13; dry goods, 10; department stores, 3; electrical supplies, 10; florists, 3; fruits, 25; furniture, 5; garages (public), 9; grocers, 110; hardware, 7; jewelry, 9; meat markets, 30; men's furnishing, 15; men's clothing, 10; merchant tailors, 15; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 75; shoes, 20; sporting goods, 4; stationers, 5; women's apparel, 10.

GREENFIELD, MASS.

(Franklin County)

1920 Population, 15,462.

City and Suburban Estimate, 39,000.

Native Whites, 83%; **Negroes**, 1%; **Foreign Born**, 16%; **Industrial Workers**, 27%; **English Reading**, 94%; **Families**, 3,547.

Schools, 21. Number of Pupils, 3,150.

Churches, 13.

Banks: 5. Total Resources, $18,689,500.

Theatres: 2. Total number of seats, 2,100.

Location: On the Connecticut River, 36 miles north of Springfield, and served by the Fitchburg and Passumpric divisions of the B. & M. R.R. To nearest large city by railroad, 1½ hours; by trolley, 3 hours; by auto, 2 hours.

Principal Industries: Taps, dies, small tools, hardware, and paper boxes, silverware.

Retail Shopping Section: One mile on Federal, Main, and Chapman Streets.

Trading Area: South to Whatley, north to Northfield, east to Orange, west through Shelburne Falls to Charlemont.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 17; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 18; druggists, 5; dry goods, 9; department stores, 1; electrical supplies, 5; florists, 5; fruits, 16; furniture, 7; furriers, 3; garages (public), 14; grocers, 59; hardware, 4; jewelry, 6; meat markets, 34; men's furnishings, 12; men's clothing, 18; merchant tailors, 14; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 21; shoes, 10; sporting goods, 4; stationers, 7; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 25); (dentists, 20); (ostopaths, 4); number of wired houses, 95%; street car service; gas, artificial; electric current, alternating; water, hard.

HAVERHILL, MASS.

(Essex County)

1920 Population, 53,884. (1925, est. 57,405.)

City and Suburban Estimate, 100,000.

Native Whites, 73½%; **Negroes**, 1½%; **Foreign Born**, 25%; **Industrial Workers**, 37%; **English Reading**, 83%; **Families**, 12,814.

Schools: Public Grade, 29; High, 1; Parochial, 3. Number of Pupils, 10,001.

Churches: Baptist, 5; Christian Science, 2; Congregational, 9; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 10.

Banks: National, 4; State, 6; Total Resources, $47,206,034.23. Savings Bank Deposits Total, $22,143,378.15.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,300.

Location: On main line of Boston & Maine Railroad, 33 miles from Boston, Mass. City served by the Northeastern Street Railway, and Eastern Massachusetts Street Railway Co.

Principal Industries: Women's shoes, woolen goods, leather, and box-board.

Manufacturing Establishments: 350; leading firms: Witherell & Dobbins, Tessier & Bowdoin, Geo. F. Carleton & Co., Pentucket Woolen Mills, Robert Gair Co., Hartman Shoe Co., United Shoe Machinery Co., Ricard Shoe Co., Hamel Leather Co., Emmons Hat Co. Total value of yearly output of factories estimated at $96,276,853.

Special Information: About 90% of Haverhill's industrial workers are employed in women's shoe factories, receiving high wages during the time employed. Haverhill has approximately 142 shoe factories, and many others (about 60) small shops dealing in shoe findings such as upper, and bottom leather, shanks, etc.

Residential Features: A large percentage of one-family houses owned by those occupying them. Residential sections particularly fine, but there are no outstanding big estates.

Retail Shopping Section: Extends from the corner of Main and Merrimack Sts., which is the terminal for suburban trolley lines, one-quarter mile east to Washington Square. This street comprises most of the retail business section. Main, Winter, Essex, Water, Washington, and Main Sts., comprise the smaller retail district. Several small neighborhood sections with the usual groceries, confectioneries, meat and small shops in outlying districts.

Trading Areas: Extends about 25 miles north and east, and about six miles west and south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5 automobile accessories, 25; automobile tire agencies, 20; bakers, 19; cigar stores and stands (including hotels, 14; confectioners (including hotel stands), 18; delicatessen, 3; dressmakers, 5; druggists, 24; dry goods, 19; department stores, 3; electrical supplies, 15; florists, 6; fruits, 52; furniture, 19; furriers, 1; garages (public), 34; grocers, 171; hardware, 9; jewelry, 13; meat markets, 114; men's furnishings, 20; men's clothing, 20; merchant tailors, 32; milliners, 10; opticians, 13; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 15; restaurants (including hotels), 48; shoes, 35; sporting goods, 3; stationers, 8; women's apparel, 15.

See announcement columns 3 and 4

HOLYOKE, MASS.

(Hampden County)

1920 Population, 60,203; May 1, 1923, 63,094.

City and Suburban Estimate, 150,000.

Native Whites, 66%; **Foreign Born**, 34%; **Industrial Workers** 33%.

Schools: Public Grade, 17; High, 1; Junior High, 6; Parochial, 9; Number of Pupils, 16,618.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 2.

Banks: National, 3; State, 6; Total Resources, $58,284,000; Savings Bank Deposits Total, $23,400,000.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

Location: In fertile section of Connecticut Valley, on B. & M. direct line to New York, to Northern New England. Montreal, and Canadian points. Also branch of New Haven Railroad, 107 miles from Boston, 143 from New York. Gateway to Berkshires, and Mohawk Trail. Freight tonnage second only to Boston on the B. & M. R.R. To nearest larger city, by railroad, 17 minutes; by trolley, 40 minutes; by auto, 30 minutes.

Principal Industries: Large manufacturers of fine writing papers, known as the "Paper City," one of the largest silk mills. Large alpaca mills, great power pump plants. Paper making machinery, valves and hydrants, boilers, trucks, auto tires, accessories, and allied lines. Large thread, worsted, cotton, plush, blanket, felt and braid plants.

Continued on page 111



This Little Map Shows The Trading Area Covered By The

HAVERHILL

(MASSACHUSETTS)

GAZETTE

Comprising more than 22 prosperous industrial and agricultural communities, all within 18 miles of Haverhill—connected by adequate steam, trolley or bus lines—making Haverhill their TRADING CENTER. Of the more than 100,000 residents in the Gazette's circulating territory, the majority are—

Home Owners Steadily Employed at Good Wages

Busily engaged in the manufacture of high quality footwear, automobile bodies, automobile lamps, wood heels, leather, woolen goods, boxboard and paper, lasts, baked goods, confectionery, vending machines, brooms, bottled beverages, awnings, etc.

Exclusively covered by The Haverhill Gazette, this field offers unusual result-getting possibilities to the National advertiser, with a low rate—5c per line on 10,000 line contracts—for an A. B. C. guaranteed circulation of 15,736 net paid copies (Sept., 1925 audit).

The bulk of The Gazette's circulation is HOME-DELIVERED by carriers, and READ THOROUGHLY by every member of the family—a GROWING circulation maintained through merit alone.

The Gazette is served in the National field by the

JULIUS MATHEWS SPECIAL AGENCY

Main Office: 1 Beacon Street, Boston, Mass.

With Branches in New York, Detroit, and Chicago.

MASSACHUSETTS (Cont'd)

Holyoke (con't)

Manufacturing Establishments: 69. Leading firms: American Writing Paper Co., Farr Alpaca Co., Skinners Silk Mills, American Thread Co., Merrick Thread Co., Worthington Pump & Machinery Corp., Cowan Truck Co., Crocker-McElwain Co., Germania Mills, Lyman Mills, National Blank Book Co., White & Wyckoff, Holyoke Silk Hosiery Co., Holyoke Worsted Mills, Eureka Blank Book Co., Holyoke Machine Co., Springfield Blanket Co., B. F. Perkins (paper mill machinery), American Tissue Mills, (4). Total value of yearly output of factories estimated at $200,000,000.

Residential Features: Apartment blocks, brick predominates. Tendency now toward one, and two-family houses. New residential sections are all restricted. City has a planning board. Good car system. Power, gas, and electricity furnished by city at lowest rates in New England.

Retail Shopping Section: High Street, 9 blocks; Maple Street, 3 blocks; Main Street, 6 blocks; Dwight Street, 2 blocks. Small sections scattered.

Trading Area: About 25 miles north, west, and east.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 7; hardware, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accesories, 35; automobile tire agencies, 8; bakers, 33; cigar stores and stands (including hotels, 97 (chain, 2); confectioners (including hotel stands), 101; delicatessen, 3; dressmakers, 80; druggists, 30 (chain, 1); dry goods, 41; department stores, 2; electrical supplies, 6; florists, 6; fruits, 48; furniture, 21; furriers, 5; garages (public), 10; grocers, 272 (chain, 29); hardware, 12; jewelry, 20; meat markets, 98; men's furnishings, 20; men's clothing, 20; merchant tailors, 28; milliners, 22; opticians, 9; photographers, 12; pianos (and miscellaneous musical instruments), 10; radio supplies, 11; restaurants (including hotels), 53 (chain, 2); shoes, 36; sporting goods, 15; stationers, 13; women's apparel, 28.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, July, and August; doctors (medical, 74); (dentists, 56); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, soft.

HUDSON, MASS.

(Middlesex County)

1920 Population, 7,607 (1925 est. 8,137).

City and Suburban Estimate, 11,000.

Native Whites, 83%; **Foreign Born,** 17%; **Industrial Workers,** 10%; **English Reading,** 93%; **Families,** 2,025.

Schools: 6. Number of Pupils, 1,550.

Churches: 7.

Banks: 3. Total Resources, $7,824,625.

Theatres: 2. Total number of seats, 1,530.

Location: Massachusetts Central, and Marlboro branches of Fitchburg division of B. & M. R.R. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Shoes, rubbers, rubber footwear, rain coats, yarn, knit goods, tools, sweaters, special machinery.

Residential Features: One, and two-family houses.

Retail Shopping Section: One-third mile on Main Street and Woods Square.

Trading Area: Acton, northeast; Berlin and Bolton, northwest; Sudbury, and East, and South Sudbury, southeast; Stow, north.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stand (including hotels), 15; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 32 (chain, 10); hardware, 1; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, June to November; doctors (medical, 6); (dentists, 7); number of wired houses, 1,502; street car service; gas, artificial; electric current, alternating and direct; water, soft.

LEOMINSTER, MASS.

(Worcester County)

1920 Population, 19,744. (1925, est. 22,102).

Schools: Public Grade, 11; High, 1; Parochial, 2.

Churches: Baptist, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; Total Resources, $5,396,000.

Theatres: Moving Pictures, 2; Vaudeville, 1.

Principal Industries: Celluloid goods, baby carriages, pianos, shirts, boxes, horn goods, ivory novelties.

Manufacturing Establishments: 44. Leading firms: Dupont-Viscoloid Co., T. A. Whitney Carriage Co.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 6; cigar stores and stands (including hotels), 8; confectioners, (including hotel stands), 16; dressmakers, 12; druggists, 14; dry goods, 15; electrical supplies, 3; florists, 5; fruits, 4; furniture, 5; furriers, 1; garages (public), 6; grocers, 71; hardware, 5; jewelry, 4; meat markets, 25; men's furnishings, 9; merchant tailors, 10; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 12; sporting goods, 2; stationers, 3.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, June to November; doctors (medical, 20); (dentists, 6); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

LYNN, MASS.

(Essex County)

1920 Population, 99,148 (1925, est. 103,147).

City and Suburban Estimate, 175,000.

Native Whites, 34,000; **Negroes,** 1,500; **Foreign Born,** 66,000; **Industrial Workers,** 31,414; **English Reading,** 67,000; **Families,** 20,000.

Schools: Public Grade, 40; High, 2; Junior High, 5; Parochial, 4; Number of Pupils, 18,000.

Churches: Baptist, 8; Christian Science, 1; Congregational, 3; Episcopal, 2; Hebrew, 4; Methodist, 10; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 14.

Banks: National, 4; State Trust Co., 4; Total Resources, $40,259,795; Savings Bank Deposits Total, $27,500,000; Co-operative Banks, $12,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Moving Pictures and Vaudeville (combined), 2; Total number of seats, 10,000.

Location: On famous "North Shore" of Atlantic Ocean, 12 miles from Boston. Served by the B. & M., and the Boston, Revere Beach and Lynn R.Rs., and Stone's Express Boat line. Excellent street railway service to all nearby cities and towns, with population running into hundreds of thousands. Lynn offers to shipping public both rail and water transportation of high quality. To nearest large city by railroad, ½ hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Boots, shoes, and allied parts. Electrical machinery, and high frequency apparatus, various kinds of machinery and parts, medicine, soap, arc lamps, automobile accessories, metal garages, foundry products, incandescent lamps, wire goods, etc.

Manufacturing Establishments: 405. Leading firms: General Electric Co., A. E. Little, Co., A. M. Creighton, George E. Marsh Co., Harwood Counter Co., Hoague-Sprague Corp., Renton Heel Co., Hillard & Merrill, United Shoe Machinery Co., Williams & Clark. Total value of yearly output of factories estimated at $143,000,000.

Special Information: Home of the General Electric Co. One of the largest producers of ladies shoes in the country. Trading center for Essex County.

Residential Features: Mostly one-and two-family houses. Limited number of "three-deckers" in certain areas. Along Lynn waterfront are some of the most beautiful estates.

Retail Shopping Section: Market Street, 3 blocks; Munroe Street, 2 blocks; Central Square, and Central Avenue, 3 blocks; Union Street, 4 blocks; Exchange and Broad Streets, 2 blocks.

Trading Area: Within a 10 mile radius, serving some 250,000.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 45; automobile accessories, 20; automobile tire agencies, 17; bakers, 53; cigar stores and stands (including hotels), 25 (chain, 2); confectioners (including hotel stands), 50; delicatessen, 10; dressmakers, 100; druggists, 44 (chain, 1); dry goods, 46; department stores, 5; electrical supplies, 24; florists, 26; fruits, 45; furniture, 30; furriers, 5; garages (public), 50; grocers, 355 (chain, 58); hardware, 20; jewelry, 25; meat markets, 81 (chain, 3); men's furnishings, 21; men's clothing, 30; merchant tailors, 115; milliners, 35; opticians, 15; photographers, 20; pianos (and miscellaneous musical instruments), 23; radio supplies, 10; restaurants (including hotels), 118 (chain 10); shoes, 55; sporting goods, 6; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 44 degrees; average number of rainy days per twelve months, 159; most pleasant months, June to November; doctors (medical, 130); (dentists, 91); (osteopaths, 8); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

Things You Don't Want

Should be turned into cash. You can find a buyer through the classified page of

EDITOR & PUBLISHER

Within A Radius of 5 Miles

THE

LYNN ITEM



serves at a convenient reading hour a growing population of approximately

160,000

ADULT PERSONS

with a potential weekly buying power of

$2,400,000

It Must Therefore Be Increasingly Profitable To Advertisers

LYNN is located between BOSTON, the SHOE AND LEATHER MARKET OF THE WORLD, and BEVERLY, the HOME OF THE GREAT UNITED SHOE MACHINERY COMPANY.

LYNN is in the very heart of the world famous NORTH SHORE and is the central shopping district of countless thousands who summer on the Atlantic Coast between Nahant and Rockport.

LYNN is one of the LEADING SHOE CITIES OF THE WORLD with a total tax valuation of $119,821,665.

LYNN has 14,720 homes and an area of 11 1/3 square miles.

LYNN is the eighth MASSACHUSETTS city in the value of manufactures.

LYNN has a weekly payroll of approximately $650,000.

LYNN manufactures products to the amount of nearly $200,000,000 annually.

LYNN has a General Electric Co. plant that employs 12,000 persons and with a weekly payroll of more than $250,000 and an annual product of nearly $150,000,000.

LYNN has a mutually satisfactory peace agreement between manufacturers and employes in the shoe manufacturing industry thereby assuring tranquillity and prosperity.

LYNN'S prosperity is further reflected in two of its largest savings banks deposits which have increased from Oct. 31, 1923, to Oct. 31, 1925, to $30,203,511—a gain in two years of $7,098,211. Deposits in Co-operative banks, $12,252,552.

SWAMPSCOTT, a nearby suburb noted for the beautiful homes of its wealthy families, is the CONVENTION CENTER OF NEW ENGLAND. More than 16,000 delegates spent $800,000 there this season.



Item Building, Erected 1900

THE DAILY EVENING ITEM, established in 1877, is the LARGEST NEWSPAPER IN ESSEX COUNTY with an average daily circulation of 16,500 and it is

Preeminent in the Field as the Paper of the Homes

MASSACHUSETTS (Cont'd)

LAWRENCE, MASS.

(Essex County)

1920 Population, 94,270.

City and Suburban Estimate, 140,000.

Native Whites, 58%; Negroes, 2%; Foreign Born, 40%; Industrial Workers, 40%; English Reading, 86%; Families, 19,715.

Schools: Public Grade, 30; High, 2; Parochial, 2. Number of Pupils, 12,241.

Churches: Baptist, 5; Christian Science, 1; Congregational, 6; Episcopal, 3; Hebrew, 3; Methodist, 6; Presbyterian, 2; Roman Catholic, 14; Miscellaneous, 13.

Banks: National, 1; State, 3. Total Resources, $25,713,147. Savings Bank Deposits Total, $38,697,428.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Total number of seats, 11,000.

Location: Situated 26 miles north of Boston, on the Merrimac River. It is served by the Portland division, Manchester & Lawrence branch, and Lowell and Lawrence branch of the Boston and Maine Railway. Interurban service to Boston, Lowell, Haverhill, Nashua, and Salem, N. H., auto express to Boston, Lowell, and Haverhill. To nearest large city by railroad, ¾ hours; by trolley, 2 hours; by auto, 1 hour, 15 minutes.

Principal Industries: Woolen fabrics, coated paper for national magazines, fabric printing, rugs, automobile wheels, artillery wheels, wagon wheels, bobbins, loom shuttles, fiber, tool handles, loom pickers, braids and narrow fabrics, picker straps, roof joints, linen thread, druggists' sundries, shoes, wooden heels, chemicals, machine and woodworking shops, fiber-board, and various products of foundries.

Special Information: Great New England textile center, second to Philadelphia in the country in textile manufacture. Has some of the largest print works, and worsted mills in the country. Mills cover 400 acres.

Residential Features: There is a large number of 6, to 12-family buildings, a few large apartment houses. 1920 census shows 12,700 dwellings, and 19,715 families.

Retail Shopping Section.: The principal shopping center is about two miles long on Essex St., and Broadway. There are several side streets with small stores and specialty houses, and an average number of stores scattered throughout the city.

Trading Area: The Lawrence trading area is thickly populated and exceedingly prosperous, as shown by the large number of retail stores in every line of trade, and the prosperity of each. Lawrence attracts trade from as far north as Nashua, N. H., Windham, N. H., and intervening points. From the south, business is attracted from Boxford, Ingalls Crossing, Ballardvale, Andover, and other towns. From the east, trade is attracted from East Roxford, Groveland, and Bradford. From the west, business is drawn from territory about half way to Lowell. The important cities and towns in this area are: Methuen (population), 15,189; N. Andover, 6,265; Andover, 8,268; Ballardvale, 692; Boxford, 588; Pelham, 503; Reading, 7,439; (Mass.), and Derry, and Salem, in New Hampshire.

Wholesale Houses: Groceries, 12; meats, 8; fruits, 3; hardware, 1; confectioners, 5; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 8; automobile accessories, 37; automobile tire agencies, 18; bakers, 49; cigar stores and stands (including hotels), 41; (chain, 1); confectioner (including hotel stands), 52; delicatessen, 7; dressmakers, 81; druggists, 45 (chain, 2); dry goods, 84; department stores, 4; electrical supplies, 8; florists, 9; fruits, 60; furniture, 35; furriers, 9; garages (public), 30; grocers, 414 (chain, 50); hardware, 16; jewelry, 28; meat markets, 73; men's furnishings, 20; men's clothing, 39; merchant tailors, 15; milliners, 36; opticians, 12; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 7; restaurants (including hotels), 83 (chain, 2); shoes, 58; sporting goods, 5; stationers, 6; women's apparel, 18.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, June to November; doctors (medical, 102); (dentists, 70); (osteopaths, 4); number of wired houses, 9.000; street car service, gas, artificial; electric current, alternating; water, soft.

See announcements this page and page 113

LOWELL, MASS.

(Middlesex County)

1920 Population, 112,759.

City and Suburban Estimate, 175,000.

Native Whites, 65%; Negroes, less 1%; Foreign Born, 35%; Industrial Workers, 25%; English Reading, 90%; Families, 27,500.

Schools: Public Grade, 46; High, 1; Junior High, 4; Parochial, 17; Number of Pupils, 22,000.

Churches: Baptist, 10; Christian Science, 2; Congregational, 5; Episcopal, 2; Hebrew, 3; Methodist, 6; Presbyterian, 2; Roman Catholic, 16; Miscellaneous, 6.

Banks: National, 5; State, 1; Total Resources, $3,269,600; Savings Bank Deposits Total $74,000,000.

Theatres: Stock, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 25; Total number of seats, 15,000.

Location: 26 miles from Boston, on the Merrimack River, at the junction of the Concord River. On the B. & M. and the New Haven R.R., Eastern Mass. Trolley lines to all points. Regular auto truck routes between Lowell and Boston, and other nearby points. To nearest large city, by railroad, 37 minutes; by trolley, 3 hours; by auto 1½ hours.

Principal Industries: Textiles, machinery, hosiery, toilet preparations, chemicals, mohair, plush, silk, shoes, etc.

Manufacturing Establishments: 400. Leading firms: Merrimack Mfg. Co., Lawrence Mfg. Co., Massachusetts Mills, Boott Mills, Appleton Mfg. Co., Hamilton Mfg. Co., Saco-Lowell Co.

Special Information: Lowell has one of the largest textile schools in the country, a memorial auditorium seating 4,000, costing $1,000,000, a high school costing $2,000,000, and 6 hospitals.

Residential Features: One- and two-family houses, large percentage owner by occupants. Many fine residences in Belvedere and Highland sections.

Retail Shopping Section:. About 1 mile on Merrimack Street; ¾ mile on Central, and Middlesex; Middle, and Market Streets, each one-half mile, with some neighborhood stores in all parts of the city.

Trading Area: North about 25 miles, east 15 miles, south 10 miles, west 20 miles. More or less business coming from north and west beyond that distance. Trading area covers a population of 45,800.

Wholesale Houses: Groceries, 10; meats, 9; fruits, 5; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 7; automobile accessories, 60; automobile tire agencies, 12; bakers, 68; cigar stores and stands (including hotels), 122 (chain, 4); confectioners (including hotel stands), 82; delicatessen, 2; dressmakers, 144; druggists, 49 (chain, 3); dry goods, 44; department stores, 5; electrical supplies, 14; florists, 18; fruits, 66; furniture, 32; furriers, 11; garages (public), 43; grocers, 484; hardware, 19; jewelry, 24; meat markets, 115; men's furnishings, 23; men's clothing, 26; merchant tailors, 95; milliners, 31; opticians, 15; photographers, 19; pianos (and miscellaneous musical instruments), 10; radio supplies, 8; restaurants (including hotels), 90 (chain, 4); shoes, 34; sporting goods, 5; stationers, 4; women's apparel, 20.

Miscellaneous Data: Average temperature, 48.26 degrees; average number of rainy days per twelve months, 96; most pleasant months, May to November; number of wired houses, 13,350; street car service; gas, artificial; electric current, alternating; water, hard.

See announcements page 113 and columns 3 and 4 this page

MALDEN, MASS.

(Middlesex County)

1920 Population, 49,103.

City and Suburban Eestimate, 150,000.

Native Whites, 64%; Negroes, 2%; Foreign Born, 34%; Industrial Workers, 20%; Families, 9,280.

Schools, Public Grade: 18; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 9,767.

Churches: Baptist, 4; Christian Science, 1; Congregational, 6; Episcopal, 2; Hebrew, 5; Methodist, 6; Roman Catholic, 4; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, $26,437,707; Savings Bank Deposits Total, $13,968,140.

Theatres: Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,500.

Location: Within four miles of Boston. On two railroad lines, with nine railroad stations, 80 trains daily to and from Boston. Within one-fare zone to Boston, and 30 minutes by truck to Boston freight terminals and docks. On navigable arm of Mystic River.

Principal Industries: Rubber boots and shoes, auto tires, soap, knit goods, sweaters, leather goods, shoe lasts, women's and children's clothing, auto bodies, cocoa, upholstered furniture, percolators, fire hose, paper boxes, coal tar products, paints, varnishes, proprietary articles.

Manufacturing Establishments, 85. Leading firms: Boston Rubber Shoe Co., Converse Rubber Shoe Co., Potter Drug & Chemical Co., Wadsworth & Howland, Revere Knitting Mills, Cub Knitting Co., Niedner Hose Co., International Development Co. Annual output, $32,-326,117.

Residential Features: Combines wholesome and inviting living conditions of the suburban community, with the superior mercantile advantages of the city. Private homes predominate. One, and two-family houses, and a limited section devoted to workingmen's tenements.

Retail Shopping Section. Extends from Eastern Ave., on Main St., to Barretts Lane; from Pearl St., on Pleasanter, to Malden Square, which is civic center terminal for trolleys and bus lines. Number of outlying neighborhood sections with usual groceries, etc.

Trading Area: Extends about a 10-mile radius north, west, and east, and two miles south. Business is also secured from a greater distance because of excellent trolley, train, and bus service.

Wholesale Houses: Groceries, 3; meats, 50; fruits, 17; hardware, 12; dry goods, 25; miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 20; automobile tire agencies, 25; bakers, 22; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 30; delicatessen, 15; dressmakers, 41; druggists, 30; dry goods, 25; department stores, 1; electrical supplies, 3; florists, 12; fruits, 17; furniture, 12; furriers, 2; garages (public), 22; grocers, 140; hardware, 12; jewelry, 5; meat markets, 50; men's furnishings, 6; men's clothing, 6; merchant tailors, 38; milliners, 12; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels, 20; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 10.

MARLBORO, MASS.

(Middlesex County)

1920 Population, 15,028.

City and Suburban Estimate, 30,000.

Native Whites, 79%; Foreign Born, 21%; Industrial Workers, 23%; English Reading, 89%; Families, 3,527.

Schools, 8. Number of pupils, 2,421.

Churches, 12.

Banks, 4. Total Resources, $10,522,800.

Theatres, 3. Total number of seats, 2,150.

Location: Marlboro branch of Taunton division of N. Y., N. H. & H. R.R., Fitchburg and Southern division of B. & M. R.R.

Residential Features: Mostly one, and two-family houses.

Retail Shopping Section: Seven blocks in center of city.

Trading Area: South to Southville, east to Sudbury, northeast to Maynard, west to Chapinville.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 9; automobile tire agencies, 6; bakers, 10; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 27; delicatessen, 1; dressmakers, 25; druggists, 11; dry goods, 10; electrical supplies, 2; florists, 6; fruits, 15; furniture, 5; furriers, 2; garages (public), 7; grocers, 59; hardware, 3; jewelry, 5; meat markets, 13; men's furnishings, 6; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 17; sporting goods, 1; stationers, 2; women's apparel, 6.

MELROSE, MASS.

(Middlesex County)

1920 Population, 18,204.

City and Suburban Estimate, 20,000.

Native Whites, 82%; Negroes, 1%; Foreign Born, 17%; Industrial Workers, 19%; English Reading, 92%; Families, 4396.

Schools, 12. Number of pupils, 3,439.

Churches, 13.

Banks, 3. Total Resources, $6,849,370.

Theatres: 2. Total number of seats, 1,800.

Location: On Portland division of Boston & Maine R.R.

Residential Features: One, and two-family houses.

Retail Shopping Section: About eight blocks on principal streets.

Trading Area: Confined to city limits.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 6; commercial auto, agencies, 1; automobile accessories, 11; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 3; confectioners (including hotel stands, 6; delicatessen, 1; dressmakers, 25; druggists, 7; dry goods, 7; electrical supplies, 7; florists, 2; fruits, 4; furniture, 2; furriers, 1; garages (public), 9; grocers, 30; hardware, 5; jewelry, 2; meat markets, 13; men's furnishings, 3; men's clothing, 2; merchant tailors, 9; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 2.

MILFORD, MASS.

(Worcester County)

1920 Population, 13,471.

City and Suburban Estimate, 25,000.

Native Whites, 64%; Negroes, 3%; Foreign Born, 33%; Industrial Workers, 25%; English Reading, 92%; Families, 2,962.

Schools, 19. Number of Pupils, 2,655.

Churches, 14.

Banks, 4. Total Resources, $8,319,670.

Theatres, 2. Total number of seats, 1,700.

Location: On Ashland branch of N. Y., N. H. & H. R.R., and Milford branch of B. & M. R.R.

Principal Industries: Shoes, iron foundries, machinery, straw hats, granite, webbing, handkerchiefs.

Residential Features: Mostly one, and two-family houses.

Retail Shopping Section: Three-quarters of a mile on Main Street, also small section on East Main St.

Trading Area: South to Bellingham, east to Rockville, north to Whitney's, west to Upton.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels); 6; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 12; druggists, 9; dry goods, 21; department stores, 1; electrical supplies, 6; florists, 3; fruits, 3; furniture, 7; furriers, 1; garages (public), 10; grocers, 61; hardware, 2; jewelry, 5; meat markets, 15; men's furnishings, 3; men's clothing, 2; merchant tailors, 10; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 2.

NEW BEDFORD, MASS.

(Bristol County)

1920 Population, 121,217 (1925 est. 130,000).

City and Suburban Estimate, 170,000.

Native Whites, 56%; Negroes, 4%; Foreign Born, 40%; Industrial Workers, 34%; English Reading, 84,710; Families, 26,950.

Schools: Public Grade, 35; High, 1; Parochial, 11.

Churches: Baptist, 9; Christian Science, 1; Congregational, 3; Episcopal, 4; Hebrew, 3; Methodist, 9; Presbyterian, 1; Roman Catholic, 18; Miscellaneous, 22.

Banks: National, 3; State, 5; Total Resources, $33,027,111; Savings Bank Deposits Total, $47,093,713.

Theatres; Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Total number of seats, 19,822.

Location: At the mouth of the Acushnet River, on Buzzards Bay. Fourth largest city in Mass. Terminal of New Haven Railroad. Steamships to New York, Marthas Vineyard, and north, and south Atlantic ports. Trolley and bus service to neighboring cities and towns. To nearest larger city (Boston), by railroad, 1 hour, 40 minutes; by auto, 2½ hours.

Principal Industries: Fine, and fancy cotton, and silk goods, twist drill, copper, rubber, leather, cordage, glass, iron, paper, soap, candles silverware, soap, screws, sash and doors, sperm, and whale oil, carriages, chairs, toys, brushes, soda water, pharmaceuticals, electrical supplies, eyelet and shuttle factories, numerous glass cutting establishments, shirt and garment plants, and many others.

Manufacturing Establishments: 113. Leading firms: Wamsutta Mills, Beacon Mfg. Co., Rhodes Eyelet Factory, Morse Twist Drill & Machine Co., Pairpoint Corp., New Bedford Cordage Co., Manomet Mills, Holmes Mfg. Co., Kilburn Mills. Total value of yearly output of factories estimated at $150,000,000.

Special Information: By far the largest fine cotton goods manufacturing center in the U. S. and one of the chief raw cotton concentration

Continued on page 114

Lowell Sunday Telegram

(Circulation, 18,000)

Only newspaper published in Middlesex county on Sunday.

Lawrence Sunday Sun

(Circulation, 14,000)

Biggest and best Sunday newspaper in Essex county.

Both newspapers that reach the homes of two populous and progressive cities.

CLEAN CONSERVATIVE CONSTRUCTIVE

B. S. Pouzzner, Publisher

The MERRIMACK MARKET

In the busy Valley of the Merrimack River

A UNIT MARKET IN NEW ENGLAND

MASSACHUSETTS

335,000 Population - 2,900 Retail Outlets

In the

LAWRENCE and LOWELL
TRADE AREA
COMPLETELY COVERED
By the

Lawrence Eagle-Tribune

and

Lowell Courier-Citizen *and* Leader

Represented by

BRYANT-GRIFFITH & BRUNSON, Inc.

NEW YORK CHICAGO BOSTON ATLANTA

Merchandise Surveys and Information Upon Request

MASSACHUSETTS (Cont'd)

New Bedford (con't)

points for distribution throughout the east. 71 cotton goods and yarn mills, operating nearly 3,600,000 spindles, one-fifth of all the cotton spindles in New England, and one-tenth in the entire U. S. More than 54,000 looms; 360,000 bales of cotton used annually; 42,000 employees. Whale fishing still carried on to some extent. Favorite resort for fishing vessels. Heavy summer travel owing to hundreds of beach resorts nearby.

Residential Features: Larger proportion of homes owned by occupants than in most other cities in New England. Mostly one- and two-family houses. Textile operatives reside in north and south sections, chiefly in apartment and rooming houses. Fine residential section in southern and western sections.

Retail Shopping Section: In center of city. Kempton Street on north, to School Street, south; County Street west, to Acushnet Avenue, east. Large number of smaller stores at north and south ends of city. Good percentage of neighborhood stores.

Trading Area: North, 12 miles; east, 25 miles; south, 12 miles; west, 10 miles. This does not include islands of Marthas Vineyard, Nantucket, and Cuttyhunk.

Wholesale Houses: Groceries, 13; meats, 15; fruits, 3; bakers, 1; butter, 1; cheese, 1; coal, 1; confectionery, 4; fish, 2; ice cream, 6; ice, 3; paints, 1; stationers, 1; plumbing supplies, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 11; automobile accessories, 47; automobile tire agencies, 11; bakers, 80; cigar stores and stands (including hotels), 38 (chain, 2); confectioners (including hotel stands), 47; delicatessen, 22; dressmakers, 88; druggists, 97 (chain, 1); dry goods, 80; department stores, 5; electrical supplies, 18; florists, 21; fruits, 49; furniture, 48; furriers, 6; garages (public), 70; grocers, 620 (chain, 85); hardware, 30; jewelry, 20; meat markets, 99; men's furnishings, 19; men's clothing, 53; merchant tailors, 88; milliners, 41; opticians, 14; photographers, 24; pianos (and miscellaneous musical instruments), 16; radio supplies, 8; restaurants (including hotels), 122 (chain, 1); shoes, 23; sporting goods, 5; stationers, 12; women's apparel, 14.

Miscellaneous Data: Average temperature, 46½ degrees; average number of rainy days per twelve months, 108; most pleasant months, April to November; doctors (medical, 124), (dentists, 72), (osteopaths, 8); number of wired houses, 18,000; gas, artificial; electric current, alternating and direct; water, soft.

NEWBURYPORT, MASS.

(Essex County)

1920 Population, 15,618.

City and Suburban Estimate, 40,000.

Native Whites, 89%; **Negroes,** 1%; **Foreign Born,** 10%; **Industrial Workers,** 20%; **English Reading,** 94%; **Families,** 3,312.

Schools: Public Grade, 10; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; Total Resources, $5,979,531; Savings Bank Deposits Total, $12,596,566.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,600.

Location: On the Merrimac River, 3 miles from ocean, and 35 miles NNE. of Boston, on main line B. & M. R.R.

Principal Industries: Silverware, shoes, cotton, electric goods, cordage, combs, clothing, ovens, boxes, foundry.

Manufacturing Establishments, 29. Leading firms: Towle Mfg. Co. (silverware); Bliss & Perry Co. (shoes); W. D. Hannah Co. (shoes); W. H. Noyes & Bros. (combs); N. D. Dodge Shoe Co., Dodge Bros. (shoes); Butley & Stevens (shoes), Ordway Oven Co., Meek Oven Co., Chase-Shawmut Co. (electrical goods); Fern Shoe Co., E. Perkins Lumber Co.

Special Information: 40 trains daily, east and west, make the city an ideal shipping center. Small percentage of foreign population. No labor unions that cause trouble, and the factories have few dull periods.

Residential Features: No tenement section, but composed of individual homes, 90 per cent owned. Beautiful residential street running full length of city.

Retail Shopping Section: State Street, Pleasant Street, Market Square, Merriman Street, Water Street.

Trading Area: 12 miles north, south, and west, 3 miles each.

Wholesale Houses: Groceries, 2; meats, 20; fruits, 12; hardware, 4; dry goods, 15; miscellaneous lines, jewelry 4; furniture, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 15; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 22; druggists, 10; dry goods, 15; department stores, 3; electrical supplies, 4; florists, 5; fruits, 12; furniture, 4; furriers, 3; garages (public), 9; grocers, 62; hardware, 4; jewelry, 4; meat markets, 20; men's furnishings, 12; men's clothing, 5; merchant tailors, 3; milliners, 12; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 19; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 8.

NORTH ADAMS, MASS.

(Berkshire County)

1920 Population, 22,282.

City and Suburban Estimate, 65,000.

Native Whites, 80%; **Negroes,** 2%; **Foreign Born,** 18%; **Industrial Workers,** 45%; **English Reading,** 75%; **Families,** 5,000.

Schools: Public Grade, 9; High, 1; Parochial, 2; Number of Pupils, 3,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; Trust Company, 1; Total Resources, $8,000,000; Savings Bank Deposits Total, $7,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: At the entrance to the Mohawk Trail and near west end of Hoosic Tunnel. On main line of Boston & Maine RR., B. & O. R.R. branch line 160 miles from New York, 140 miles from Boston, and 40 miles from Troy and Albany, and 18 miles northeast of Pittsfield.

Principal Industries: Textile printing, cotton mills, woolen mills, machinery, biscuits, shoes, brushes, fancy leather, etc.

Manufacturing Establishments: 21. Arnold Print Works, Windsor Print Works, Hoosic Cotton Mills, Strong-Hewat Co. (woolens), Greylock Mills (cotton), Hunter Machine Co., Clark Biscuit Co., Wall, Streeter & Doyle Co. (shoes), Melanson & Son (shoes), Weber Bros. (shoes). Annual output $50,000,000.

Special Information: The State Normal School is located at North Adams. Freedom from labor troubles is one of the city's industrial assets. Shipping center for beef and produce.

Residential Features: Very few solid-built tenement blocks, or apartments. Mostly single and double houses.

Retail Shopping Section: Large stores on Main Street, from Eagle to Marshall, and Summer to River Street.

Trading Area: Bennington, north, 19 miles; Hoosic Falls, N. Y., west, 24 miles; Adams and Chatham, south, 10 miles; Williamstown, west, 5 miles; Readsboro and Wilmington, north, 20 miles; Claremont and South Falls, east, 20 miles.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3; hardware, 2; miscellaneous lines, men's wear, 2; shoes, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 20; department stores, 4; electrical supplies, 4; florists, 4; furniture, 5; furriers, 2; garages (public), 5; grocers, 20; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 3; men's clothing, 6; merchant tailors, 4; milliners, 12; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 10; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 6.

NORTHAMPTON, MASS.

(Hampshire County)

1920 Population, 21,951.

City and Suburban Estimate, 20 per cent suburban.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 15%; **English Reading,** 90%.

Schools: Public Grade, 17; High, 1; Parochial, 2; Number of Pupils, 4,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, Unitarian, 1.

Banks: National, 2; State, 7; Savings Bank Deposits Total, $15,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 10,000.

Location: In northwest section of state, 17 miles from Springfield and near the Connecticut River. Served by railroads from the east, west, north and south; Boston & Maine RR., New York, New Haven & Hartford RR.

Principal Industries: Silk hosiery, silk cloth, tooth brushes, baskets, caskets, hydrants, hoes.

Manufacturing Establishments: 40. Leading firms: McCallum Hosiery Co., Corticelli Silk Co., Belding Bros., Prophylactic Brush Co., Williams Mfg. Co., Florence Casket Company, Norwood Engr. Co.

Special Information: Northampton is the nearest city and logical trading point of many towns to the west and north, and is connected with them by good auto roads.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Main Street, Northampton; (suburban) Main Street, Florence and many smaller sections.

Trading Area: Extends 7 miles from the west, 10 miles from the north, and 10 miles from the east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotels), 68; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 42; druggists, 9; dry goods, 16; department stores, 1; electrical supplies, 7; florists, 4; fruits, 4; furniture, 4; furriers, 5; garages (public), 8; grocers, 71; hardware, 4; jewelry, 9; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 29; shoes, 16; sporting goods, 4; stationers, 1; women's apparel, 7.

NORTH ATTLEBORO, MASS.

(Bristol County)

1920 Population, 9,238 (1925 est., 9,821).

City and Suburban Estimate, 15,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 50%; **English Reading,** 98%; **Families,** 3,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $2,100,000; Savings Bank Deposits, Total, $1,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 900.

Location: North Attleboro is 14 miles N. by E. of Providence, R. I. Served by the N. Y. N. H. & H. R. R. Motor coach lines; Boston to Providence, and Boston to New York on national highway.

Principal Industries: Silverware, tennis rackets, jewelry.

Manufacturing Establishments: 42. Leading firms: Whitney & Davis, D. Evans Co., J. F. Sturdy Sons Co., Welster Co., N. J. Magnan & Co.

Special Information: North Attleboro has good macadamized and electric lighted streets, modern fire and police departments. Jewelry workers all skilled and highest paid workmen.

Residential Features: North Attleboro has been called "The Town Beautiful." It has 1,900 houses, mostly owned by occupants. There are one or two tenement houses.

Retail Shopping Section: On Washington Street, 10 blocks; on Elm Street, 3 blocks.

Trading Area: Extends about 15 miles in every direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 1; automobile accessories, 10; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 44 (chain, 1); confectioners (including hotel stands), 11; dressmakers, 4; druggists, 6 (chain, 1); dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 3; grocers, 46 (chain, 11); hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 5; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 7; stationers, 1; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 9), (dentists, 5); (osteopaths, 1); number of wired houses, 90%; gas, artificial; electric current, alternating; water, hard.

PITTSFIELD, MASS.

(Berkshire County)

1920 Population, 41,763. (1925 est., 46,877.)

City and Suburban Estimate, 150,000.

Native Whites, 80%; **Negroes,** .01%; **Foreign Born,** 20%; **Industrial Workers,** 35%; **English Reading,** 96%; **Families,** 9,000.

Schools: Public Grade, 21; High, 2; Junior High, 1; Parochial, 1; **Number of Pupils, 9,406.**

Churches: Baptist, 2; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 3; Methodist, 4; Roman Catholic, 8; Miscellaneous, 12.

Banks: National, 3; Loan and Trust, 1; Total Resources, $39,427,023; **Savings Bank Deposits** Total, $24,537,616.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 5,800.

Location: On main line of B. & A. R. R., midway between Albany and Springfield. Terminus of the Harlem division of N. Y. C. and Berkshire division of the New Haven R. R. Hudson River shipping facilities by connection at Albany, 38 miles by highway. To nearest largest city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Electrical machinery and devices, textiles, fine stationery, machinery, auto accessories, silk braids, underwear.

Manufacturing Establishments: 64. Leading firms: General Electric Co., Eaton, Crane & Pike Co., E. D. Jones & Sons Co., Pontoosuc Woolen Mfg. Co., Berkshire Woolen Co., Jas. & E. H. Wilson, S. N. & C. Russell Mfg. Co., W. E. Tillotson Mfg. Co. (textiles), A .H. Rice & Co. (silk braid), Government Mill. Distinctive papers for U. S. currency and bonds. Total value of yearly output of factories estimated at $45,000,000.

Special Information: Located within convenient and ready reach of markets of entire Atlantic seaboard, N.E., Middle, Southern and Middle Western states. Metropolis and county seat of the famed Berkshire district, the vacation home of hundreds from New York and other cities.

Residential Features: Single and double houses predominate, with a few apartments. Residential streets are wide, and practically every home has ample grounds.

Retail Shopping Section: North Street from West Street to Burbank Street with some stores on side streets. Also a section of Dalton Avenue at Morningside, as eastern suburb. Shopping district extends for a mile along North Street.

Trading Area: All of Berkshire County, a section of Connecticut, and a part of Lebanon Valley, in New York state. Some business from Bennington, Vt. Trading area 25 miles, north, east, south, and west.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 34; bakers, 14; cigar stores and stands (including hotels), 24 (chain, 2); confectioners (including hotel stands), 11; delicatessen, 4; dressmakers, 56; druggists, 10 (chain, 2); dry goods, 19; department stores, 3; electrical supplies, 8; florists, 10; fruits, 6; furniture, 8; furriers, 5; garages (public), 21; grocers, 156 (chain, 30); hardware, 6; jewelry, 11; meat markets, 46 (chain, 3); men's furnishings, 12; men's clothing, 20; merchant tailors, 12; milliners, 17; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 30 (chain, 1); shoes, 19; sporting goods, 5; stationers, 3; women's apparel, 14.

Miscellaneous Data: Most pleasant months, May to October (inclusive); doctors (medical, 50), (dentists, 40), (osteopaths, 4); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, soft.

QUINCY, MASS.

(Norfolk County)

1920 Population, 47,876. (1925 est., 60,131).

City and Suburban Estimate, 151,000.

Industrial Workers, 40%; **Families,** 13,375.

Native Whites, 97.2%; **Foreign Born,** 2.8%;

Schools: Public Grade, 20; High, 2; Number of Pupils, 10,187.

Churches: Baptist, 3; Christian Science, 1; Congregational, 8; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 5.

Banks: National, 1; State, 11.

Theatres: Moving Pictures, 8; Miscelloneous (Auditoriums, etc.), 45.

Location: On New Haven and Hartford R. R., 1 mile south of Boston, on shores of Quincy Bay, a 32-foot channel from city water front to the sea. Five suburban trolley lines. To nearest large city by railroad, 20 minutes; by trolley, ½ hour; by auto, ¼ hour.

Principal Industries: Granite quarries, steel ship building, weighing machines, telephones, foundry products, thread, rivets and studs, paint, varnish, engines.

Manufacturing Establishments: 152. Leading firms: Branch of Bethlehem Shipbuilding Corp., Pneumatic Scale Corp., Tubular Rivet and Stud Co., Couch Telephone Co., Boston Gear Works. Total value of yearly output of factories estimated at $68,533,406.

Residential Features: Mainly one and two-family houses, largely owned by occupants. Fine residential districts, one bordering on beach another on the Blue Hills reservation.

Retail Shopping Section: Centers about City Hall, but extends several blocks south, and is now extending north. Nine distant smaller districts with neighborhood stores.

Trading Area: West into Milton St., south to Braintree, Randolph, and Rockland Sts. Some business from other more distant places.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 21; bakers, 20; confectioners (including hotel stands), 24; delicatessen, 2; dressmakers, 36; druggists, 20; dry goods, 30; department stores, 4; electrical supplies, 5; florists, 10; fruits, 17; furniture, 8; garages (public), 14; grocers, 201; hardware, 17; jewelry, 9; men's furnishings, 8; men's clothing, 14; merchant tailors, 29; milliners, 10; opticians, 3; photographers, 15; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 34; shoes, 15; sporting goods, 1; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 53). (dentists, 38); street car service; gas, artificial; electric current, alternating; water, soft.

SALEM, MASS.

(Essex County)

1920 Population, 42,529.

City and Suburban Estimate, 150,000.

Native Whites, 73%; **Negroes,** 1%; **Foreign Born,** 26%; **English Reading,** 75%.

Schools: Public Grade, 20; High, 1; Parochial, 7; Number of Pupils, 9,498.

Churches: Baptist, 2; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 6; Miscellaneous, 14; Universalist, 1.

Banks: National, 1; States, 8; Total Re-

MASSACHUSETTS (Cont'd)

sources, $52,908,659.12. Savings Bank Deposits Total, $39,430,256.30.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,500.

Location: On Atlantic Ocean, 17 miles north of Boston. B. & M. R. R., and Eastern Mass. Elec. Ry. Excellent roads to all suburban cities and towns make travel easy. To nearest large city by railroad, 15 minutes; by trolley, 25 minutes; by auto, 20 minutes.

Principal Industries: Cotton cloth, leather, shoes, electric lamps, elevators, coal, lumber, portable houses, machinery, oil and grease.

Manufacturing Establishments: Leading firms: Helburn Thompson Co., Naumkeag Steam Cotton Co., Parker Bros., Don D. Sargent, Bell Bros., Cass & Daley, J. Brown & Sons, Dame Machine Co., Spencer Regulator Co., Lock Regulator Co., Atwood & Morrill, Hygrade Incandescent Lamp Co., Pitman & Brown, Salem Oil & Grease Co., G. W. Pickering Coal Co.

Special Information: For 100 years Salem has been considered the trading center of this section of Essex Co., Danvers, Beverly, Peabody, Marblehead, Ipswich, Hamilton, Wenham, Middleton, and Rowley do most of their buying in Salem. The short run into Boston by train, truck, or auto makes it easy to ship goods by ocean, or reship to other sections. New 150-room hotel under construction.

Residential Features: Mostly one and two-family houses of wooden construction. Apartment houses are all located near center of the city. Salem has a separate French and Italian section, and small Polish section.

Retail Shopping Section: Extends from Town House Square in all four directions. On Essex Street, east and west; Washington Street, north and south; Central Street, parallel to Washington; Front Street, parallel to Essex Street. The auto dealers are located in a section covered by Derby, Lafayette, and Washington Streets. All of this district is south of Town House Square and within 5 minutes walk from center of the city.

Trading Area: Extends about 13 miles north and west, and 21 miles east. Good electric trolley service makes it easy for outlying districts to reach Salem. Lynn, 6 miles away, makes the limit of the territory toward the south.

Wholesale Houses: Groceries, 3; meats, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 3; automobile accessories, 7; bakers, 14; cigar stores and stands (including hotels) 25 (chain, 2); confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 53; druggists, 14 (chain, 1); dry goods, 7; department stores, 3; electric supplies, 6; florists, 8; fruits, 23; furniture, 23; furriers, 2; garages (public), 23; grocers, 104; hardware, 7; jewelry, 8; meat markets, 43; men's furnishings, 21; men's clothing, 6; merchant tailors, 43; milliners, 27; opticians, 10; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 31 (chain, 4); shoes, 33; sporting goods, 5; stationers, 6; women's apparel, 18.

Miscellaneous Data: Doctors (medical, 53); (dentists, 44), (osteopaths, 4); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

SOUTHBRIDGE, MASS.

(Worcester County)

1920 Population, 14,245.

City and Suburban Estimate, 22,300.

Native Whites, 70%; **Foreign Born,** 30%; **Industrial Workers,** 87%; **English Reading,** 83%; **Families,** 3,303.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,730.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2; Total Resources, $4,745,649; Savings Banks Deposits Total, $3,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 4,200.

Location: On the Mass.-Conn. border, 20 miles south of Worcester, served by N. Y. N. H. & H. R. R., and Worcester and Springfield street railway. Fair bus service to smaller towns. To nearest large city by railroad, 2 hours; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Optical goods. Center of the optical industry of America. Textiles, textile shuttles, cutlery and wooden boxes.

Manufacturing Establishments: 16. Leading firms: American Optical Co., Hamilton Woolen Co., Harrington Cutlery Co., Litchfield Shuttle Co., Hyde Mfg. Co., Dupaul Young Optical Co., Total value of yearly output of factories estimated at $13,000,000.

Special Information: The American Optical Company is said to be the largest manufacturer of eye glasses and spectacles in the country, employing 3,200. The Litchfield Shuttle Co., claim to be the largest manufacturers of textile shuttles in the U. S. Harrington Cutlery Co., manufacturer of world famous kitchen cutlery. Over 5,000 wage earners in all industries.

Residential Features: Majority of houses are single and double. Limited section devoted to three-family houses. Private homes predominate, some being palatial residences.

Retail Shopping Section: Main Street, Hamilton Street, Central Street. Second center of trade is in Globe Village. Numerous neighborhood stores.

Trading Area: About 10 miles north and east; 15 miles south and west.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 3; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 7; furniture, 5; garages (public), 10 grocers, 30 (chain, 5); hardware, 4; jewelry, 3; meat markets, 15; men's furnishings, 11; men's clothing, 6; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 6; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 71; most pleasant months, May, June, Sept., Oct., November; doctors (medical, 10), (dentists, 10); number of wired houses, 3,200; street car service; gas, artificial; electric current, alternating; water, soft.

SPRINGFIELD, MASS.

(Hampden County)

1920 Population, 129,614.

City and Suburban Estimate, 400,000.

Native Whites, 72.4%; **Negroes,** 1.7%; **Foreign Born,** 25.9%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 30,361.

Schools: Public Grade, 39; High, 4; Parochial, 10; Number of Pupils, 26,135.

Churches: Baptist, 8; Christian Science, 2; Congregational, 11; Episcopal, 3; Hebrew, 6; Methodist, 8; Lutheran, 2; Roman Catholic, 14; Miscellaneous, 14.

Banks: National, 4; State and Savings, 6; Total Resources, $129,721,475.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Burlesque, 1. Total number of seats, 18,500.

Location: On Connecticut River, 98 miles west by south of Boston. On the main line of B. & A. RR.; main line N. Y., N. H. & H. RR. Connecticut River & Parrumpric division of B. & M. RR.; Highland division N. Y., N. H. & H. RR.; Central New England, RR.; Athol division of B. & A. RR. Trolley lines also serve most of the adjacent towns.

Principal Industries: Art materials, auto tops and covers, auto parts, steel barrels, bicycles, cigars, brass goods, office supplies, electric appliances, elevators, furniture, leather goods, firearms, pipe organs, signal system, carpets, clocks, corsets, cotton goods, special machinery, magnetos, knit goods, tools, tractors, wagons, batteries, stationery, furnaces, glass, hardware, harness, dies, pumps, wrenches, wire, hosiery, show cases, skates, thread, auto tires, radiators, perfumes, brushes, chemicals, spark plugs, telescopes, motorcycles, toys, motors, paper, chemicals, drop forgings, cameras, clothing, lamps.

Residential Features: Mostly one and two-family structures. Few apartment houses. A limited number of "three-deck" tenements. No large mill settlements.

Retail Shopping Section: Located on Main and Dwight Streets, which parallel each other, and about ten blocks on cross streets. Entire distance of 3¾ miles. At Indian Orchard, about four miles from Springfield, is a prosperous trading district in a prosperous factory center.

Trading Area: Extends south as far as Windsor Locks, Conn., to the east, to Fishdale, Brookfield and North Brookfield. To the north, the area extends to Montague, Greenfield and Shelburne Junction. Throughout this area is excellent steam, trolley and motor transportation.

Wholesale Houses: Groceries, 18; shoes, 7; meats, 9; jewelry, 5; fruits, 8; tobacco, 2; hardware, 2; dry goods, 5; optical, 2; drugs, 2; confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial auto. agencies, 21; automobile accessories, 34; automobile tire agencies, 108; bakers, 80; cigar stores and stands (including hotels), 73; confectioners (including hotel stands), 154; delicatessen, 26; dressmakers, 198; druggists, 75; dry goods, 61; department stores, 4; electrical supplies, 32; florists, 21; fruits, 86; furniture, 24; furriers, 18; garages (public), 59; grocers, 453; hardware, 20; jewelry, 48; meat markets, 178; men's furnishings, 37; men's clothing, 36; merchant tailors, 22; milliners, 46; opticians, 21; photographers, 20; pianos (and miscellaneous musical instruments), 12; radio supplies, 12; restaurants (including hotels), 135; shoes, 57; sporting goods, 10; stationers, 6; women's apparel, 25.

STONEHAM, MASS.

(Middlesex County)

1920 Population, 7,873.

City and Suburban Estimate, 8,500.

Native Whites, 89%; **Foreign Born,** 11%; **Industrial Workers,** 17%; **Families,** 1,917.

Schools: 7. Number of pupils, 1,640.

Continued on page 116



1626 SALEM 1925

299 Years Young—Center of

150,000 POPULATION

including Salem and 20 or more nearby communities, among the larger of which are Peabody, Beverly, Danvers, Ipswich, Marblehead, Manchester, Essex.

Salem is one of the oldest settlements on the North American Continent. It became a buying and trading center for a large section of the so-called North Shore of Massachusetts nearly 300 years ago.

At the present time, aside from the industrial importance of the city, its retail establishments are far and above those found in most cities of even much larger population. The retail establishments are operated by live, up-to-date merchants, who are now continuing to keep Salem in the foreground as a buying center.

The Salem Market:
The City of Salem and about 20 nearby towns.

Population	150,000
Industrial Plants, about	178
Invested Capital, estimated	$21,000,000
Workers, estimated	50,000
Annual Payroll, estimated	$35,000,000
Value of Products, estimated	$85,000,000
Bank Resources, estimated	$94,000,000

Principal Industries:

Leather Novelties	lumber	boats
sheets	games	sheep skin
shoes	boxes	glue
incandescent lamps	embossing machines	gelatin
tanning	underwear	tallow
bleaching	chamois	leather machinery
belts	tents	granite and stone
freight and passenger elevators	awnings	hair goods
	foundries	blacking

and numerous other products made from leather, cloth and paper.

THE EVENING NEWS

is the only daily paper published in Salem, founded by Robin Damon in 1880.

Circulation now over 21,000 net paid. This circulation has been built by the creation of good will, and by its absolute devotion to its own people, by giving them the local news, and that of the neighboring towns as well as news of national and international importance received over its own private wires—the best news services in the country.

The News does not make use of premiums, schemes, etc., but its excellence and enterprise in local news gathering enables it to hold its circulation against all sorts of efforts made by outside papers.

The carrier delivery system in the city of Salem alone consists of more than 100 carriers who deliver the News every night directly into the homes. Street sales are comparatively small.

In addition, there are many other carrier deliveries in 20 or more nearby towns for which the News is also the home paper, with our own correspondents in each of these places, and they buy the News for the local happenings not only in their own town, but in other places in our field.

Our territory is so situated that the distance is short from one place to another, and the readers are interested in the news of their neighboring towns.

Advertisers may reach this excellent market through the columns of the Evening News, the quickest, surest and best way at reasonable cost.

National Advertising Representatives

THE JULIUS MATHEWS SPECIAL AGENCY

Boston New York Detroit Chicago

MASSACHUSETTS (Cont'd)

Stoneham (con't)

Churches: 9.

Banks: 3. Total Resources, $2,513,793.

Theatres: 2. Total number of seats, 1,317.

Location: Stoneham division of Boston & Maine RR. Trolley lines to nearby cities.

Residential Features: One and two-family houses.

Retail Shopping Section: About five blocks in center of town.

Trading Area: Limited to city limits.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; dressmakers, 10; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 5; fruits, 4; furniture, 6; garages (public), 6; grocers, 16; hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

TAUNTON, MASS.

(Bristol County)

1920 Population, 37,137. (1925 est., 40,000).

City and Suburban Estimate, 62,000.

Industrial Workers, 9,000 (approximately); English Reading, 80%.

Schools: Public Grade, 29; High, 1; Parochial, 4; Number of Pupils, Total all Schools, 7,280.

Churches: Baptist, 2; Christian Science, 1; Congregational, 5; Episcopal, 2; Hebrew, 1; Methodist, 4; Roman Catholic, 10; Miscellaneous, 10.

Banks: National, 1; Trust Companies and Savings Banks, 3: Taunton Savings Bank; Deposits, $6,604,000, surplus and undivided profits, $703,651. Machinists' National Bank; Capital, $200,000, surplus, $130,000, undivided profits, $83,693.06, total deposits $1,522,489.31. Bristol County Trust Co.; capital, $300,000; surplus, $114,000, undivided profits, $100,724.53, total deposits, $4,217,224.18. Bristol County Savings Bank; deposits, $9,300,000, surplus, $879,000. Co-operative Banks: Taunton Co-operative Bank; assets, $1,923,820.46, surplus and guarantee fund, $40,089.56. Mechanics' Co-operative Bank; assets, $3,014,128.95, surplus and guarantee fund, $72,709.81. East Taunton Co-operative bank; assets, $133,853.98, surplus, $6,924.74, guarantee, $4,811.47. Weir Co-operative Bank; assets, $1,218,257.96; surplus, $13,045.94, guarantee, $18,977.04. Old Colony Co-operative Bank; assets, $100,559; surplus, $641.69, guarantee, $669.91.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2.

Location: On Taunton River, at head of navigation, 34 miles south of Boston and served by the New York, New Haven & Hartford R. R. Trolley and bus lines connect with Providence, Fall River, Attleboro, and Brockton; rail to Fall River and New Bedford connect with steamer terminals, as with Providence. Fine highways leading into city from these points. To nearest large city by railroad, 40 minutes; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Aluminum, brass, copper and cotton goods, cotton yarns, cotton mill machinery, stores, foundry and machine products, electric specialties, furnaces, brick, eyelets, silverware, sheet copper and yellow metal, machine drills and tools, medicines, crucibles, block lead products, marine engines, britannia and pewter ware, oil cloth, nails, rivets, tacks, trust drills, silver, jewelry, leather novelties.

Manufacturing Establishments: 41. Leading firms: Glenwood Range Co., Reed & Barton Silver Works, White-Warner Co. (stoves and ranges), Magee Furnace Co., Winthrop Cotton Yarn Co., Connecticut Spring Co., New Process Trust Drill Co., Hughes Eyelet Co., Taunton-New Bedford Copper Co. Total value of yearly output of factories estimated at $40,500,000.

Special Information: With less than one-tenth workers of Bristol County, it makes nearly 25 per cent of the county's industrial product. It employs 9,000 hands in 167 establishments. Average yearly wage $1,272, within $5 of Boston average. Fine streets, excellently lighted, and good retail stores, make it a natural shopping center for the surrounding towns. It is also a city of home owners with a progressive public spirit.

Residential Features: Mostly one, and two-family houses, with a few three-deck apartment houses. A large percentage of the people own their own homes.

Retail Shopping Section: Chiefly on Main St., Weir St. to bridge over Mill River, Broadway to Pleasant St.; Trescott St., Charmet St. to High; one block up Winthrop St. Smaller shipping centers at Whittenton in north end, and at Weir Village in south end.

Trading Area: 10 miles south, west, north, and east.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 5; automobile accessories, 23; automobile tire agencies, 5; bakers, 13; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 37; druggists, 19 (chain, 2); dry goods, 31; department stores, 3; electrical supplies, 9; florists, 9; fruits, 20; furniture, 12; furriers, 1; garages (public), 20; grocers, 110 (chain, 14); hardware, 7; jewelry, 5; meat markets, 42 (chain, 1); men's furnishings, 6; men's clothing, 18; merchant tailors, 19; milliners, 17; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 30; shoes, 14; sporting goods, 3; stationers, 3; women's apparel, 10.

Miscellaneous Data: Most pleasant months, June, July, August, Oct.; doctors (medical, 88), (dentists, 23), (osteopaths, 3); street car service; gas, artificial; electric current, direct; water, soft.

See announcement columns 3 and 4

WAKEFIELD, MASS.

(Middlesex County)

1920 Population, 13,025. (1925 State Census, 15,611).

Native Whites, 73%; **Foreign Born,** 27%; **Industrial Workers,** 21%; **English Reading,** 93%; **Families,** 3,911.

Schools: 11. Number of Pupils, 3,371.

Churches, 9.

Theatres: 2. Total number of seats, 1,535.

Location: Ten miles north of Boston. Served by the B. & M. R. R. (western division), with trolley lines to Lowell, Lawrence and Boston. To nearest large city by railroad, 15 minutes; by trolley, 25 minutes; by auto, 12 minutes.

Principal Industries: Rattan furniture, shoes, iron pipe, pianos, underwear, screens, stoves, chemicals.

Residential Features: One, and two-family houses.

Retail Shopping Section: Eight blocks on principal and side streets.

Trading Area: Includes entire city limits.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 21; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 6; dry goods, 7; electrical supplies, 4; florists, 3; fruits, 6; furniture, 4; garages (public), 8; grocers, 31 (chain, 12); hardware, 5; jewelry, 2; meat markets, 12; men's furnishings, 6; men's clothing, 4; merchant tailors, 11; milliners, 8; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 74 degrees; most pleasant months, all but February and March; doctors (medical, 16), (dentists, 7), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water soft.

WALTHAM, MASS.

(Middlesex County)

1920 Population, 30,915. (1925 State Census, 34,926).

City and Suburban Estimate, 50,000.

Native Whites, 73.6%; **Negroes,** 0.2%; **Foreign Born,** 26.2%; **Industrial Workers,** 32%; **English Reading,** 86%; **Families,** 6,566.

Schools: Public Grade, 17; Parochial, 5; Private, 5; Number of pupils, 6,213 (Public, 4,067; Private, and Parochial, 2,146).

Churches: 28.

Banks: 5. Total Resources, $22,211,000.

Theatres: 4. Total number of seats, 3,235.

Location: Ten miles west of Boston, and served by the B. & M. R. R. To nearest large city by railroad, ¾ hour; by trolley, 1 hour; by auto, ¾ hour.

Residential Features: One and two-family houses.

Retail Shopping Section: Extends about 21 blocks on main thoroughfare, and intersecting streets.

Trading Area: Extends about 12 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 8; bakers, 17; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 18; delicatessen, 3; dressmakers, 35; druggists, 17 (chain, 1); dry goods, 14; department stores, 2; electrical supplies, 4; florists, 9; fruits, 19; furniture, 9; furriers, 1; garages (public), 14; grocers, 90 (chain, 7); hardware, 7; jewelry, 3; meat markets, 30 (chain, 1); men's furnishings, 9; men's clothing, 4; merchant tailors, 12; milliners, 12; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 25; shoes, 10; sporting goods, 4; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 102 (approximately); most pleasant months, July, August, Oct.; doctors (medical, 43), (dentists, 33), (osteopaths, 3); number of wired houses, 5,000 (approximately); street car service; gas, artificial; electric current, alternating; water, soft.

WESTFIELD, MASS.

(Hampden County)

1920 Population, 18,604. (1925, est. 19,289.)

City and Suburban Estimate (1925), 25,000.

Native Whites, 70%; **Negroes,** .001%; **Foreign Born,** 30.3%; **Industrial Workers,** 51%; **English Reading,** 80%; **Families,** 4,500.

Schools: Public Grade, 20; High, 1; Evening Trade, Continuation, Normal, Parochial, 1; Number of Pupils, 4,796.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 5; Miscellaneous, 2.

Banks: National, 2; State, 2; Co-operative, 1; Total Resources, $18,847,106; Savings Bank Deposits Total, $4,380,790.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 11. Total number of seats, 6,000.

Location: On the main line of the B. & A. RR. and the Northampton branch of the N. Y., N. H., & H. RR. Bus service to Albany, Springfield and New York. On Westfield River, 9 miles west of Springfield.

Principal Industries: Bicycles, boilers and radiators, whips, cigars, casket hardware, paper, warm air heaters, brick, thread, textile machinery, church organs, carriages, brushes, awnings, cutlery, pads and stamps, machine shops, marble works, lithographers, tobacco growing and warehouses, machinery, envelopes.

Manufacturing Establishments: Leading firms: H. B. Smith Co., Westfield Mfg. Co., United States Whip Co., Skinner Organ Co., Vitamine Food Co., Crane Co., Strathmore Paper Co., Westfield Paper Co., Westfield Power Co., Old Colony Envelope Co. Total value of yearly output of factories estimated at $5,000,000.

Residential Features: Mainly one- and two-family houses, a small section devoted to foreign population, mainly Polish and Bohemians. Private houses predominate. Homes average $8,000 to $10,000.

Retail Shopping Section: Extends from Park Square, which is center for municipal trolley service for a mile on other side of Westfield River. Main business street is Elm Street. Several good shopping side streets.

Trading Area: Is comprised within a radius of 16 miles, excepting eastward. Intermittent service from Granville, Southwock, Huntington, Woronoco and Southampton, on account of good roads and car service.

Wholesale Houses: Meats, 1; fruits, 1; miscellaneous lines, hay and grain, 2; ice cream and candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 1; bakers, 10; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 33; dressmakers, 15; druggists, 11; dry goods, 18; department stores, 4; electrical supplies, 5; florists, 7; fruits, 5; furniture, 6; garages (public), 12; grocers, 76; hardware, 10; jewelry, 5; meat markets, 32; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 9; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 18; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 3.

WOBURN, MASS.

(Middlesex County)

1920 Population, 16,574.

City and Suburban Estimate, 31,000.

Native Whites, 74%; **Negroes,** 2%; **Foreign Born,** 24%; **English Reading,** 89%; **Families,** 3,572.

Schools, 15. Number of Pupils, 3,850.

Churches: 11.

Banks, 4. Total Resources, $9,110,190.

Theatres: 1. Total number of seats, 1,100.

Location: Ten miles north, northwest of Boston. On Woburn loop of Boston & Maine RR., Trolley to Boston, Lowell, Stoneham and intermediate points.

Principal Industries: Leather and leather manufacturing, shoes, chemicals, edged tools, leather-making machinery, fertilizers, gelatin, belt knives, mops, brushes, heels, trucks, gloves, etc. Flower growing is also an important industry.

Special Information: Woburn claims to be one of the largest leather manufacturing cities in New England.

Residential Features: One- and two-family houses.

Retail Shopping Section: Five blocks on principal street.

Trading Area: South to Winchester; east to Stoneham; north to Burlington; west to Lexington.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 5; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 25; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 7; fruits, 6; furniture, 3; furriers, 1; garages (public), 5; grocers, 43; hardware, 4; jewelry, 1; meat markets, 14; men's furnishings, 2; men's clothing, 1; merchant tailors, 6; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 1.

WORCESTER, MASS.

(Worcester County)

1920 Population, 179,754.

City and Suburban Estimate, 526,427.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 80%; **English Reading,** 95%; **Families,** 40,000.

Schools: Public Grade, 84; High, 5; Junior

TAUNTON, MASS.

Where Diversified Industries Flourish!

With over 9,000 wage earners and a $40,000,000 total product, Taunton has fourteen of its firms each turning out over $1,000,000 in goods annually.

Some of Taunton's greatly varied industries are:—
Seven stove foundries.
Large brick and tile works.
Brass Foundries.
A General Electric Plant.
Shoe Button and Eyelet Factories.
Taunton-New Bedford Copper Co.
Four large silver and Britannia ware factories.
Twelve Textile Mills.
Jewelry, Machinery, Buckram Products, Leather Goods, Two Oil Cloth Plants, etc.

It's a city of skilled labor and a city of home owners.

The Taunton Gazette (Est. 1848) serves this territory and steadily improves its service to its readers. Old readers cleave to it and new ones are added even after it seems as if nearly every English reading family in the field was taking it.

Circulation 8946 and still growing!

William Reed & Sons Company, Publishers

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Special representatives

Space Buyers' Guide to Markets of MASSACHUSETTS and MICHIGAN

MASSACHUSETTS (Cont'd)

High, 1; Private Schools, 27; Colleges and Institutions, 10; Trade Schools, 2; Parochial, 8; Number of Pupils, 32,327.

Churches: Over 100 churches of 18 denominations. $3,500,000 buildings.

Banks: National, 2; Savings Bank, 5; Trust, 2; Co-operative, 4; Total Resources, $241,709,000; Savings Bank Deposits Total, $117,272,704; Co-operative, $7,793,718.

Theatres: Legitimate, 2; Moving Pictures, 8; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4.

Location: On N. Y. C., N. Y. N. H. & H., and B. & M. R. Rs., Worcester Consolidated Street Ry., and Boston & Worcester trolley. Excellent freight terminals, storage companies, trolley freight and express. Ship by truck all over New England. Street railways bring direct service to 35 towns with 346,686 people, within a radius of 20 miles. Excellent city and suburban motor bus service, with convenient downtown bus terminals. To nearest large city by railroad, 1 hour, 25 minutes; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Worcester claims to be one of the largest manufacturing cities in the U. S., not on a waterway. It has 522 manufacturing plants, employing 49,493 skilled mechanics. Large plants manufacturing textile, card clothing, wool spinning, paper making, machinery, leather goods, rugs, brussels carpets, drop-forged auto crankshafts, envelopes, and large car building plants. Large loom works. Leads in the manufacturing of wire, wire springs, and wire novelties.

Manufacturing Establishments: 522. Leading firms: Norton Co., Crampton & Knowles, American Steel & Wire Co. Among the Worcester factories which are known throughout the world are those which produce steel and wire, machine tools, wire goods, grinding wheels, carpets and rugs, leather and leather goods, corsets, shoes, envelopes, skates, wall paper, vacuum cleaners, valentines, looms, steam and electric cars, auto parts, firearms, boilers, elevators, clippers, sprinkler systems, wrenches, crankshafts, textile machinery, wool spinning machinery, chairs, saws, viscoloid and celluloid.

Residential Features: One, two and three-family houses, two-family houses predominating. City residential section extends in all directions, from 1 to 2 miles beyond city limits. Several show places. Three large exclusive residential sections. No slums.

Retail Shopping Section: Main St., from Lincoln Square to Murray Ave.; Pleasant., from Main to Sever St.; Front St., entirely. Pearl, Mechanic, Federal and Franklin, entirely. Foster and Commercial, partly. Webster Square, Washington Square, Brittain Square, and a number of other neighborhood shopping centers.

Trading Area: From 18 to 25 miles.

Wholesale Houses: Groceries, 16; meats, 10; fruits, 4; hardware, 2; dry goods, 5; radio, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, accessories, 200; bakers, 12; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 134; delicatessen, 4; druggists, 61 (chain, 3); department stores, 5; electrical supplies, 10; florists, 20; fruits, 29; furniture, 53; furriers, 15; garages (public), 60; grocers, 706 (chain, 126); hardware, 14; jewelry, 32; men's furnishings, 19; men's clothing, 54; milliners, 42; opticians, 13; photographers, 25; pianos (and miscellaneous musical instruments), 22; radio supplies, 35; restaurants (including hotels), 150; shoes, 50; sporting goods, 5; stationers, 10; women's apparel, 51.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 106; most pleasant months, June to September (inclusive); doctors (medical, 275), (dentists, 177), (osteopaths, 15); number of wired houses, 35,000; street car service; gas, artificial; electric current, alternating; water, soft.

Standard Surveys of MICHIGAN

ADRIAN, MICH.

(Lenawee County)

1920 Population, 11,878.

Native Whites, 93%; **Negro,** 1%; **Foreign Born,** 6%; **Industrial Workers,** 2,700.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,569.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 14.

Banks: National, 1; State, 3; Total Resources, $7,353,031.62.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: Railroads: Wabash, N. Y. Central, D. T. & I., Toledo & Western (electric). Several bus connections with nearby towns.

Principal Industries: Knit goods, wire fence, drafting room furniture, castings, leather goods, furniture, milk products, bumpers and bead rings, electrical automobile parts, gasoline pumps, vaults.

Manufacturing Establishments: 35. Leading firms: Page Steel & Wire Co. (branch of American Chain Co.), Nu-Way Stretch Suspender Co., Peerless Wire Fence Co., Adrian Knitting Co., Gibford-Weiffenbach Co.

Residential Features: One of the finest residential cities in the state. Ninety per cent houses owned. Is called "Maple City" on account of maple trees covering both sides of the streets.

Retail Shopping Section: One block of S. Main, one block of N. Main, one block of E. Maumee, two blocks of W. Maumee, the block of S. Winter, and one-half block of N. Winter Street. One sub-division street, on the hill, four blocks of Tecumseh Street and several small stores scattered throughout the city.

Trading Area: Radius of 20 miles. Busses and interurban lines bring shoppers 20 miles, and automobile has extended area not reached by bus or trolley.

Wholesale Houses: Groceries, 1; fruits, 3; miscellaneous lines, cigars, candy, drinks.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 12; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 6; dressmakers, 14; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 4; furniture, 2; garages (public), 10; grocers, 49; hardware, 3; jewelry, 6; meat markets, 4; men's furnishings, 7; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 6.

ALBION, MICH.

(Calhoun County)

1920 Population, 8,354. (1925, est. 9,200.)

City and Suburban Estimate: (Immediate buying territory), **13,500.**

Native Whites, 86%; **Negroes,** 6%; **Foreign Born,** 8%; **Industrial Workers,** 20%; **English Reading,** 94%; **Families,** 1,975.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,756.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 1; Evangelical, 1.

Banks: State, 2; Total Resources, $2,388,530.25. Savings Bank Deposits Total, $1,080,953.88.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,250.

Location: On main line of Michigan Central R.R. between Detroit and Chicago, 96 miles west of Detroit, 194 miles east of Chicago. Also served by N. Y. C. R.R. (Lansing-Hillsdale division), and the Michigan Railway (electric line). To nearest larger city by railroad, trolley, or auto, ¾ hour.

Principal Industries: Malleable castings, gray iron castings, automobile wheel hubs, bolts and nuts, reed furniture, bakery equipment, casters and trucks, cement caskets, proprietary medicines. Car shops of the Michigan Electric Ry. Co.

Manufacturing Establishments: 11. Leading firms: Albion Malleable Iron Co., Gale Manufacturing Co., Hayes Wheel Co. (hub dept.), Albion Bolt Co., Thwaites Furniture Co., Union Steel Products Co., J. W. Brant Co., Darrow Steel Boat Co. Total value of yearly output of factories estimated at $4,750,000.

Special Information: Home of Albion College, only Methodist collegiate institution in state. It has an endowment of $1,500,000, and physical property amounting to $1,200,000. Albion Malleable Iron Co., and Union Steel Products Co. (bakery equipment, racks, etc.), are leaders in their respective fields. New city hospital, valued at $175,000, recently opened. Modern library, high school, post-office, etc. New community hotel, costing $300,000.

Residential Features: Mostly one-family houses, good percentage owned, and many modern in every detail. Streets and lawns well maintained. Practically no shacks nor tenements.

Retail Shopping Section: Extends from Oak Street on south, to Michigan Avenue on north, occupying 7, or 8 blocks of the main street, "Superior"; also several stores on adjacent streets, and a dozen neighborhood groceries.

Trading Area: Seven miles east, and west, and 10 to 12 miles north, and south of city.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 10 (not exclusive); automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 13 (chain, 2); confectioners, 6; dressmakers, 8; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; garages (public), 6; grocers, 25 (chain, 3); hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4 (not exclusive); restaurants (including hotels), 5; shoes, 4; sporting goods, 3 (not exclusive); stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to October, inclusive; doctors (medical, 11), (dentists, 5), (osteopaths, 2); number of wired houses, 1,957; gas, artificial; electric current, alternating; water, hard.

ALPENA, MICH.

(Alpena County)

1920 Population, 11,101. (1925, est. 13,500.)

City and Suburban Estimate, 30,600.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 12%; **English Reading,** 90%; **Families,** 4,300.

Schools: Public Grade, 9; High, 3; Parochial, 4; Number of Pupils, 3,195.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, $8,400,000. Savings Bank Deposits Total, $5,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,000.

Location: On Lake Huron, and in the northeastern part of Michigan at the mouth of Thunder Bay River. Great steamers enter this port daily. Served by the Detroit and Mackinaw, and the Boyne City, Gaylord & Alpena R.Rs. Good bus lines into the surrounding territory. Alpena has a fine fresh water bathing beach. To nearest large city by railroad, 4 hours; by auto, 5 hours.

Principal Industries: Cement, lumber, paper, leather, concrete, machinery, fishing, woolen mills, foundries, cigars, aprons, and dresses.

Manufacturing Establishments: 32. Leading firms: Huron Portland Cement Co., Michigan Alkali Co., Fletcher Paper Co., Alpena Leather Corp., Alpena Garment Co., Northern Foundry Co., Island Mill Lumber Co. (Ford Motor Co. has purchased 4,000 acres next to city limits.)

Residential Features: Alpena is a home-owners' town, with streets of beautiful shade trees. Homes are mostly one- and two-family; 75% of the working classes are home-owners. Over 100 new homes have been built this year.

Retail Shopping Section: Extends for five blocks of Second Avenue: 3 blocks on Chisholm Street; 2 blocks on Washington Avenue; 2 blocks on River Street; 1 block on Park Place. There are several small trade centers within the city.

Trading Area: Extends about 25 miles in every direction. The very good roads leading into the city attract business from a greater distance.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 14; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 15; druggists, 8; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 1; furniture, 4; furriers, 1; garages (public), 5; grocers, 48 (chain, 2); hardware, 5; jewelry, 3; meat markets, 15; men's furnishings, 6; men's clothing, 5; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 8; sporting goods, 1; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 42.1 degrees; average number of rainy days per twelve months, 120; most pleasant months, June to October, inclusive; doctors (medical, 10), (dentists, 5), (osteopaths, 1); number of wired houses, 2,400; gas, artificial; electric current, alternating; water, soft.

ANN ARBOR, MICH.

(Washtenaw County)

1920 Population, 19,516.

City and Suburban Estimate, 22,500.

Native Whites, 84%; **Negroes,** 3%; **Foreign Born,** 13%; **Industrial Workers,** 9%; **English Reading,** 98½%; **Families,** 5,416.

Schools: Public Grade, 7; High, 1; Parochial, 4; Number of Pupils, 3,880.

Churches: Baptist, 3 Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, $16,463,436; Savings Bank Deposits Total, $8,123,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, about 10,000.

Location: On main line of Michigan Central RR., between Detroit and Chicago. On Ann Arbor Railroad, out of Toledo. Hourly interurban service by the Detroit United Railway, between Detroit and Jackson.

Principal Industries: Ball bearings, Economy boilers, Ford trailers, automobile specialties.

Manufacturing Establishments, 27. Leading firms: Hoover Steel Ball Co., Economy Oiler Co., Forge Products Corp., Trail Ford Corp.

Special Information: Seat of Unversity of Michigan, with enrollment of 12,000 students. Estimated 200,000 visitors annually for University and other purposes. Present construction of 8 new University buildings, at a cost in three years of over $23,000,000, greatly augments normal activity of the city.

Residential Features: 5,783 dwellings, housing but 6,390 families. Mostly one-family houses, 85% owned. No workmen's tenement section. Due to presence of the University, the community favored by students includes many fraternity and sorority houses, and University dormitories.

Retail Shopping Section: State Street section patronized largely by the student and faculty, called the "campus" trade. Downtown section extends 4 blocks on Main Street, the main business section. Numerous outlying stores.

Trading Area: 20 miles in all directions, except the east, which is about 8 to 10 miles. Trolley and buses permit shoppers from outlying districts access to city.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 19; automobile tire agencies, 25; bakers, 12; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 35; druggists, 11; dry goods, 11; department stores, 9; electrical supplies, 10; florists, 5; fruits, 2; furniture, 8; furriers, 2; garages (public), 13; grocers, 68; hardware, 18; jewelry, 8; meat markets, 17; men's furnishings, 11; men's clothing, 18; merchant tailors, 12; milliners, 7; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 16; shoes, 16; sporting goods, 3; stationers, 6; women's apparel, 10.

BATTLE CREEK, MICH.

(Calhoun County)

1920 Population, 36,164.

City and Suburban Estimate, 44,275.

Native Whites, 92%; **Negroes,** 2%; **Foreign Born,** 6%; **Industrial Workers,** 33%; **English Reading,** 98%; **Families,** 8,216.

Schools: Public Grade, 18; High, 1; Parochial, 4; Number of Pupils, 8,840.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 27.

Banks: National, 3; State, 1; Total Resources, $23,618,711.88. Savings Bank Deposits Total, $16,053,167.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,000.

Location: At confluence of Battle Creek and Kalamazoo Rivers, on main lines of the M. C., and the G. T. R.Rs., midway between Detroit and Chicago. Best of two-course water power, surrounded by good agricultural region. Claims to have the largest sanitarium in the U. S. Cereal food center of the country. To nearest larger city (Detroit), by railroad, 3½ hours; by trolley, 4 hours; by auto, 4 hours.

Principal Industries: Agricultural implements, printing presses, cereals, automobile axles, bread wrapping machines, gas stoves, mail wagons and drays, steam pumps, steam railway engines, structural steel, threshing machines, mattresses, steel and wire specialties, candy, dog foods, aluminum cooking utensils, brass goods, automobile accessories, cash registers, board mills and carton making factories.

Manufacturing Establishments: 62. Leading firms: Duplex Printing Press Co., Postum Cereal Co., Kellogg Food Co., Nichols & Shepard Threshing Machine Co., Rich Steel Products Co., American Steam Pump Co., Union Steam Pump Co., Advance-Rumely Threshing Co., A. B. Stove Co., Clark Tracktractor Co., Michigan Carton Co., Grand Trunk Locomotive Shops, American Steel and Wire Co., United States Register Co. Total value of yearly output of factories estimated at $57,139,953.

Special Information: Location ideal for shipping purposes. Large printing press factory, large food factories, and large sanitarium. Exceptional diversification of industry, unusual percentage of native population owning their

Continued on page 118

MICHIGAN (Cont'd)

Battle Creek (con't)

homes, and having large savings bank accounts.

Residential Features: Mostly one, and two-family houses; 6,381 out of 8,216 owned by occupants. Private homes predominate. Limited section devoted to workingmen's tenements. Fifteen parks and parkways. A city healthful, sanitary, convenient and substantial.

Retail Shopping Section: Extends from Jefferson Avenue, east, west, north, and south. There are ten outlying districts containing grocery stores, meat, candy, dry goods, drugs, and garages.

Trading Area: Extends from 18 to 25 miles, east, west, north, and south, over a fertile territory and fine trading district, which connects with interurban railway, and excellent bus lines.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; hardware, 1. Miscellaneous lines: bakers, 4; confectionery, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 15; automobile accessories, 17; automobile tire agencies, 12; bakers, 16; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 22; delicatessen, 2; dressmakers, 38; druggists, 22 (chain, 2); dry goods, 9; department stores, 9; electrical supplies, 4; florists, 10; fruits, 25; furniture, 13; furriers, 2 garages (public), 22; grocers, 152 (chain, 4); hardware, 8; jewelry, 19; meat markets, 29 (chain, 2); men's furnishings, 18; men's clothing, 12; merchant tailors, 23; milliners, 19; opticians, 9; photographers, 14; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 56; shoes, 21; sporting goods, 6; stationers, 6; women's apparel, 14.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 99; most pleasant months, May, June, July, Sept., October; doctors (medical, 82), (dentists, 30), (osteopaths, 11); street car service; gas, artificial; electric current, direct; water, hard.

BAY CITY, MICH.

(Bay County)

1920 Population, 47,554. (1925, est. 51,368).

City and Suburban Estimate, 130,000.

Native Whites, 81%; **Negroes,** .2%; **Foreign Born,** 18.8%; **Industrial Workers,** 25%; **English Reading,** 96.4%; **Families,** 11,882.

Schools: Public Grade, 16; **High,** 1; **Junior High,** 2; Parochial, 16; Junior College, 1; **Number of Pupils,** 12,499.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 3; Methodist, 10; Presbyterian, 4; Roman Catholic, 10; Miscellaneous, 9.

Banks: National, 1; State, 4; Total Resources, $35,897,470.72. Savings Bank Deposits Total, $26,323,239.57.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 11,300.

Location: On Saginaw River, 6 miles from its conjunction with Saginaw Bay, an arm of Lake Huron. Served by M. C., G. T., P. M., Detroit & Mackinaw, Detroit, Bay City & Western R.Rs., and the Michigan R.R. Co. (electric) to southern parts of state. Freight service to Detroit and Cleveland by boat.

Principal Industries: Electric cranes, automobile bodies, sugar, lumber, furniture, machinery supplies, "Readi-cut" houses, electric transformers, motor trucks, wearing apparel (underwear, hosiery, sweaters), cement, coal, wooden boats, steel ships, chicory, chemicals, cement blocks, bridges, etc.

Manufacturing Establishments: 80. Leading firms: Industrial Works, Murray Body Co., North American Chemical Co., W. D. Young & Co., Radio Master Corp., Union Motor Truck Co., The Chevrolet Co., American Textiles, Inc., Aladdin Co., Aetna Portland Cement Co., Michigan Sugar Co., Columbia Sugar Co., Robert Gage Coal Co., Davidson Shipbuilding Co., Franck Chicory Co.

Special Information: Bay City's location makes it the gateway of northeastern Michigan, and is therefore considered the main wholesale distribution point, and the first metropolis city south of the Straits of Mackinaw. Due to being the entry to numerous summer resorts, thousands of tourists make Bay City their headquarters when going north. Bay City is rightfully called, "The place where the summer trails begin."

Residential Features: A city of permanent residents, beautiful homes, parks and boulevards. One of the most beautiful spots in Michigan.

Retail Shopping Section: Extends from Wenonah Park 5 blocks on Center Avenue, and Eighth to First Streets, on Washington Avenue, which makes 8 blocks; and from Center, to First Street, on Water Street, which makes 5 blocks. On the west side of the river, from Litchfield to DeWitt Street, on Midland, which makes 8 blocks. There are seven outlying retail business sections, and several smaller neighborhood regions with the usual grocery, confectionery, meat, and other small shops.

Trading Area: Extends about 20 miles west, 10 miles south, 40 miles east, and 182 miles north. Much business is secured from greater distance because of the good roads and intercity bus lines.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4; hardware, 3; dry goods, 1; Miscellaneous lines: drugs, 2; confectionery, 9; flour, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 7; automobile accessories, 38; automobile tire agencies, 22; bakers, 21; cigar stores and stands (including hotels), 62; dressmakers, 45; druggists, 23; dry goods, 21; department stores, 7; electrical supplies, 10; florists, 6; fruits, 7; furniture, 15; furriers, 4; garage (public), 34; grocers, 225 (chain, 9); hardware, 27; jewelry, 13; meat markets, 64; men's furnishings, 21; men's clothing, 12; merchant tailors, 27; milliners, 18; opticians, 7; photographers, 10; pianos (and miscellaneous musical instruments), 10; radio supplies, 13; restaurants (including hotels), 32; shoes, 31; sporting goods, 8; stationers, 5; women's apparel, 15.

Miscellaneous Data: Most pleasant months, May to September, inclusive; doctors (medical, 59), (dentists, 17), (osteopaths, 5); number of wired houses, 10,000; bus service; gas, artificial; electric current, alternating; water, soft.

BIG RAPIDS, MICH.

(Mecosta County)

1920 Population, 4,558.

City and Suburban Estimate, 6,200.

Native Whites, 70%; **Foreign Born,** 30%; **Industrial Workers,** 20%; **English Reading,** 90%.

Schools: Public Grade, 3; **High,** 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,200. Ferris Institute; Number of Students enrolled, 847.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: State, 2; Total Resources, $3,250,000. Savings Bank Deposits Total, $1,250,000.

Theatres: Legitimate and Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: 56 miles north of Grand Rapids, on the Muskegon River. Penna., and the P. M. Railroads. County seat of Mecosta County. Home of Ferris Institute. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Manufacturing Establishments: Machinery Co. of America, Falcon Mfg. Co., Ward Bros., (maple flooring); Hood & Wright, (veneers); Big Rapids Furniture Co., Griswold Guest Co., (furniture).

Residential Features: Homes well built, mostly frame or wood; 75% owned.

Retail Shopping Section: Michigan Avenue running north and south; Linden Street north to Pine Street; Maple Street east and west from Warren Avenue to State Street.

Trading Area: 30 miles east, and north; 20 miles west, and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 2 (chain, 1); confectioners (including hotel stands), 4; delicatessen, 1; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 2; fruits, 1; furniture, 1; furriers, 1; garages (public), 4; grocers, 13 (chain, 2); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 48.50 degrees; average number of rainy days per twelve months, 103; most pleasant months, May, June, August, Sept., October; doctors (medical, 7), (dentists, 3), (osteopaths, 1); number of wired houses, 1,018; gas, artificial; electric current, alternating; water, hard.

CADILLAC, MICH.

(Wexford County)

1920 Population, 9,750. (1925, est. 11,850.)

City and Suburban Estimate, 14,000.

Native Whites, 94%; **Foreign Born,** 6%; **English Reading,** 98%; **Families,** 2,542.

Schools: Public Grade, 7; **High,** 1; Parochial, 1; Number of Pupils, 2,756.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: State, 3. Savings Bank Deposits, Total, $4,538,883.75.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,187.

Location: Railroad division points of Ann Arbor, and G. R. & I. (Penna. System) R.Rs., with branches to Traverse City and Lake City; 14 trains daily on Penna., and 8 on Ann Arbor. Cadillac is located on Cadillac and Mitchell lakes, 95 miles north by east of Grand Rapids, 85 miles northwest of Bay City. Auto passenger and truck service to Reed City, Manton, Lake City, Houghton Lake, Manistee, Traverse City, and Grand Rapids. To nearest larger city (Grand Rapids), by railroad, 4 hours; by auto, 3 hours.

Principal Industries: Hardwood lumber, tables, chairs, flooring, woodenware, veneers and panels, pig iron, malleable iron, motor trucks, and chemicals.

Manufacturing Establishments: 46. Leading firms: Cobbs & Mitchell, Inc., Mitchell Bros., Inc., Cummer-Diggins Co., Acme Motor Truck Co., St. Johns Table Co., Northern Chair Co., Cadillac Malleable Iron Co., Mitchell-Diggins Iron Co., Cadillac Chemical Co. Total value of yearly output of factories estimated at $12,000,000.

Special Information: Located on two lakes fed by fine trout streams, Cadillac attracts many summer visitors. New manufacturing plants are being located in Cadillac every year, and the city has a healthy increase in population annually. Cadillac was one of the two cities in this section to show an increase in population from 1910 to 1920.

Residential Features: Nearly all one-family houses, 80% owned.

Retail Shopping Section: Mitchell Street for 9 blocks is the principal business street. Harris Street, crossing Mitchell at right angle, is the next in importance. On this street about 3 blocks are devoted to business. Three outlying business sections.

Trading Area: Extends west about 25 miles, south 20 miles, east 50 miles, and north along the Pennsylvania Railroad about 50 miles. There is a small section in these limits, north and west of Cadillac, whose shoppers find it more convenient to go to another city.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1; ice cream, 2; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 5; electrical supplies, 5, exclusive; florists, 3; fruits, 1; furniture, 2; furriers, 3; garages (public), 5; grocers, 34 (chain, 2); hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 10; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 22; shoes, 12; sporting goods, 8; stationers, 9; women's apparel, 9.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 90; most pleasant months, Jan., May, June, July, Aug., Oct., December; doctors (medical, 10), (dentists, 9), (osteopaths, 1); number of wired houses, 2,310; gas, artificial; electric current, alternating; water, soft.

CHEBOYGAN, MICH.

(Cheboygan County)

1920 Population, 5,642.

City and Suburban Estimate, 17,000.

Native Whites, 88%; **Foreign Born,** 12%; **Industrial Workers,** 36%; **English Reading,** 92%; **Families,** 3,200.

Schools: Public Grade, 6; **High,** 1; **Junior High,** 1; Parochial, 5; Number of Pupils, 1,500.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $5,000,000. Savings Bank Deposits Total, $3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Lake Huron, 63 miles NW. of Alpena, and at a point between Lake Huron and Lake Michigan on the Straits of Mackinac. Served by the Michigan Central, Detroit & Mackinac R.Rs., and the Arnold Transit boat line (lumber and coal carriers). Excellent transportation via bus, rail, and water.

Principal Industries: Paper mills, tanneries, lumber, fishing, cigars, summer resort.

Manufacturing Establishments: 7. Leading firms: Union Bag & Paper Corp., Pfister-Vogel Leather Co., Embury Martin Lumber Co. and several large fisheries. Total value of yearly output of factories estimated at $87,000,000.

Special Information: Location makes it ideal for summer playground and fishing.

Residential Features: Mostly 1, and 2-family houses, practically all owned by occupants. Private homes predominate, average cost, $3,500.

Retail Shopping Section: Extends 1½ miles north and south, and ½ mile east and west from docks where boat line starts.

Trading Area: West, south, and east, about 35 miles, although large volume of business is secured from outlying territory within 75 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 7; automobile accessories, 3; automobile tire agencies, 8; bakers, 3; cigar stores and stands (includ-

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Analysis of Circulations by territorial market groups.

Advertising rates.

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MICHIGAN (Cont'd)

ing hotels), 12; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; furriers, 1; garages (public), 17; grocers, 39; hardware, 5; jewelry, 2; meat markets, 14; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 2; womens' apparel 11 (8, not exclusive).

COLDWATER, MICH.

(Branch County)

1920 Population, 6,114. (1925, est. 7,215.)

City and Suburban (County), Estimate, 26,000.

Native Whites, 95%; Foreign Born, 5%; English Reading, 98%; Families, 1,929.

Schools: 6; Number of Pupils, 1,450.

Churches: 11.

Banks: 3; Total Resources, $3,900,000.

Theatres: 2. Total number of seats, 1,300.

Location: Thirty-five miles SE. of Kalamazoo, served by the N. Y. C. R.R. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Residential Features: One-family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: About 20 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 16; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 1; garages (public), 8; grocers, 23 (chain, 2); hardware, 3; jewelry, 2; meat markets, 4 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months, May to October, inclusive; doctors (medical, 14), (dentists, 5), (osteopaths, 1); number of wired houses, 75%; gas, artificial; electric current, alternating; water, hard.

DETROIT, MICH.

(Wayne County)

POPULATION

1920 Census	993,678
1925 U. S. Census, June 1	1,242,044
1925 Metropolitan District	1,499,300

This latter figure represents a gain over the 1920 census of 248,305 or 24%.

Native Whites	598,042 or 48.14%
Negroes	81,831 or 6.59%
Polish	115,069 or 9.26%

Total number of nationalities represented by Detroit's population is 42:

	1920	1925
Males	540,248	675,250
Females	453,430	566,847
Persons Over 21	636,515	795,644
Males	360,040	450,050
Females	276,475	345,594
Dwellings	153,206	191,508
Families	218,973	273,716

Metropolitan District 1925

Males	815,774
Females	683,526
Persons Over 21	961,138
Males	543,660
Females	417,478
Dwellings	231,341
Families	330,649

City and Suburban Estimate: 1,582,097 (25-mile radius).

Native Whites, 48.15%; Negroes, 6%; Foreign Born, 45.85% Industrial Workers, 18.04%; English Reading, 71.5%; Families, 270,000.

SCHOOLS

Elementary Schools	135
Schools for the Anemic	12
Schools for the Blind	25
Intermediate Schools	11
High Schools	12
College Units	4

SCHOOL CENSUS

1923	263,120
1924	284,693
1925	305,000

Detroit has one school—the Cass Technical High School—that probably has the largest number of pupils of any single school in the world. In this a student may have the choice of 22 courses after he has finished the grammar schools. There are 340 teachers in this one school and more than 13,000 pupils.

CHURCHES

Advent Christian, 1; African M. E., 2; New Apostolic, 1; Baptist, 59; Christadelphian, 1; Christian, 4; Christian Science, 6; Church of the Brethren, 2; Church of Christ, 5; Church of God, 2; Congregational, 11; Episcopal, 26; Evangelical, 8; Evangelical Lutheran, 50; Free Methodist, 2; Society of Friends, 1; German Evangelical, 8; Greek Catholic, 6; Greek Orthodox, 2; Jewish, 24; Methodist Episcopal, 38; Methodist Protestant, 2; Norwegian Lutheran, 1; Presbyterian, 25; Reformed, 5; Roman Catholic, 94; Russian Orthodox, 3; Seventh Day Adventist, 3; Seventh Day Baptists, 1; Unitarian, 1; United Brethren, 2; United Presbyterian, 2; Universalist, 1; Welsh, 1.

BANKS

National	3
State	24
Trust Companies	9
Total Resources (Banks)	$841,696,154
Deposits held by state and national banks as of Sept. 28, 1925	$736,426,006.58
Bank deposits per capita	$560

THEATRES

Legitimate	14	Seating Capacity	14,500
Motion Picture	160	" "	127,026
Vaudeville	8		
Burlesque	3		
Miscellaneous (Auditoriums, etc.)	82		

An average of one new theatre each month is erected in Detroit.

LOCATION AND TRANSPORTATION

Detroit is located on the west bank of the Detroit River with a water front of approximately 24 miles, all of which will be available for deep water use whenever the Great Lakes-to-the-sea project is made available. It is 18 miles from Lake Erie and 7 miles from Lake St. Clair.

Detroit is served by the Pere Marquette, Wabash, Pennsylvania, Michigan Central, Detroit, Toledo & Ironton, Baltimore & Ohio and Canadian Pacific railroads, as well as by numerous interurban lines totaling 600 miles of tracks extending from 50 to 150 miles in all directions. There are also many bus lines. Inter city traffic of these railroads is handled by a belt line known as the Detroit Terminal R.R., serving the needs of various sections of the city for freight.

Numerous steamer lines carrying passenger and freight traffic operate in and out of Detroit, the principal line being the Detroit & Cleveland Navigation Co., operating vessels regularly between Detroit and Cleveland, Detroit and Buffalo and Detroit and Mackinac City. To nearest larger city (Chicago), by railroad, 5 hours; by trolley, 18 hours; by auto, 9 hours.

PRINCIPAL INDUSTRIES

Forty-eight per cent of the city's industrial life is devoted to the manufacture of motor cars and automotive products. The 1924 value of all manufactured products was $1,803,728,219, and the number of industrial workers was 363,496.

Foundry and Machine Shop products rank next in order of their valuation with a total of $59,997,181. Slaughtering and meat packing represented $57,648,125, while brass, bronze and copper products were valued at $49,239,768.

Other products manufactured in Detroit with a valuation above $10,000,000 per year are as shown below:

Engines, steam and gas	$36,611,142
Cash Registers and Adding Machines	35,429,028
Bread and bakery products	22,631,347
Stoves and furnaces	14,413,581
Structural iron work	14,051,030
Printing and publishing	14,017,463
Cigars and cigarettes	11,606,301
Book and job printing	11,430,857
Chemicals and drugs	11,355,383

It will be observed therefore, that Detroit is a city of diversified industry, contrary to general opinion. There are other industries of major importance, including hardware, stone work, galvanized iron work, metal cloth, aluminum, beverages, coffee and spices, undertakers' supplies, mattresses and bedsprings, optical goods, seeds, ice cream, lumber and mill products, men's clothing, concrete products, salt and alkali products, enameled ware, etc.

Manufacturing Establishments: 3,300. Leading firms: Ford, Dodge, Cadillac, Hudson, Packard, Chrysler, Hupmobile, Paige, Columbia, Essex, Studebaker, Maxwell, Gray, Rickenbacker, Jewett, Federal, and Gotfredson, (automobiles); Continental Motor, Kelsey Wheel, Fisher Body, Timken Axles, U. S. Tires, Frederick Stearns Co., General Motors, Briggs Muf. Co., Garland Stoves, Park-Davis Drugs, and Burroughs' Adding Machines are all famous Detroit products.

SPECIAL INFORMATION

Detroit is the largest city in Michigan, and the Fourth City in population in America. It is a city of growth and prosperity. Its population has approximately quadrupled since 1900. Department of Labor figures show Detroit industries to pay higher wages than are paid in any other city. Detroit has over 13 miles of improved harbor frontage, lying along both the Detroit River, and the River Rouge. Detroit stood first in 1920 among all lake ports in exports and imports, and is the home of 5 steamship lines, owning 37 vessels. About 2,000 motor trucks operate as an auxiliary freight service throughout the trading radius.

Detroit is noted chiefly for the position of preeminence it has attained in the manufacture of motor cars and automotive products. 83% of all motor cars built in America are made in and shipped from Detroit and the area immediately surrounding it.

Detroit however, leads the world in production in some twenty other manufactured products, including adding machines, soda ash products, wire cloth, pharmaceutical products, stoves, seeds, brass rolled products, cigars, coin machines, malleable iron, etc.

Additional Information	1924
Area square miles	122
Miles of paved streets	1,012
Internal revenue collections	$207,131,389.50
Collection per capita	$209.59

(In this connection it is interest-to note that Detroit's internal revenue collection per capita is more than three times greater than that of New York City.)

Continued on page 120

It is just
four years since
The Detroit Times
came into
its present ownership—
then, the *evening*
edition had less than
25,000 circulation—
now it has over 220,000.
The *Sunday* Times
was "started cold" nine
months later,
and has a net paid
above 300,000.
But the
magic of even these
figures pales when
you get to Detroit
and realize
the enormous public
confidence
this newspaper
enjoys.

MICHIGAN (Cont'd)

Detroit (con't)

Property valuation per inhabitant	$2,046
Density of population per sq. mile	13,140
Number of buildings in city	281,000
Number of motor cars registered in Wayne County	250,000
Number of business concerns	32,000
Number of telephones	200,000
Number of electric consumers	278,063
Post office receipts	$7,836,851
Gas Consumers	252,717
Assessed valuation	$2,455,327,680
Tax budget	$51,476,677
Total tax rate	20.94

Through the Detroit River there passes each year five times more shipping tonnage than passes through the Panama Canal. An average of one vessel every sixteen minutes each 24 hours of the 250 days of navigation passes Detroit.

RESIDENTIAL FEATURES

One- and two-family residences predominating. There are approximately 8,450 apartment houses and apartment hotels, but relatively few tenements. The industrial nature of the population makes the rooming house an important feature in Detroit's housing. In spite of this the great majority of citizens live in single or double dwellings.

The better class residential sections are located in the northwest section of Detroit bounded generally by Woodward Avenue and Grand River. The wealthier residential sections are located at the extreme east side of Detroit on Lake St. Clair. Wealthy residential sections are also developing to the north of Detroit out Woodward Avenue in what is known as the Bloomfield Hills district. The "slum" districts are located on the East side of Woodward Avenue composed of approximately three square miles very densely populated. In the square mile bounded by Hastings, Brady, Rivard and Livingston Streets, there are 113,488 persons living consisting of Negroes, Jews (Russian) and Italians. The square mile enclosed by Hastings, Adelaide, Rivard and Division streets contains 103,552 persons. In the square mile bounded by Hastings, Wilkins, Rivard and Watson, 95,560 persons live. The population is mostly Negroes and Russian Jews.

	1924
Amount of Building permits Issued	$160,064,825
Deeds filed	83,916
Mortgages and discharges filed	67,527
Building permits issued	40,682
Dwelling construction	$ 97,059,813
Families provided for	26,298
Single residences built	11,848

Retail Shopping Section: Extends northward from the river along Woodward Ave. for a distance of two miles, or more. A secondary retail section forms a continuance of the main district for an equal distance in the same direction. There are 10 lesser areas scattered over the city and many small neighborhood districts. Each of the main arteries of traffic, radiating from the heart of the city, such as Jefferson, Michigan, Grand River, and Gratiot Aves., are largely given over to small retail establishments for the first two or three miles of their length.

Trading Area: Spreads over a 25-mile radius, east, north, and west. An outer area, spreading for 100 miles around the city is hardly less important than the first, said to contain about two-thirds of Michigan's population. The entire trading radius is easily accessible, both to freight and passengers, via interurban lines, and motor truck and bus fleets.

Wholesale Houses: Groceries, 46; meats, 92; fruits, 92; hardware, 10; dry goods, 17; Miscellaneous lines, shoes, 1; confectionery, 64; drug, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 250; commercial auto agencies, 104; automobile accessories, 557; automobile tire agencies, 112; bakers, 432; cigar stores and stands (including hotels), 1,414 (chain, 43); confectioners (including hotel stands), 1,982; delicatessen, 104; dressmakers, 506; druggists, 720 (chain, 67); dry goods, 762; department stores, 17; electrical supplies, 147; florists, 155; fruits, 225; furniture, 241; furriers, 74; garages (public), 464; grocers, 3,000 (chain, 1,107); hardware, 441; jewelry, 223; meat markets, 1,323 (chain, 20; men's furnishings, 489 (includes both clothing and furnishings); merchant tailors, 565; milliners, 136; opticians, 70; photographers, 160; pianos (and miscellaneous musical instruments), 150; radio supplies, 124; restaurants, (including hotels), 1,949 (chain, 62); shoes, 503; sporting goods, 47; stationers, 9; women's apparel, 5 (exclusive).

Miscellaneous Data: Average temperature, 48.3 degrees; average number of rainy days per twelve months, 89; most pleasant months, June, to October, inclusive; doctors (medical, 1,630), (dentists, 813), (osteopaths, 62); number of wired houses, 367,815; street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcements pages 119 and 121

DOWAGIAC, MICH.

(Cass County)

1920 Population, 5,440.

City and Suburban Estimate, 6,500.

Native Whites, 86%; Negroes, 9%; Foreign Born, 5%; Industrial Workers, 40%; English Reading, 95%; Families, 1,400.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,414.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Federated, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $2,458,234.43. Savings Bank Deposits Total, $2,162,905.95.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,700.

Location: In Cass County, 35 miles southwest of Kalamazoo, on Mich. Central R. R. and an electric line from Benton Harbor. To nearest large city (South Bend, Ind.) by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Heating stoves, ranges, furnaces, agricultural implements, fishing tackle, washing machines, sporting rifles, shirtwaists, flour, lumber.

Manufacturing Establishments: 8. Leading firms: The Beckwith Co., Rudy Furnace Co., James Heddon's Sons, Aaron Strouss, Premier Warm Air Heater Co., Neidner Rifle Co., Farrell Products Co., and Colby Milling Co. Total value of yearly output of factories estimated at $7,150,000.

Special Information: Known as the "Furnace City." Center of large summer resort section, in Michigan's great fruit belt.

Residential Features: Practically all homes owned by occupants.

Retail Shopping Section: Front Street is the principal business street for 5 blocks, with blocks on Commercial, Beeson and Division Streets flanking it.

Trading Area: 12 miles north, 10 east, 6 south, 8 west. Estimated population, 18,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 3; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 6; grocers, 22 (chain, 3); hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, June, Sept., October; doctors (medical, 8), (dentists, 4), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

ESCANABA, MICH.

(Delta County)

1920 Population, 13,103.

City and Suburban Estimate, 20,000.

Native Whites, 77.3%; Negroes, .1%; Foreign Born, 22.6%; Industrial Railroad Workers, 25%; English Reading, 96.85%; Families, 2,880.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 3,846.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, $7,271,664.52. Total deposits, $6,270,-171.63.

Theatres: Legitimate, 1 (combination); Moving Pictures, 1. Total number of seats, 1,490.

Location: On Little Bay de Noc, a natural deep water harbor, tributary to Green Bay, in Lake Michigan. 57 miles SE. of Ishpeming, and is the county seat of Delta County which is located in the south central part of Upper Michigan. Served by Chicago & Northwestern, Minneapolis, St. Paul & Sault Ste. Marie, and the Escanaba & Lake Superior Railroads. Goodrich Transit Company runs one steamer every week into Escanaba during the months of June, July, and August. From 5 to 6 million tons of iron ore are annually shipped from the Escanaba harbor.

Principal Industries: Escanaba is the division center of the Chicago & Northwestern Railroad. Its ore shipping facilities consist of 6 mammoth docks which give employment to a considerable number of men during the shipping season. Among its principal industries are the manufacture of lumber, veneer, paper, charcoal iron, stump pullers, auto specialties, machinery supplies, dairy products, bakery products, and printing.

Manufacturing Establishments: 36. Leading firms: J. Stephenson Co. Trustees, Escanaba Paper Co., Delta Chem. & Iron Co., Birds Eye Veneer Co., Escanaba Veneer Co., Chatfield Machine & Foundry Co., A. J. Kirstin Co., Raymond Log Loader Co., Delta Milk Producers Assn., Universal Magnesite Products Co. Total value of yearly output of factories estimated at $8,500,000.

Special Information: Excellent hard-surfaced roads radiating in all directions, railroad transportation facilities not excelled by those of any city within a radius of one hundred miles. Many fine stores, modern hotels, well-equipped garages, and metropolitan features of every kind make Escanaba an important port of the Upper Michigan Peninsula, and also of Lake Michigan. Escanaba is a thriving railroad, industrial, ore shipping, and wholesale distributing center. The immediate vicinity is destined to become a dairy center of considerable importance. As lumbering operations wane dairying is the logical thing to follow.

Residential Features: Private homes predominate. Two, and four-family apartments are increasing in number.

Retail Shopping Section: Ludington Street, 16 blocks; Stephenson Avenue, 8 blocks; Hartnett Avenue, 7 blocks.

Trading Area: Covers a radius of about fifty miles. Considerable business is secured from towns within a radius of sixty-five miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 12 (including drug stores); confectioners (including hotel stands), 8; dressmakers, 15; druggists, 7; dry goods, 7; department stores, 3; electric supplies, 3; florists, 2; fruits, 3; furniture, 5 (including 2 depart.),; garages (public), 8 (including 6 sales agencies); grocers, 35; hardware, 5; jewelry, 7; meat markets, 17; men's furnishings, 6; men's clothing, 6; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 18; shoes, 6; sporting goods, 5; stationers, 7 drug stores, 3 dept. stores; women's apparel, 5 and 3 dept. stores.

FLINT, MICH.

(Genesee County)

1920 Population, 91,599. (Estimate for, 1921, 103,845; 1924, 137,398; 1925, 141,978.)

City and Suburban Estimate, 200,000.

Native Whites, 83.6%; Negroes, 3.7%; Foreign Born, 12.7%; Industrial Workers, 25%; English Reading, 85%; Families, 24,640.

Schools: Public Grade, 28; High, 1; Parochial, 2; Junior College, 1; Number of Pupils, 21,083. Also 2 Private Schools, County Normal Training School, Business University and Michigan School for Deaf Mutes.

Churches: Baptist, 10; Christian Science, 2; Congregational, 2; Episcopal, 3; Hebrew, 1; Methodist, 16; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 26.

Banks: National, 1; State, 5; Total Resources, $44,716,587.24. Savings Bank Deposits Total, $26,763,742.88.

Theatres: Moving Pictures, 14; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,300.

Location: Geographically Flint has a strategic position in the center of southwest Michigan, on the G. T., P. M., and the Detroit United Rys. Also excellent business service to Detroit, Saginaw, Bay City, Owosso, and a number of other towns. To nearest large city by railroad, 3½ hours; by trolley, 3 hours; by auto, 2½ hours.

Principal Industries: Automobiles, automobile supplies. Flint is the home of the Buick, and the Chevrolet motor cars.

Manufacturing Establishments: 47. Leading firms: Buick Motor Co., Chevrolet, Dort, Peterson Motor Co., Durant Motor, Inc. (Flint-6 and Star), Mason Truck Co., A. C. Spark Plug Co., Flint Varnish & Color Works, Marvel Carburetor Co., W. F. Stewart Co., Flint Motor Axle Co., Armstrong Spring Co., Fisher Body Co., Flint Foundry Co., Flint Pattern Co., Flint Structural Steel Co., Genesee Iron Works, Hercules Corp., Martin-Perry Co., Flint Brass Foundry, Copeland Products Co., Flint Oil Engine Co., Battery Corp. of America.

Residential Features: Mostly one, and two-family houses with a tendency toward two-family houses. Very few apartment houses and no tenements. Most of the housing is in the form of one-family detached dwellings. Homes in better section of the city average $9,000 to $10,000; the better class of working people's homes cost about $6,500, and outlying districts from $4,000, to $5,000.

Retail Shopping Section: Extends from First Street, north for 23 blocks on North Saginaw Street; south from First Street for 5 blocks on South Saginaw Street. Parallel to South Saginaw Street is Harrison Street for two blocks. Also a number of small neighborhood sections.

Trading Area: Extends for a radius of 25 miles north, east, south, and west. Buyers can reach Flint from this distance by trains, interurban lines, and bus service.

Wholesale Houses: Grocery, 2; meats, 6; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines, 44.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 7; automobile accessories, 35; automobile tire agencies, 36; bakers, 22; cigar stores and stands (including hotels), 34 (chain, 1); confectioners (including hotel stands), 38; dressmakers, 66; druggists, 57 (chain, 5); dry goods, 31; department stores, 5; electrical supplies, 7; florists, 15; fruits, 5; furniture, 19; furriers, 4; garages (public), 25; grocers, 510 (chain, 2); hardware, 30; jewelry, 29; meat markets, 94 (chain, 6); men's furnishings, 10; men's clothing, 17; merchant tailors, 42; milliners, 17; opticians, 9; photographers, 11; pianos (and miscellaneous musical instruments), 8; radio supplies, 14; restaurants (including hotels), 128 (chain, 1); shoes, 27; sporting goods, 5; stationers, 6; women's apparel, 21.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 58; most pleasant months, June, July, September; doctors (medical, 120), (dentists, 40), (osteopaths, 11); number of wired houses, 22,300; street car service; gas, artificial; electric current, alternating; water, hard.

GRAND RAPIDS, MICH.

(Kent County)

1920 Population, 137,634 (1925, est. 166,000).

City and Suburban Estimate, 335,000; 1923, 375,000.

Native Whites, 78.6%; Negroes, 0.8%; Foreign Born, 20.6%; Industrial Workers, 21%; Families, 33,703.

Schools: Public Grade, 38; High, 3; Junior High, 2; Junior College, 1; Parochial, 33; Number of Pupils, Public, 36,000; Parochial, 11,000; Vocational, 1; School for Deaf Mutes, 1.

Churches: Baptist, 10; Christian Science, 2; Congregational, 8; Episcopal, 5; Hebrew, 3; Methodist, 14; Presbyterian, 4; Roman Catholic, 14; Miscellaneous, 19.

Banks: National, 3; Total Resources, $35,-878,586.86; State, 6; Total Resources, $49,325,-721.24; Trust Companies, 2; Morris Plan, 1; Total Resources, $6,868,338.11; Grand Total Resources, $92,072,646.21. Savings Bank Deposits, National, $12,800,692.12; State, $27,-425,755.89; Total Savings Bank Deposits, $40,-226,448.01; Building and Loan Investments, $12,812,943; Grand Total Savings Bank Deposits, $53,039,391.01. Bank Clearings, 1924, $363,087,183.76.

Theatres: Legitimate, 1; Moving pictures, 17; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; School Auditoriums, 4. Total number of seats, 15,000; including school auditoriums, 19,000.

Location: On Grand River, 152 miles NW. of Detroit. In the heart of Western Michigan's fruit belt, and resort section, served by Penna. System, N. Y. C., P. M., M. C., and G. T. Western; 3 interurban systems, the Michigan Railway, which includes the Holland division, and the Kalamazoo division, and the G. R., Grand Haven and Muskegon Ry. Both steam and electric lines make connections at Lake Michigan ports with Chicago and Milwaukee boat lines. To nearest large city by railroad, 4 hours; by trolley, 6 hours; by auto, 6 hours.

Principal Industries: This city is known as the furniture center of the country. Commercial printing and allied lines, brass and iron manufacturing, gypsum products, machinery manufacturing, knit underwear, flour, sticky flypaper, carpet sweepers, band instruments, school, church, and opera seats, paper boxes, railway shops, auto bodies, fruit growing, canning, etc.

Manufacturing Establishments, 611. Leading firms: Berkey & Gay Furniture Co., Robert W. Irwin plants (Phoenix Furniture Co. and Royal Furniture Co.), G. R. Show Case Co., Wilmarth Show Case, Imperial Furniture Co., Michigan Chair Co., G. R. Chair Co., G. R. Refrigerator Co., Bissell Carpet Sweeper Co., G. R. Plaster Co., Tangle Foot Fly Paper Co., American Cement Plaster, G. R. Plaster, American Boxboard, G. R. Brass Co., Wolverine Brass Co., Malleable Iron Works, Globe Knitting Works, P. M. Shops, Penn. Shops, Corduroy Tire Co., Globe Knitting Works, Mich. Litho. Co., Cargill Co., Dean Hicks Co., James Bayne Co., Clipper Belt Lace Co., Alabastine Co., Togan Stiles Sectional Homes, United Motor Truck Co., Hayes Ionia Auto Body Works, American Seating Co. Total value of yearly output of factories estimated at $109,135,000.

Special Information: A semi-annual furniture show is held here every January and July, showing 400 outside manufacturers' exhibits in addition to those of local factories. Excellent hotels make it an ideal convention city. Second city in size in the state, and wholesale center for western, central, and northern Michigan. Grand Rapids has gained a prominent place as a summer resort, no less than $85,000,000 being expended annually by visiting tourists and sportsmen in the Western Michigan area, of which Grand Rapids claims to be the trading center.

Residential Features: Second city in United States in percentage of home ownership; 50.2% own their own homes. Mostly one-family residences. No tenement sections.

Retail Shopping Section: Monroe Avenue is principal business street, and extends about ½ mile north of Campau Square, the heart of the business section, and ¾ mile southeast of the same point. Also extends for several blocks in each direction on cross streets, and on Division Avenue for ¾ of a mile south. Bridge and Michigan Avenues, east and west ½ to ¾ of a mile; 7 outlying business sections, and many smaller neighborhood districts with usual complement of stores and shops.

Trading Area: Extends about 35 miles north, south, east, and west, taking in such cities as Aleegan, Belding, Holland, Grand Haven, Ionia, Greenville, Hastings, and intermediate points.

Wholesale Houses: Groceries, 6; meats, 9; fruits, 11; hardware, 5; dry goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 56; commercial auto. agencies, 15; automobile accessories, 42; automobile tire agencies, 54; bakers, 73; cigar stores and stands (including hotels), 32 (chain, 4); confectioners (including hotel stands), 103; dressmakers, 111; druggists, 104 (chain, 8); dry goods, 75; department stores, 5; electrical supplies, 25; florists, 16; fruits, 76; furniture, 34; furriers, 4; garages (public), 11; grocers 520 (chain, 104); hardware, 61; jewelry, 36; meat markets, 162 (chain, 6); men's furnishings, 33; men's clothing, 33; merchant tailors, 17; milliners, 52; opticians, 24; photographers, 30; pianos (and miscellaneous musical instruments), 12; radio supplies, 20; restaurants (including hotels), 137 (chain, 2); shoes, 79; sporting goods, 9; stationers, 2; women's apparel, 26.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 134; most pleasant months, June to December; doctors (medical 236), (dentists 119), (osteopaths 16); number of wired houses, 29,157; street car service; gas, natural; electric current, alternating; water, soft.

Be well informed. Read Editor & Publisher every week.

Detroit is a Market of 42 Nationalities

Its Purchasing Power is Covered by One Newspaper



The New Free Press Bldg.

DETROIT'S population of 1,242,044 is made up of 42 nationalities ranging from 598,042 native born whites to 722 Orientals.

It is a mixture of the East and the West, of the North and the South. But it is a busy, mightily prosperous population, good natured, constructive, responsive to advertising.

Here the descendants of Ham work cheerily alongside the descendants of Shem—here the Chinaman with his queue fattens his bank account by washing the collars of long-haired whites—"Deep River" is crooned by Southern Negroes alongside Canadians who hum "The Maple Leaf."

Detroit is a market of vast complexities and possibilities, but the better part of it—the homes that make up the real purchasing power of America's Fourth City—is reached each morning at the breakfast table through The Detroit Free Press—a fact that has been true since 1831.

There is an ever-growing appreciation of The Free Press here—the last (October 1st) post office circulation statements show that the daily Free Press gain for the preceding six months was nearly twice that of any other Detroit paper—the Sunday Free Press gain nearly five times greater.

You can tell it, sell it, better, in the morning in Detroit, through The Free Press—more efficiently, more effectively, at lower cost.

THE DETROIT FREE PRESS

"Starts the Day in Detroit"

VERREE & CONKLIN, Inc.,

National Representatives

New York Chicago Detroit Kansas City San Francisco

MICHIGAN (Cont'd)

GREENVILLE, MICH.

(Montcalm County)

1920 Population, 4,304 (1925, est, 5,206).

City and Suburban Estimate, 15,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,225.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Danish Lutheran, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, $3,048,857.46; Savings Banks Deposits Total, $1,570,695.04.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,400.

Location: On the Pere Marquette and Grand Trunk Railroads. Thirty-two miles from Grand Rapids, on main line of P. M., between Grand Rapids and Saginaw. Bus service to Ionia, Lansing, Grand Rapids, Stanton, and Lakeview. To nearest large city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Refrigerator manufacturing plants, plows, farming utensils, electric batteries, brass fittings, plumbers' supplies.

Manufacturing Establishments: 12. Leading firms: Gibson Refrigerator Co., Ranney Refrigerator Co., Moore Plow Co., Heath Mfg. Co., Bennett Brass Co., Taplin Furnace Co. Value of annual output of factories, $4,000,000.

Special Information: Greenville is among the largest potato shipping centers of Michigan, and in the central West. More potatoes were shipped out of Greenville last year than from any three other local shipping points combined.

Residential Features: Practically all one-family homes, and a large number are owned by tenants. One of the finest residential cities in central Michigan. In the center of a large group of lakes, and has a resort lake within the city limits.

Retail Shopping Center: Lafayette Street, eight blocks.

Trading Area: Twenty miles northeast, 20 north, 20 east, 5 south, and 10 west.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines—cigars and tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 10; confectioners, including hotel stands), 11; delicatessens, 3; dressmakers, 3; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; garages (public), 8; grocers, 14 (chain, 3); hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 1; opticians, 2; photographers, 3; pianos (and other musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 3; sporting goods, 5; stationers, 5; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to November; doctors (medical 6), (dentists 3), (osteopaths 1); number of wired houses, 1,206; gas, artificial; electric current, alternating; water, hard.

HANCOCK, MICH.

(Houghton County)

1920 Population, 7,527.

City and Suburban Estimate, 18,000.

Native Whites, 100%; **Industrial Workers,** 90%; **English Reading,** 95%.

Schools: Public Grade, 12; High, 2; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: On C. & N. W., C. M. & St. P., Mineral Range, Copper Range, Quincy & Torch Lake, and C. & H. R. Rs. Located on Portage Lake in the great Michigan mining, lumbering, farming and dairying country. Accessible by water or rail. On the Duluth to Liverpool waterway.

Principal Industries: Mining, lumbering, farming, dairying, machine shops, sawmills, smelters, wire mills, foundries, stamp mills, boiler shops, flour mills, woodworking factory, creameries.

Special Information: Hancock is the center of 100,000 trading population. The strong revival of the copper industry promises increased prosperity to Hancock and adjacent territory. Hancock is noted as a resort for hay fever sufferers seeking relief. Climate ideal, summer or winter.

Residential Features: Private residences, up-to-date apartment houses, first class hotels and boarding houses.

Retail Shopping Section: Two streets and seven blocks.

Trading Area: Center of 100,000 trading population.

Wholesale Houses: Groceries, 4; fruits, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 15; automobile accessories, 10; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 3; florists, 2; fruits, 15; furniture, 4; furriers, 1; garages (public), 6; grocers, 30; hardware, 2; jewelry, 4; meat markets, 20; men's furnishing, 17; men's clothing, 17; merchant tailors, 8; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 20; shoes, 17; sporting goods, 1; stationers, 5; women's apparel, 17.

Miscellaneous Data: Most pleasant months, summer and fall; doctors (medical 10), (dentists 5), (osteopaths 1); street car service; gas, artificial; electric current alternating and direct; water, hard.

HILLSDALE, MICH.

(Hillsdale County

1920 Population, 5,476.

City and Suburban Estimate, 30,000.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 18%; **English Reading,** 99%; **Families,** 1,400 city; territory, 6,200.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $4,500,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.); College Theatre. Total number of seats, 1,500.

Location: Southern part of Michigan, 90 miles WSW. of Detroit, served by N. Y. C. R. R., main line, and Ypsilanti, Lansing, Fort Wayne, and Jackson branches. To nearest larger city (Detroit) by railroad, 5 hours; by auto, 4 hours.

Principal Industries: Gasoline engines, farm lighting plants, boys' pants, screen doors, brushes and brooms, milling, railroad terminal.

Manufacturing Establishments, 17. Leading firms: Alamo Engine Co., Alamo farm light, Hillsdale Screen Co., F. W. Stock & Sons, Alaska Fur Glove and Mitten Co., Grizzler Storage Battery Co., Hillsdale Mfg. Co.

Special Information: County seat of Hillsdale County. Location of Hillsdale College with 500 students. In a rich farming community which forms the hub of a 25-mile radius.

Residential Features: Homes privately owned, above the average for a city of its size.

Retail Shopping Section: Howell Street, and Broad Street; Howell Street, 5 blocks; Broad Street, 4 blocks.

Trading Area: General trading area 18 to 25 miles. Roads are state-maintained and mostly paved. Hillsdale is largest city in this area.

Wholesale Houses: Groceries, 1; fruits, 1; dry goods, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 18; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 23; delicatessen, 6; dressmakers, 8; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; furriers, 1; garages (public), 4; grocers, 24 (chain, 2); hardware, 2; jewelry, 3; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Most pleasant months, spring, summer, and fall months; doctors (medical 9), (dentists 5), (osteopaths 2); gas, artificial; electric current, alternating; water, soft.

HOLLAND, MICH.

(Ottawa County)

1920 Population, 12,183.

City and Suburban Estimate, 18,000.

Native Whites, 82.3%; **Negroes,** 0.1%; **Foreign Born,** 17.6%; **Industrial Workers,** 26%; **English Reading,** 92%; **Families,** 2,895.

Schools, 9. Number of pupils, 2,070. Site of Hope College (Dutch Reformed Church of America).

Churches, 8.

Banks, 3. Total Resources, $6,890,000.

Location: On Macatawa Bay, 25 miles SW. of Grand Rapids. Served by the Pere Marquette R. R.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About five blocks.

Theatres, 2. Total number of seats, 1,040.

Trading Area: Twelve miles north, west, and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 15; dressmakers, 14; druggists, 9; dry goods, 17; department stores, 1; electrical supplies, 2; florists, 3; fruits, 7; furniture, 3; garages (public), 11; grocers, 34; hardware, 6; jewelry, 4; meat markets, 15; men's furnishings, 6; men's clothing, 6; merchant tailors, 12; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 1; stationers, 1; women's apparel, 3.

HOUGHTON, MICH.

(Houghton County)

1920 Population, 4,446.

City and Suburban Estimate, 8,500.

Native Whites, 80%; **Negroes,** 1%; **Foreign Born,** 19%; **Industrial Workers,** 75%; **English Reading,** 100%.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Christian Science, 1 Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; Total Resources, $6,000,000; Savings Bank Deposits Total, $3,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: In NW. part of Upper Peninsula, on Portage Lake, with ship canal to Lake Superior. On the D. S. S. & A. Ry., and the Copper Range R. R. To nearest large city by railroad, 10 minutes; by trolley, 10 minutes; by auto, 5 minutes.

Principal Industries: Mining, and lumbering.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: Sheldon Street, 14 blocks.

Trading Area: 38 miles east, 20 west, 30 north, 18 south. Almost entirely surrounded by small towns having from 500 to 4,000 population. Total population served, over 100,000.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Commercial auto. agencies, 7; automobile accessories, 2; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 9; delicatessen, 5; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 1; fruits, 6; furniture, 1; furriers, 1; garages (public), 7; grocers, 12; hardware, 2; jewelry, 2; meat markets, 8; men's furnishings, 4; men's clothing, 7; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 4; shoes, 5 sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 58; most pleasant months, May to October, inclusive; doctors (medical, 6), (dentists, 4), (osteopaths, 1); number of wired houses, 1,600; street car service; gas, artificial; electric current, alternating; water, hard.

IONIA, MICH.

(Ionia County)

1920 Population, 6,935.

City and Suburban Estimate, 10,000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 80%; **English Reading,** 100%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,145.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Disciples, 1; Lutheran, 1.

Banks: National, 1; State, 1; Total Resources, $4,676,359.35.

Theatres: Moving Pictures, 2; Vaudeville, 1 combination; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: 34 miles from Grand Rapids, on Grand River, and on the G. T., and P. M. RRs. Bus service to all points within 50 miles, with connections to other lines. To nearest larger city by railroad, 1 hour; by auto, 1¼ hours.

Principal Industries: Automobiles, reed and fibre furniture, school desks and chairs, women's clothing, P. M. RR. shops, pottery and porcelain tile.

Manufacturing Establishments: 9. Leading firms: Ypsilanti Reed Furniture Co., Ionia Tile Factory, E. H. Stafford Co., Hayes-Ionia Co. Total output of factories estimated at $12,000,000.

Special Information: Trading center for an area of 40 miles. Said to be one of the largest reed and fibre furniture factories in the country. Is sponsor for the only free fair in the state. Excellent living conditions, with high wage scale.

Residential Features: Mostly one and two-family houses, 80% owned. Foreign population mostly segregated.

Retail Shopping Section: From Dexter Street east, for 3 blocks on Main Street. Several outlying groceries and markets, with two small neighborhood districts.

Trading Area: 30 miles north, south, east, and west.

Wholesale Houses: Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 4; garages (public), 10; grocers, 24 (chain, 3); hardware, 4; jewelry, 2; meat markets, 3 (chain, 2) (all grocers carry meats); men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 5; sporting goods, 4; stationers, 1; woman's apparel, 7.

Miscellaneous Data: Most pleasant months, April to October, inclusive; doctors (medical, 7), (dentists, 4), (osteopaths, 2); number of wired houses, 1,800; gas, artificial; electric current alternating; water, hard and soft.

IRON MOUNTAIN, MICH.

(Dickinson County)

1920 Population, 8,251. (1925, est. 20,000.)

City and Suburban Estimate, 1925, 22,000.

Native Whites, 75%; **Foreign, Born,** 25%; **Industrial Workers,** 85%; **English Reading,** 95%; **Families,** 4,300.

Schools: Public Grade, 11; High, 2; Junior High, 2; Number of Pupils, 5,335.

Churches: Baptist, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 11.

Banks: National, 2; State, 2; Total Resources, $7,910,411. Savings Bank Deposits Total, $3,804,059.52.

Theatres: Moving Pictures, 3. Total number of seats, 2,525.

Location: On the C. & N. W., and the C. M. & St. P. R.Rs. Northern terminal of Wisconsin & Michigan R.R. Bus service to surrounding towns. To nearest larger city (Green Bay, Wis.) by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Automobile body parts, mining, sawmill.

Manufacturing Establishments: 3. Leading firms: Ford Motor Co., Oliver Iron Mining Co., Von Platen-Fox Lumber Co. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Abundance of water power. Metropolis of Upper Peninsula. The Ford plant employs over 6,800 men at a minimum daily wage of $6.

Residential Features: Mostly one-family houses. Acute shortage of house accommodations due to sudden influx of people caused by opening of Ford factory.

Retail Shopping Section: Extends from the cave-in of the Oliver Iron Mining Co., south 5 blocks, and 1 block east and west on each of 5 streets.

Trading Area: 30 miles north, east, and west, 13 south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 24; automobile tire agencies, 30; bakers, 4; cigar stores and stands (including hotels), 15 (chain, 1); confectioners, 5; dressmakers, 5; druggists, 5; dry goods, 8 (chain, 1); electrical supplies, 8; florists, 3; fruits, 6; furniture, 5; garages, 20; grocers, 60 (chain, 3); hardware, 6; jewelry, 7; meat markets, 16; men's furnishings, 8; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 35; shoes, 10; sporting goods, 4; stationers, 6; women's apparel, 6.

Miscellaneous Data: Average temperature, 62 degrees; most pleasant months, May to September, inclusive; doctors (medical, 11), (dentists, 9); number of wired houses, 5,200; bus service; gas, artificial; electric current, alternating; water, soft.

IRONWOOD, MICH.

(Gogebic County)

1920 Population, 15,739. (1925, est. 18,000.)

City and Suburban Estimate, 35,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,517.

Churches: Baptist, 1 (Swedish); Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; English Lutheran, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 3.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,500.

Location: In the northwestern part of the Upper Peninsula, on the Montreal River, directly across the river from Hurley, Wis. Served by the C. & N. W., "Soo Line," and Duluth, South Shore & Atlantic Rys. 12 miles from Lake Superior. First-class bus service with the rest of the Gogebic Iron Range, on which it is located, and with nearby points in Wisconsin. To nearest large city (Duluth, Minn.) by railroad, 5½ hours; by auto, 4½ hours.

Principal Industries: Iron mining, lumbering, farming, tourists' supplies.

Manufacturing Establishments, 16. Leading firms: Oliver Iron Mining Co., Oglesby-Norton Co., Pickands Mather Co., M. A. Hanna Co., Scott & Howe, Olson & Bergquist Co., F. J. Hager Lumber Co.

MICHIGAN (Cont'd)

Special Information: Situated in the heart of one of the richest iron ore fields in the country, with underground mining predominating, and some open-pit work in outlying territory. A prosperous mining center, where all are now employed and receiving good wages. Has $1,000,000 Memorial Building, $900,000 high school, exceptionally fine country club, and is in the center of a tourists' and sportsmen's country, full of inland lakes and streams where fish and game of all kinds are found in great numbers.

Residential Features: Mainly one-family houses. Certain locations devoted almost exclusively to miners; better homes in two substantially built residential sections.

Retail Shopping Section: Extends on Aurora Street from Hurley, Wis., for 6 blocks, crossing Suffolk Street, which intersection forms the center for shopping and banking. Suffolk Street, a shopping street, for 3 blocks; McLeod Ave., parallel to Aurora Street is lined with stores and shops for 5 blocks. Smaller intersectiong streets, with a few stores, and several grocery stores in each of the locations.

Trading Area: On the D. S. S. & A. RR. south about 40 miles, and west about 30 miles. A territory of 50,000 population, with bus service, railroad connections, and interurban lines connecting practically the entire territory.

Wholesale Houses: Groceries, 7; meats, 6; fruits, 2; hardware, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 17; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 5; druggists, 4 (chain, 1); dry goods, 3; department stores, 3; electrical supplies, 6; florists, 3; fruits, 7; furniture, 4; furriers, 1; garages (public), 10; grocers, 20 (chain, 2); hardware, 4; jewelry, 8; meat markets, 9 (chain, 1); men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 8; shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 38.4 degrees; average number of rainy days per twelve months, 50; most pleasant months, August to early November, inclusive; doctors (medical, 14), (dentists, 6), (osteopaths, 2); number of wired houses, 3,500 (homes and business houses); street car service; gas, artificial; electric current, alternating; water, medium hard.

JACKSON, MICH.

(Jackson County)

1920 Population, 48,374.

City and Suburban Estimate, 134,754.

Native Whites, 87.3%; **Negroes,** 11%; **Foreign Born,** 1.7%; **Industrial,** 32%; **English Reading,** 95%; **Families,** 11,851.

Schools: Public Grade, 19; High, 1; Junior High, 2; Parochial, 4; Number of Pupils, 2,300.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 2; State, 4; Savings Bank Deposits Total, $16,609,919.88; Six Building and Loan Associations, with assets of $15,250,000 and loans of $14,500,000.

Theatres: Legitimate, 3; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,890.

Location: On the M. C. RR., main line, Saginaw division, Grand Rapids division, Airline division of N. Y. C. RR., Ft. Wayne division, Toledo division of Cincinnati Northern RR., Grand Trunk to Pontiac and main line. Michigan Electric Ry. to Kalamazoo, Grand Rapids and Owosso; Detroit United Electric Co. to Detroit. Also north and south, and east and west, trunk highways, all paved. Excellent bus service in all directions. To nearest large city by railroad, 2½ hours; by trolley, 3 hours; by auto, 3½ hours.

Principal Industries: Automobile parts and accessories, garden tools, corsets, underwear. M. C. RR. shops an important industry. Many other products manufactured in Jackson make it a city of diversified industries.

Manufacturing Establishments: 175. Leading firms: Hayes Wheel Co., Sparks-Withington Co., Spartan Auto Signals, fans and radiators; Jackson Steel Products Co., rims and wheels; Reynolds Spring Co., cushion springs; American Gear Co., Hupmobile (branch plant), American Fork & Hoe Co. (garden tools), I. M. Dach Co. (ladies' underwear), Jackson Corset Co., M. C. RR. shops, and many other factories.

Special Information: Jackson has 8 steam, 2 electric roads, which with its geographical location, good roads, and trunk lines make Jackson an ideal city for location for factories. Its low freight rates are a big asset to its 175 manufacturers. Jackson has excellent schools and churches, splendid artesian drinking water, and exceptionally good fire protection.

Residential Features: With six strong building and loan associations, Jackson is known as a city of homes and home owners. Single houses, with very few apartment buildings, or duplexes, make up the residential section. Home building permits, alone, last year totaled $1,505,588.93.

Retail Shopping Section: One mile along Michigan Avenue, one-half mile on Cortland Street, one-half mile on Pearl Street and one-quarter mile on each of three cross streets.

Trading Area: 15 miles north; 20 east and southeast; 30 south and southwest; 25 west and northwest. Considerable business is done with residents at greater distance, owing to splendid roads.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 9; automobile accessories, 22; automobile tire agencies, 24; bakers, 19; cigar stores and stands (including hotels), 30 (chain, 2); confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 56; druggists, 36 (chain, 1); dry goods, 12; department stores, 6; electrical supplies, 8; florists, 8; fruits, 12; furniture, 15; furriers, 5; garages (public), 26; grocers, 218 (chain, 13); hardware, 11; jewelry, 19; meat markets, 50; men's furnishings, 21; men's clothing, 27; merchant tailors, 7; milliners, 13; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 54; shoes, 25; sporting goods, 4; stationers, 7; women's apparel, 17.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 73), (dentists, 36), (osteopaths, 7); number of wired houses, 11,500; street car service; gas, artificial; electric current, alternating; water, hard.

KALAMAZOO, MICH.

(Kalamazoo County)

1920 Population, 48,487. (1925, est. 60,562.)

City and Suburban Estimate, 150,000.

Native Whites, 83.5%; **Negroes,** 1.5%; **Foreign Born,** 15%; **Industrial Workers,** 30.9%; **English Reading,** 85%; **Families,** 11,754.

Schools: Public Grade, 11; High, 3; Junior High, 9; Parochial, 7; Number of Pupils, 14,369.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 21.

Banks: National, 2; State, 2; Total Resources, $23,317,737; Savings Bank Deposits Total, $7,857,813.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 14,700.

Location: Midway between Chicago and Detroit on Penna. and M. C. Rys., running north and south, and east and west, respectively. Fed by K. L. S. & C., C. K. & S., G. T., and N. Y. C. RRs. Electric lines east and north. Bus service in all directions. To nearest large city by railroad, 1 hour; by trolley, 1¾ hours; by auto, 1¾ hours.

Principal Industries: Paper, corsets, windmills and tanks, gas lamps and heaters, fraternal regalia, peppermint, celery, automobiles, stoves, medicine, musical instruments, fishing tackle and clothing.

Manufacturing Establishments: 230. Leading firms: Allied Paper Co., Bryant Paper Co., Kalamazoo Vegetable Parchment Co., Kalamazoo Paper Co., Standard Paper Co., Sutherland Paper Co., Kalamazoo Stove Co., Upjohn Co. (medicine), Humphrey Co., Shakespeare Co., Kalamazoo Loose Leaf Binder Co., Gibson, Inc. (stringed instruments), A. M. Todd Co., Henderson-Ames Co., Kalamazoo Tank & Silo Co., Checker Cab Co., General Gas Light Co., Fuller Mfg. Co., D'Arcy Spring Co., Kalamazoo Sled Co., Total value of yearly output of factories estimated at $72,000,000.

Special Information: Being the largest city in southwest Michigan, and served by transportation facilities which radiate like the spokes of a wheel, it dominates the entire Kalamazoo valley and vicinity. Natural resources create a very diversified industrial situation and serves to balance periods of depression, etc. Living costs consistent with wages at all times, due to diversified types of industries.

Residential Features: Residential district noted for beauty of trees, architecture and general geographical advantages. Largely one, and two-family houses, duplex and apartment buildings sufficient to serve purpose. Heights about the city well built up.

Retail Shopping Section: Shopping district generally localized. Easily accessible to remote corner of city. Business section extends 4 blocks, east, 8 blocks west, 3 blocks south, 4 blocks southeast, 5 blocks north from intersection of two main streets. Outlying districts have grocery and meat shops, drugs, etc., but general shopping is done in business section.

Trading Area: North to Allegan, 25 miles; east to Augusta, 14 miles; south to Three Rivers, 27 miles; west to South Haven, 40 miles. South territory really extends 35 to 40 miles, but has not been included in the A B C report. Transportation from this section makes Kalamazoo an easily accessible large town from the south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 5; hardware, 1; dry goods, 3; Miscellaneous lines, 39.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial automobile agencies, 11; automobile accessories, 41; automobile tire agencies, 31; bakeries, 32; cigar stores and stands (including hotels), 285 (chain, 7); confectioners (including hotel stands), 50; delicatessen, 20; dressmakers, 81; druggists, 36; dry goods, 12; department stores, 12; electrical supplies, 13; florists, 10; fruits, 180; furniture, 18; furriers, 2; garages (public), 51; grocers, 177 (chain, 19); hardware, 13; jewelry, 15; meat markets, 85 (chain, 2); men's furnishings, 19; men's clothing, 19; merchant tailors, 28; milliners, 20; opticians, 13; photographers, 11; pianos (and miscellaneous musical instruments), 8; radio supplies, 13; restaurants (including hotels), 89; shoes, 24; sporting goods, 5; stationers, 9; women's apparel, 22.

Miscellaneous Data: Average temperature, 48 degrees; average rainfall per twelve months, 32.2 inches; most pleasant months, April, May, Sept., October.; doctors (medical, 81), (dentists, 45), (osteopaths, 7); number of wired houses, 12,227; street car service; gas, artificial; electric current, alternating; water, hard.

LANSING, MICH.

(Ingham County)

1920 Population, 52,327. (1925, est. 85,000.)

City and Suburban Estimate, 175,000.

Native Whites, 88%; **Negroes,** 2%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 98%; **Families,** 17,676.

Schools: Public Grade, 21; High, 1; Junior High, 3; Parochial, 4; Number of Pupils, 15,000.

Churches: Baptist, 5; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 32.

Banks: National, 2; State, 2; Total Resources, $32,407,042.59; Savings Bank Deposits, $15,406,590.36; Total Bank Deposits, $27,973,591.54.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

Location: In central Michigan, on the M. C., G. T., N. Y. C., and P. M. R. Rs., also 3 interurban electric roads. Bus lines to all outlying territory. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Automobiles, trucks, gas engines, cigars, hand vehicles, auto bodies, auto wheels, screws, brass and iron castings, flour, cement blocks, tents and awnings, paint, display fixtures, tools, bedding and mattresses.

Manufacturing Establishments, 200. Leading firms: Reo Motor, Olds Motor, Durant Motor, Hugh Lyons & Co., Motor Wheel Corp., Michigan Screw Company, The Lansing Company, Auto Body Company, Michigan Brass & Iron Works. Total value of yearly output of factories estimated at $250,000,000.

Special Information: 25,048 autos in Ingham County; trucks, 2,675; motorcycles, 205. Lansing's growth may be recorded by the advance in postal receipts for past 13 years: 1911 receipts were $155,202.34; 1924, $574,285; with 111 postal employees. East Lansing is the home of the Michigan State College, one of the leading agricultural institutions in the country, ranking as one of the best and high as an engineering school. Located just outside the city limits, on a 300-acre tract of beautiful ground. The extension department of the college is active among the farmers of the state. College offers literary, agricultural, engineering, home economics, forestry, and veterinary medical courses. Lansing has 5 hospitals and county tubercular sanitarium. City health department employs 5 persons. Free clinics. City social center and active associated charities.

Residential Features: Three first class hotels, accommodating from 20 to 100 families each. An exclusive residential section in western part of city; 80% home owners.

Retail Shopping Section: An area bounded on west by Capitol Ave., on north by Saginaw St., east by Cedar St., south by Hillsdale St., includes principal retail section. This section is 4 blocks wide, by 10 blocks long. Other retail sections in north, east, south, and southwestern parts of city.

Trading Area: 35 miles north, 20 miles east, and 20 miles south, and west. Fine paved auto roads in all directions.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; miscellaneous lines, drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: (figures include Lansing only): Passenger automobile agencies, 25; commercial auto. agencies, 6; automobile accessories and tires, 46; bakers, 16; cigar stores and stands (including hotels), 44 (chain, 3); confectioners, 23; dressmakers, 8; druggists, 44; drygoods, 23; department stores, 4; electrical supplies, 18; florists, 12; furniture, 8; furriers, 3; garages and service stations, 66; grocers, 215 (chain, 4); hardware, 14; jewelry, 18; meat markets, 87 (chain, 3); men's clothing and furnishings, 70; merchant tailors, 19; milliners, 35; opticians, 12; photographers, 13; pianos (and miscellaneous musical instruments), 7; radio supplies, 32; restaurants (including hotels), 76; shoes, 34; sporting goods, 11; stationers, 4; women's apparel, 36.

Miscellaneous Data: Average temperature, 46.8 degrees; average number of rainy days per 12 months, 115; most pleasant months, May, June, Sept., Oct., only; doctors (medical, 101), (dentists, 50), (osteopaths, 113; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement below

LUDINGTON, MICH.

(Mason County)

1920 Population: 8,810.

City and Suburban Estimate, 10,000.

Native Whites, 79%; **Negroes,** 1 (man); **Foreign Born,** 21%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 2,000.

Continued on page 124

The

STATE JOURNAL

Lansing, Michigan

Enjoys unquestioned supremacy in a field of 175,000 souls. Through continued patronage over a long period of years, the public has made this record possible and The State Journal feels deeply the responsibility of this leadership.

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MICHIGAN (Cont'd)

Ludington (con't)

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 2,776.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, $3,806,181.55; Savings Bank Deposits Total, $1,954,540.82.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: About half way up the eastern shore of Lake Michigan, at the mouth of the Pere Marquette River, 156 miles north of Chicago. On the P. M. RR., Pere Marquette Line steamers and Pere Marquette car ferries (7). Ludington has one of the largest tonnage harbors on the east shore of Lake Michigan. Harbor open all winter. Michigan Transit Co., with passenger boats direct to Chicago and other ports. Ludington is in heart of the Michigan fruit belt. Passenger service by steamship to Milwaukee and Manitowoc. To nearest large city by railroad, 4½ hours; by auto, 2½ hours.

Principal Industries: Manufacture of salt, shoes, shirts, watch cases and jewelry, gas engines, farm light and power plants, tables, game boards, fruit baskets.

Manufacturing Establishments: 10. Leading firms: Star Watch Case Co., Morton Salt Co., F. Mayer Boot & Shoe Co., The Carrom Co., The Ludington Basket Co., The Stearns Motor Mfg. Co., The Ludington Garment Co., Home Shirt Co., Thompson Cabinet Co.

Residential Features: Mostly one-family houses, very few flats or two-family houses. Some very fine summer cottages and beautiful homes are on the Lake Shore Drive, about 1½ miles from down town.

Retail Shopping Section: Extends from Ludington Avenue at James Street, about 2 blocks west and east on Ludington Avenue; 6 blocks south on James Street; 6 blocks west on Dowland Street, and 4 blocks south from Dowland on Washington Avenue.

Trading Area: Extends about 20 miles north, 30 south and east. It takes in the villages of Scottville, Fountain, Freesoil, Custer and Pentwater.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 3; druggists, 8; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 30 (chain, 1); hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 5; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 45.2 degrees; average number of rainy days per twelve months, 15; most pleasant months, June to October, inclusive; doctors (medical, 6), (dentists, 4); number of wired houses, 2,200; gas, artificial; electric current, alternating and direct; water, hard.

MANISTEE, MICH.

(Manistee County)

1920 Population, 9,694.

City and Suburban Estimate, (1922) 14,350.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 60%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 6; High, 1; Parochial, 5; Number of Pupils, 2,650.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, $5,000,000; Savings Bank Deposits Total, $2,700,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

Location: On east shore of Lake Michigan, midway between Mackinac and Chicago, 175 miles from latter, P. M., and Manistee & Northeastern Railroads. Pere Marquette & Michigan Transit line of steamers furnish fine service between Milwaukee, Manistee and Chicago, and all points west. Good bus service is rendered between Manistee and lake ports north and south. To nearest large city by railroad, 5 hours; by auto, 4½ hours.

Principal Industries: Salt, lumber, lumber products, furniture, woodenware, flooring, vacuum pans, steam pumps, shirts, underwear, cigars, forgings and machinery.

Manufacturing Establishments: 22. Leading firms: Ruggles and Rademaker (mammoth salt plant); Manistee Iron Works, Cooper Underwear Co., Goshen & Manistee Shirt Mfg. Co., Consolidated Cigar Co., Filer Fibre and Paper Co., Sands Salt & Lumber Co.; Michigan Tanning & Extract Co., American Woodenware Co., Manistee Furniture Co., August N. Johnson Machine Shop, (boilers and ship repairs); Noud Lumber Co., (pro-slate houses), The Joslyn Mfg. Co. (time stamps and daters). The W. A. Bates Turning Co. (wood turning), The Magic Wheat Co. (health food). Total value of yearly output of factories estimated at $8,243,730.12.

Special Information: Manistee is located in the heart of the famous Fruit Belt of Western Michigan. Salt was discovered in Manistee in the early 80's and Manistee became one of the great salt manufacturing cities in United States and with completion of new Ruggles & Rademaker $5,000,000 plant will probably be the greatest.

Residential Features: Practically all one family houses, no tenements. Some very beautiful homes belonging to the estates of the old lumbermen and salt manufacturers.

Retail Shopping Section: Starting at the intersection of River and Pine Streets, extends 6 blocks east on River and 2 blocks south of River Street, on Division Street 5 blocks, on First Street between Maple and Sibben and 5 blocks on Sibben Street between First and Fifth Streets, all in business section. On the North Side there are about 4 blocks on Washington, Harrison and Cleveland Streets. There are 3 outlying retail districts with the usual class of stores found in these sections.

Trading Area: Extends 40 miles north, 30 miles south and 10 miles east. The business coming from these distances due to fine roads and automobiles.

Wholesale Houses: Groceries, 3; dry goods, 1; Miscellaneous Lines, confectionery, 2; drug, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 3; electrical supplies, 5; florists, 4; fruits, 3; furniture, 3; garages (public), 9; grocers, 47 (chain, 1); hardware, 3; jewelry, 2; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10 (chain, 4); shoes, 9; sporting goods, 3; stationers, 5; women's apparel, 8.

Miscellaneous Data: Most pleasant months, June to October, inclusive; doctors (medical, 10), (dentists, 7), (osteopaths, 3); gas, artificial; electric current, alternating; water, hard.

MARQUETTE, MICH.

(Marquette County)

1920 Population, 12,718. (1925 est. 15,000.)

City and Suburban Estimate, 40,000.

Native Whites, 75%; Negroes, 1.2%; Foreign Born, 23.8%; Industrial Workers, 11%; English Reading, 95%; Families, 2,800.

Schools: Public Grade, 10; High, 1; State Normal, 1; Parochial, 2; Number of Pupils, 3,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $10,243,163.40. Savings Bank Deposits Total, $8,846,327.36.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,200.

Location: On Lake Superior, about midway between Sault Ste. Marie and Ironwood and close to the geographical center of the Upper Peninsula. Served by D. S. S. & A; Munising, Marquette & Southeastern; Lake Superior and Ishpeming; Chicago and Northwestern; and the C. M. & St. P. RRs. Feight and ore vessels to lower lake ports. Bus service covering county. To nearest larger city by railroad, 12 hours; by auto, 15 hours.

Principal Industries: Mining, lumbering, commercial fishing, railroad shops, hay, small grain, potatoes, dairy products.

Manufacturing Establishments: 7. Leading firms: Pioneer Iron Co., Lake Shore Engine Works, Piqua Handle & Mfg. Co., Cleveland Cliffs Iron Co. (furnace by-products).

Special Information: Marquette is the county seat of Marquette County, and the site of the Northern State Normal School, state branch prison and Federal Court. The State Normal gives the city a transient population of about 700. Marquette is the center and chief port of the iron mining industry of Upper Michigan, and the center of tourist traffic, over 40,000 summer visitors having visited here in 1924.

Residential Features: 2,700 homes in the city, 2,300 owned by occupants. Mostly one-family houses, with some 2, 3, 4, and 5-family apartment houses. No tenements. Streets in residential section well cared for. City has just completed extensive sewer works, supplementing former connections. Marquette is called the "Queen City of Upper Peninsula" because of its beautiful homes.

Retail Shopping Section: Extends from corner of Washington and Front Streets (center of traffic and business activity), three blocks south on trolley line of Front Street; one block north on Front Street: 3 blocks west on Washingtn Street. In addition there are three neighborhood business sections, with usual groceries, etc.

Trading Area: Thirty-six miles west to Michigamme, 38 miles southwest to Republic, 25 miles northwest to Big Bay, 38 miles south to Gwinn, 30 miles east to Au Train. Aggregate population, 50,000. 1,275 miles macadam road built; 75 miles under construction.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 24; delicatessen, 3; dressmakers, 6; druggists, 5; dry goods, 7; department stores, 4; "ready-to-wear," 4; electrical supplies, 2; florists, 3; fruits, no exclusive; furniture, 2; furriers, 1; garages (public), 7; grocers, 24; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 11; sporting goods, 4; stationers, 7; women's apparel, 7.

Miscellaneous Data: Most pleasant months, June to October, inclusive; doctors (medical, 12), (dentists, 11), (osteopaths, 1); number of wired houses, 2,630; street car service; gas, artificial; electric current, alternating; water, hard.

MARSHALL, MICH.

(Calhoun County)

1920 Population, 4,270.

City and Suburban Estimate, 6,700.

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 22%; English Reading, 99%; Families, 1,600.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,436.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $3,146,227; Savings Bank Deposits Total, $1,372,048.

Theatres: Legitimate, 1; Moving Pictures, 1; High School Auditorium, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 1,800.

Location: On Kalamazoo River, 36 miles east of Kalamazoo. On the M. C. RR. (main line), and Michigan Railroad Electric line. Unequalled shipping facilities in every direction. Overnight service to and from Detroit, Chicago, Toledo and Grand Rapids. Bus service to all points. To nearest larger city by railroad, ½ hour; by trolley, ½ hour; by auto, ½ hour.

Principal Industries: Hot air furnaces, automobile engine parts, coffee roasters, grocers' counters, proprietary medicines, railroad cars, corsets, steel casting, railroad shops.

Manufacturing Establishments, 17. Leading firms: Flint Foundry Co., Marshall Furnace Co., F. A. Stuart Co., Simons-Leedle Furnace Co., Brooks Rupture Appliance Co., Lambert Machine Co., E. R. Page Co., Scheerer-Gillette Co. Total value of yearly output of factories estimated at $37,500,000.

Special Information: Since 1920, city has developed into a manufacturing center. Motor business has reached out into most of the smaller towns which hitherto had depended upon two or three local business industries. Furthermore it has driven other manufacturers out of Detroit, Flint, Lansing, etc., to the smaller towns, which profit both ways by the enormous increases in the automobile business.

Residential Features: 90% homes owned. Very few flats. Mostly one-family houses. A building and loan association has financed the erection of many houses and helped renters to buy homes they were living in.

Retail Shopping Section: One street only (Michigan Avenue), five blocks long. Five neighborhood grocery stores.

Trading Area: 12 miles north and south; 7 miles west and 6 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 3; dressmakers, 6; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 4; grocers, 31 (chain, 2); hardware, 7; jewelry, 2; meat markets, 7; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Most pleasant months, summer months; doctors (medical, 9), (dentists, 3), (osteopaths, 2); number of wired houses, 1,326; gas, artificial; electric current, alternating; water, hard.

MENOMINEE, MICH.

(Menominee County)

1920 Population, 8,907.

City and Suburban Estimate, 25,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 40%; English Reading, 99%; Families, 2,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 3,150.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, $4,676,000; Savings Bank Deposits Total, $2,171,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On the west shore of Green Bay, at the mouth of the Menominee River. Served by C. & N. W., C. M. & St. P., and Wis. and Mich. Rys. Ann Arbor Ry. via car ferry. Steamship lines to lake ports. Motor bus north and south.

Principal Industries: Lumber, machinery, furniture, baby-buggies, radio supplies, printing, wholesale groceries, wholesale hardware, paper mills, sugar, pickling, preserving, canning.

Manufacturing Establishments: 25. Heywood-Wakefield Co., J. W. Wells Lumber Co., Thompson Wells Lumber Co., Prescott Co., Signal Electric Co., Herald Leader Co., Carpenter Cook Co., Northern Hardware & Supply Co., Hoskins-Moranville Paper Co., M. & M. Paper Co., American Rule & Block Co., Central West Coal Co., Riley & Hinker Co., Dormer Fish Co., Michigan Refining & Preserving Co., Menominee Boiler Works, Michigan Electrochemical Co., Twin City Packing Co., Menominee Brick Co., Michigan Coffee & Spice Co., Michigan Candy Co., Hennes-Keller Co. Annual output, $18,700,000.

Residential Features: Mostly one-family houses. Several beautiful homes built on the Green Bay shore. Good building sites plentiful, and building lots for summer cottages on the bay shore.

Retail Shopping Section: Extends several blocks on Sheridan Road (main street), Ogden Avenue and Broadway. Outlying retail sections in north and west sections of city.

Trading Area: About 35 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; miscellaneous lines, confectionery, coffee and spices.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 22; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 3; furniture, 2; garages (public), 8; grocers, 37; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 4.

MONROE, MICH.

(Monroe County)

1920 Population, 11,573.

City and Suburban Estimate, 30,000.

Native Whites, 84.6%; Negroes, .5%; Foreign Born, 14.9%; Industrial Workers, 26%; English Reading, 93%; Families, 2,705.

Schools: 10; Number of Pupils, 2,070.

Churches: 9.

Banks: 3; Total Resources, $7,400,000.

Theatres: 4. Total number of seats, 2,500.

Location: Situated on the Raisin River, 2 miles from Lake Erie, and 35 miles SW. of Detroit. Served by the N. Y. C., Mich. Cent., Pere Marquette, and the Penna. Lines West R.Rs. To nearest larger city by railroad, trolley, or auto, 1½ hours.

Residential Features: One- and two-family houses.

Retail Shopping Section: About eight blocks.

Trading Area: About fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 18; automobile tire agencies, 18; bakers, 7; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 17; dressmakers, 18; druggists, 5; dry goods, 12; department stores, 1; electrical supplies, 5; florists, 2; fruits, 10; furniture, 3; garages (public), 15; grocers, 28 (chain, 4); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 5; men's clothing, 9; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 101; most pleasant months, summer and fall seasons: doctors (medical, 12), (dentists, 6), (osteopaths, 3); number of wired houses, 2,700; gas, natural; electric current, alternating and direct; water, soft.

MOUNT CLEMENS, MICH.

(Macomb County)

1920 Population, 9,488.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; English Reading, 98%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: State, 3.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On Grand Trunk RR. and Detroit United Ry. and Shore Line (electric lines), 20 miles northeast of Detroit and 3 miles from Lake St. Clair. Clinton River navigable for small vessels runs through the town.

Principal Industries: Pottery, plain, and tableware; beet sugar, candy.

Special Information: Celebrated for the curative powers of its medicinal springs, and its larger and well-equipped sanitaria.

MICHIGAN (Cont'd)

MUSKEGON, MICH.

(Muskegon County)

1920 Population, 36,570.

City and Suburban Estimate, 56,290.

Native Whites, 27,362 (persons); Negroes, 4%; Foreign Born, 18.3%; (includes Muskegon County).

Schools: Public Grade, 12; High, 3; Parochial, 6; Number of Pupils, 8,383.

Churches: Baptist, 5; Congregational, 3; Episcopal, 1; Hebrew, 1; Christian Reformed and Reformed, 12; Methodist, 5; Roman Catholic, 3; Miscellaneous, 15.

Banks: National, 3; State, 3; Total Resources, $16,444,971.69; Savings Bank Deposits Total, approximately, $6,500,000.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,308.

Location: Situated on the east shore of Lake Michigan, and on Muskegon Lake, the latter one of the best natural harbors on the Great Lakes; 90 miles directly east of Milwaukee and 125 miles northeast of Chicago. Served by Pere Marquette, Grand Trunk and Penn. Rys., and by Grand Rapids, Grand Haven and Muskegon Electric railways, also by the Goodrich Transit Co., furnishings daily passenger and freight service to Chicago by water; the Crosby Transportation Co., and the Peninsula and Northern Navigation Co., which give daily boat service to Milwaukee.

Principal Industries: Gasoline motors, piston rings, steel and wood filing devices, knit goods, gray iron castings, cam shafts, billiard and pool tables, and phonographs.

Manufacturing Establishments, 203. Leading firms: Continental Motors Corp., Brunswick-Balke-Collender Co., Campbell, Wyant & Cannon Foundry Co., Shaw-Walker Co., The Piston Ring Co., Austin Machinery Corporation, Amazon Knitting Mills, Lakey Foundry Co., Total value of yearly output of factories estimated at $90,000,000.

Special Information: The city is among the largest on the east shore on Lake Michigan, is located on West Michigan Pike (M-11), the great tourist gateway into Michigan, and is one of the leading tourist and resort centers of western Michigan. Is large apple shipper, and has large gasoline motor, grey iron, and billiard table plants, as well as immense piston-ring factory.

Residential Features: Mostly one-family homes. More than 55 per cent of population owns own homes. No slum or tenement districts. Homes range in value from $3,500 to $20,000. Average between $5,000 and $6,000.

Retail Shopping Section: Extends from Pine Street on Western Avenue to Fourth Street and Western Avenue, a distance of eight blocks; three blocks on Pine Street, and two blocks each on Terrace, Jefferson, First and Second Streets. Muskegon Heights, adjoining municipality, has six blocks of a shopping center. Six well defined business sections in city's outlying sections.

Trading Area: Extends 50 miles north, 25 miles east, and 25 miles south. Hourly bus service, and paved roads radiating in almost every direction make this a shopping center for four important west Michigan counties.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 6; bakers, 24; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 17; delicatessen, 2; druggists, 27; dry goods, 25; department stores, 5; electrical supplies, 14; florists, 2; fruits, 15; furniture, 10; furriers, 2; garages (public), 34; grocers, 198; hardware, 20; jewelry, 6; meat markets, 47; men's furnishings, 5; men's clothing, 8; merchant tailors, 11; milliners, 10; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 24; shoes, 16; sporting goods, 4; stationers, 2; women's apparel, 10.

NILES, MICH.

(Berrien County)

1920 Population, 7,311. (1925, est. 11,728.)

Native Whites, 85%; Negroes, 2½%; Foreign Born, 12.5%; Industrial Workers, 33%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 2; Total Resources, $3,125,000. Savings Bank Deposits Total, $900,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,500.

Location: On St. Joseph River, at head of navigation, 45 miles SW. of Kalamazoo, and in the southwestern part of Michigan. Served by the M. C. R.R. and the "Big Four"; Northern Indiana and southern Michigan interurban lines. Bus service all directions. To nearest large city by railroad, ¼ hour; by trolley, ½ hour; by auto, ½ hour.

Principal Industries: Metal working, paper making, wood working, show print and lithographing, toys, railroad shops.

Manufacturing Establishments: 35. Total value of yearly output of factories estimated at $11,000,000.

Special Information: Niles is the southwestern gateway to the state of Michigan, in the center of the rich farm and fruit country. St. Joe River flows through the city. It is the terminal point of the M. C. R. R.

Residential Features: Mostly one, and two-story houses, 85% owned. 95% American citizens. No segregated district although the best houses are centrally located. All streets have beautiful shade trees. Value of better class of residences run from $20,000 to $140,000.

Retail Shopping Section: Covers an area of about 4 blocks on Main Street from the river east, and one block north and south, with a terminal for interurban line, and stops for buses. Probably 20 small stores in outlying districts.

Trading Area: Extends about 14 miles north, west, and east, and 6 miles south, all densely populated.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 11 (chain, 3); confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 10 or 12; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 28; grocers, 22 (chain, 4); hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 7; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 14; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 70; most pleasant months, May to October, inclusive; doctors (medical, 14), (dentists, 6), (osteopaths, 3); number of wired houses, 2,600; street car service; gas, artificial; electric current, alternating and direct; water, hard.

OWOSSO, MICH.

(Shiawassee County)

1920 Population, 12,575.

City and Suburban Estimate, 45,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 95%; Families, 3,894.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 3,758.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 3; Total Resources, $6,299,606.66. Savings Bank Deposits Total, $2,233,232.81.

Theatres: Moving Pictures, 2. Total number of seats, 1,200. Combination theatre under construction, to seat 1,200.

Location: In south central part of the state, 79 miles northwest of Detroit, 30 northeast of Lansing. Grand Trunk (C. N.), and Ann Arbor and M. C. Railroads. Interurban and bus lines to central and southern parts of the state. Center of a rich agricultural region. To nearest larger cities by railroad (to Lansing), 1 hour; by trolley (to Lansing), 1 hour; by auto (to Flint), ¾ hour.

Principal Industries: Furniture, caskets, automobile parts, stoves, screen doors, windows, snow shovels, sugar, candy, foundries, car shops, engineering works.

Manufacturing Establishments: 26. Leading firms: American Malleables, Owosso Sugar Co., Woodward Furniture Co., Owosso Casket Co., Owosso Mfg. Co., Steers Engineering Co., Field Body Corp., Independent Stove Co., Estey Mfg. Co., Sorg Mfg. Co., Walker Candy Corp.

Special Information: City is trading point for county. Division point of Ann Arbor R.R., brings city a payroll of no mean proportions. Excellent transportation services makes it attractive to manufacturers and as a residence for commercial travellers. High class furniture and casket factories employ desirable class of workmen, most of whom own their own homes. Industries diversified.

Residential Features: Private homes predominate. Large percentage owned, creating civic pride in appearance of residence streets. City has unusually beautiful shade trees which are a valuable asset.

Retail Shopping Section: Extends from the Ann Arbor R.R. on Washington Street north 6 blocks. Park, Ball, and South Water Streets are parallel streets. Main, and Exchange Streets run east and west, there being quite a retail section on the west end of Main Street. Numerous groceries and small shops scattered throughout the residence section.

Trading Area: 15 miles south, 15 east, 20 north, and 25 west.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1. Miscellaneous lines; produce, 2; bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 9; druggists, 8 (chain, 3); dry goods, 8; department stores, 4; electrical supplies, 5; florists, 4; fruits, 6; furniture, 5; furriers, 2; garages (public), 16; grocers, 30 (chain, 8); hardware, 7; jewelry, 3; meat markets, 14; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous instruments), 2; radio supplies, 5; restaurants (including hotels), 34; shoes, 15; sporting goods, 7; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 19), (dentists, 8), (osteopaths, 2); number of wired houses, 3,444; street car service; gas, artificial; electric current, alternating; water, hard.

PETOSKEY, MICH.

(Emmet County)

1920 Population, 5,064.

City and Suburban Estmate, 35,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 100%; Families, 1,534.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,606.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Deposits, $2,992,542.92. Savings Bank depositors, 3,849, averaging $428.71.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,740.

Location: On Little Traverse Bay at the north end of Lake Michigan. Served by the Penna. and P. M. R.Rs., and Michigan Transit line of steamers. Bus service to Traverse City, Charlevoix, Boyne City, and Harbor Springs. Michigan State Trunk lines (M. 11, and M. 13), meet in, and pass through the city. To nearest larger city (Grand Rapids), by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Cement, lime, leather, rotary pumps, cutting blocks, flour and feed, and forest products.

Manufacturing Establishments: 14. Leading firms: Petoskey Portland Cement Co., Blackmer Rotary Pump Co., Michigan Block Co., Michigan Tanning & Extract Co., Northern Lime & Stone Co., Antrim Lime Co., McManus Lumber Co., Hankey Milling Co.

Special Information: Petoskey, situated as it is, makes it the hub of the resort section of northern Michigan. Here thousands of hay fever sufferers find relief and students and teachers can take summer school work in surroundings they can find in no other place. Many conventions are held here during the summer. Bay View Assembly programs are broadcasted daily, afternoon and evening, from Station WBBP. These include musical numbers, lectures, sermons and plays.

Residential Features: Residences average better than in most towns of our size, 85% owned by occupants, who take pride in keeping them up in every way.

Retail Shopping Section: In center of downtown section with several small groceries, markets, etc., in various parts of outskirts.

Trading Area: Extends about 35 miles, north, east, south and southwest. Lake Michigan directly west of the city. Good automobile roads allow people to trade here from much greater distances than mentioned. On various days arranged by the Chamber of Commerce has been drawn from as far as 90 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1; dry goods, 1; miscellaneous lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 9 (chain, 3); confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; fruits, 3; furniture, 5; garages (public), 8; grocers, 23 (chain, 1); hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 15; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 22; most pleasant months, May to October, inclusive; doctors (medical, 8), (dentists, 5), (osteopaths, 2); number of wired houses, 1,347; gas, artificial; electric current, alternating; water, hard.

PONTIAC, MICH.

(Oakland County)

1920 Population, 34,273.

City and Suburban Estimate, 85,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 95%; Families, 10,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,462.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 15.

Banks: National, 1; State, 2; Total Resources, $23,427,784.05. Savings Bank Deposits Total, $13,381,466.65.

Theatres: Moving Pictures, 2; Vaudeville, 2 (combination); Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Pontiac is the county seat of Oakland County, which is situated in the southeastern part of Michigan. It is 26 miles NNW. of Detroit. Railroads: Grand Trunk, P. M., M. C., 3 divisions of Detroit United Electric Railway. Excellent bus lines. To nearest larger city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Automobiles, automobile castings, automobile parts.

Manufacturing Establishments: 39. Leading firms: Oakland Motor Car Co., General Motors Truck, Fisher Body Co., (2 plants); Wilson Foundry and Machine Co., (a subsidiary of Willys-Overland; Jewett Radio & Phonograph Co., American Forging and Socket Co. Total value of yearly output of factories estimated at $85,000,000.

Special Information: Pontiac, an important manufacturing center, is the buying center of Oakland County. County also contains the large villages of Birmingham, Farmington, Holly, Milford, Oxford, Rochester, Royal Oak, and South Lyon. Oakland County has over 450 beautiful lakes, and 318,960 acres of highly developed agricultural land, ranks 4th in population, 3d in assessed valuation, 4th in the number of motor cars owned, and first in per capita ownership.

Residential Features: Practically all separate, one-family type of homes, particularly in workingmen's section, but good type of homes in every part of the city. Just south of Pontiac is the beautiful Bloomfield Hills region, where a great many wealthy men have fine country estates.

Retail Shopping Section: Extends about 8 blocks on Saginaw Street from Oakland Avenue to Whittemore. Two outlying retail sections in factory districts with grocery, meat, furniture stores, etc.

Trading Area: Throughout Oakland County, more specially within the 18 miles radius. A great many people come to Pontiac to trade on account of the fine paved and gravelled roads. Excellent bus lines, steam and electric service.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 3; miscellaneous lines: cigars and tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies, 15; bakers, 9; cigar stores and stands (including hotels), 140 (chain, 10); confectioners (including hotel stands), 35; delicatessen, 9; dressmakers, 10; druggists, 17 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 10; florists, 3; fruits, 10; furniture, 8; garages (public), 35; grocers, 170 (chain, 29); hardware, 7; jewelry, 10; meat markets, 35; men's furnishings, 2; men's clothing, 10; merchant tailors, 18; milliners, 10; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 4; shoes, 10; sporting goods, 1; stationers, 2; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 41), (dentists, 20), (osteopaths, 6); number of wired houses, 8,796; street car service; gas, artificial; electric current, alternating; water, hard (exclusively).

PORT HURON, MICH.

(St. Clair County)

1920 Population, 25,944. (1925, est. 35,000.)

City and Suburban Estimate, 135,000.

Native Whites, 85%; Negroes, 3%; Foreign Born, 12%; Industrial Workers, 21%; English Reading, 100%; Families, 8,200.

Schools: Public Grade, 16; High, 1; Junior High, 3; Parochial, 3; Number of Pupils, 8,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 4; Episcopal, 4; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 25.

Banks: National, 1; State, 2; Total Resources, $16,270,000; Savings Bank Deposits Total, $8,398,135.32.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 7,300.

Location: On the Grand Trunk and Canadian Northern Rys. (main line double track system to Chicago and all eastern points), P. M. and the Detroit, Bay City & Western Rys., affording the utmost convenience for freight shipping in all directions. Detroit United Electric Ry. affords freight and passenger service to Detroit. To nearest larger city (Detroit) by railroad, 1½ hours; by trolley, 2½ hours; by auto, 1½ hours.

Principal Industries: Salt, woodworking machinery and brass goods, auto castings, railroad shops, pulp and paper, farm and road machinery, cement, copper and brass tubing, automobiles, chicory, oildag, foundry castings, waterproofing, cream separators, etc.

Manufacturing Establishments, 60. Leading firms: Grand Trunk Ry. car shops, Wills-Sainte Claire Auto., Mueller Metals Co., Morton Salt Co., Muller Chicory Co., Holmes Fdy. Co., United Brass & Aluminum Co., Port Huron Sulphite and Paper Co., New Egyptian Portland Cement Co., Robeson Preservo Co., Port Huron Engine & Thresher Co., Anker-Holth Cream Separator Co., Acheson Oildag Co., Dunn Paper Co., Synthetic Wood Products Co.

Special Information: National headquarters of Women's Benefit Assn. Port Huron is gateway of the upper lakes, and on the St. Clair River, on Black River also, which is navigable for several miles. Situated on the main line of G. T. Ry. running between Chicago, Buffalo, Montreal, and Portland, Me. Upon completion of the Great Lakes-to-Ocean project, Port

Continued on page 126

MICHIGAN (Cont'd)

Port Huron (con't)

Huron will be the same as an ocean port. Port Huron is the commercial center of the "Thumb" district of Michigan, and in time of business depression is only affected slightly, owing to the various lines of industry.

Residential Features: 8 miles of beautiful beaches, and 5 miles of St. Clair River frontage in residential district, 596 feet above sea level. Surrounded with best roads in all directions, including concrete pavement between Port Huron and Detroit. Ideal residential location.

Retail Shopping Section: Military Street, 4 blocks; Huron Avenue, 7 blocks; Water Street, 4 blocks.

Trading Area: South, 26 miles to Algonac; west, 30 miles to Imlay City; north, 70 miles to Bad Axe, and east, 1 mile to Sarnia, Ontario.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 5; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 27; automobile tire agencies, 25; bakers, 16; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 42; delicatessen, 5; dressmakers, 5; druggists, 19 (chain, 1); dry goods, 15; department stores, 5; electrical supplies, 11; florists, 3; fruits, 8; furniture, 11; furriers, 1; garage (public), 42; grocers, 171 (chain, 20); hardware, 12; jewelry, 9; meat markets, 37 (chain, 2); men's furnishings, 16; men's clothing, 12; merchant tailors, 10; milliners, 15; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 30; shoes, 22; sporting goods, 2; stationers, 4; women's apparel, 15.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 143; most pleasant months, June to October, inclusive; doctors (medical, 42), (dentists, 21), (osteopaths, 4); number of wired houses, 7,426; street car service; gas, artificial; electric current, alternating; water, hard.

SAGINAW, MICH.

(Saginaw County)

1920 Population, 61,903.

City and Suburban Estimate, 250,000.

Native Whites, 80.6%; Negroes, .5%; Foreign Born, 18.9%; Industrial Workers, 23%; English Reading, 70%; Families, 16,137.

Schools: Public Grade, 23; High, 2; Junior High, 3; Parochial, 19; Number of Pupils, 15,905.

Churches: Baptist, 4; Christian Science, 2; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 12; Miscellaneous, 7.

Banks: National, 1; State, 3; Total Resources, $45,005,000; Savings Bank Deposits Total, $20,253,990.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 9,000.

Location: In central eastern Michigan on Saginaw River, 20 miles from Saginaw Bay. Principal terminus of Pere Marquette system, 6 lines radiating from here; also G. T., two lines of M. C., and Michigan Railroad (electric), connecting with Bay City, Flint and Detroit. Saginaw-Bay City steamship line, freight service to Bay City, Port Huron, Detroit and Cleveland. To nearest large city by railroad, 3½ hours; by trolley, 4 hours; by auto, 4 hours.

Principal Industries: Automobile motors, steering gears, crankshafts and other parts; malleable and gray iron foundries; Lufkin rules, Columbia shade rollers, coal mining, boilers, graphite, ready-built houses, Pere Marquette railroad shops, motor trucks, Sonora and Vitanola phonographs, furniture, wood products, canning, pianos, sugar, cash registers, matches, salt, plate glass, tannery, caskets.

Manufacturing Establishments: 153. Leading firms: Saginaw Products Co. (General Motors subsidiary), Michigan Sugar Co., Consolidated Coal Co., Lufkin Rule Co., Sonora Phonograph Co., American Cash Register Co., Columbia Shade Roller Co., National Plate Glass Co., Wicks Boiler Co., Ruggles Truck Co., United States Graphite Co.

Special Information: Saginaw's manufacturing industries are unusually diversified, and the city is not dependent on any one industry. Is jobbing and wholesale center of rich agricultural territory. Has charity and welfare organizations.

Residential Features: Unusual residential city, 70% homes owned. Homes and grounds, therefore generally well kept. High percentage of paved streets. Zoning system about to go into effect. New $6,000,000 spring water system about to be established.

Retail Shopping Section: From the east of the business district there are four main streets, extending three blocks north, and three blocks south of the principal street (Genesee), of which there are nine business blocks. There are four outlying retail sections of the city, in addition to the principal east side business district.

Trading Area: East, 90 miles; north, 183 miles; south, 40 miles; west, 140 miles.

Wholesale Houses: Groceries, 7; meats, 7; fruit, 4; hardware, 2; dry goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial auto. agencies, 5 handling only trucks; automobile accessories, 19; automobile tire agencies, 22; bakers, 19; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 49; delicatessen, 4; dressmakers, 63; druggists, 41; dry goods, 22; department stores, 10; electrical supplies, 8; florists, 7; fruits, 6; furniture, 11; furriers, 4; grocers 262 (chain, 5); hardware, 24; jewelry, 21; meat markets, 69; men's furnishings, 10; men's clothing, 41; merchant tailors, 39; milliners, 20; opticians, 7; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; resturants (including hotels), 45; shoes, 29; sporting goods, 3; stationers, 6; women's apparel, 13.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 114; most pleasant months, May to October, inclusive; doctors (medical, 69), (dentists, 36), (osteopaths, 6); number of wired houses, 16,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

ST. JOSEPH, MICH.

(Berrien County)

1920 Population, 7,251.

City and Suburban Estimate, 35,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 80%; Families, 2,050.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 1; Total Resources, $4,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,700.

Location: On the east shore of Lake Michigan, at the mouth of the St. Joseph River. Served by the Pere Marquette, Michigan Central, and the Big Four Railways, B. H. St. Joe Ry. & Light Co. (Interurban Service), Southern Michigan Ry. Co., Graham & Morton Transportation Co., and Benton Transit Company. Excellent bus service to northern Indiana, southern and eastern Michigan. To nearest larger city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Hosiery, malleable and gray iron castings, paper, basket machinery, washing machines, air rifles, laundry machinery, paper boxes, compound Pyrono doors, auto parts, industrial rubber goods, buttons, candy, electro generators, flashlights, oils and lubricants, advertising novelties, catalogs, etc. Great fruit growing center and market.

Manufacturing Establishments, 41. Cooper, Wells & Co., Auto Specialties Mfg. Co., St. Joseph Iron Works, Upton Machine Co., Engberg's Elec. & Mech. Works, Fay Foundry Co., Compound & Pyrono Door Co., Watts Laundry Machinery Co., A. B. Morse Co., Williams Bros.

Special Information: St. Joseph is the county seat of Berrien County, which is a large fruit producing district.

Residential Features: Entirely one- and two-family houses. No tenements. Private homes predominate with spacious yards. Located on a high bluff overlooking Lake Michigan, makes the Lake Shore Drive the finest residential section anywhere. Only one mile from the city of Benton Harbor, Mich. The two cities are the same as one community, being called the Twin Cities of Michigan.

Retail Shopping Section: Extends from the river on the north to Elm Street on the south, taking in State and Main Streets, Port, Ship, Pleasant, Broad, Elm, making a very compact business section. There are 5 outlying retail business sections with the usual grocery, confectionery, meat and retail stores in southwestern Michigan. Car and bus service section is excellent.

Trading Area: Extends about 20 miles south and 5 miles east (Lake Michigan is the western boundary). Unusually fine ready-to-wear shops draw trade from Northern Indiana and even as far as Chicago.

Wholesale Houses: Meats, 2; fruits, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 6 (not including drug stores); confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 7; druggists, 8; dry goods, 2; and 1 ready-to-wear shop; department stores, 1; electrical supplies, 4; florists, 3; fruits, 3; furniture, 2; garages (public), 5; grocers, 12 (chain, 6); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 12), (dentists, 7), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, hard.

SAULT STE. MARIE, MICH.

(Chippewa County)

1920 Population, 12,096. (1925, est. 14,000.)

City and Suburban Estimate, 40,000.

Native Whites (including Canadian born), 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 21%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,218.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,800.

Location: On St. Mary's River at St. Mary's Falls ship canal and locks, served by D. S. S. & A., Soo Line and C. P. RRs. Good bus service to Pickford, De Tour, Cedarville and St. Ignace. Passenger and auto ferry service to Sault Ste. Marie, Ont.

Manufacturing Establishments: 8. Leading firms: Union Carbide Co., Cadillac-Soo Lumber & Chemical Co., Soo Woolen Mills, Hickler Bros. Shipyards, Northwestern Leather Co., King's Foundry, Kaines Boiler Works.

Special Information: Situated on Canadian border and at important point on the Great Lakes makes city center of government activities. The customs, St. Mary's Falls ship canal, immigration, U. S. hydrographic office, U. S. coast guard, postal service, Federal Court, etc., make a permanent force of several hundred employees. The famous locks are special scenic attraction. Tourist business is becoming an important source of revenue, with thousands of visitors in the summer season. County seat of Chippewa County, almost one million acres of finest agricultural country in Upper Peninsula, with dairying growing in importance. City has a live Civic and Commercial Association.

Residential Features: Mostly one-family houses, with number of two and four-family apartments gradually increasing. Few workingmen's tenements. Heart of main residential section is within two blocks of main business center.

Retail Shopping Section: Extends from intersection of two principal business streets south of Ashmun Street, 6 blocks; east and west of Portage Avenue, 1 block each way from intersection. Two outlying neighborhood sections: one east on Portage St. near Union Carbide plant, other in Algonquin, a suburb 2 miles west, where tannery of Northwestern Leather Company is located. Also one outlying retail section on south side, a continuation of main section south on Ashmun Street, but separated by a bridge over water power canal which runs through the city. Also various corner groceries.

Trading Area: 25 miles or more south and southwest, and southeast, through the county. Also many from adjoining counties and from Sault Ste. Marie, Ont., just across the river, a city of 20,000.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 14; dressmakers, 8; druggists, 10; dry goods, 7; department stores, 6; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; furriers, 1; garages (public), 3; grocers, 22; hardware, 4; jewelry, 5 meat markets, 9; men's furnishings, 15; men's clothing, 8; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 10.

STURGIS, MICH.

(St. Joseph County)

1920 Population, 5,995.

City and Suburban Estimate, 8,500.

Native Whites, 99%; Negroes, .5%; Foreign Born, .5%; Industrial Workers, 2,200; English Reading, 98%; Families, 1,750.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, $3,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: On New York Central (old road), Goshen-Battle Creek branch of the N. Y. C. R.R., and G. R. & I. division of the Pennsylvania R.R. To nearest larger city (Elkhart), by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Furniture, sales books, galvanized tanks, baby carriages, plumbers' brass goods, curtain rods, etc.

Manufacturing Establishments: 14. Leading firms: Kirsch Mfg. Co., Royal Easy Chair Co., Aulsbrook & Jones Furniture Co., Wilhelm Furniture Co., Sturgis Mfg. Co., National Carbon Coated Paper Co., Morency Van Buren Mfg. Co., C. A. Miller Co., The Freeland Co., Sturgis Furniture Corp. Total value of yearly output of factories estimated at $12,000,000.

Special Information: Sturgis is located in southwestern Michigan, four miles from the Indiana state line, and 130 miles due east from Chicago. There are 22 fine lakes within a radius of 25 miles. The streets are 70 per cent paved within the city limits, and streets are lighted by powerful boulevard lights. Sturgis has two city parks, and owns and operates its own municipal hydroelectric plant on the St. Joe River. The city has the "Commission-city-manager" form of government.

Residential Features: Sturgis has approximately 1,800 dwellings. Practically no apartments or flats.

Retail Shopping Section: Chicago Street, running east, and west, 3 blocks; Nottawa Street, running north, and south, 2 blocks.

Trading Area: Extends eighteen to twenty miles in each direction.

Wholesale Houses: Groceries, 1; miscellaneous lines: cigars, 1; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 15; druggists, 4; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 5; grocers, 28 (chain, 2); hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, May, June, July, Sept., Oct., Nov.; doctors (medical, 8), (dentists, 4), (osteopaths, 2); number of wired houses, 1,400; gas, artificial; electric current, alternating; water, hard.

THREE RIVERS, MICH.

(St. Joseph County)

1920 Population, 5,209.

City and Suburban Estimate: 23,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 50%; English Reading, 98%; Families, 1,400.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,456.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, $2,379,645.48; Savings Bank Deposits Total, $1,216,992.49.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: At junction of Grand Rapids branch, and Air line division of N. Y. C. RR. Also at the junction to St. Joseph, Portage and Rock rivers. Several bus lines make trips daily and almost hourly to various commercial points within a radius of 35 miles. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Paper, carton and fibreboard mills, railway gasoline cars, heavy duty pumps, railway supplies. Large fur and robe tanneries, aprons, dresses and ladies' sanitary goods factories, steam traps, machine tools and specialties.

Manufacturing Establishments: Leading firms: Fairbanks, Morse & Co., Eddy Paper Corp., Three Rivers Robe Tannery, Armstrong Machine Works, National Fur and Tanning Co., A. T. Van Alstyn Co., Wagoner-Avery Garment Co., Rivers Machine & Tool Co. Total value of yearly output of factories estimated at $6,000,000.

Special Information: Location of the city gives it excellent water power, three hydroelectric generating plants being located within the city limits, two privately owned and one by the city. A large strawberry farm, of 240 acres, is at the immediate edge of the city. Fairbanks, Morse products known everywhere.

Residential Features: Practically all one-family houses, very few two-family houses, or flats. No workmen's tenements. Majority of homes owned by occupants. People of the city are unusually democratic, there being little of the so-called exclusive residential district.

Retail Shopping Section: Extends from the post office building on the north, to the St. Joseph River, one block, but what is ordinarily four city blocks. One outlying shopping district half mile from the center of the city. Also many smaller residential stores or small shopping centers.

Trading Area: About 15 miles west, north and south, and 15-20 miles east. Territory west of the city extends approximately ten miles into Cass County, and this territory is now being built up by the construction of ten miles of concrete paved roadway, which opens territory heretofore almost inaccessible to Three Rivers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 9; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; dressmakers, 18; druggists, 4; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 2; fruits, 13; furniture, 2; garages (public), 5; grocers, 14 (chain, 3); hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, June to October, inclusive; doctors (medical, 9), (dentists, 3), (osteopaths, 1); gas, artificial; electric current, alternating; water, hard.

TRAVERSE CITY, MICH

(Grand Traverse County)

1920 Population, 10,925.

City and Suburban Estimate, 14,000.

Native Whites, 84.6%; Negroes, .5%; Foreign Born, 14.9%; Industrial Workers, 26%; English Reading, 92%; Families, 2,435.

Space Buyers' Guide to Markets of MICHIGAN and MINNESOTA

MICHIGAN (Cont'd)

Schools: 9: Number of Pupils, 2,839.

Churches: 8.

Banks: 3; Total Resources, $6,100,000.

Theatres: 2. Total number of seats, 1,700.

Location: On Grand Traverse Bay, 150 miles north of Grand Rapids. Served by the Penna. Lines West, Pere Marquette, and the Manistee & Northeastern R.Rs. To nearest larger city by railroad, or auto, 5 hours.

Residential Features: Mostly one-family residents.

Retail Shopping Section: About six blocks.

Trading Area: About 30 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 6; bakers, 11; cigar stores and stands (including hotels), 12 (chain, 1); confectioners including hotel stands), 9; delicatessen, 1; dressmakers, 8; druggists, 7; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 2; garages (public), 19; grocers, 39 (chain, 2); hardware, 6; jewelry, 4; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, June, July, Sept., October; doctors (medical, 3), (dentists, 9), (osteopaths, 1); gas, artificial electric current, alternating; water, hard.

YPSILANTI, MICH.

(Washtenaw County)

1920 Population, 7,413.

Native Whites, 89%; Negroes, 6%; Foreign born, 5%; English Reading, 99%; Families, 1,278.

Schools: Public Grade, 6; High, 2; Junior High, 2; Number of Pupils, 3,198.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; Total Resources, $5,322,-30.25.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Situated on the Huron River, 30 miles west by south of Detroit. M. C., and Lake Shore Railroads, also has hourly interurban, and bus service, Detroit to Kalamazoo. To nearest large city by railroad, ¾ hour; by trolley, 1 hour, 20 minutes; by auto, 1 hour.

Principal Industries: Iron, steel, wood, paper, canvas.

Manufacturing Establishments: 22. Leading firms: Peninsular Paper Co., Ypsilanti Foundry Co., U. S. Pressed Steel Co., Commerce Motor Truck Co., Jordan Battery Co., Lewis Geer Co., Michigan Crown Fender Co., Michigan Ladder Co. Total value of yearly output of factories estimated at $7,000,000.

Residential Features: Practically all large one-family houses, owing to Normal College students rooming in private homes. Homes average about $7,000.

Retail Shopping Section: Mostly all on two streets in center of city. Several neighborhood stores, one neighborhood section, and one colored section.

Trading Area: 15 miles east, 14 south, 9 north, 6 west.

Wholesale Houses: Candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 15; delicatessen, 1; druggists, 7 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 14; grocers, 34 (chain, 4); hardware, 4; jewelry, 4; meat markets, 8 (chain, 1); men's furnishings, 1; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 1.

Miscellaneous Data: Most pleasant months, May to October, inclusive; doctors (medical, 8), (dentists, 7), (osteopaths, 1); number of wired houses, 1,872; gas, artificial; electric current, alternating; water, very hard.

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EDITOR & PUBLISHER

Standard Surveys of MINNESOTA

ALBERT LEA, MINN.

(Freeborn County)

1920 Population, 8,056; (1925 est., 11,000.)

Native Whites, 85%; Negroes, 2 families; Foreign Born, 15%; Industrial Workers, 20%; English Readers, 95%; Families, 2,665.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptists, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: In the southern boundary of Minnesota, the center of a rich agricultural and dairy district. Served by Chicago, Milwaukee & St. Paul, Minneapolis & St. Louis, Chicago, Rock Island & Pacific and Illinois Central Railroads. Railroads radiate in ten directions from Albert Lea. Excellent bus service in all directions. To nearest large city by railroad, 3½ hours; by auto, 4 hours.

Principal Industries: Gas lights and stoves, cutlery, corsets, cigars, sprayers, barn equipment, butter, tools, road building machinery, and all kinds of iron and steel products. More than 25 million dollars' worth of merchandise distributed annually by wholesale and manufacturing plants. 1,800 people employed by manufacturers and wholesalers.

Manufacturing Establishments: 46. Leading firms: American Gas Machine Co., Wilson Packing Co., Enderes Inc., Globe Mfg. Co., Edwards Mfg. Co., Interstate Power Co., Albert Lea Foundry, Olson Mfg. Co. Total value of yearly output of factories estimated at $25,000,000.

Residential Features: One- and two-family houses. Some exceptionally fine residential districts. City beautifully laid out for commodious and attractive homes.

Retail Shopping Section: Extends four blocks on Broadway, and three blocks on six intersecting streets, making city compact instead of spread out on one long street. Separate section supplying 2,500 people in one of outlying districts, but within city limits. Several outlying, or residential stores.

Trading Area: Albert Lea receives trade from distance of thirty miles in every direction. Intermittent shoppers from greater distances in southern Minnesota and northern Iowa.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 6; dry goods, 9; department stores, 4; electrical supplies, 4; florists, 1; fruits, 42; furniture, 5; furriers, 1; garages (public), 12; grocers, 38 (chain, 2); hardware, 5; meat markets, 6; men's furnishings, 8; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 7; sporting goods, 5; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 48; most pleasant months, June to October, inclusive; doctors (medical, 14), (dentists, 11), (osteopaths, 2) number of wired houses, 2,700; gas, artificial; electric current, alternating; water, hard.

AUSTIN, MINN.

(Mower County)

1920 Population, 10,118.

City and Suburban Estimate, 15,000.

Native Whites, 70%; Foreign Born, 30%; English Reading, 80%; Families, 2,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,750.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1 Seventh Day Adventist, 2 Lutheran.

Banks: National, 2; State, 1; Total Resources, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,950.

Location: In southern Minnesota, 12 miles from Iowa state line, on Chicago, Milwaukee & St. Paul, and Chicago Great Western Railroads; Oak Dale Trail, Red Ball Route, and Southern Minnesota Air Line. From 40 to 50 carload shipments of meat products leave the city daily from the Geo. A. Hormel Packing plant. To nearest large city by railroad, 3½ hours; by auto, 4 hours.

Manufacturing Establishments: Geo. A. Hormel Packing Co. (pork packers), Austin Foundry Co., Austin Brick & Tile plant, Fowler & Pay Cement Works, Milwaukee car shops.

Special Information: With over 200 new homes and business blocks being erected in Austin this year, this city is widely advertised throughout the Northwest as enjoying the biggest forward move of any city of similar size. A large increase in the packing plant accounts for much of this, while the new million dollar high school erected three years ago is drawing families from long distances to live here for the benefit of their children.

Residential Features:. Ninety per cent of the residents of the city own their own homes. Individual dwellings and a few apartment houses make up the bulk of the homes.

Retail Shopping Section: Is grouped around the public square, where court house is located. An important retail section is also developing along Water Street, particularly the east end, near the Milwaukee station, which is located on the east side of the city. A drug store, meat market, hotel, two grocery stores, a shoe shop, variety store, barber shop, and large garage make up this section.

Trading Area: Extends about twenty miles north, east and south, and slightly less toward the west, as Albert Lea, another county seat city, is located twenty-two miles from Austin in that direction. Splendid bus service in all directions aids in the drawing of patrons to Austin from long distances.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products:. Passenger automobile agencies, 12; commercial auto agencies, 4; automobile accessories, 11; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 4 (chain, 1); dry goods, 7; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 36 (chain, 1); hardware, 3; jewelry, 4; meat markets, 12 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 8; shoes, 9; sporting goods, 4; stationers, 6; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, to November; doctors (medical, 14), (dentists, 12), (osteopaths, 4); number of wired houses, 1,820; bus service; gas, artificial; electric current, alternating; water, hard.

BEMIDJI, MINN.

(Beltrami County)

1920 Population, 7,086.

City and Suburban Estimate, 11,000.

Native Whites, 75%; Negroes, .001%; Foreign Born, 25%; Industrial Workers, 45%; English Reading, 98%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; State Teachers' College; Number of Pupils, 2,350.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $2,550,000; Savings Bank Deposits Total $1,-080,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,250.

Location: On Lake Bemidji, in northern part of the state, twenty miles from source of Mississippi. Located on "Soo," Great Northern, Northern Pacific, and Red Lake R.Rs. Jefferson Highway, Theodore Roosevelt Highway and Mississippi River Scenic Highway run through city. Bus connections with "Twin Cities" and Duluth and Grand Forks. To nearest large city (Duluth), by railroad, 7 hours; by auto, 6 hours.

Principal Industries: Lumber mills and kindred industries, railroad shops, big butter and cream center, bottling works, brick plants, woolen mills, baking, printing.

Manufacturing Establishments, 17. Leading firms: Crookston Milling Co., Bemidji Woolen Mills, Bemidji Mfg. Co., Blue Valley Creamery, Langdon Ice Cream Co., Chicago Box & Crating Co., Bemidji Brick Co., Bemidji Concrete Mfg. Co., Golden West Bottling Works, Bemidji Foundry. Drs. Larson & Larson (manufacturing optometrists, General Body Co., Home Baking Co., Beltrami Elevator & Milling Co., Northern Bread Co. (Quality Bakery).

Special Information: Is the center of rapidly developing dairy country, as a natural development of cut-over lands. Is in the heart of the "Ten Thousand Lake" region of Minnesota, enjoying tremendous summer business. Over 10,000 tourists register annually at public tourists' camp. Only large city within radius of one hundred miles. Every indication of increasing in population and resources at a rapid rate.

Residential Features: City of home-owners, and great center for traveling men, because of railroad facilities. Teachers' College brings in many families. "White Way," paved streets, good water department and public utilities, both gas and electric light. Company of National Guard and naval militia, with fine armory. Big Masonic temple and public library. Seat of northern Minnesota Fair.

Retail Shopping Section: Extends from stations six blocks up Beltrami and Minnesota Avenues, with connecting side streets. Compact district, with excellent retail stores. A number of neighborhood grocery stores.

Trading Area: Forty miles in each direction, on account of size of town, good roads and good railroad connection. Business received from individuals at a great distance, but legitimate trading territory.

Wholesale Houses: Groceries, 3; bakeries, 4; meats, 2; fruits, 2; miscellaneous lines, ice cream, 1; butter, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 7; automobile accessories, 22; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 45 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 2; druggists, 3; dry goods, 8; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 33 (chain, 1); hardware, 3; jewelry, 4; meat markets, 14 (chain, 1); men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 25; shoes, 3; sporting goods, 3; stationers, 1; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to November; doctors (medical, 9), (dentists, 6), (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

CROOKSTON, MINN.

(Polk County)

1920 Population, 6,825.

City and Suburban Estimate, 35,000.

Native Whites, 80%; Foreign Born, 20%; English Reading, 95%; Families, 2,162.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 4; Total Resources, $6,000,000; Savings Bank Deposits Total, $2,000,-000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: Great Northern, and Northern Pacific Rys. Five branch lines of railroads, center here. Is central city of Red River Valley and rallying point for people of this great agricultural region.

Principal Industries: Lumber and flour manufacturers, flax fibre, railroad repair shops, wheat and cattle shipping point of northern Minnesota. Also center of sugar beet, and potato industry.

Manufacturing Establishments, 40. Leading firms: Red River Lumber Co., Sash and Door Factory, Lappan Flax Fibre Co., Miller Tannery Corp., Flour Milling Co., Top and Body Works, two large central creamery companies. Total value of yearly output of factories estimated at $20,000,000.

Special Information: Center of the greatest agricultural section in the State.

Residential Features: 75% of families in city own their own homes. A city of uniformly good residences, ranging in value from $2,500 to $20,-000. A large part of residence section paved.

Retail Shopping Section: Has four fine business streets, two running north and south and two east and west, so that business section is compact and substantial looking. All business section paved with asphalt.

Trading Area: Comprises the entire Red River Valley, embracing nine large counties, 225 miles north and south, and 60 miles east and west.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 1; miscellaneous lines, cigar, 2; candy, 2; bread, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 5; druggists, 3; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 2; fruits, 20; furniture, 3; furriers, 1; grocers, 22 (chain, 1); garages (public), 4; hardware, 3; jewelry, 5; meat markets, 4; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 14; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per 12 months, 30; most pleasant months, May, June, July, Sept., Oct.; (doctors (medical, 20), (dentists, 9), (osteopaths, 2); number of wired houses, 1,900; gas, artificial; electric current, alternating; water, hard.

DULUTH, MINN.

(St. Louis County)

1920 Population 98,917. (1925, 111,282.)

City and Suburban Estimate, 325,000.

Native Whites, 68.9%; Negroes, 0.5%; Foreign Born, 30.6%; Industrial Workers, 45,002 (34,968

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MINNESOTA (Cont'd)

Duluth (con't)

male, 10,034 female); English Reading, 93.8%; Families, 21,294.

Schools: Public Grade, 46; High, 5; Junior High, 2; Parochial, 1; Number of Pupils, 20,497.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 3; Methodist, 4; Presbyterian, 3; Roman Catholic, 10; Miscellaneous, 8.

Banks: National, 6; State, 10; Total Resources, $70,500,000; Savings Bank Deposits Total, $10,750,000.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats: Theatres, 8,750; Armory, 3,500; Shrine Auditorium, 2,000; Total, 14,250.

Location: At the head of Lake Superior, northwest Minnesota. Served by Canadian Pacific, Northern Pacific, "Soo" Line, Chicago & Northwestern, D. S. S. & W., D. M. & N., D. & I. R., D. W. & P., G. N., C. M. & St. P. Steamships to Duluth. Excellent bus service to range towns also to Minneapolis, and St. Paul. To nearest large city, by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Steel, grain, lumber, coal, salt and cement trade, fisheries, wholesale trade, shipping.

Manufacturing Establishments, 147. Leading firms: Minnesota Steel Co., American Carbolite Co., F. A. Patrick & Co. (woolen products), Marshall Wells Co. (hardware). Total value of yearly output of factories estimated at $300,000,000.

Special Information: Location of the city makes it the shipping point of the northwest. Duluth also has cheap water transportation to the east, five railroads to the Pacific Coast, cheap and unlimited hydroelectric power. Immense iron fields at its back door. Vast available dock acreage, pure water, good climate and cheap fuel. A rich dairying and gardening hinterland.

Residential Features: Private homes predominate. Finest residential district located in east end, and Woodland, other homes average in value $5,000, $6,000 and $7,000.

Retail Shopping Section: Extends from 5th Avenue West to 2nd Avenue East, Superior Street, and First Street, occupied by department stores, drug stores, women's apparel, men's clothing, shoe stores, etc.

Trading Area: 125 miles north, 200 miles west, 150 miles south (including range towns).

Wholesale Houses: Groceries, 4; meats, 14; fruits, 4; hardware, 3; dry goods, 8; miscellaneous lines: confectionery, 11; fuel, 16.

Number of Retail Outlets for Nationally Advertised Products: Most are dealers in both passenger and commercial automobiles. Passenger automobile agencies, 40; automobile accessories, 6; automobile tire agencies, 25; bakers, 21; cigar store and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 50; delicatessen, 3; dressmakers, 9, listed in telephone directory; druggists, 45 (chain, 1); dry goods, 31; department stores, 13; electrical supplies, 5; florists, 9; fruits, 2; furniture, 26; furriers, 9; garages (public), 17; grocers, 263 (chain, 1); hardware, 31; jewelry, 23; meat markets, 80; men's furnishings, 2; men's clothing, 37; merchant tailors, 34; milliners, 10; opticians, 12; photographers, 14; pianos (and miscellaneous musical instruments), 6; radio supplies, 14; restaurants (including hotels), 68 (chain, 1); shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 13.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per 12 months, 40; most pleasant months, May to Oct.; doctors (medical, 119), (dentists, 85), (osteopaths, 5); number of wired houses, 23,100; street car service; gas, artificial; electric current, alternating; water, soft.

FARIBAULT, MINN.

(Rice County)

1920 Population, 11,089. (1925, est. 12,232.)

City and Suburban Estimate, 20,000.

Native Whites, 84.9%; Negroes, 0.1%; Foreign Born, 15%; Industrial Workers, 18%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Private, 5; State, 3; Number of Pupils, 2,300.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2. Resources, $6,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: Rock Island, Milwaukee, Great Western, Minnesota Southern running into Twin Cities, coming from south. Great Western east and west from Mankato, Minn., to Faribault. Jefferson Highway Transportation Company runs two-hour bus service from Mason City, Iowa, to Twin Cities. Pavement from Faribault to St. Paul—excellent roads. To nearest large city, by railroad, 2 hours; by trolley or auto, 2 hours.

Principal Industries: Shoes, furniture, floor trucks, brooms, amusement park water chutes, summer and lake resorts, wholesale grocery houses, candy, printing, woolen blankets.

Manufacturing Establishments: Leading firms: Shaft-Pierce Shoe Company, Peterson Art Furniture Company, Faribault Furniture Company, Nutting Truck Company (floor trucks), Faribault Broom Factory, Sellner Manufacturing Company (furniture and bathing beach chutes), H. H. King Flour Mills, Swift & Co., Theopold-Reid Co.; Wilson Packing Co., E. W. Leach & Sons, Kenk Mfg. Co., Healy Milk Products Co., H. A. Boyer Co., Faribault Canning Co., Northern States Power Co., Humphrey Elevator Co., F. W. Winter & Co., Faribault Machine Shops, Farmer Seed & Nursery Co., Andrew Nursery Co., Brand Peony Farms, Voegel Creamery, Fleckenstein Beverage Co., Faribault Dairy Co., Faribault Co-operative Creamery Co., Faribault Woolen Mills (wool blankets), Schimmel Company (furniture), Schwartz-Bion Candy Company.

Residential Features: Ninety per cent of population own their homes. About 2,500 single-family houses, 50 to 75 duplex houses and 3 or 4 small apartment houses.

Retail Shopping Section: Central Avenue, 7 blocks; Second Street, 2 blocks; Third Street, 4 blocks; Fourth Street, 4 blocks; Fifth Street, 2 blocks; Sixth Street, 1 block; First Avenue, 7 blocks.

Trading Area: Faribault's trade has a radius of about 25 miles, good roads, and intensive trade drives have extended trade territory beyond a radius of 20 to 25 miles. The people beyond the 10 mile circle come to Faribault to trade once a week.

Wholesale Houses: Groceries, 1; meats, 1; miscellaneous lines, seeds, 1; nursery stock, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 1; automobile tire agencies, 1; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; dressmakers, 6; druggists, 5 (chain, 4); dry goods, 5; department stores, 4; electrical supplies, 3; florists, 2; fruits, 6; furniture, 3; furriers, 1; garages (public), 8; grocers, 40; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; stationers, 3; women's apparel, 5.

FERGUS FALLS, MINN.

1920 Population, 7,581.

City and Suburban Estimate, 12,200.

Native Whites, 84%; Foreign Born, 16%; Industrial Workers, 10%; English Reading, 98%; Families, 1,435.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 1,350.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 4; Total Resources, $6,300,000; Savings Bank Deposits Total, $3,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,800.

Location: In west central Minnesota, served by the Great Northern and the Northern Pacific Railways. Good bus service to central and eastern parts of state. To nearest large city, by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Flour mills, woolen mills, woodwork mill, meat packing plant.

Manufacturing Establishments, 22. Leading firms: Northwestern Manufacturing Co., Fergus Falls Woolen Mill Co., Liberty Garment Mfg. Co., Red River Flour Mills. Total value of yearly output of factories estimated at $1,500,000.

Residential Features: Mostly one-family houses. All are private homes.

Retail Shopping Section: Located in twelve blocks.

Trading Area: Reaches 45 miles east, 25 miles south and 30 miles north, and 27 miles west. Good bus service and excellent state trunk highways in all directions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines, woolen blankets, clothes, etc., 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 2; automobile accessories, 7; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 16; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 5; grocers, 24 (chain, 1); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to October, inclusive; doctors (medical, 16), (dentists, 11), (osteopaths, 1); number of wired houses, 1,375; electric current, alternating; water, soft.

HIBBING, MINN.

(St. Louis County)

1920 Population, 15,089. (1925, est. 17,182.)

City and Suburban Estimate, 40,883.

Schools: Public Grade, 21; Junior High, 2; Parochial, 1; Junior College, 1; Number of Pupils, 6,700.

Churches: Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: Natbional, 2; State, 2; Total Resources, $5,427,827.93.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 8,000.

Location: In northeast part of Minnesota, 80 miles from Lake Superior. Served by Duluth, Mesaba & Northern, and Great Northern Railroads. Buses leaving for Duluth every hour, and "Twin Cities" twice a day. To nearest large city, by railroad, 3½ hours; by auto, 2½ hours.

Principal Industries: Iron industry only.

Manufacturing Establishments: Leading firms: Oliver Iron Mining Co.

Residential Features: Mostly one- and two-family houses, with very few tenement houses. One of the finest private residential sections is located west of Howard Street. Homes in the latter section average in value $6,000.

Retail Shopping Section: Extends the length of First Avenue, and five blocks on Howard Street, the latter being the main business district. There are also several smaller neighborhood sections, with the usual grocery, confectionery, meat, and small shops.

Trading Area: Extends about fifteen miles north, east, and south, bus and trolley services being very good.

Wholesale Houses: Groceries, 7; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 8; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 30; delicatessen, 15; dressmakers, 15; druggists, 7; dry goods, 10; department stores, 5; electrical supplies, 4; florists, 2; fruits, 2; furniture, 8; garages (public), 8; grocers, 65 (chain, 2); hardware, 6; jewelry, 6; meat markets, 16 (chain, 1); men's clothing, 8; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 101; most pleasant months, June to Oct., inclusive; doctors (medical, 18), (dentists, 12), (osteopaths, 3); number of wired houses, 3,000; street car service; gas, artificial; electric current, alternating; water, hard.

INTERNATIONAL FALLS, MINN.

(Koochiching County)

1920 Population, 3,448.

City and Suburban Estimate, 6,000.

Native White, 75.36%; Negro, .04%; Foreign Born, 24.6%; Industrial Workers, 25%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $1,500,000; Savings Bank Deposits Total, $500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,100.

Location: At Falls in Rainy River, 3 miles from outlet of Rainy Lake. Central part of northern boundary of Minnesota. Served by Canadian National and Nor. Pac. Rys. Located on Minn. Trunk Highways, Nos. 11 and 4.

Principal Industries: Print and craft paper mills, insulite mill, lumber mill, commercial fishing and farming.

Manufacturing Establishments, 4. Minnesota & Ontario Paper Co., International Insulite Co., International Lumber Co., Lakeside Fish Co. Annual output, $9,000,000.

Special Information: Location of the city makes it a distributing point for places southeast, south, and southwest. It is a receiving point for commodities entering U. S. from Canada, the principal imports being lumber, furs and fish.

Residential Features: Mostly one-family houses; very few apartment buildings. Splendid residential section along Rainy River.

Retail Shopping Section: Principal business street is Third St., extending from Rainy River in a westerly direction about one mile. Manufacturing industries located on Rainy River at the east and north of town.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 1; florists, 1; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 8; hardware, 3; jewelry, 3; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 2.

LITTLE FALLS, MINN.

(Morrison County)

1920 Population, 5,500.

City and Suburban Estimate, 7,800.

Native Whites, 60%; Foreign Born, 40%; Industrial Workers, 10%; English Reading, 80%; Families, 1,560.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,438.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Lutheran, 4; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, $3,781,984.64; Savings Bank Deposits Total, $3,301,709.53.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,000.

Location: In the center of the state, on the Mississippi River, 106 miles northwest of St. Paul, and served by the Northern Pacific Ry., main line, and the Dakota division, branch line. It is the northern terminal of the longest stretch of paving in Minnesota, which affords excellent passenger and truck service by auto.

Principal Industries: Paper, pulp, granite, flour, butter, power, ice cream, canning, and farming, garment factory.

Manufacturing Establishments, 12. Hennepin Paper Co., Itasca Paper Co., Little Falls Black Granite Co., Peerless Granite Co., Little Falls Milling Co., Northwestern Milling Co., Kiewell Products Co., Minnesota Power & Light Co., Farmers' Co-operative Creamery Co.; West Creamery Co., Little Falls Garment Co. Value annual output, $2,150,000.

Special Information: Little Falls is the gateway to Minnesota's "Ten Thousand Lakes," also the center of the largest hydroelectric development in the Northwest. Within the city limits, and located on the Mississippi River, is a development of 10,000 horsepower, and within 10 miles of the city there is nearing completion a 27,000 horsepower plant. We have several good factory sites on trackage. The black granite from the quarries near Little Falls is unsurpassed in strength, quality, and beauty. Little Falls is also the smallest town in the United States to boast of an exclusive Elks' Home.

Residential Features: Mostly one- and two family houses, private homes almost exclusively

Retail Shopping Section: Extends on Broadway to both the east, and west side of the Mississippi River for 8 blocks; also on 1st Street running from 2nd Avenue southeast, to 1st Avenue northeast, a distance of 4 blocks. There are also other streets paralleling 1st Street for 3 blocks in length. This consists of the chief shopping districts. Several small stores scattered throughout the city.

Trading Area: Extends about 15 miles in all directions. Intermittent business from all parts of the country.

Wholesale Houses: Meats, 1; fruits, 1; miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 4; automobile tire agencies, 1; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 20; druggists, 3; dry goods, 2; department stores, 5; electrical supplies, 2; furniture, 4; garages (public), 5; grocers, 25; hardware, 5; jewelry, 2; meat markets, 5; men's furnishing and men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 10; shoes, 10; sporting goods, 6; stationers, 1; women's apparel, 5.

MANKATO, MINN.

(Blue Earth County)

1920 Population, 12,469.

City and Suburban Estimate, 60,677.

Native Whites, 87%; Foreign Born, 13%; Industrial Workers, 10%; English Reading, 96%; Families, 3,200.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,20

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 3; State, 5; Total Resources $10,734,000; Savings Bank Deposits Total, $1,309,000; Time Deposits, $3,076,000.

Theatres: Legitimate, 1; Moving Pictures, Vaudeville, 2; Miscellaneous (Auditoriums, etc. 1; Total number of seats, 6,500.

Location: At the south bend of the Minnesota River, almost exactly in the geographical center of Southern Minnesota, served by Chicago Great Western, Chicago, Milwaukee and St. Paul, and Chicago and North Western Railways. Excellent bus service in all directions. Unusually good roads promote motor travel to Mankato from a wide radius.

Principal Industries: Stone, cement, flour mining, garments, machinery, poultry supplies, printing and lithographing. Distributing point for plumbing supplies, groceries, fruit, automobile and accessories, paper, candy, etc. Third largest hog market in Minnesota. Important poultry market, both for pure-bred stock and dressed poultry. Large dairy and creamery center.

Manufacturing Establishments, 52. Leading firms: The Carney Co., Breen Stone Co., Hubbard Milling Co., Hugo Shirt Co., Little Giant Co., R. F. Neubert Co.

Special Information: The wholesale, retail, educational, musical, and political center of southern Minnesota. Because of railroad and highway facilities, it serves an unusually wide trading territory. Center of diversified farming district, which specializes in dairying, stock raising, and high grade poultry. Many fine herds of pure-bred cattle. Educational center, 2,500 out-of-town students in Mankato schools and colleges. Distributing point for Standard Oil and three other oil companies.

Residential Features: Mostly one- and two-family houses. No tenements and no slums. Several good apartment buildings. Private homes predominate. Fine boulevards and parks. Good street car service with 5-cent fare.

Retail Shopping Section: Extends 14 blocks on Front Street, includes also about 6 blocks on side streets, immediately adjacent. Several smaller "neighborhood" sections with the usual grocery, meat, and confectionery shops are rapidly developing.

Trading Area: Extends about sixty miles west and south; about twenty miles north and east.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; miscellaneous lines, plumbing supplies

MINNESOTA (Cont'd)

2; auto accessories, 1; candy, 4; paints, 1; paper, 1; oils, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto agencies, 6; automobile accessories, 33; automobile tire agencies, 33; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 12; department stores, 6; electrical supplies, 5; florists, 3; fruits, 5; furniture, 6; furriers, 3; garages (public), 22; grocers, 46; hardware, 8; jewelry, 6; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 11; restaurants (including hotels), 18; shoes, 7; sporting goods, 5; stationers, 3; women's apparel, 7.

MINNEAPOLIS, MINN.

(Hennepin County)

1920 Population, 380,582. (U. S. Census July 1, 1925, estimate, 425,000.)

City and Suburban Estimate, U. S. Census for Hennepin County, 462,014.

Native Whites, 288,333; Negroes, 3,927; Foreign Born, 88,032; Industrial Workers, 174,289; English Reading, 75%; Families, 91,843 (1925 estimate, 100,000).

Schools: Public Grade, 86; High, 4; Junior-Senior High, 4; Vocational High, 1; Parochial, 35; Number of Pupils (close of school year, 1924-25), 78,982; University of Minnesota, enrollment (1924-25), 20,612.

Churches: Baptist, 22; Christian Scientist, 6; Congregational, 18; Episcopal, 16; Hebrew, 11; Methodist, 28; Presbyterian, 19; Roman Catholic, 26; Greek Catholic, 2; Greek Orthodox, 2; Lutheran, 72; Latter Day Saints, 1; Unitarian, 1; Universalist, 2; Spiritualist, 2; United Brethren, 1; First Church of Brethren, 1; Evangelical, 2; Evangelican Synod, 3; Disciples, 7; Friends (Quaker), 1; Free Church, 5; Seventh Day Adventist, 3; Swedenborgian Church, 1; Nazarene, 1; Swedish Mission Covenant of America, 7; African M.E. (Colored), 4; Park Advent Christian, 1; Missions, 6. Total number of churches, 271.

Banks: National, 7; State, 25; Savings Banks, 2; Trust Companies, 4; Total Bank Deposits, Jan. 1, 1925, $319,388,000.

Theatres: Legitimate, 2; Moving Pictures, 52; Vaudeville, 4; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Minneapolis is situated on the Mississippi River, at the Falls of St. Anthony, the head of river navigation, with municipal docks and landing stages. It is 10 miles west by north of St. Paul, and is served by the following railroads: The Chicago, Burlington & Quincy Railroad Co.; Chicago, Great Western Railroad Co.; Chicago, Milwaukee & St. Paul Railway Co.; Chicago, Rock Island & Pacific Railway Co.; Chicago, St. Paul, Minneapolis & Omaha Railway Co.; Minnesota Western Railway; Great Northern Railway Co.; Minneapolis, Anoka & Cuyuna Range Railway Co.; Minneapolis, Northfield & Southern Railway Co.; The Minneapolis & St. Louis Railroad Co.; Minneapolis, St. Paul & Sault Ste. Marie Railway Co., and the Northern Pacific Railroad Co. To nearest larger city (Milwaukee, Wis., 428 miles), by railroad, 10 hours; by auto, 17 hours.

Principal Industries: Flour mills and grist mills, linseed oil, bread and bakery products, cars and general shop construction, food preparations, printing and publishing, artificial limbs, tents and awnings, mattresses and spring beds, furniture, confectionery and ice cream.

Manufacturing Establishments: Approximately, 1,700. Leading firms: Pillsbury Flour Mills, Washburn-Crosby Flour Mills, Russell-Miller Flour Mills, Munising Wheat Corporation, Minneapolis Steel Machinery Co., Flour City Ornamental Iron Works, Minneapolis Heat Regulator Co. Total value of yearly output of factories estimated at $1,079,900,000.

Special Information: Minneapolis is the largest city in Minnesota, and of the N. W., of which it is the manufacturing wholesaling, retailing, distributing, financial, and educational center, the State University being located here. Minneapolis has one of the most up-to-date scientific water supply systems in the country. Water is pumped from Mississippi River above city to filtration plant, where it is filtered and sterilized. Daily consumption is 42,771,000 gallons. The pumping plant has a daily capacity of 130,000,000 gallons. Valuation of Minneapolis municipal property is $85,000,000; 239.79 miles of street railway track operated. In 1924 number of car miles operated was 16,680,755. Number of revenue passengers hauled was 126,492,460. Minneapolis is a city without slums. Minneapolis is also noted for its Institute of Arts, the Walker Art Collection, its Symphony Orchestra, Conservatories of Music, etc.

Residential Features: Minneapolis is a city of homes. July 1, 1925, count by City Planning Commission shows over 60,159 single-family dwellings, approximately 5,924 duplexes, and 2,004 apartments. The labor population is primarily home-owning, which is an outstanding feature. One of the large labor districts is bounded as follows: South city limits, Chicago Avenue and 40th Street, Cedar Lake Street, and the Mississippi River, is almost exclusively single family residences. Important: The density of population within the limited bounds of the city is greater than in most of the larger cities of the country. The reason for this is that it grew out from the center, and the dwellings are not scattered.

Retail Shopping Section: Extends from First Avenue north to 5th Street, Hennepin Avenue; Washington to 10th Street, Nicollet Avenue. Second Street to 11th Street, Marquette, 4th to 11th Streets. All cross streets between Nicollet and Hennepin, from Washington Avenue to 11th Street, also Lake Street district. West Broadway district, Central Avenue district, Franklin Avenue district, Cedar, and Washington districts. Nicollet Avenue is said to be the largest retail street in the country without a car line, and has practically every line of merchandise carried by the stores in abutting streets.

Trading Area: The trade territory of Minneapolis is included in the State of Minnesota, North, and South Dakota, Montana, the northern border of Nebraska, the northern half of Iowa, western, and northern half of Wisconsin, and the Northern Peninsula of Michigan. There is 1,000,000 population within a radius of 50 miles, or within the first parcel post zone; 1,500,000 population within a radius of 150 miles, or within the second parcel post zone; 6,500,000 population within the trade territory of which Minneapolis is the industrial center.

Wholesale Houses: Groceries, 10; meats, 33; fruits, 41; hardware, 17; dry goods, 23.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 125; commercial auto. agencies, 25; automobile equipment, 119; automobile tire agencies, 21; bakers, 80; cigar stores and stands (including hotels), hundreds; confectioners (including hotel stands), 260 (chain, 1); delicatessen, perhaps 100 or more; dressmakers, about 25; druggists, 246 (chain, 2); dry goods, 59; department stores, 20; electrical supplies, 43; florists, 59; fruits, 29; furniture, 88; furriers, 45; garages (public), 200; grocers, 736 (chain, 3); hardware, 114; jewelry, 69; meat markets, 330; clothiers, 66; tailors, 190; milliners, 54; oculists, 71; opticians, 39; photographers, 58; pianos (and miscellaneous musical instruments), 13; radio supplies, 27; restaurants (including hotels), 271 (chain, 4); shoes, 67; sporting goods, 11; stationers, 18; women's apparel, 25.

Miscellaneous Data: Average temperature, 44.6 degrees; average number of rainy days per twelve months, 118; most pleasant months, spring and summer seasons; doctors (medical, 565), (dentists, 500), (osteopaths, 36); number of wired houses, 99,500; street car service; gas, artificial; electric current, alternating and direct; water, medium hard.

MOORHEAD, MINN.

(Clay County)

1920 Population, 5,720 (1924) directory population, 6,684).

City and Suburban Estimate, 12,000.

Native Whites, 50%; Foreign Born, 50%; Industrial Workers, 20%; English Reading, 90-95%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 1,600; students at college, 950.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2 Lutheran, 1 Mission, 1 Convenant Mission, 1 Congregational.

Banks: National, 2; State, 1; Total Resources, $2,946,519.83; Savings Bank Deposits Total, $1,089,560.23.

Theatres: Moving Pictures, 1; Total number of seats, 600.

Location: On western boundary of Minnesota, 1 mile east of Fargo, N. D., and in the heart of the Red River Valley of the North. On main lines of Great Northern, and Northern Pacific Rys., C. M. & St. Paul R. R. 1 mile away. Including branches of above, 11 railway lines branch out from Moorhead. Only place with such facilities between "Twin Cities" and the Rocky Mountains. Adequate bus service. Only 50 miles from innumerable lakes well stocked with fish.

Principal Industries: Agricultural, dairying, poultry raising, overalls, sheet metal goods, creameries, awning and tent factory.

Manufacturing Establishments: 30 (estimated). Leading firms: Fairmont Creamery Co., Nord Furnace Co., Simonson Mfg. Co. (overalls). Total value of yearly output of factories estimated at $2,000,000.

Special Information: Location of city makes it the headquarters for potato loading, shipping, and warehousing. Ideal location for flour mills and packing plants. There are 4,000 acres of sugar beets planted in surrounding territory.

Residential Features: Mostly all private residences.

Retail Shopping Section: Center Avenue, 8 blocks; First Avenue N., 4 blocks; Fourth St., 3 blocks; First Avenue S., 5 blocks.

Trading Area: North, east, and south, 14 miles.

Wholesale Houses: Groceries, 1; Miscelllaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; dressmakers, 5; druggists, 3; department stores, 2; including dry goods; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 4; grocers, 30; hardware, 2; jewelry, 3; meat markets, 4; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 11; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 1.

RED WING, MINN.

(Goodhue County)

1920 Population, 8,637.

City and Suburban Estimate, 8,673.

Native Whites, 82%; Negroes, .001%; Foreign Born, 18%; Industrial Workers, 20%; English Reading, 97.7%; Families, 1,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8. Total 17.

Banks: National, 2; State, 2; Total Resources, $6,626,205.15; Savings Bank Deposits Total, $986,903.83.

Theatres: Legitimate, 2; Moving Pictures, 2. Total number of seats, 1,100.

Location: On the Mississippi River 41 miles SE. of St. Paul. Served by C. M. & St. P., and Great Western R.Rs. Three or four busses a day.

Principal Industries: Stoneware, malting mill, flour mills, sewer pipes, marine motors, shoe factories, linseed oil, advertising utilities, filter sand, tannery, furniture. Total value of yearly output of factories estimated at $16,185,000.

Manufacturing Establishments: Red Wing Stoneware Co., Red Wing Sewer Pipe Co., Fleischman Malting Co., Red Wing Milling Co., La Grange Mills, S. B. Foot Tannery, Red Wing Shoe Co., Stickles Shoe Co., Red Wing Motor Co., Red Wing Filter Sand Co.

Residential Features: Eighty-five per cent of the people own their own homes, due to the assistance of a very strong and active building association.

Retail Shopping Section: Confined to about six blocks in the center of the city. There are also some outlying retail stores, such as grocery, confectionery, and meat shops.

Trading Area: Covers a 25-mile radius, depending on the condition of the roads.

Wholesale Houses: Groceries, 1; fruits, 1; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 3; garages (public), 6; grocers, 23; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

ROCHESTER, MINN.

(Olmsted County)

1920 Population, 13,722.

City and Suburban Estimate, 50,000.

Native Whites, 85.8%; Negroes, .04%; Foreign Born, 13.8%; Families, 2,796.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,275; Junior College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Universalist, 1; German Lutheran, 1; United Brethren, 1; Norweigan Lutheran, 1; German Evangelist, 1.

Banks: Total Resources, $7,874,133.64; Savings Bank Deposits Total, $3,637,058.41.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,531 (theatres only).

Location: In southeastern Minnesota, 30 miles to Iowa, and 50 miles to Wisconsin line. Served by the Chicago, Great Western, and Chicago & North Western Railways. Excellent bus service all directions. Center of bus line service. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Cameras, flour, jewelry, cosmetics.

Manufacturing Establishments: 3. Leading firms: Conley Camera Co., Rochester Laboratories (cosmetics).

Residential Features: Practically all one-family homes, few two-family, or apartment houses. Private homes predominate, 60% owned. Houses in best part of city cost $15,000 to $50,000. A few residences at a higher cost.

Retail Shopping Section: Broadway and First Avenue S. W. five blocks each, and intersecting streets. Thirty-five outlying groceries.

Trading Area: Twenty-five miles each way. Often more, because of excellent roads, and bus service.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 9; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 4; fruits, 3; furniture, 4; furriers, 2; garages (public), 23; grocers, 46 (chain, 2); hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 4; men's clothing, 9; merchant tailors, 6; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 31; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 9.

Miscellaneous Data: Most pleasant months, May to October, inclusive; doctors (medical, 138), dentists, 30 (includes Mayo Clinic, and staff), (osteopaths, 5); number of wired houses, 98%; gas, natural; electric current, alternating; water, hard.

ST. CLOUD, MINN.

(Stearns County)

1920 Population, 15,873 (1925, est. 21,152).

City and Suburban Estimate, 75,000.

Native Whites, 100%; English Reading, all; Families, 3,680.

Schools: Public Grade, 7; High, 2; Parochial, 5; Number of Pupils, 4,344.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 6.

Banks: National, 2; State, 3; Total Resources, $18,000,000; Savings Bank Deposits Total, $12,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 8,000.

Location: 75 miles north of St. Paul on Mississippi River. Served by Great Northern, and Northern Pacific Rys. Railway division point. On Jefferson Highway, and is served with busses to all parts of the state. Excellent travel facilities afforded to large trade area. To nearest larger city by railroad, 2¼ hours; by bus, or auto, 2½ hours.

Principal Industries: Granite quarrying, and ornamental and building stone manufacturing. Great Northern Railway car shops. J. E. Barr, Pickling and Preserving Co.

Special Information: New Veterans' Hospital costing $1,500,000. New Orphanage costing $500,000. A $4,000,000 building program for this year. Excellent farming. Stearns County claims to be first in dairy production in the state.

Residential Features: Mostly one family houses. Our water and sewer system makes 85% of the homes modern. There are eight new sub-divisions now in progress of building.

Retail Shopping Section: Extends from State Highway on East St. Cloud to 12th Avenue, and St. Germain Street. From Fifth Avenue and St. Germain Street to Ramsey Place. A Distance of 26 blocks of main streets. There are several smaller neighborhood stores to the number of 42.

Trading Area: Extends east, north, and west for 50 to 60 miles. South about 20 miles as that is the direction of the Twin Cities.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, auto supplies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 4; dressmakers, 11; druggists, 4 (chain, 1); dry goods, 6; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 5; furriers, 2; garages (public), 21; grocers, 55 (chain, 2); hardware, 5; jewelry, 6; meat markets, 20; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 9; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 44.6 degrees; average number of rainy days per twelve months, 72; most pleasant months, May to September, inclusive; doctors (medical, 18), (dentists, 20), (osteopaths, 3); number of wired houses, 2,300; street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

ST. PAUL, MINN.

(Ramsey County)

1920 Population, 234,698.

City Estimate, 281,000 (A. B. C. statement).

Native Whites, 76.5%; Negroes, 1.5%; Foreign Born, 22%; Industrial Workers, 22,694; English Reading, 95%; Families, 54,400.

Schools: Public Grade, 65; High, 4; Parochial, 25; Number of Pupils, approximately 60,000.

Churches: Baptist, 14; Christian Science, 2; Congregational, 12; Episcopal, 14; Hebrew, 11; Methodist, 19; Presbyterian, 15; Roman Catholic, 26; Miscellaneous, 67.

Banks: National, 6; State, and Trust Companies, 35; Capital, $14,660,046; Total Resources, $172,820,494; Bank Deposits Total, $151,632.60.

Theatres: Legitimate, 1; Moving Pictures, 40; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 43,862.

Location: At the head of navigation of the Mississippi River. 9 miles below the Falls of St. Anthony, and 409 miles by rail WNW. of Chicago. Served by the Chicago & North Western; Chicago, Milwaukee & St. Paul; Chicago, Burlington & Quincy; Great Northern; Minneapolis & St. Louis; Minneapolis, St. Paul & Saulte Ste. Marie; Northern Pacific; and Rock Island, Railroad Systems, and Chicago Great Western R. R. The River Transit Company, and the Sunco Barge Lines serve this city on the river. Mileage of the railroads entering Saint Paul is 59,508, or nearly one-fourth of the total railroad mileage of the United States. St. Paul has 9 railroad systems, 23 lines. To nearest larger city by railroad, 12 hours; by auto, 16 hours.

Principal Industries: Boots and shoes. Butter, cheese, condensed milk, railroad repair shops, foundry and machine shop products, fur goods, printing and publishing, meat packing, automobile mfg. and assembly.

Manufacturing Establishments: 818 (U. S. Census, 1920). Leading firms: American Hoist & Derrick Co., Saint Paul Foundry, Siems Stembel

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MINNESOTA and MISSISSIPPI Markets in Standard Surveys

MINNESOTA (Cont'd)

St. Paul (con't)

Company (car repairs), Gordon & Ferguson (furs), Brown & Bigelow (specialty printing), Sanitary Food Mfg. Co., Waldorf Paper Co., Northern Insulating Company (flax-linen), Armour & Co., Swift & Co., International Harvester Co. (twine works), Minnesota Mining & Manufacturing Company (abrasive material), Foot-Schultze Company, Gotzian Shoe Company, Tilden Produce Co., R. E. Coob Co. (produce), Ford Motor Co. (branch, mfg. and assembling).

Special Information: The vast expanse of the trade territory directly tributary to Saint Paul can best be visualized by comparison. It is twice the size of the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and West Virginia combined. Over 2,000,000 people live within a radius of 100 miles from Saint Paul. First day delivery of freight is available to over 3,000,000 people, and second day delivery to over 2,500,000 more. The secondary trade territory of St. Paul reaches to the northwest Pacific Coast, Nebraska, Idaho, and Wyoming on the southwest, Missouri on the south, and to Michigan on the east. St. Paul is said to be the second largest butter producing city in the country. The South St. Paul market serves as a livestock metropolis for the enitre northwest section of this country, and Canada. Annual business, $100,000,000.

Residential Features: St. Paul is known as a city of homes which consist mostly of one, and two-family houses. The St. Paul main residential district is known as the "Hill District," and the homes in this section average in value $20,000.

Retail Shopping Section: Is bounded on the north by East 10th St., east by Jackson and Sibley Streets, on the south by Third Street, and on the west by Seventh and St. Peter Streets. This covers a territory of about 70 blocks. The heart of the shopping district is approximately in the center of the above described area, and consists of about 15 blocks.

Trading Area: Extends about 25 to 30 miles north, east and south, with practically no distance west, as the western city limits of St. Paul are the eastern limits of the City of Minneapolis. There is considerable trading derived from a larger area due to the excellent network of bus lines and railroads.

Wholesale Houses: Groceries, 14; meats, 16; fruits, 26; hardware, 8; dry goods, 9; Miscellaneous lines, 155 jobbers and wholesalers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 92; commercial auto. agencies, 6; automobile accessories, 17; automobile tire agencies, 47; bakers, 77; cigar stores and stands (including hotels); 76; confectioners (including hotel stands), 95; delicatessen, 233; dressmakers, 846 not in factories; druggists, 157; dry goods, 19; department stores, 23; electrical supplies, 52; florists, 37; fruits, 16; furniture, 66; furriers, 33; garages (public), 91; grocers, 1,000; hardware, 63; jewelry, 70; meat markets, 270; men's furnishings and clothing, 74; merchant tailors, 214; milliners, 48; opticians, 28; photographers, 40; pianos (and miscellaneous musical instruments), 23; radio supplies, 8; restaurants (including hotels), 260; shoes, 70; sporting goods, 10; stationers, 6; women's apparel, 11.

Miscellaneous Data: Average temperature, 44.2 degrees; average number of rainy days per twelve months, 114; most pleasant months, June to October, inclusive; doctors (medical, 373), (dentists, 262), (osteopaths, 22); number of wired houses, 54,000 (counting separate apartment meters, 70,000); street car service; gas, artificial; electric current, alternating and direct; water, medium hard.

VIRGINIA, MINN.

(St. Louis County)

1920 Population, 14,022.

City and Suburban Estimate, 20,000.

Native Whites, 40%; Foreign Born, 60%; Industrial Workers, 75%; English Reading, 75%.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1; Junior College, 1; Number of Pupils, 4,654.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $5,621,387; Savings Bank Deposits Total, $2,663,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 10,000.

Location: Virginia lies 64 miles northwest of Duluth, in the center of the Mesaba iron range district. Is served by Duluth, Winnipeg & Pacific; Duluth, Mesaba & Northern; Great Northern; and Duluth Iron Range R.Rs. and the Mesaba Railway Co. Interurban electric cars. Bus service to all range towns, Duluth, and points north of International Falls. To nearest larger city by railroad, 1 hour; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Iron mining and lumbering.

Manufacturing Establishments: 15. Leading firms: Virginia & Rainy Lake Lumber Co., Bailey Lumber Co.

Special Information: Distribution center for estimated population of 200,000. City owns and operates electric light, water, gas, and central heating plants, latter heating entire business section, and 75% of residence section, with plans under way for including remainder.

Residential Features: Mostly one-family houses, privately owned. Small section devoted to workingmen's homes. A few apartments. One recent addition of 46 modern and attractive apartments built. Paved streets throughout. Municipally-owned electric light, water, and steam-heating plants make these conveniences available at low rates. Well cared for parks.

Retail Shopping Section: Extends east and west on Chestnut Street, six blocks; several blocks on the avenue crossing Chestnut Street, which is the center for street railway and bus lines. D. N. M. & D. W. P. depots located on east and west ends, respectively, of Chestnut Street. North side and south side also have their neighborhood groceries, etc.

Trading Area: Has radius of about 25 miles on all sides, except to the north which extends about 104 miles (to International Falls). Splendid interurban and bus service, interurban running every hour, and half hour. Busses also running on half-hour schedule.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, 17.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 17; bakers, 7; cigar stores and stands (including hotels), 25 (chain, 4); confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 9; druggists, 7; dry goods, 6; department stores, 9; electrical supplies, 3; florists, 2; fruits, 3; furniture, 7; furriers, 1; garages (public), 20; grocers, 56 (chain, 3); hardware, 5; jewelry, 8; meat markets, 8 (chain, 1); men's clothing, 16; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 12 (chain, 1); shoes, 2; sporting goods, 7; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 59.4 degrees; average number of rainy days per twelve months, 46; most pleasant months, June to November; doctors (medical, 11), (dentists, 16), (osteopaths, 3); number of wired houses, 1,900; street car service; gas, artificial; electric current, alternating; water, hard.

WINONA, MINN.

(Winona County)

1920 Population, 19,143.

City and Suburban Estimate, 80,000 (A. B. C. figures).

Native Whites, 86%; Foreign Born, 14%; Industrial Workers, 17%; English Reading, 95%; Families, 4,500.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,139.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 2; State, 4; Total Resources, $17,565,641.56; Savings Bank Deposits Total, $7,335,144.57.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,900.

Location: Served by the Chicago, Milwaukee & St. Paul; Chicago & North Western; Chicago, Burlington & Quincy; Green Bay & Western; and Great Western R.Rs. To nearest larger city by railroad, 3½ hours; by auto, 6 hours.

Principal Industries: Flour, packing plant, shoes, garments, farm machinery, patent medicines, boxes, furs, overalls, candy, boilers, pickles, monuments, woolen mill, silos, tinware, tire chains, soap, lumber, fibreboard, insulating material, wood specialties, printing, oil refining, railroad shops.

Manufacturing Establishments: 90. Leading firms: J. R. Watkins Co., Bay State Milling Co., Interstate Packing Co., Pepin Pickling Co., Union Fibre Co., McConnon & Co., Dr. Ward Medical Co., H. Behrens Manufacturing Co., New Winona Manufacturing Co., Foot-Schulz & Co., Schuler Chocolate Factory, H. D. Foss & Co., Doud & Sons Co., Jones & Kroeger Co., Winona Oil Co.

Special Information: Winona is the fourth city in Minnesota, 86% of the homes are owned by the occupants. Rich diversified farming territory surrounds Winona, with many co-operative creameries and cheese factories in the small towns inside the trade territory of the city. Farmers are land-owners, not renters. They have not been hard hit by the agricultural depression. Improved roads lead to Winona from every direction.

Residential Features: Mostly one, and two-family houses. A few small apartments. Private homes predominate.

Retail Shopping Section: On Third Street, extends from Washington Street, 8 blocks east to Kansas Street. Also on streets crossing Third Street, between Johnson, and Walnut Sts., inclusive, a distance of four blocks. Scattered retail shops are located on Fourth Street, and Second Street, between Washington Street and Franklin Street, a distance of seven blocks. There are several small retail sections with meat, grocery, and confectionery stores, in outlying districts.

Trading Area: 25 miles north, 30 miles west, 15 miles east, 25 miles south.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 1; Miscellaneous lines, lumber, soft drinks, oil, paints, grain, coal, seeds, confections; 1 each, except lumber, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 3; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 14; dressmakers, 15; druggists, 8; dry goods, 7; department stores, 6; electrical supplies, 6; florists, 4; fruits, 2; furniture, 6; furriers, 1; garages (public), 15; grocers, 70 (chain, 14); hardware, 5; jewelry, 5; meat markets, 24 (chain, 5); men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10 (chain, 2); shoes, 11; sporting goods, 3; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 46.2 degrees; average number of rainy days per twelve months, 80; most pleasant months, April to July (inclusive) and Sept., Oct.; doctors (medical, 17), (dentists, 18), (osteopaths, 1); number of wired houses, 3,500 (approx.); street car service; gas, artificial; electric current, alternating; water, hard.

Standard Surveys of MISSISSIPPI

BILOXI and GULFPORT, MISS.

(Harrison County)

1920 Population, Biloxi, 10,937; Gulfport, 8,157.

City and Suburban Estimate, 40,845.

Native Whites, Biloxi, 81%; Gulfport, 73%; Negroes, Biloxi, 15%; Gulfport, 24%; Foreign Born, Biloxi 4%; Gulfport, 3%; Industrial Workers, Biloxi 40%; Gulfport 25%; English Reading, Biloxi 90%; Gulfport 90%; Families, Biloxi 2,553, Gulfport 1,714.

Schools: Public Grade, B.—4, G.—4; High, B.—1; G.—1; Junior High B.—1; G.—1; Parochial, B.—2, G.—1; Number of Pupils, Biloxi 2,450, Gulfport 2,300.

Churches: Baptist, B.—2, G.—2; Christian Science, B.—1, G.—1; Episcopal, B.—1, G.—1; Methodist, B.—2, G.—1; Presbyterian, B.—1, G.—1; Roman Catholic, B.—4, G.—1; Miscellaneous, Biloxi 1, Gulfport 2.

Banks: National, B.—1, G.—1; State, B.—1, G.—2; Total Resources, Biloxi $4,149,753.37; Gulfport $8,651,982.69; Savings Bank Deposits Total, Biloxi $731,274; Gulfport $142,432.14; Total resources: Mississippi Coast Banks, $21,561,298.68.

Theatres: Legitimate, Gulfport 1; Moving Pictures, Biloxi 3, Gulfport 2; Vaudeville, Biloxi 2, Gulfport 2; Miscellaneous (Auditoriums, etc.), Biloxi 2, Gulfport 2. Total number of seats, Biloxi 3,460, Gulfport 3,350.

Location: Biloxi is located on a peninsula on the Gulf Coast of Mississippi. Served by Louisville & Nashville, and Illinois Central R.R.'s. street car line to Gulfport and Pass Christian. Coastwise boat service (freight). Gulfport is 13 miles west of Biloxi, on the Gulf of Mexico, and in the center of the beautiful Mississippi coast resort section. Terminus of Illinois Central Railroad, which operates through Pullman cars between the Mississippi coast and Chicago. Gulfport is also served by the Louisville & Nashville Railroad. To nearest large city by railroad, 2 hours; by auto, 6 hours.

Principal Industries: Biloxi's principal industry is sea food packing and shipping. It is one of the largest packers of sea food, operating 24 canneries, besides 24 raw oyster and fish wholesale shippers. Total waterfront commerce is estimated at $5,000,000. Gulfport's principal industry is lumber exporting; has deep water harbor, railroad shops and yards; turpentine and creosote works; suburban truck farming sections. Port figures for the year ending June 30, 1924: Imports, $310,387; exports, $7,594,512. Imports increased 58% over 1922; exports more than 56%. Mississippi coast is visited both summer and winter by thousands of tourists.

Manufacturing Establishments: Biloxi, 23; Gulfport, 12. Leading firms: Biloxi: Biloxi Artesian Ice Mfg. Co., Biloxi Grit Co., Collins Blacksmith & Wagon Works, Crushed Oyster Shell Co., C. B. Foster Packing Co., Guy-Hamill Co., Kennedy Packing Co., Dunbar-Dukate Co., Lopez Packing Co., Seafoam Co. Gulfport: Crushed Oyster Shell Co., Gulfport Ice Co., Dentzler Lumber Co., Gulfport Fertilizer Co., Gulfport Mill & Cabinet Works, Marine Fertilizer & Feed Co. Total value of yearly output of factories estimated at: Biloxi, $3,000,000; Gulfport, $1,000,000.

Special Information: Situated on Mississippi Sound, in the northern part of the Gulf of Mexico, and known as the "Mississippi Coast," where are located the cities of Biloxi, Gulf port, and Pass Christian, with a beautiful wooded waterfront, 27 miles long, and an enchanting drive along the entire beach front. It is the southern terminus of the Magnolia automobile route—Chicago to the Gulf—and there is no finer year-round resort section anywhere. Many Illinois, Wisconsin, Ohio, and Michigan people own winter homes here; Louisiana, Tennessee, Alabama, and Mississippi people also summer here.

Gulfport is the home of the Illinois Central railroad shops, and the Mississippi Power Co. The two enterprises employ about 400 men the year 'round.

Residential Features: Mostly one-family houses. Biloxi is divided into three sections. Front beach, or Gulf front is devoted to hotels, apartment houses, and best residential section. North side, known as "Back Bay" section, and east end, on Biloxi Bay, are the industrial parts of the city. Boat yards and lumber mills form a small part of Biloxi's industry. Gulfport's fine residential section is located, like Biloxi's, on the beach. Has wide paved streets and is modern in every respect.

Retail Shopping Section: Biloxi's shopping section extends from the City Hall, Howard Avenue, and Main Street for 5 blocks along Howard Avenue to Fayard Street; Lameuse Street, 4 blocks from Washington Street to beach; Reynoir Street, one block from Howard Avenue to L. & N. Railroad; Beach Street, four blocks from Main Street to Reynoir Street. Gulfport's shopping section extends from Twenty-Second Avenue, 5 blocks along 14th Street to 27th Avenue; 25th Avenue, three blocks from 13th Street to 16th Avenue; 26th Avenue, two blocks from 13th Street to 15th Street; 27th Avenue, two blocks from 13th to 15th Street; 28th Avenue, two blocks from 13th Street to 15th Street; 13th Street, four blocks from 25th Avenue to 29th Avenue.

Trading Area: Biloxi's trading area is 10 miles north, and 13 miles west. Gulfport's trading area extends 13 miles east, 30 miles north, 9 miles west.

Wholesale Houses: Groceries, B.—2, G.—4; meats, B.—0, G.—2; fruits, B.—1, G.—2; hardware, B.—2, G.—1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, B.—3, G.—6; commercial automobile agencies, B.—6, G.—12; automobile accessories, B.—8, G.—12; automobile tire agencies, B.—8, G.—12; bakers, B.—9; G.—3; cigar stores and stands (including hotels), B.—2, G.—2; confectioners (including hotel stands), B.—7, G.—3; dressmakers, B.—4, G.—2; druggists, B.—7, G.—6; dry goods, B.—8, G.—7; department stores, B.—3; G.—3; electrical supplies, B.—4, G.—4; florists, B.—1, G.—1; fruits, B.—6, G.—7; furniture, B.—6, G.—3; garages (public), B.—8; G.—8; grocers, B.—74 (chain, 3); G.—45 (chain, 1); hardware, B.—3, G.—2, jewelry, B.—5, G.—4; meat markets, B.—15, G.—9; men's furnishings, B.—6, G.—6; men's clothing, B.—6, G.—6; merchant tailors, B.—4, G.—4; milliners, B.—3, G.—6; opticians, B.—3, G.—3; photographers, B.—2, G.—3; pianos (and miscellaneous musical instruments), B.—1, G.—1; radio supplies, B.—3, G.—1; restaurants (including hotels), B.—26, G.—18; shoes, B.—4, G.—7; sporting goods, B.—4, G.—4; stationers, B.—2, G.—6; women's apparel, B.—3, G.—5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 21; most pleasant months, nearly all; doctors (medical, B.—10, G.—19); (dentists, B.—6, G.—6); (osteopaths, B.—1, G.—1); number of wired hounses (Mississippi Coast), 5,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

CLARKSDALE, MISS.

(Coahoma County)

1920 Population, 7,552.

City and Suburban Estimate, 10,000.

Native Whites, 35%; Negroes, 60%; Foreign Born, 5%; Industrial Workers, 4%; English Reading, 75%; Families, 2,000.

Schools: Public Grade, 34; High, 4; Junior High, 4; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1.

Banks: National, 1; State, 3; Total Resources, $9,093,254.70; Savings Bank Deposits Total, $2,504,719.41.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,000.

Location: On the Y. & M. V. Railway, division of Illinois Central Railway. This division connects Memphis and Vicksburg direct—New Orleans and Chicago, ultimate terminals—with Louisville and Cincinnati, as others.

Principal Industries: Hardwood lumber, laundry, railway round house, printing, cottonseed products, two compresses.

Special Information: Clarksdale is the principal interior market for long staple cotton.

Residential Features: Most attractive residence section of the city is devoted largely to the homes of planters who reside in the city for the school, social, and church advantages. Homes are of the medium and more expensive type, the medium predominating for whites. The negro section is of the "shanty" variety of houses.

Retail Shopping Section: Retail section is represented by ten blocks.

Trading Area: The city of one-mile square, and a country area of twenty-five miles distant

MISSISSIPPI (Cont'd)

north, south, and east, fifteen miles west to Mississippi River.

Wholesale Houses: Groceries, 2; meats, 2; dry goods, 1; Miscellaneous lines—ice, and ice cream, milk.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 7; dry goods, 15; department stores, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 2; garages (public), 5; grocers, 64; hardware, 2; jewelry, 5; meat markets, 12; men's furnishings, 10; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 10; sporting goods, 1; stationers, 1; women's apparel, 10.

GREENVILLE, MISS.

(Washington County)

1920 Population, 11,560.

City and Suburban Estimate, 13,500.

Native Whites, 40%; Negroes, 60%; Foreign Born, 2%; English Reading, 90%:

Schools: Public Grade, 1,900; High, 315; Parochial, 150; Number of Pupils, 2,365.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 25.

Banks: National, 1; State, 3; Total Resources, $5,164,846; Savings Banks Deposits Total, $592,805.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: On the Yazoo & Mississippi Valley R. R., Columbus and Greenville bus service, river point, concrete wharf. Very little shipping, as river men claim high cost of operation prohibits.

Principal Industries: Lumber mills, manufacturing hoops and boxes.

Manufacturing Establishments: 4. Paepcke Leicht Co., Greenville Hoop Co., Green City Hoop Co., A. & G. Wineman & Sons. Value annual output, $5,000,000.

Special Information: Agricultural community, well adapted for dairying. Principal crop is long staple cotton.

Residential Features: Mostly two-story, well constructed, frame, and brick houses for whites. Negro section mostly cabins and poorly constructed shacks. About 3% of the negro houses are well constructed and arranged.

Retail Shopping Section: Washington Avenue, 5 blocks; Main Street, 3 blocks; Walnut Street, 3 blocks; Popular Street, 3 blocks.

Trading Area: Twenty miles in each direction.

Wholesale Houses: Groceries, 4; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 3; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 36; druggists, 10; dry goods, 15; electrical supplies, 2; florists, 2; fruits, 10; furniture, 5; garages, 1; grocers, 105; hardware, 4; jewelry, 3; meat markets, 16; men's furnishing, 3; men's clothing, 6; merchant tailors, 13; milliners, 3; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 12.

GREENWOOD, MISS.

(Le Flore County)

1920 Population, 7,793.

City and Suburban Estimate, 12,500.

Native Whites, 60%; Negroes, 38%; Foreign born, 2%; Industrial Workers, 25%; English reading, 99%; Families, 2,100.

Schools: Public Grade, 4; High, 1; Junior high, 1; Number of Pupils, 1,900.

Churches: Baptist, 2; Episcopal, 1; Hebrew, Methodist, 2; Christian, 1; Presbyterian, 1; Roman Catholic, 1. The foregoing are all for white people. There are 20 churches in city for negroes, all denominations.

Banks: National, 1; State, 5; Total Resources, 5,000,000; Savings Bank Deposits Total, $800,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats 1,900.

Location: On the Yazoo River, half way between Jackson, Miss., and Memphis, Tenn. On N. & M. V. R. R., and C. & G. Railroad, each with two branches. In center of Yazoo-Mississippi delta. Is large cotton market with permanent hard-surfaced roads in every direction, and excellent highways. River navigable all the year round. To nearest larger city (Memphis, Tenn.), by railroad, 4½ hours; by auto, 4½ hours.

Principal Industries: Cottonseed oil mills, sawmills, furniture manufacturing, manufacture of hardwood lumber, both rough and dressed.

Special Information: Located only eight miles from foothills. Greenwood draws trade from hill, and delta sections. Splendid department stores, and a number of large wholesale houses. Is wholesale distributor for radius of 45 miles.

Residential Features: Mostly one-family homes, about 65% being owned by the occupants. Very few tenements. Colored section mostly separate in well improved section of city. Practically exclusive section north of Yazoo River for residence, no business houses being permitted. There are several homes in this section ranging from $25,000, to $150,000. Is a city of homes, several well developed residential sections, with good paved streets covering 65%. About 2½ miles of vitrified brick.

Retail Shopping Section: Extends from both railroad stations, about one-half mile apart, along Carrollton Avenue, 7 blocks on Johnson Street, 6 blocks each on Howard, and Mail Streets, 3 blocks on Market Street, 2 blocks on Washington, with one section of eight blocks on East Carrollton Avenue, not in main business section. Also several outlying grocery stores.

Trading Area: Approximately 50 miles in every direction. Bus lines running north, west, and south of the city on regular schedules. Excellent department stores draw trade from long distances.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; hardware, 3; dry goods, 2; Miscellaneous lines, drugs, 1; bakeries, 2; feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 5; dressmakers, 8; druggists, 9 (chain, 2); dry goods, 25; department stores, 5; electrical supplies, 2; florists, 2; fruits, 3; furniture, 5; garages (public), 15; grocers, 35; hardware, 5; jewelry, 3; meat markets, 12 (chain, 2); men's furnishings, 5; men's clothing, 4; merchant tailors, 4; milliners, 1; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), incl. in furniture; radio supplies, 2—also electricians, hardware; restaurants (including hotels), 15; shoes, 5; stationers, 1; women's apparel, in department stores.

Miscellaneous Data: 63 degrees; average number of rainy days per twelve months, 60; most pleasant months, all except June, July and August; doctors, (medical, 21); (dentists, 8); (osteopaths, 3); number of wired houses, 100%; electric current; alternating; water, soft.

HATTIESBURG, MISS.

(Forrest County)

1920 Population, 13,207. (1925, est. 18,347.)

City and Suburban Estimate, 24,000.

Native Whites, 70%; Negroes, 29%; Foreign Born, 1% (est.); Families, 4,000 (est.).

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,400 white, 1,500 negroes.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $9,000,000; Savings Bank Deposits Total, $2,225,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 4,800.

Location: Hattiesburg is called the "Hub" of South Mississippi, on account of its geographical location. Good roads and excellent transportation facilities in all directions embrace the entire section. Hattiesburg is served by the Southern, Gulf & Ship Island, Mississippi Central, and Gulf, Mobile & Northern Railways. Three of these lines connect Hattiesburg with water transportation at New Orleans, Mobile, and Gulfport.

Principal Industries: Lumber, lumber products, naval stores, agriculture.

Manufacturing Establishments: 30. Leading firms: Newman Lumber Co., Major-Sowers Lumber Co., Tatum Lumber Co., Hattiesburg Creosoting Co., Gordon Van Tine Co., Hercules Powder Co., Hattiesburg Wood Products Co., American Pickle & Canning Co., Meridian Fertilizer Factory, Hattiesburg Sawmill Co., Riverside Brick Co., Acme Oak Flooring Co.

Residential Features: Hattiesburg is made up very largely of "home owners" as most of the people own their own homes. There are very few apartment houses. Quite a number of small cottages are being occupied by tenants. There is a considerable number of very handsome houses in Hattiesburg constructed from the native yellow pine lumber. In the suburban sections the mill operators have built houses which are occupied by their workmen. There is also a number of negroes in these sections.

Retail Shopping Section: The retail section of Hattiesburg covers about twenty square blocks, divided practically in the center by Main Street, which runs north and south, and by Pine Street, running east and west. The business section is very conveniently situated for retail trade.

Trading Area: Hattiesburg's greatest asset is its trade territory, which extends from the city in all directions, from thirty to fifty miles. In this area are many small but prosperous towns, whose citizens come to Hattiesburg, "The Hub City," for a great deal of their trading. The city is easily accessible to this territory by gravelled highways and good railway facilities. The estimated population of Hattiesburg's trade territory is about 175,000 people.

Wholesale Houses: Groceries, 5; meats, 2; hardware, 3; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 2; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 2; dressmakers, 4; druggists, 9; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 9; grocers, 104; hardware, 3; jewelry, 4; meat markets, 15; men's furnishings, 4; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; sporting goods, 2; stationers, 1 women's apparel, 3.

JACKSON, MISS.

(Hinds County)

1920 Population, 22,817.

City and Suburban Estimate, 38,000.

Native Whites, 60%; Negroes, 30%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 80%; Families, 9,500 (estimated).

Schools: Public Grade, 9; High, 3; Junior High, 3; Parochial, 2; Number of Pupils, 11,000 (including college students).

Churches: Baptist, 12; Christian Science, 1; Episcopal, 5; Hebrew, 1; Methodist, 10; Presbyterian, 7; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 3; State, 1; Total Resources, $22,000,000; Savings Bank Deposits Total, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 12,000.

Location: Served by the I. C. R. R., A. & V. R. R., G. & S. I. R. R., N. O. G. N. R. R., Jackson & Natchez R. R. Excellent bus service to all points within a radius of 75 miles of Jackson. Jackson is the capital of the state, in center of state on Pearl River (not navigable). To nearest larger city by railroad, 5½ hours; by auto, 10 hours.

Principal Industries: One of the largest cotton oil mill manufacturing centers, and large wholesale center. Also has large mill working plant. Small railroad shops, state headquarters for all leading fire, and life insurance companies, 5 colleges, 3 ice cream factories, box factory, canning factory, machine works and foundries, casket factory, marble works.

Manufacturing Establishments: Leading firms: Enochs Lumber & Mfg. Co., Lauchley Machine Works, Mississippi Foundry & Machine Works, Jackson Casket Factory, American Box Factory, Jackson Fertilizer Co., Buckeye Cotton Oil Co., Southland Cotton Oil Co., Mississippi Cotton Oil Co., Central Cotton Oil Co., Gober's Great Eight Milling Co., Morris Ice Factory, Capitol Ice Factory, Chess-Wymond Lumber Co., Seale-Lily Ice Cream Co., McNair Ice Cream Co., Westbrook Mfg. Co., Morton Lumber Mfg. Co., Jackson Brick Co. Total value of yearly output of factories estimated at $11,000,000.

Special Information: Big wholesale and jobbing center. Jackson, centrally located, is the retail center for surrounding towns for a radius of 50 miles east and west, and 75 miles north and south. The only cities adjoining Jackson are Memphis, over 200 miles to the north, and New Orleans, about 200 miles to the south. Over 5,000 automobiles in Jackson alone.

Residential Features: Jackson's people are home owners. Practically 75% of white population own their own homes. Families of moderate means own homes valued at 6,000, or more. Four large subdivisions divided and sold in spring of 1924. Over 1,000 new homes built in Jackson since 1923.

Retail Shopping Section: Is principally on Capitol Street, covering 10 blocks. Also on N. Farish Street, for seven blocks, and on State Street for six blocks. Most of the garages and automobile display rooms are on Pearl Street, and South State Street. Small groceries scattered north, south, east, and west to city limits.

Trading Area: Trade comes to Jackson from a radius of 50 miles, east and west, and 75 miles, north and south. Fine roads make it convenient to come to Jackson by auto, or bus, and train schedules make it as convenient to come by train.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 4; hardware, 3; dry goods, 3; Miscellaneous lines, 4; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 42; confectioners (including hotel stands), 12; delicatessen, 14; dressmakers, 18; druggists, 24; dry goods, 12; department stores, 6; electrical supplies, 8; florists, 5; fruits, 18; furniture, 10; garages (public), 5; grocers, 72 (chain, 28); hardware, 5; jewelry, 6; meat markets, 18 (chain, 5); men's furnishings, 15; men's clothing, 18; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 18 (claim, 1); shoes, 18; sporting goods, 5; stationers, 3; women's apparel, 17.

Miscellaneous Data: Most pleasant months, nearly all; doctors (medical, 58), (dentists, 33), (osteopaths, 7); street car service; gas, artificial; electric current, alternating; water, soft.

LAUREL, MISS.

(Jones County)

1920 Population, 13,037.

City and Suburban Estimate, 21,000.

Native Whites, 80%; Negroes, 18%; Foreign Born, 2%; Industrial Workers, 3,412; English Reading, 99%; Families, 3,611.

Schools: Public Grade, 9; High, 2; Junior High, 1; Number of Pupils, 4,449.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, $6,000,000. Savings Bank Deposits Total, $1,800,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,200.

Location: On the main line, Southern Railway; Gulf, Mobile & Northern R. R., and Saratoga-Jackson branch of Gulf & Ship Island R. R. Bonhommie & Eastern, and Laurel-Ellisville interurban lines.

Principal Industries: Laurel claims to be the largest yellow pine lumber manufacturing center in America. Cotton cloth, eight-wheel wagons, toys, sleds, turpentine, pine oils, garden hoes, fertilizers, cotton oils, dairy products, meat packing, pickles, canned vegetables, furniture, wooden ware, railroad shops, etc. Said to have more money invested in manufacturing, and more men on payrolls than any other city in Mississippi.

Manufacturing Establishments: 49. Leading firms: Laurel Mills, Eastman-Gardiner & Co., Marathon Lumber Co., Wausau Southern Lumber Co., Gilchrist-Fordney Lumber Co., Krazy-for-America Toys Co., Blue Glider Corp., Lindsey Eight-Wheel Wagon Co. Total value of yearly output of factories estimated at $100,000,000.

Special Information: Laurel is a fast growing, and beautiful city, often referred to as the "Pasadena of the South." Has many children in its schools and encourages education in every way. Has 36 miles of brick and asphalt streets, $500,000 public library, 7 modern brick and stone school buildings, Y. M. C. A., and Y. W. C. A. buildings.

Residential Features: A city of fine streets and substantial homes, with an unexampled spirit of civic pride. Eighty-four per cent of the homes are occupied by the owners.

Retail Shopping Section: Six blocks on Central Avenue, 5 blocks on Magnolia, 2 blocks on Front, 4 blocks on Oak, 2 blocks on Commerce, 2 blocks on Fifth Avenue, 2 blocks on Yates Avenue.

Trading Area: East, 50 miles, south, 20 miles; north, 100 miles; west, 30 miles. Jobbing trade extends further, as Laurel dealers enjoy the only mill in transit freight rate in south Mississippi.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 3; dry goods, 1; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 11; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 62; confectioners (including hotel stands), 14; delicatessen, 5; dressmakers, 6; druggists, 8; dry goods, 22; department stores, 4; electrical supplies, 6; florists, 3; fruits, 7; furniture, 5; garages (public), 17; grocers, 164; hardware, 3; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 14; shoes, 11; sporting goods, 3; stationers, 3; women's apparel, 6.

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MISSISSIPPI (Cont'd)

MERIDIAN, MISS.

(Lauderdole County)

1920 Population, 23,399.

City and Suburban Estimate, 35,000.

Native Whites, 78%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 21%; English Reading, 85%; Families, 4,800 (6,750 in 1924).

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 9,512.

Churches: Baptist, 3,637; Christian Science, 45; Episcopal, 550; Hebrew, 125; Methodist, 3,334; Presbyterian, 940; Roman Catholic, 900; Miscellaneous, 250.

Banks: National, 2; State, 3; Total Resources, $15,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 8,000.

Location: In east-central Mississippi, 150 miles from the Gulf of Mexico, 130 miles from Mobile, 196 miles from New Orleans, 152 miles from Birmingham, 248 miles from Memphis. On six Trunk-line railroads and four trans-continental highways. Motor bus transportation to nearby smaller towns.

Principal Industries: Railroad shops, saw mills, wood-working shops, general machine shops, saw works, fertilizer works, foundries, hosiery mills, feed mills, groom factory, mattress factory, brick and tile works, creosoting plants, handle factory.

Manufacturing Establishments: 46. Leading firms: Mine Saw Works, M. & O. Ry. Shops, Southern Railway Shops, Meridian Fertilizer Works, Long-Bell Lumber Co., Soule Steam Feed Works, Cliff-Williams Machine Co., Meridian Grain & Elevator Co., Royal Feed & Milling Co., Gulf States Creosoting Co., Brass, Iron Creosote Works, Alden Cotton Mills.

Residential Features: Mostly one, and a few two-family houses; a few apartment houses have been built within the past three years; two very fine four-apartment houses nearing completion; an increasing home ownership through the activities of two Building and Loan Associations: 23rd and 24th avenues and Poplar Springs Drive given over to better class of homes. From $12,000 to $40,000 is the cost of homes in that section.

Retail Shopping Section: 20th, 21st, 22nd, 23rd, 24th avenues, four blocks each; 8th, 7th, 6th, 5th, 4th and Front streets for about four blocks; Front street is given over for two blocks to wholesale and jobbing houses. A portion of 4th street is taken by various automobile agencies. Neighborhood stores of a good class are found in all sections of the city.

Trading Area: The city is served by motor bus system that is within easy reach of all. Motor bus lines extend in all directions for about 30 miles. Train service is such that people come for long distances (50 to 75 miles) to trade. The legitimate trade territory is a radius of about 50 miles.

Wholesale Houses: Groceries, 8; meats, 3; fruits, 5; hardware, 4; dry goods, 3; Miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 10; automobile accessories, 22; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 35; delicatessen, 15; dressmakers, 25-35; druggists, 50; dry goods, 25; department stores, 9; electrical supplies, 8; florists, 3; fruits, 25; furniture, 10; furriers, 2; garages (public), 25; grocers, 183; hardware, 10; jewelry, 6; meat markets, 18; men's furnishings, 15; men's clothing, 25; merchant tailors, 10; milliners, 8; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 50); (dentists, 30); (osteopaths, 7); number of wired houses, 5,000; bus service; gas; electric service; water medium.

See announcement columns 3 and 4

Standard Surveys of MISSOURI

AURORA, MO.

(Lawrence County)

1920 Population, 3,575.

City and Surburban Estimate, 6,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 99%; Families, 967.

Schools: 2. Number of pupils, 1,100.

Churches: 5.

Banks: 3. Total Resources, $1,625,000.

Theatres: 1. Total number of seats, 800.

Location: 31 miles southwest of Springfield. Served by St. Louis & San Francisco R. R.

Principal Industries: Lead and zinc mines, ice and shoe factories, flour mills, foundry and machine shops.

Residential Features: All one-family houses.

Retail Shopping Section: About 3 blocks.

Trading Area: Radius of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 4; grocers, 15; hardware, 2; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

BOONVILLE, MO.

(Cooper County)

1920 Population, 4,655. (1925 est., 6,500.)

City and Suburban Estimate, 12,500.

Native Whites, 78%; Negroes, 21%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 93%; Families, 1,120.

Schools: Public Grade, 2; High, 1; Parochial, 1: Number of Pupils, 950.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, $1,700,000; Savings Bank Deposits Total, $75,000.

Theatres: Legitimate, 1; Moving Picture, 1. Total number of seats, 650.

Location: On south shore of Missouri River, served by M. K. & T., and Mo. Pac. Railways, and cross-state highway No. 2, free highway bridge crossing Missouri River. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Shoes, cob pipes, flour mills, creamery, bottling works, salve factory.

Manufacturing Establishments: Hamilton Brown Shoe Factory, Boonville Mills Co., Phoenix American Cob Pipe Factory. Annual output, $750,000.

Residential Features: Majority one and two-story houses, largely owned and ranging in value from $2,500 to $18,000.

Retail Shopping Section: Extends from free highway bridge to high school, 5 blocks on Main street, 2 blocks east and west, Morgan, Spring and Chestnut streets. Cluster of neighborhood stores in West Boonville.

Trading Area: Extends for radius of 20 miles on good roads.

Wholesale Houses: Groceries, 1; Meats, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; furriers, 3; garages (public), 7; grocers, 12 (chain, 1); hardware, 2; jewelry, 4; meat markets, 5; men's furnishing, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 8; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 6; sporting goods, 4; stationers, 5; women's apparel, 4.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, October; doctors (medical 10), (dentists 5), (osteopaths 2); gas, artificial; electric current, alternating and direct; water, hard.

BROOKFIELD, MO.

(Linn County)

1920 Population, 6,304.

City and Surburban Estimate, 10,000.

Native Whites, 94%; Negroes, 3%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 98%; Families, 1,705.

Schools: 5. Number of pupils, 1,515.

Churches: 5.

Banks: 4. Total Resources, $2,900,000.

Theatres: 2. Total number of seats, 1,600.

Location: 25 miles east of Chillicothe. Served by Chicago, Burlington and Quincy R. R.

Principal Industries: Railroad machine shops, shoe factory, coal mining.

Residential Features: All one-family houses.

Retail Shopping Section: About five blocks.

Trading Area: Radius of 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

BUTLER, MO.

(Bates County)

1920 Population, 2,702.

City and Surburban Estimate, 4,100.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 28%; English Reading, 98%; Families, 795.

Schools: 4. Number of pupils, 711.

Churches: 4.

Banks: 5. Total Resources, $4,700,000.

Theatres: 1. Total number of seats, 900.

Location: On Mo. Pac. R. R. 73 miles southeast of Kansas City, Mo.

Principal Industries: Lime kilns, flour mills, brick and terra cotta works.

Residential Features: All one-family houses.

Retail Shopping Section: About four blocks.

Trading Area: Thirty miles north and west; 25 miles south; 20 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 5; dry goods, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 9; grocers, 9; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 3.

CAMERON, MO.

(Clinton County)

1920 Population, 3,248.

City and Suburban Estimate, 4,400.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 50%; English Reading, 99%; Families, 1,560.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $4,000,000.00. Saving Bank Deposits Total, $80,000.00.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: C. B. & Q. Ry. Co., C. R. I. & P. Junction of two main line railroad systems. Large stock shipments.

Principal Industries: Shirt and overall factories, glove factory, broom factory, ice cream manufactory, large central produce house, wholesale grocery, butter factory. Large dairying center.

Special Information: Fine blue grass farming country. Fine train service. 32 passenger trains enter and leave every 24 hours. Home of Missouri Wesleyan College.

Residential Features: Mostly one-family houses from 4 to 10 rooms. 80 private homes.

Retail Shopping Section: Four blocks both sides of street and 8 blocks intersecting main business street of business houses.

Trading Area: Takes in towns of Lathrop, Turney, Keystone, Osborn, Stewartsville, Maysville, Kidder, Winston, Kingston and Mirabile and intervening territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 6; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2, milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 3.

CAPE GIRARDEAU, MO.

(Cape Girardeau County)

1920 Population, 10,252.

City and Surburban Estimate, 15,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 35%; English Reading, 100%; Families, 2,800.

Schools: State Teachers' College, St. Vincent Catholic Preparatory School, Commercial College, Public Grade, 6; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 4,500.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Disciples of Christ, 1; Assembly of God, 1.

Banks: National, 1; State, 4; Total Resources, $6,374,298.89; Savings Bank Deposits Total, $1,398,836.29.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On Mississippi River, 150 miles south of St. Louis. Served by St. Louis & San Francisco Ry., Cape Girardeau, Northern Railroad. Steamboats plying between New Orleans and St. Louis and other points on Mississippi River.

Principal Industries: Shoes, cement, lumber, crushed stone, cotton gauze, railroad shops, automobile truck bodies, staves, handles, shingles, furniture.

Manufacturing Establishments: 14. Leading firms: International Shoe Co., Marquette Cement Mfg. Co., Edw. Hely Crushed Stone, American Gauze & Cotton Co., Leming Lumber Co., Southeast Missouri Handle Co., Bolz Cooperage Co.

Special Information: Cape Girardeau is the metropolis of Southeast Missouri, situated halfway between St. Louis and Memphis, Tenn., and is shopping center for wide area. Has State Teachers' College and two commercial schools, which draw largely from district.

Residential Features: Fully 75 per cent of houses in city are occupied by owners, northwest and west sides have better homes, south of north end sections occupied by laboring class.

Retail Shopping Section: Extends two blocks on Main St., eight blocks on Broadway, two blocks on Good Hope St., and four blocks on Spring St. A number of small grocery stores are scattered over city.

Trading Area: Extends 40 miles west, 75 miles south, 10 miles east and 35 miles north. Fine hard roads to south give larger drawing from that section.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 2; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel

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MISSOURI (Cont'd)

stands), 11; delicatessen, 2; dressmakers, 13; druggists, 12; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; garages (public), 11; grocers, 32; hardware, 5; jewelry, 4; meat markets, 11; men's furnishings, 10; men's clothing, 10; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 13; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 12.

CARROLLTON, MO.

(Carroll County)

1920 Population, 3,218 (1925 est., 3,600).

City and Suburban Estimate, 10,000.

Native Whites, 97%; Negroes, 3%; English Reading, 97%; Families, 2,500.

Schools: Public Grade, 2; High, 1; Parochial, 2; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian 1.

Banks: National, 1; State, 2; Total Resources, $3,000,000. Savings Bank Deposits Total, $250,000.

Theatres: Moving Pictures, 2; Total number of seats, 700.

Location: Wabash Ry., Santa Fe Ry and Burlington Ry. Main line of Santa Fe and Wabash. Direct route to Kansas City, St. Louis and Chicago. To nearest large city by railroad, 2 hours; by auto, 4 hours.

Principal Industries: Farming Community.

Residential Features: Small city of homes.

Retail Shopping Section: Around Public Square and one block each direction.

Trading Area: 15 miles each direction.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen,2 ; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; garages (public), 5; grocers, 13; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, October; doctors (medical, 8), (dentists, 5), (osteopaths, 2); electric current, alternating; water, soft.

CARTHAGE, MO.

(Jasper County)

1920 Population, 10,068.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, 2,329.

Schools: Public Grade, 9; High, 1; Number of Pupils, 2,901.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 2; Total Resources, $4,043,190.77; Savings Bank Deposits Total, included above—not separated.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200.

Location: St. Louis and San Francisco, Missouri Pacific, St. Louis, Iron Mountain & Southern, Carthage & Western, Southwest Missouri R. R. Co. (Interurban Electric), several bus lines. Located in center of Jasper County, 20 miles from Kansas line, 60 miles from Arkansas line, on western slope of Ozark Mountains. To nearest larger city (Joplin) by railroad, 40 minutes; by trolley, 55 minutes; by auto, 45 minutes.

Principal Industries: Shoes, bed springs, Carthage marble, lead and zinc, powder and dynamite, men's work clothing, leather, iron products, flour, printing, automobile accessories, cigars, brooms, crushed stone, ice, butter.

Manufacturing Establishments: 43. Leading firms: Juvenile Shoe Corporation, Lantz-Missouri Marble Co., F. W. Steadley, Inc. (stone), Hercules Powder Co., Liggett & Platt Spring Bed Mfg. Co., Smith Brothers Overall Co. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Carthage marble, a particularly fine building material for both exterior and interior finish, is quarried here. Center for strawberries and grapes, which are shipped in car lots. Leading dairy center of State. Seat of Ozark Wesleyan College. Large greenhouse (specializing in lettuce). Center of concrete and hard surfaced roads, gateway to Ozark playgrounds.

Residential Features: Almost wholly private residences, few apartments. Homes largely owned by occupants. Widely known as pretty residence city.

Retail Shopping Section: Public Square, with Court Houses in center, is center of business district; extends three blocks north on Main, three blocks south on Grant, one block east on Third, two blocks east on Fourth, two blocks south on Grant, two blocks south on Main, one block west on Fourth. Quite a number of "outlying" stores, mostly groceries and meat.

Trading Area: East and north for 25 miles, west 15 miles and south 15 miles. Intermittent trade from longer distances.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, clothing.

Number of Retail Outlets for Nationally Advertised Products; Passenger automobile agencies, 5; automobile accessories, 5 and others in combination with other lines; automobile tire agencies, 57, many others in combination with other lines; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 15; druggists, 6; department stores, 5; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 8; grocers, 64 (chain, 1); hardware, 4; jewelry, 3; meat markets, 7 (chain, 1); men's clothing, 5; merchant tailors, 4; milliners, 2 and others in combination; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 26; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, Oct., Nov.; doctors (medical, 15); (dentists, 11); (osteopaths, 6); number of wired houses, 2,350; street car service; gas, natural; electric current, alternating and direct; water hard.

CHILLICOTHE, MO

(Livingston County)

1920 Population, 6,772.

City and Suburban Estimate, 18,857.

Native Whites: 95.8%; Negroes, 4%; foreign Born, .031%; Industrial Workers, 30%; English Reading, 95%; Families, 1,354.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,342.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 3; Total Resources, $6,636,804.51; Savings Bank Deposits Total, $4,852,088.05.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,230.

Location: On the main line of the Chicago, Burlington & Quincy between Chicago and Kansas City; main line of the Chicago, Milwaukee & St. Paul from Chicago to Kansas City; main line of the Chicago, Burlington & Quincy between St. Louis and Seattle; main line of the Wabash between St. Louis and Omaha. Also excellent bus service to north and south part of the state. To nearest larger city (Kansas City) by railroad, 4 hours; by auto, 5 hours.

Principal Industries: Agriculture, dairying, manufacturing and jobbing. Thoroughbred live stock abounds. Manufacturing industries use for raw materials, milk, cream, fruits, vegetables, wood products, sand and minerals. Also flour and corn mills, water and ice products and tobacco.

Manufacturing Establishments: 98. Leading firms: Chillicothe Furniture Co., Jenkins Hay Rake & Stacker Co., M. B. Hamilton Glove Co., Wheeler-Motter Shirt Co., Brownfield-Bird Ice Cream & Confections, Stockton Ice Cream Co., Chillicothe Iron Co., American Candy Co., Chillicothe Baking Co., Shale Hill Brick & Tile Co., Central Missouri Monument Co., Morgan Barber Supply Co. Total value of yearly output of factories estimated at $5,450,475.00.

Special Information: Retail trade comes to this city by railroad from six directions or by auto from 25 directions that reaches out from 25 to 30 miles in all directions. Chillicothe is on "cash basis," no bank or business failures of consequence in years. Has three colleges with average annual enrollment of more than 3,000.

Residential Features: Mostly single family homes. Limited section devoted to workingmen's tenements and homes. Private homes predominate with the largest average number of home owners of any town in the state. Average home value around $6,000. Also large number of two-family homes, apartment houses and fine individual homes.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) two blocks each way from square, with business streets running out several blocks to railroad stations and college.

Trading Area: Extends 25 miles south and west, 20 miles north and east. Intermittent business is secured liberally from people living at a much greater distance because of the splendid railroad connections and fine state roads for automobile travel.

Wholesale Houses: Groceries, 2; meats, 1; dry goods, 1; Miscellaneous lines: confectionery, 2; barber supply, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 20; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 15; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 2; fruits, 6; furniture, 2; garages (public), 8; grocers, 23; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months,, May, June, Sept., Oct.; doctors (medical, 9), (dentists 6), (osteopaths, 4); gas, artificial; electric current, alternating; water, soft.

CLINTON, MO.

(Henry County)

1920 Population, 5,098.

City and Suburban Estimate, 12,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; Industrial Workers, 26%; English Reading, 95%; Families, 1,411.

Schools: 4; Number of pupils, 1,220.

Churches: 6.

Banks: 5; Total Resources, $2,930,000.

Theatres: 1; Total number of seats, 800.

Location: 39 miles southwest of Sedalia on Mo., Kans. & Tex. R. R.

Residential Features: One-family houses.

Retail Shopping Section: About five blocks.

Trading Area: Fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 5; grocers, 22; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 2.

COLUMBIA, MO.

(Boone County)

1920 Population, 10,392.

City and Suburban Estimate, 13,500, exclusive of 4,500 students.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 5%; English Reading, 100%;

Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 4; Total Resources, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 3,600.

Location: On M. K. & T. and Wabash R.Rs. North side of Missouri River (9 miles from river in Boone County. Bus service to Jefferson City.

Principal Industries: Shoes, mill and elevator.

Manufacturing Establishments: 8. Leading firms: Hamilton Brown Shoe Co., Boone County Mill & Elevator Co., Broadway Mill & Elevator Co.

Special Information: Columbia is an educational center. University of Missouri, Stephens College and Christian College.

Residential Features: Large rooming houses for students, dormitories, fraternity houses. Fine private homes.

Retail Shopping Section: Broadway from 6th St. to Hitt St., 6 blocks. South 9th St. from Broadway to Locust, 2 blocks. North 8th St., from Walnut to Broadway, 1 block.

Trading Area: Radius of about 15 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 7; delicatessen, 2; druggists, 11; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 19; grocers, 39; hardware, 3; jewelry, 4; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, Sept., Oct.; doctors (medical, 25), (dentists, 13), (osteopaths, 6); gas, artificial; electric current, alternating; water, hard.

EXCELSIOR SPRINGS, MO.

(Clay County)

1920 Population, 4,165.

Schools: Public Grade, 3; High, 1; Junior High, 1.

Churches: Baptist, 2 white, 1 colored; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; Christian Union, 1.

Banks: National, 1; State, 1; Trust Co., 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,700.

Location: C., M., St. Paul and Wabash R.R. Interurban from Kansas City, 28 miles.

Principal Industries: Health resort. Baths and mineral waters, hotels, hospitals, including Veterans' Hospitals.

Special Information: Largest variety of mineral waters of any watering place in America.

Residential Features: Hotels large and numerous; 150 rooming houses.

Retail Shopping Section: Broadway, 8 blocks; Main, 3 blocks; Marietta, 10 blocks; Spring, 2 blocks.

Trading Area: About 3 to 5 miles.

Wholesale Houses: Miscellaneous lines, tobacco, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 8 or 10; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 20; druggists, 7; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 6; furniture, 4; garages (public), 6; grocers, 14; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 30; shoes, 7; stationers, 3; women's apparel, 5.

FULTON, MO.

(Callaway County)

1920 Population, 5,595.

City and Suburban Estimate, 23,000 (Callaway County), 10,000 patrons of Post Office.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 10%; English Reading, 100%; Families, 1,000. Figures are approximate.

Schools: Public Grade, 3; High, 1. William Woods College (women), Westminster College (men), Synodical College (women), Missouri School for Deaf.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Christian 2; Evangelical, 1.

Banks: National, 1; State, 3; Total Resources, $3,815,009.02.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 5 (exclusive of churches).

Location: In the center of Missouri; 117 miles from St. Louis and 185 miles from Kansas City. Chicago and Alton Railway furnishes service that includes six passenger-mail trains per day and freight transportation. The National Oil Trails Road—one of the most historic highways in America—passes through Fulton. To nearest large city (St. Louis) by railroad, 5 hours; by auto, 4½ hours.

Principal Industries: Fire brick, shoes, coal, printing, flour, farming.

Manufacturing Establishments: 4. Leading firms: Fulton Fire Brick Co., McElroy-Sloan Shoe Co. (numerous coal mines), Fulton Gazette Publishing Co., Yantis Milling Co.

Special Information: Excellent deposits of bituminous coal and finest grades of fire clay are found in abundance. Payroll of Fire Brick Co. is $30,000 a month. State Hospital No. 1, William Woods College (women), Synodical College (women), Westminster College (men), Missouri School for Deaf, are located in Fulton.

Residential Features: Mostly one- and two-family houses. Limited number of tenement houses for colored labor at brick factory. Homes are of the old southern type and are finely furnished. A large number of the students in the colleges live in dormitories.

Retail Shopping Section: Is concentrated about the court house and extends on an average of one block on each street going from the square. A few small grocery stores are located in the residential part of town.

Trading Area: A radius of 15 miles. The first Monday of each month is stock sales day, and persons come from over the entire county for this day.

Wholesale Houses: Groceries, 1; Miscellaneous lines, bottling works, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 12; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 17; furniture, 2; furriers, department stores; garages (public), 6; grocers 18 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 3; stationers, 7; women's apparel, 5.

Miscellaneous Data: Average temperature, 54.6 degrees; average number of rainy days per twelve months, 111; most pleasant months, April, May, Oct., Nov.; doctors (medical, 7), (dentists, 4), (osteopaths, 1); number of wired houses, 1,000; electric current, alternating; water, hard

HANNIBAL, MO.

(Marion County)

1920 Population, 19,306.

City and Suburban Estimate, 22,000.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; English Reading, 98%; Families, 5,000.

Schools: Public Grade, 8; High, 1; Junior High, 2; Parochial, 2; Number of pupils, 5,445.

Churches: Baptist, 5; Christian Science, 2; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 1; State, 4; Total Resources, $7,000,000.00.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Total number of seats, 4,000.

Location: Burlington, Wabash, St. Louis and Hannibal Railways, Mississippi River, six marked national and state automobile highways.

Principal Industries: Shoes, Portland cement,

Continued on page 134

MISSOURI (Cont'd)

Hannibal (con't)

car wheels, powder, stoves, scrubbing machines, pearl buttons, lime, wire fence, truck bodies, mill work, boxes and crates, large flour mills.

Manufacturing Establishments: 95. Leading firms: Atlas Portland Cement Co., E. I. du Pont de Nemours, International Shoe Co., Bluff City Shoe Co., Duffy-Trowbridge Stove Co., Hannibal Car Wheel Co., American Scrubbing Machine and Equipment Co., Pennant Pearl Button Co., Pioneer Pearl Button Co., Marblehead Lime Co., Homestead Fence Co., Hannibal Paper & Cigar Box Co., Hannibal Woodworking Co., Hannibal Truck Body Co. Total value of yearly output of factories estimated at: Payroll, $12,000,000.

Special Information: One of largest cement plants in the world.

Residential Features: Mostly private homes or flats and a few apartment houses.

Retail Shopping Section: About fifteen blocks on Main St. and Broadway, reached by trolley and bus lines.

Trading Area: 37 miles south, 40 miles southwest, 60 miles west, 70 miles northwest, 20 miles north and 30 miles east.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3; dry goods, 1 .

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 52; delicatessen, 2; dressmakers, 10; druggists, 15; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 7; furriers, 1; garages (public), 10; grocers, 97; hardware, 9; jewelry, 7; meat markets, 12; men's furnishings, 2; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 50; shoes, 13; sporting goods, 3; stationers, 2; women's apparel, 4.

INDEPENDENCE, MO.

(Jackson County)

1920 Population, 11,686.

City and Suburban Estimate, 16,000.

Native Whites, 88.4%; Negroes, 7.4%; Foreign Born, 4.2%; English Reading, 98.5%; Families, 2,968.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Disciples, 1; Latter Day Saints, 8.

Banks: National, 1; State, 5; Total Resources, $4,308,753.39; Savings Bank Deposits Total, $609,042.74.

Theatres: Moving Pictures, 3; Total number of seats, 1,750.

Location: Nine miles east of Kansas City on the main line and Lexington Branch Line of the Missouri Pacific, main line of the Chicago and Alton to Chicago and St. Louis, and on branch line of Kansas City Southern. Electric and bus lines to and from Kansas City. To nearest larger city by railroad, 35 minutes; by trolley, 55 minutes; by auto, 30 minutes.

Principal Industries: Iron, flour, tile, cement and farm implements.

Manufacturing Establishments: 8. Leading firms: Independence Stove and Furnace Co., Waggoner-Gates Milling Co., Friderichsen Floor & Wall Tile Co., Portland Cement Works and Gleaner Mfg. Co. Total value of yearly output of factories estimated at $3,000,000.

Special Information: Independence is the center of one of the greatest pure bred live stock sections in the country. Macadamized roads lead to it from all directions and connect it with all other towns in the county. More than 1,000 motor car licenses issued in Independence this year. City never had a bank failure caused by hard times and has had banks since 1857.

Residential Features: An ideal residence city, away from the smoke and noise of the great city and yet close enough to Kansas City to enjoy all the advantages of the larger city. Mostly one-family houses. Private homes predominate. A good trading center for farmers of Eastern Jackson County.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley and bus lines) for two blocks on West Lexington, two blocks on West Maple, two blocks on North Liberty, one block on East Maple, two blocks on East Lexington, two blocks on South Main, two blocks on South Liberty. One outlying retail business section and several smaller neighborhood sections with the usual grocery and small shops.

Trading Area: Extends about 10 miles north, 30 miles east, 30 miles south and 5 miles west.

Wholesale Houses: Meats, 1; fruits, 4; Miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 4; delicatessen, 4; dressmakers, 2; druggists, 8; dry goods, 4; department stores, 6; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 6; grocers, 56 (chain 4); hardware, 6; jewelry, 4; meat markets, 30 (chain, 1); men's furnishings, 6; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 10; women's apparel, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 116; most pleasant months, April, May, Oct., Nov.; doctors (medical, 28), (dentists, 11), (osteopaths, 3); street car service; gas, natural and artificial; electric current, alternating and direct; water, hard and soft.

JEFFERSON CITY, MO.

(Cole County)

1920 Population, 14,490.

City and Suburban Estimate, 20,000.

Native Whites, 82.5%; Negroes, 13.6%; Foreign Born, 3.9%; Industrial Workers, 28%; English Reading, 90%; Families, 2,895.

Schools: 9; Number of pupils, 2,130.

Churches: 10.

Banks: 6; Total Resources, $7,720,000.

Theatres: 3; Total number of seats, 3,200.

Location: On Missouri River, 110 miles west of St. Louis. Served by Mo. Pac., Mo., Kans. & Texas; Chicago & Alton RRs.

Principal Industries: Flour mills, foundry and machine shops. Also manufacture of shoes, harness, paper boxes, ice, overalls, brooms, motors and wagons.

Special Information: Jefferson City is the capital city of Missouri.

Residential Features: One- and two-family houses.

Retail Shopping Section: Eight blocks.

Trading Area: Radius of 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 4; garages (public), 8; grocers, 33; hardware, 8; jewelry, 4; meat markets, 18; men's furnishings, 10; men's clothing, 8; merchant tailors, 7; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 4.

JOPLIN, MO.

(Jasper County)

1920 Population, 29,902 (1925 city census, 31,500).

City and Suburban Estimate, 250,000.

Native Whites, 95%; Negroes, 2.5%; Foreign Born, 2.5%; English Reading, 95%; Families, 7,000.

Schools: Public Grade, 20; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,308.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12; Christian, 5.

Banks: National, 1; State, 4; Total Resources, $11,317,599.77; Savings Bank Deposits Total, $444,500.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 12,158.

Location: Joplin is located 170 miles south of Kansas City, 5 miles east of Kansas border, less than 40 miles from Arkansas and Oklahoma and situated on hard surface roads from St. Louis and Kansas City, served by Missouri Pacific, Frisco, Santa Fe., M. K. & T., Kansas City Southern, Missouri and North Arkansas steam railroads and Southwest Missouri, and the Joplin and Pittsburg interurban. Excellent bus service to central parts of the state.

Principal Industries: Lead and zinc mining and smelting, flour mills, mining machinery, cigar factories, printing, baking, creameries, candy factories, garments, advertising novelties, stone quarries and diversified farming.

Manufacturing Establishments: 125. Leading firms: Eagle-Picher Lead Co., Empire District Electric Co., General Explosives Co., Independent Gravel, Junge Baking Co., Concrete and Steel Construction, Boucher Cigar Co., United Iron Works, Joplin Printing Co., Rogers Foundry, D. M. Oberman Mfg. Co., Meeker Adv. Co. Annual payrolls all over $50,000. Total value of yearly output of factories estimated at $28,000,000.

Special Information: Metropolis of a trading area of 250,000 to 300,000, including Southwest Missouri Southeastern Kansas, Northeastern Oklahoma, Northwestern Arkansas, gateway to the Ozark playgrounds, where 350,000 tourists visit annually. As a wholesale distributing center, Joplin is growing in importance. Large retail establishments equalling those in much larger cities are found here, supported by the exceptional "outside" market. Concrete highways radiate from Joplin to points in Kansas, Oklahoma, Arkansas, and toward center of state.

Residential Features: Mostly one-family houses. About 18 apartment houses. Has many magnificent homes, but middle classes predominate.

Retail Shopping Section: Extends from Third to Seventh Sts. (4 blocks) on Main (the main N and S St.), Joplin, Wall, Virginia Sts., making an area 4 blocks long and 3 blocks wide. There are retail establishments located along Main St. from First St. to the southern limit of the city (35th St.) and in small sections in the northwestern, northeastern, west central and southern parts of town.

Trading Area: 70 miles south, 30 miles east, 30 miles west, 25 miles north.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3; hardware, 1; Miscellaneous lines, notions, 1; cigar-tobacco, 2; garments, 1; grain, flour and feed, 4; poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 9; automobile accessories, 5; automobile tire agencies, 18; bakers, 10; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 31; druggists, 24; dry goods, 11; department stores, 3; electrical supplies, 7; florists, 7; fruits, 4; furniture, 20; furriers, 2; garages (public), 25; grocers, 160; hardware, 14; jewelry, 11; meat markets, 47; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 9; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 54; shoes, 8; sporting goods, 4; stationers, 6; women's apparel, 15.

See announcement columns 3 and 4

KANSAS CITY, MO.

(Jackson County)

1920 Population, 324,410 (1925 est. 447,747).

City and Suburban Estimate, 700,000. (Total population within 42 mile radius of Kansas City, 979,307.)

Native Whites, 81%; Negroes, 10%; Foreign Born, 9%; English Reading, 318,871. Families, 82,056.

Schools: Public Grade, 98; High, 6; Junior High, 4; Parochial, 32; Junior College, 1; Number of pupils, 75,000 (approximately).

Churches: Baptist, 34; Christian Science, 6; Congregational, 5; Episcopal, 8; Hebrew, 7; Methodist-Episcopal, 29; Presbyterian, 25; Roman Catholic, 34; Miscellaneous, 70; M. E. South, 16.

Banks: National, 13; State, 35; Total Resources, $355,000,000.

Theatres: Legitimate, 3; Moving Pictures, 62; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, approximately 60,000, not including Convention Hall, which seats 15,000.

Location: Union station (center of city) served by 12 trunk line railroads and 32 subsidiary lines. Trunk lines—Topeka & Santa Fe, Burlington, Rock Island, Missouri, Kansas & Texas, Chicago Great Western, Union Pacific, Missouri Pacific, Wabash, K. C. Southern, Frisco, Chicago & Alton; Chicago, Milwaukee & St. Paul. Interurban electric lines to Excelsior Springs; Olathe, Kans., Leavenworth, Kan.; Lawrence, Kan.; Topeka, Kan.; St. Joseph, Mo. Numerous motor buses serve suburban territory; taxi and trolley service from station to any part of city or suburbs. The W. & S. W. can be served from K. C. in three days less than from Chicago. To nearest larger city by railroad, 8 hours; by auto, 12 hours.

Principal Industries: Packing house products, flour and grist mill products, iron and steel products, oil (crude and refined), soaps and heavy chemicals, bread, crackers, bakery products, motor cars and repairs.

Manufacturing Establishments: 1,200 in Greater Kansas City. Leading firms: Armour's Packing House; Swift & Co., Packers; Wilson Packing Co.; Cudahy's; Peet Bros., Soap; Procter & Gamble Soap Co., Kansas City Bolt & Nut Co.; American Radiator Co.; Kansas City Structural Steel Co.; Butler Mfg. Co.; Columbian Steel Tank Co.; Southwestern Flour Mills; Kansas Flour Mills. Total value of yearly output of factories estimated at $604,526,719.

Special Information: Sixth in postal receipts. Ninth in bank clearings. The Kansas City Union Station is the third largest in the country. Kansas City is gateway to the West. Kansas City is a leader in Hereford cattle raising. Second in the shipping of carloads of meat. Is third in the manufacture and distribution of soap. Has large livestock exchange building. Is 19th in population. Third largest grain market. Is second largest meat packing center. Has 95 miles of continuous boulevards.

Residential Features: Nearly 40% of Kansas City's families are home owners—one of the highest percentages in any American city. Homes predominate. 5,831 building permits issued in 1923, increase of 201 over 1922. Of this total, 2,656 were dwellings, 299 for apartment buildings, 102 duplexes. Very beautiful residential district. Many restricted residential districts. Value from $12,500 to half million dollars. 30 separate parks; 40 supervised playgrounds; more than 3,470 acres of parks and boulevards.

Retail Shopping Section: From 8th and Main, south to 15th and Main Streets, and from Wyandotte Street east to Oak Street—approximately 15 blocks of downtown shopping district. Outlying retail business sections at 31st and Troost, 31st and Prospect, 31st and Main, 47th and Troost, Sheffield, Centropolis, 15th and Troost, 35th and Troost, 63rd and Brookside, Boulevard, Crestwood (55th and Brookside), Country Club Plaza (47th and Ward Parkway), 59th and Main Streets, St. John & Hardesty, and many others. These are all good-sized shopping centers.

Trading Area: Extends 50 miles north and south, and 60 miles east and west. Excellent electric line (interurban) service to many towns within 60 miles' radius. Also very good bus lines, train and trolley service. Paved roads to many towns within 60 miles' radius.

Wholesale Houses: Groceries, 25; meats, 6; fruits, 15; hardware, 16; dry goods, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 142, approx.; commercial automobile agencies, 28, approx.; automobile accessories, 52

Money To Spend

in the

Joplin, Mo. District

Never in history has the Joplin District been so prosperous as the year 1925.

Created wealth for the year just ending totals

$166,500,000

Divided as follows:

From the Lead and Zinc Mines	55,000,000
From Manufacturing and Quarries	40,000,000
From Poultry, Live Stock and Dairying	25,000,000
From Fruit of all kinds	15,000,000
From Corn, Wheat, and Miscellaneous Crops	16,500,000
From the Tourists	15,000,000

This fertile market of a quarter million people can be tapped best through the use of the combination Morning and Evening Mediums.

THE JOPLIN GLOBE Morning and Sunday

and

NEWS HERALD Evening

Representatives:

E. KATZ

Special Advertising Agency

New York Chicago Detroit Atlanta Kansas City San Francisco

MISSOURI (Cont'd)

automobile tire agencies, 108; bakers, 142; cigar stores and stands (including hotels), 121 (chain, 17), approx.; confectioners (including hotel stands), 185, approx.; delicatessen, 17; dressmakers, 234; druggists, 512 (chain, 18); dry goods, 219; department stores, 4; electrical supplies, 168; florists, 81; fruits, 60; furniture, 122; furriers, 16; garages (public), 255; grocers, 1,404 (chain, 140); hardware, 140; jewelry, 117; meat markets, 111 (chain, 12); men's furnishings, 183; men's clothing, 48; merchant tailors, 99; milliners, 70; opticians, 49; photographers, 56; pianos (and miscellaneous musical instruments), 21; radio supplies, 41; restaurants (including hotels), 897 (chain, 34); shoes, 64; sporting goods, 12; stationers, 21; women's apparel, 38.

Miscellaneous Data: Average temperature, 54.8 degrees; average number of rainy days per twelve months, 104; most pleasant months, April, May, Sept., Oct.; doctors (medical, 1,065), (dentists, 421), (osteopaths, 107); number of wired houses, 88,427; street car service; gas, natural; electric current, alternating and direct; water, hard.

KIRKSVILLE, MO.

(Adair County)

1920 Population, 7,213.

City and Suburban Estimate, 9,500.

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **English Reading,** 98.5%; **Families,** 1,900.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of pupils, 2,235.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, $3,951,370.35. Savings Deposits in three State Banks, $417,579.36; the one Savings Bank Deposits $662,807.11.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 6,500.

Location: In central north Missouri, about 40 miles south of Iowa line. Served by Wabash R. R. and the Q. O. & K. C. branch of Burlington. 15 miles from main line of Santa Fe. To nearest larger city by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Shoe factory, coal mines, hatcheries, dairying, farming. Two professional colleges; three large hospitals and two smaller.

Manufacturing Establishments: 2. Leading firms: International Shoe Co., J. D. Bondurant & Sons (bread and confections, wholesale for larger territory, also bottling works). Total value of yearly output of factories estimated at: $8,000,000.

Special Information: Home of large osteopathic school, with 800 men and women students mostly college and university graduates. First District State Teachers' College. More than 2,000 men and women students here all year around, in addition to population credited by census.

Residential Features: Mostly one-family houses with area of large rooming and boarding houses near colleges; about 20 fraternity and sorority houses.

Retail Shopping Section: On public square and on streets, one block each way, with exception of Franklin Street, where there are eight blocks of business houses. Principal business streets are; three blocks on Washington, three on Harrison, three on Elson, with 10 on Franklin.

Trading Area: Usually served is all within radius of 35 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines: Coffee and tea, 1; confectionery, 1; bakery goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 8; dressmakers, 15; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 2; furriers, 1; garages (public), 7; grocers, 58 (chain, 2); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings and men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 3; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 13); (dentists, 8); (osteopaths, 12); number of wired houses, 2,900; gas, artificial; electric current, alternating; water, hard.

LAMAR, MO.

(Barton County)

1920 Population, 2,255.

City and Suburban Estimate, 4,000.

Native Whites, 93%; **Negroes,** 5%; **Foreign Born,** 2%; **English Reading,** 96%; **Families,** 605.

Schools: 2; Number of pupils, 800.

Churches: 5.

Banks: 4; Total Resources, $1,900,000.

Theatres: 1; Total number of seats, 450.

Location: 32 miles northeast of Joplin on Mo. Pac., & St. Louis & San Fran. R.Rs.

Principal Industries: Flour mill, cigar and wagon factories and large nurseries.

Residential Features: One-family houses.

Retail Shopping Section: Three blocks.

Trading Area: Radius of 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners, (including hotel stands), 2; dressmakers, 2; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 5; grocers, 10; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 3; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

LEXINGTON, MO.

(Lafayette County)

1920 Population, 4,695.

City and Suburban Estimate, 8,000.

Native Whites, 83%; **Negroes,** 10%; **Foreign Born,** 7%; **English Reading,** 90%; **Families,** 1,270.

Schools: 4; Number of pupils, 975.

Churches: 6.

Banks: 4; Total Resources, $3,200,000.

Theatres: 1; Total number of seats, 500.

Location: On Missouri River, 42 miles east of Kansas City. Served by Mo. Pac. R.R.

Principal Industries: Furniture and cigar factories, farming.

Residential Features: One-family houses.

Retail Shopping Section: Five blocks.

Trading Area: Fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 5; dry goods, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 20; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

LOUISIANA, MO.

(Pike County)

1920 Population, 4,060.

City and Suburban Estimate, 7,500.

Native Whites, 85%; **Negroes,** 12%; **Foreign Born,** 3%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 1,204.

Schools: 2; Number of pupils, 800.

Churches, 5.

Banks: 3; Total Resources, $2,100,000.

Theatres: 1; Total number of seats, 700.

Location: On west bank of Mississippi River, 94 miles north of St. Louis. Served by C. B. & Q. & C. & A. Rys. To St. Louis by railroad, 2½ hours; by auto, 3 hours.

Residential Features: One-family houses.

Retail Shopping Section: About five blocks.

Trading Area: Ten miles north and east, 20 miles west, 30 miles south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 3 (chain, 1); confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; garages (public), 7; grocers, 10 (chain, 1); hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov.; doctors (medical, 10), (dentists, 4), (osteopaths, 1); gas, artificial; electric current, alternating and direct; water, hard.

MACON, MO.

(Macon County)

1920 Population, 3,549.

Native Whites, 85%; **Negroes,** 10%; **Foreign Born,** 5%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 1,200.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: State, 3; Total Resources, $2,500,000; Saving Banks Deposits Total, $100,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,500.

Location: Main Line of Chicago, Burlington & Quincy R. R. and Wabash R. R. Directly connected to Chicago, St. Louis and Kansas City.

Principal Industries: Largest coal producing county in state, 6 to 10 miles from Macon. Two large mines near city limits.

Manufacturing Establishments: Sharp Mercantile Co., Gieselman Dept. Store, Albert Skinner Furniture Co., Central Auto Sales Co., I. C. Stephens Clothing Co.

Special Information: Excellent shipping facilities to north, south, east and west. Large shale beds, suitable for brick, tile and fire clays in commercial quantities undeveloped. Plenty of coal and water right at hand. Non-union town at present, except coal miners' unions at nearby small towns. No labor troubles.

Residential Features: One-family houses, private homes predominate.

Retail Shopping Section: Rollins, Vine, Bourke, Rubey. Total, 8 blocks.

Trading Area: Extends 35 miles east and west, 25 miles north and south. Good roads, rapidly being hard surfaced.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; dressmakers, 20; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 2; garages (public), 3; grocers, 28; hardware, 3; jewelry, 3; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 3.

MARSHALL, MO.

(Saline County)

1920 Population, 5,200.

City and Suburban Estimate, 6,100.

Native Whites, 90%; **Negroes,** 9%; **Foreign Born,** 1%; **Industrial Workers,** 5%; **English Reading,** 100%; **Families,** 1,150.

Schools: Public Grade, 4; High, 1; Parochial 1; 1 College.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 1; Christian, 1; Evangelical, 1.

Banks: State, 4.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), High School Auditorium, 1,100 capacity; College, 800. Total number of seats, 2,900.

Location: Chicago & Alton R. R., Missouri Pacific Ry. Daily taxi to Sedalia, two trips each way daily. Located on Primary State Highway, north and south, and is only 10 miles from Primary East and West. Both roads soon to be rocked. To nearest large city by railroad, 3 hours, by auto, 4 hours.

Principaly Industries: Shoe factory, high patent flour, barrels, bottling works, ice cream factory, baby chick hatchery, creamery, two ice plants, also bakery.

Manufacturing Establishments: Moore Cooperage Co., Rea & Page Mill, and Victor Mill, International Shoe Factory, Missouri Ice Cream Co., Ohl's Hatchery, Marshall Ice Co., Missouri Gas & Electric Co. (ice, coal and gas).

Residential Features: Most residents in eastern half of town are home owners. Factory people are encouraged to buy.

Trading Area: 22 miles west and as far as Waverly; 17 miles southeast, to Nelson east to Glasgow.

Wholesale Houses: Groceries, 2; Miscellaneous lines—1 seed Co.; bottling works.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; furniture, 4; furriers, 3; garages (public), 9; grocers, 33; hardware, 4; jewelry, 4; meat markets, 5; men's furnishing, 5; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 8; sporting goods, 4; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov.; doctors (medical, 10); (dentists, 7); (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

MARYVILLE, MO.

(Nodaway County)

1920 Population, 4,711.

City and Suburban Estimate, 8,000.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 1,500.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parocial, 2; Number of Pupils, 1,125.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous—First Christian, 1.

Banks: National, 1; State, 3; Total Resources, $4,807,452.21; Savings Bank Deposits Total, $3,688,045.85.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Northwest State Teachers' College Auditorium. Total number of seats, 2,150.

Location: Northwest district of Missouri. Served by Chicago, Burlington & Quincy.

Principal Industries: Agricultural products and live stock, tool manufacturing company, two cigar factories, lightning rod company, shirt factory.

Manufacturing Establishments: 5. Leading firms: McDonald Shirt Co., Moore Lightning Rod Co., Basford Cigar Co., Lloyd Mfg. Co., Behm Cigar Co. Total value of yearly output of factories estimated at $1,610,000.

Residential Features: City of homes, average home 6 or 7 rooms; private homes decidedly predominate. Average value of homes, $6,500.

Retail Shopping Section: Located around square: extends 2 blocks south, 2 blocks west, 2 blocks north, and 1 block east, comprising over 100 retail houses.

Trading Area: Forty miles east, west and north, and twenty miles south. This being the best retail in the whole section, makes it a trade center.

Wholesale Houses: Groceries, 1; meats, 1; Miscellaneous lines— 2 cigar factories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 3; electric supplies, 3; florists, 2; fruits, 8; furniture, 4; furriers, 1; garages (public), 9; grocers, 14; hardware, 4; jewelry, 2; meat markets, 8; men's furnishing, 3; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 6; shoes, 5 sporting goods, 3; stationers, 2; women's apparel, 4.

MEXICO, MO.

(Audrain County)

1920 Population, 6,013.

City and Suburban Eestimate, 20,000.

Native Whites, 95%; **Negroes,** 3%; **Foreign Born,** 2%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 1,385.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 2; Episcopal, 1; Lutheran, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $5,673,231; Savings Bank Deposits Total, $822,951.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,800.

Location: Wabash, Chicago & Alton, South Branch C. & A., C. B. & Q. cut-off. 35 passenger trains a day, three bus lines and three taxi lines to nearby small towns.

Principal Industries: Fire clay industry. Shoe manufacturing. Bank supplies. Farming and fine saddle horses and stock.

Manufacturing Establishments: 19. Leading firms: A. P. Green Fire Brick Co., International Shoe Co., Continential Bank Supply Co., Western Stove Lining Works. Total value of yearly output of factories estimated at $9,786,000.

Residential Features: Mostly one-family houses, large percentage either owned or being bought by occupants. 112 houses built here last year and 96 per cent of these owned or being bought by occupants. Building this year amounts to over $400,000, of which almost $150,000 is homes. Most of the homes run from three to five thousand dollars. Several residential sections where higher values predominate.

Retail Shopping Section: Extends from the public square in each direction. Covers 29 business blocks in all.

Trading Area: Extends about 25 miles north, 30 miles west, 35 miles east, and 20 miles south. Because of the unusual train service into this city and the bus lines, business is frequently brought here from even greater distances.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; auto. supplies, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 10; automobile accessories, 14; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 15; dressmakers, 16; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 1; fruits, 5; furniture, 2; furriers, 2; garages (public), 14; grocers, 26; hardware, 3; jewelry, 4; meat markets, 9; men's furnishing, 9; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 5; stationers, 6; women's apparel, 6

MOBERLY, MO.

(Randolph County)

1920 Population, 12,808.

City and Suburban Estimate, 60,000.

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 2,560. (1924: 3950.)

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 2,875.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: State, 4; Total Resources, $4,647,965.44, Savings Banks Deposits Total, $650,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: On Wabash and M. K. & T. Rail-

Continued on page 136

MISSOURI (Cont'd)

Moberly (con't)

roads. Division point on Wabash with lines running to Kansas City, Omaha, Des Moines and St. Paul, Detroit, Buffalo and St. Louis. Also on state highways north, south, east and west. To St. Louis by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Railroad shops, shoe factory, paving brick factory, tube expander and tool works, hay press company.

Manufacturing Establishments: Leading firms: Wabash Railroad, Brown Shoe Co., Moberly Paving Brick Co., Faessler Manufacturing Co., Missouri Hay Press Co.

Residential Features: A city of nice and well kept homes and paved streets.

Retail Shopping Section: Extends from Union Station to Tannehill Park on Reed and Coates and Cross Streets, embracing 20 blocks. Many neighborhood groceries and meat shops.

Trading Area: Extends 25 miles east and north, and 30 to 35 miles south and west. Considerable business from beyond these areas.

Wholesale Houses: Groceries, 4; fruits, 1; Miscellaneous lines—auto accessories, 1; barber supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 4; bakers, 3; cigar stores and stands (including hotels), 5 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 4; druggists, 10; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 3; grocers, 64 (chain, 5); hardware, 4; jewelry, 5; meat markets, 25; men's furnishings, 2; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months, April, May, Oct., Nov.; doctors (medical, 15), (dentists, 8), (osteopaths, 3); gas, artificial; electric current, alternating; water, soft.

MONETT, MO.

(Barry County)

1920 Population, 4,206.

Native Whites, all; English Reading, all.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils; 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Methodist-Protestant, 1; Lutheran, 1; Nazarene, 1.

Banks: National, 1; State, 2; Total Resources, $1,737,753.49.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: In southwest Missouri in the Ozarks Playgrounds. Served by the Frisco Railroad. Bus service to Arkansas and east and west. Frisco division point.

Principal Industries: Railroading, center of strawberry industry and headquarters of Ozark Fruit Growers' Association. Farming, dairying and poultry raising. Manufacturing of overalls, pants, cigars, butter, soda pop, electric batteries.

Manufacturing Establishments: 4. Leading firms: Obermann Mfg. Co., Frederick Cigar Factory, E. L. Jerome Creamery Co., F. M. Reinsmith.

Residential Features: Mostly one-family houses, a few apartments. Many home owners in the town.

Retail Shopping Section: Mostly on one main street—Broadway. A few small groceries in residence district.

Trading Area: Probably twenty-five miles.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; druggists, 4; dry goods, 5; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 7; grocers, 12; hardware, 3; jewelry, 2; meat markets, 4; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; piano (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; stationers, 3; women's apparel, 3.

NEOSHO, MO.

(Newton County)

1920 Population, 3,968.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Negroes, 1.5%; Foreign Born, ½%; Industrial Workers, 25%; English Reading, 100%; Families, 850.

Schools: Public Grade, 4; High, 1; Junior High, 2; Number of Pupils, 1,370.

Churches: Baptist, 2; Christian, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 4.

Theatres: Moving Pictures, 1. Total number of seats, 1,200.

Location: K. C. S. Ry., Frisco, M. & N. A. Good connections north, east, south and west. Fine bus service over concrete highway north. Also good gravel roads in all directions. To nearest large city by railroad, 50 minutes; by auto, 1 hour.

Principal Industries: Farming, poultry raising, fruit, foundry, broom factory, garment factory, cigar factory, canning, poultry dressing, feed grinding, flour mills.

Manufacturing Establishments: 20. Leading firms: Neosho Foundry, Neosho Broom Co., W. W. Davis Cigar Co., Neosho Canning Co., Neosho Garment Factory.

Residential Features: Homes mostly owned by occupants, 4 to 10 room houses. Well kept neat lawns and streets.

Retail Shopping Section: Public square and one block each way.

Trading Area: 15 miles north, 20 miles west, 30 miles south, 30 miles east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobiles accessories, 10; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; delicatessen, 6; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; garages (public), 8; grocers, 15; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous instruments), 3; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months April, May, Oct., Nov.; doctors (medical, 6), (dentists, 5), (osteopaths, 2); electric current, direct; water, hard.

NEVADA, MO.

(Vernon County)

1920 Population, 7,139.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 35%; English Reading, 100%; Families, 1,775.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 1,875.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, $3,328,900; Savings Bank Deposits Total, $2,200,000.

Theatres: Moving Pictures.

Location: Main line of M. K. & T. and Mo. Pacific Rys., Minden Branch of Missouri Pacific. Bus service to surrounding territory. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Asphalt road material, railroad shops.

Manufacturing Establishments: 3. Leading firms: Norman Sheet Metal Co., Pohl Brick Plant.

Special Information: Located in the center of large road asphalt field, untold millions of tons in sight, and development just beginning.

Residential Features: Private homes predominate. A few choice lots yet to be had in fine residential districts close in.

Retail Shopping Section: Public Square in the heart of the business district, and shopping section extends for 12 blocks in each direction from this central point.

Trading Area: Extends 20 miles north, 50 miles east, 20 miles south, and 16 miles west. Because of the extensive stocks carried here, trade is secured from as far as 70 miles.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 15; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; furniture, 4; garages (public), 9; grocers, 25; hardware, 5; jewelry, 3; meat markets, 6; men's furnishing, 1; men's clothing, 3; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov.; doctors (medical, 7), (dentists, 7), (osteopaths, 1); gas, natural; electric current, alternating and direct; water, hard.

POPLAR BLUFF, MO.

(Butler County)

1920 Population, 8,042.

City and Suburban Estimate, 14,000.

Native Whites, 90% Negroes, 10%; Foreign Born, negligible; Industrial Workers, 10%; English Reading, about 98%; Families, 3,337.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,625.

Churches: Baptist, 6; Christian Science, 1; Disciples of Christ, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: State, 4; Total Resources, $2,565,000; Savings Bank Deposits Total, $225,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,200.

Location: In southeast Missouri, 75 miles west of Mississippi River and 20 miles north of Arkansas line on Big Black River. Served by Missouri Pacific, Frisco and B. C. Railroads. Converging point of many State and Federal roads. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Staves, heading, hoops, oil well sucker rods, handles, spokes, car material, hard and soft wood lumber, shoes, sponge rubber inner tires, candy, cigars, soft drinks, flour and cereals, coffins, cedar chests, monuments, printing and furniture.

Manufacturing Establishments: 40. Leading firms, Brooklyn Cooperage Co., Bimel-Ashcroft Mfg. Co., Hamilton Brown Shoe Co., Lyford Casket Works. Total value of yearly output of factories estimated at $8,000,000.

Residential Features: Popular Bluff is a town given largely to individual homes.

Retail Shopping Section: Main, 8 blocks; Vine, 9 blocks; Broadway, 9 blocks; Fifth Street, 4 blocks; cross streets, 14 blocks.

Trading Area: Twenty-five miles north, east, south and west, and far greater distance for several lines, including wearing apparel, house furnishings, etc.

Wholesale Houses: Groceries, 3; fruits, 1; Miscellaneous lines—Candy, 2; cigars, 2; oil, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 9; dressmakers, 8; druggists, 10; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 8; furriers, 3; garages (public), 5; grocers, 48 (chain, 2); hardware, 3; jewelry, 4; meat markets, 7; men's furnishing, 7; men's clothing, 8; merchant tailors, 2; milliners, 5; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 13; sporting goods, 4; stationers, 7; women's apparel, 10.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months, April, May, Oct., Nov.; doctors (medical, 20); (dentists, 5), (osteopaths, 3); number of wired houses, 2,100; electric current, alternating; water, soft.

ST. CHARLES, MO.

(St. Charles County)

1920 Population, 8,503.

City and Suburban Estimate, 15,000.

Native Whites, 84%; Negroes, 8%; Foreign Born, 8%; Industrial Workers, 23%; English Reading, 88%; Families, 2,083.

Schools: 5. Number of Pupils, 1,003.

Churches: 9.

Banks: 5. Total Resources, $5,320,000..

Theatres: 3. Total number of seats, 2,450.

Location: On Missouri River, 22 miles northwest of St. Louis. Served by Wabash and Missouri, Kansas & Texas R. Rs.

Principal Industries: Steel die works, oil engines and shoe factory. Ameria Car & Foundry Co.

Residential Features: One and two-family houses.

Retail Shopping Section: Eight blocks.

Trading Area: 25-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 7; grocers, 20; hardware, 4; jewelry, 5; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 3.

ST. JOSEPH, MO.

(Buchanan County)

1920 Population, 77,939.

City and Suburban Estimate, 90,000.

Native Whites, 86.3%; Negroes, 5.4%; Foreign Born, 8.3%; Industrial Workers, 16%; Families, 19,189.

Schools: Public Grade, 33; High, 4; Junior High, 1; Parochial, 10; Number of Pupils, 16,007.

Churches: Baptist, 11; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 4; Methodist, 19; Presbyterian, 12; Roman Catholic, 11; Miscellaneous, 30.

Banks: National, 4; State, 2; Total Resources, $3,338,000; Savings Bank Deposits Total, $10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 15,000.

Location: East bank of Missouri River in northwest part of Buchanan county. C. B. & Q., Rock Island, Great Western, Wabash, Grand Island, Missouri Pacific, Santa Fe. Bus service all directions; also 2 interurbans. To nearest larger city by railroad, 2 hours; by trolley, 2 hours; by auto, 3 hours.

Principal Industries: Meat packing, dry goods, stationery, flour, milling, candy, furniture, hardware, and railroad supplies.

Manufacturing Establishments: 125. Leading firms: St. Joseph Stockyards Co., Wyeth Hardware Co., Western Tablet Co., Aunt Jemima Mills Co., National Biscuit Co., Chase Candy Co., Larabee Mills. Total value of yearly output of factories estimated at $277,668,639.

Residential Features: Mostly one-family dwellings. We have no tenement district. Several apartment houses. Private homes predominate. Average price of homes, $4,500.

Retail Shopping Section: We have three main business streets, running from Fourth to Ninth Streets. Three business avenues. There are six "neighborhood" sections.

Trading Area: The trading area extends for a distance of 50 miles, chiefly in the northwestern part of the State.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 11; hardware, 2; dry goods, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial automobile agencies, 3; automobile accessories, 16; automobile tire agencies, 17; bakers, 24; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 36 (chain, 2); delicatessen, 4; dressmakers, 50; druggists, 82 (chain, 7); dry goods, 17; department stores, 12; electrical supplies, 16; florists, 11; fruits, 17; furniture, 20; furriers, 3; garages (public), 33; grocers, 245 (chain, 60); hardware, 22; jewelry, 11; meat markets, 43; men's furnishings, 5; men's clothing, 18; merchant tailors, 19; milliners, 15; opticians, 8; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 19; restaurants (including hotels), 98; shoes, 30; sporting goods, 4; stationers, 7; women's apparel, 16.

Miscellaneous Data: Average temperature, 51.8 degrees; average number of rainy days per twelve months, 118; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 127), (dentists, 63), (osteopaths, 18); number of wired houses, 21,719; streets car service; gas, natural; electric current, alternating; water, hard and soft.

ST. LOUIS, MO.

1920 Population, 772,897.

City and Suburban Estimate, 1,246,000.

Native Whites, 77.5%; Negroes, 9%; Foreign Born, 13.5%; Industrial Workers, 40.7%; English Reading, 85%; Families, 190,640.

Nativity of Foreign Born.

Austria	5,587	Mexico	429
Belgium	363	Netherlands	401
Canada	1,935	Norway	167
Czechoslovika	3,479	Poland	5,224
Denmark	413	Rumania	1,200
England	3,892	Russia	13,067
France	1,872	Scotland	1,060
Germany	30,089	Sweden	898
Greece	2,049	Switzerland	2,105
Hungary	6,637	Syria	469
Ireland	9,244	Wales	154
Italy	9,067	All other countries	1,752
Jugo-Slavia	1,686		

Schools: Public Grade, 134; High, 6; Junior High, 2; Parochial, 108; Universities, 2; Number of Pupils, 143,000.

Churches: Baptist, 28; Catholic, 113; Christian, 15; Christian Science, 7; Congregational, 20; Evangelical, 43; Evangelical Lutheran, 45; Hebrew Orthodox, 22; "Hebrew Reformed, 4; Methodist Episcopal, 23; Methodist Episcopal Church of the South, 31; New Jeruhalem, 2; Organized Spiritualists, 13; Presbyterian, 41; Presbyterian Cumberland, 12; Protestant Episcopal, 34; Reformed, 2; Miscellaneous, 171.

Banks: National, 12; State, 47; Total Resources, $662,000,000; Savings Bank Deposits Total, $548,000,000.

Theatres: Legitimate, 3; Moving Pictures, 145; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 3; Municipal Theatre, 1; Coliseum, 1. Total number of seats, 187,829.

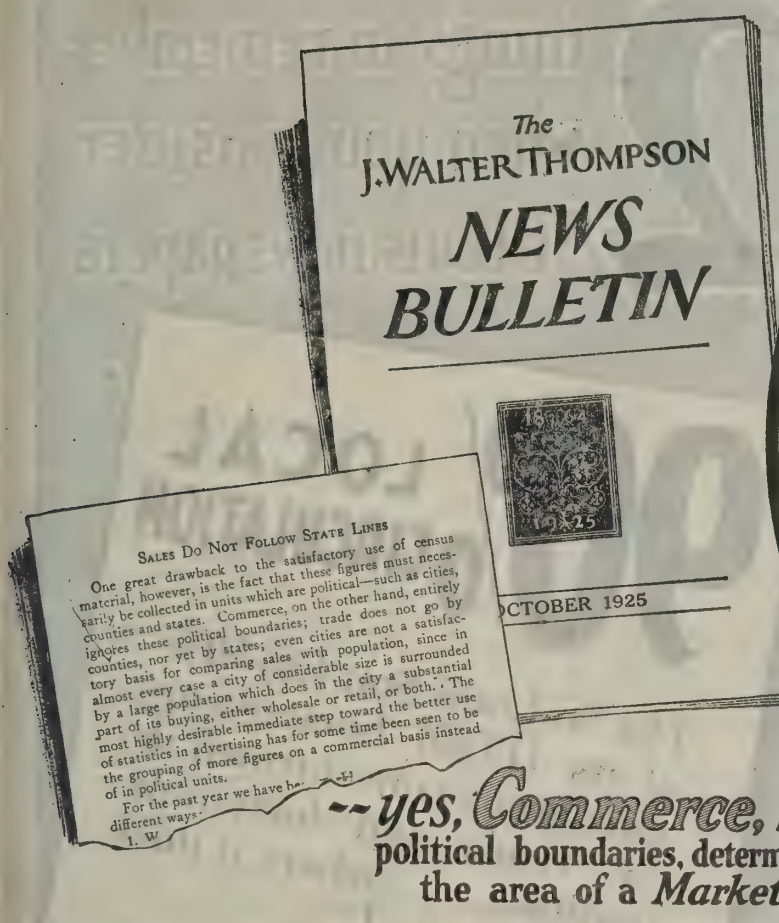
Location: On the Mississippi River about 20 miles below the mouth of the Missouri River, and is considered one of the largest railroad centers in the United States. There are 21 main trunk lines and numerous branches radiating in all directions. The trunk lines are as follows: Baltimore & Ohio R. R.; Chicago & Alton R. R.; Chicago-Burlington & Quincy R. R.; Chicago and Eastern Illinois R. R.; Cleveland, Cincinnati, Chicago, St. Louis Railway Co.; Illinois Central R. R. Co.; Louisville & Nashville R. R.; Missouri Pacific R. R.; Mobile & Ohio R. R.; Pittsburgh, Cincinnati, Chicago & St. Louis R. R.; Southern Railway; St. Louis, Southwestern Railways; Toledo, St. Louis & Western R. R.; Wabash R. R.; St. Louis Mechants' Bridge Terminal Railway Co.; Terminal R. R. Association of St. Louis; Chicago, Rock Island & Pacific Railway; Missouri, Kansas & Texas Railway; St. Louis & San Francisco R. R.; Mississippi River and Boone Terra Railway.

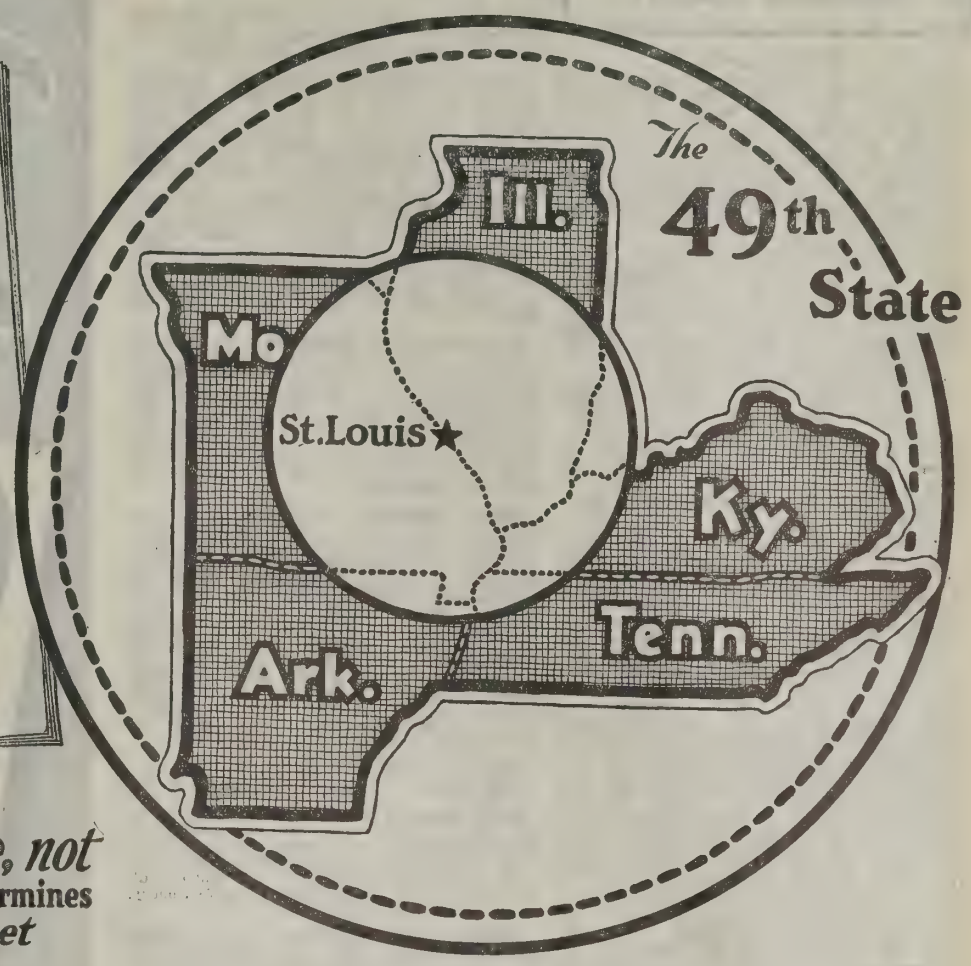
The total mileage of railways serving St. Louis is 69,071. Six interurban electric lines enter city; Kirkwood-Ferguson Line; St. Charles; Meramec Highland (Manchester) Creve Coeur Line. The following lines reach points in Illinois: Illinois Traction System (McKinley Line); East St. Louis & Suburban Railway.

Principal Industries: Steel furnaces, stoves and ranges, sugar mill machinery, woodenware, shoes, street cars, terra cotta, tobacco, poultry feed, drugs, glass, automobiles, brick, chemicals, barbers' supplies, hardware, furs, coffins, lumber, millinery, and open-hearth steel castings.

Manufacturing Establishments: 3,205. Leading firms: International Shoe Co., Monsanto Chemical Co., Commonwealth Steel Co., Scullin Steel Co., St. Louis Coke and Iron Co., American Steel, Wrought Iron Range Co., Fulton Iron Co., Cupples Co., Hydraulic Press Brick Co., Meyer Bros. Drug Co., Liggett & Myers Tobacco Co., Rosenthal-Sloan Millinery, Levis-Zucosky Millinery, Bemis Bag Co., Illinois Glass Co., Gardner Motor Co. Inc., Moon Motor Car Co., American Brake Co., Century Electric Co., Wagner Electric Co., American Car and Foundry Co., St. Louis Car Co., Rice, Stix Dry Goods Co., Ely & Walker Dry Goods Co., Harris-Polk Hat Co., Curtis & Co., Shapleigh Hardware Co., Ralston Purina Co.

Continued on page 138





--yes, Commerce, not political boundaries, determines the area of a *Market*

The 49th State is the St. Louis Market

—radius 150 miles surrounding St. Louis

Population . . . . towns . . . . industry . . . . transportation . . . . accessibility . . . . trade outlets . . . . all expressed in terms of *Commerce* . . . . determine the area of a market.

Commerce is the measure. It ignores political boundaries. City, county or state limits are not *trade* limits. . . . . As expressed above in the page reproduced from the News Bulletin of The J. Walter Thompson Company, advertising agents—

> *". . . trade does not go by counties, nor yet by states; even cities are not a satisfactory basis for comparing sales with population, since in almost every case a city of considerable size is surrounded by a large population which does in the city a substantial part of its buying, either wholesale or retail, or both."*

1,026,715 People in St. Louis But More Than 4,500,000 in The 49th State

1,026,715 people live in metropolitan St. Louis, yet within the natural trading area surrounding and including St. Louis there are more than 4,500,000.

Here, then, is the St. Louis market . . . . nothing less. It is more than St. Louis alone, large as it is . . . . more than a 30, 40 or 50 mile area . . . . a vast commonwealth extending out 150 miles in every direction . . . . known as *The 49th State*—the natural trading area of St. Louis.

. . . . A commonwealth with 372 towns of more than 1,000 population—vast and rapidly increasing industrial development—a veritable network of railroads and highways—every section quickly and economically reached.

On the other hand, by rail and by the bus load, more than 34,000 people a day pour into St. Louis.

The bulk of the 40,000 and more retail dealers in this market outside of St. Louis look to St. Louis as their natural source of supply.

Through them comes a 10-billion-dollar annual demand for shoes, drugs, hardware, dry goods, groceries, furniture, automobiles . . . . everything. Add to this the 8-billion-dollar buying power of metropolitan St. Louis and you have an 18-billion-dollar market.

And the great army of 49th State retailers look to The St. Louis Globe-Democrat—to Globe-Democrat advertising—to help them sell merchandise. 92.2% of them read The Globe-Democrat; 88.2% state that it helps them to sell goods.

The Largest Daily in America's Third Largest Market

The Daily Globe-Democrat covers this market, the third largest in the United States, as no other newspaper even claims to do. . . . . It enters more homes . . . . has more circulation . . . . 3 times as much daily circulation in The 49th State outside of St. Louis as the second St. Louis paper.

Ask the nearest Globe-Democrat representative to give you the facts about The 49th State, or write us direct. Executives interested in this market should avail themselves of the assistance The Globe-Democrat offers through its Service and Promotion Department and the Research Division.

St. Louis Globe-Democrat.

St. Louis' Largest Daily

Representatives

F. St. J. Richards.....New York Guy S. Osborn.....Chicago
J. R. Scolaro.....Detroit C. Geo. Krogness..San Francisco
Dorland Agency, Ltd....London

MISSOURI (Cont'd)

St. Louis (con't)

Leschen Rope Co., Broderick & Bascom Rope Co. Total value of yearly output of factories estimated at: City, $871,700,438; Metropolitan District, $1,358,839,530.

Special Information: Second largest railroad center; unlimited supply of steam coal; access to Mississippi River, diversified manufacturing plants; important wholesale distributing center; centrally located, and fresh water (largest rapid sand filtration plant in the world).

Residential Features: St. Louis has a very large percentage of owned homes, free of mortgage. Large number of two and four-family flats. Abundance of residences throughout the city. Modern apartment houses, accommodating 100 and more families. Many modern family hotels. West End one of the finest residence sections in the United States.

Retail Shopping Section: From Broadway (5th) West to 12th; from Chestnut Street north to Franklin Avenue; Chestnut, 4 blocks; Pine, 7; Olive, 7; Locust, 7; Washington, 6; Franklin, 7; Broadway, 5; Sixth, 5; Seventh, 5; Eighth, 5; Ninth, 5; Tenth, 3; Eleventh, 3; Twelfth, 3.

Trading Area: Forty miles comprising 1,246,000 people.

Wholesale Houses: Groceries, 137; meats, 46; produce, 108; fruits, 79; hardware and household goods, 61; dry goods, 36; Miscellaneous lines—Shoes and leather goods, 71; women's clothing and millinery, 56; construction and building materials, 168; drugs, 29; furniture, 6; jewelry, 47; stationery and office supplies, 63.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 217; commercial automobile agencies, 21; automobile accessories, 757; automobile tire agencies, 138; bakers, 665; cigar stores and stands (including hotels), 272; confectioners (including hotel stands), 2,210; delicatessen, 43; dressmakers, 402; druggists, 552 (chain, 11); dry goods, 619; department stores, 13; electrical supplies, 152; florists, 125; fruits, 145; furniture, 316; furriers, 57; garages (public), 140; grocers, 3,026 (chain, 485); hardware and household goods, 421; jewelry, 252; meat markets, 814; men's furnishings, 168; merchant tailors, 112; women's clothing and millinery, 436; opticians, 53; photographers, 113; pianos (and miscellaneous musical instruments), 129; radio supplies, 261; restaurants (including hotels), 889; shoes, 933; sporting goods, 12; stationers, 109.

Miscellaneous Data: Average temperature, 51.3 degrees; average number of rainy days per twelve months, 114; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 1,861), (dentists, 101); number of wired houses, 135,135; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcements this page and page 137

SEDALIA, MO.

(Pettis County)

1920 Population, 21,144.

City and Suburban Estimate, 35,000.

Native Whites, 86.8%; Negroes, 9.7%; Foreign Born, 3.5%; Industrial Workers, 24%; English Reading, 92%; Families, 5,496.

Schools: 13. Number of Pupils, 4,000.

Churches: 14.

Banks: 7. Total Resources, $8,250,000.

Theatres: 3. Total number of seats, 3,000.

Location: In western part of state on Mo. Pac., and Mo. Kans. & Tex. R. Rs.

Principal Industries: Machine shops, foundries, boiler works, flour and woolen mills, mattress factories, shoe factories and packing houses.

Residential Features: One- and two-family houses, a few apartments.

Retail Shopping Section: About 12 blocks.

Trading Area: About 25 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 11; druggists, 9; dry goods, 7; department stores, 3; electrical supplies, 5; florists, 3; fruits, 2; furniture, 5; furriers, 1; garages (public), 12; grocers, 82; hardware, 6; jewelry, 6; meat markets, 45; men's furnishings, 5; men's clothing, 10; merchant tailors, 16; milliners, 11; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 18; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 7.

SPRINGFIELD, MO.

(Greene County)

1920 Population, 39,631. (1925, est. 56,000.)

City and Suburban Estimate, 90,000.

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 99%; Families, 10,000. (1925, est. 12,000.)

Schools: Public Grade, 25; High, 1; Junior High, 3; Parochial, 4.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 47.

Banks: National, 2; State, 7; Total Resources, $20,000,000. Savings Bank Deposits Total, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,200.

Location: Commercial center of southwest Missouri. Served by the St. Louis & San Francisco R. R., the K. C., C. & S. R. R., and Missouri Pacific R. R. Excellent bus service to all cities and towns within 150 miles each direction out of Springfield. To nearest larger city by railroad, 5½ hours; by auto, 8 hours.

Principal Industries: St. Louis & San Francisco erecting shops (three large plants), stove works, iron works, flour mills, wagon works, furniture works, pen and pencil writing tablets, work clothes factories, creameries, pencil factory, bank and office fixtures. Distance from St. Louis, 238 miles; from Kansas City, 201 miles.

Manufacturing Establishments: 125. Leading firms: St. Louis & San Francisco R. R. Co., Oberman Mfg. Co., United Iron Works, Springfield Furniture Co., Springfield Packing Co., Woods-Evertz Stove Co., Welsh Packing Co., Springfield Tablet Mfg. Co., Anchor Broom Co., Southwest Tanning Co., Ampco Metal Products, Springfield Creamery Co., Patton Creamery Co. Total value of yearly output of factories estimated at $35,000,000.

Special Information: Springfield is a great residential city, made so by the Missouri State Teachers' College, with an average enrollment of 2,300 students the year round, and buildings and plant estimated at $1,000,000; Drury College (annual enrollment, 500), and two large Business Colleges. Springfield is also the gateway to the great White River resorts 50 miles south. Altitude, 1,300 feet; mild climate, and short winters. Hydro-electric power with rate for factories as low as 1½ cents per K.W. Model water plant serving water with lowest bacteria count in America. Over 150 miles of paved streets. Springfield is the hub of the road system in southwest Missouri.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for trolley and bus lines). There are several outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about 25 miles north, west, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and bus service.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines: drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 40; bakers, 12; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessen, 12; druggists, 36 (chain, 2); dry goods, 35; department stores, 5; electrical supplies, 6; florists, 5; fruits, 18; furniture, 12; garages (public), 62; grocers, 297 (chain, 3); hardware, 24; jewelry, 12; meat markets, 203 (chain, 2); men's furnishings, 33; men's clothing, 33; merchant tailors, 12; opticians, 10; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 97 (chain, 1); shoes, 77; sporting goods, 2; stationers, 6.

Miscellaneous Data: Average temperature, 55.7 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov.; doctors (medical, 98), (dentists, 40), (osteopaths, 10); number of wired houses, 13,871; street car service; gas, artificial; electric current, alternate and direct; water, hard.

TRENTON, MO.

(Grundy County)

1920 Population, 6,951.

City and Suburban Estimate, 15,000.

Native Whites, 94%; Negroes, 4%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 96%; Families, 1,927.

Schools: 5; Number of Pupils, 1,648.

Churches: 7.

Banks: 5; Total Resources, $2,860,000.

Theatres: 2. Total number of seats, 800.

Location: In northern part of state, on C., R. I. & P. and P. & K. C. R.Rs. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Bottling works, flour and feed mills, canning and overall factories and C., R. I. & P. shops.

Residential Features: One- and two-family houses.

Retail Shopping Section: Six blocks.

Trading Area: North 20 miles, west 18 miles, south 10 miles, east 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 3; dressmakers, 7; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 1; fruits, 3; furniture, 2; garages (public), 7; grocers, 27; hardware, 3; jewelry, 2; meat markets, 8; men's furnishings,

Continued on page 139

2 things to remember when you consider St. Louis newspapers

90% LOCAL CIRCULATION

The St. Louis Star has 90% of its 115,807 home-going circulation concentrated in St. Louis and forty-mile radius ------ where it does the most good.

100% MERCHANDISING ASSISTANCE

The St. Louis Star renders a form of individualized service to national advertisers that is complete and designed to meet the requirements of specific cases .... No, we have no booklets or "canned" data.

THE ST. LOUIS STAR

"Nothing counts but RESULTS"

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY

Space Buyers' Guide to Markets of MISSOURI and MONTANA

MISSOURI (Cont'd)

Trenton (con't)

3; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 110; most pleasant months, April and October; gas, artificial; electric current, alternating; water, hard.

WARRENSBURG, MO.

(Johnson County)

1920 Population, 4,811.

City and Suburban Estimate, 7,500.

Native Whites, 90%; **Negroes,** 9%; **Foreign Born;** 1%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, about $3,000,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,100.

Location: Main line of Mo. Pac. R.R. To nearest larger city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Overall and shirt factory, packing plant, flour mill, ice plant, Warrensburg Creamery.

Manufacturing Establishments: Leading firms: Vitt-Mayes-Garrison Overall Mfg. Co., Rowland Mfg. Co. (meat packing), Sausage and Ice Plant, Chapman Bros. Creamery. Total value of yearly output of factories estimated at $775,000.

Residential Features: A beautiful little city, few apartments. Nice modern homes.

Retail Shopping Section: Holden Street, north and south, 5 blocks; Pine Street, east and west, 4 blocks; Carlton Street, east and west, 2 blocks; Market Street, east and west, 2 blocks.

Trading Area: 25 miles circumference, except to east where distance is 15 miles. Located at the intersection of Cross State Highways No. 12 now paved, and No. 13, which will be paved next year, and graded roads from all directions.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; delicatessen, 2; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 5; grocers, 15; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 107; most pleasant months, May, June, September, October; doctors (medical, 7), (dentists, 5), (osteopaths, 2); number of wired houses, 1,800; electric current, alternating; water, hard and soft.

WEBB CITY, MO.

(Jasper County)

1920 Population, 7,807.

City and Suburban Estimate, now 15,000.

Native Whites, 99%; **Negroes,** 0.1%; **Foreign Born,** 0.9%; **Industrial Workers,** 30%; **English Reading,** 99%; **Families,** 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1 (no building); Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: State, 2; Total Resources, $1,800,000. Savings Bank Deposits Total, $40,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: 150 miles south of Kansas City, Mo.; 323 miles S. W. St. Louis, Mo. On both Missouri Pacific and the St. L. S. F. (Frisco) Sys. from those cities. Headquarters S. W. Mo. (electric) R. R., 45 miles long, connecting Oklahoma-Kansas zinc mine fields with the Ozark tourist and fruit section. Farming and mining. To nearest large city by railroad, hours; by auto, 7 hours.

Principal Industries: Mining, lead and zinc ores, road gravel and gravel by-product of mines, farming, fruit growing, Jersey cattle, manufacturing of cigars, garments, shoes, mine machinery.

Manufacturing Establishments: 12 to 15. Leading firms: E. R. Miller Cigar Co., Ozark Shoe Mfg. Co., Webb City Cigar Box Co., Elder Mfg. Co., W. C. & C. Foundry and Machine Works, Interstate Fertilizer Co., Crocker Bros. Packing Co., Atlas Powder Co., Hercules Powder Co., Independent Gravel Co., Bosca-Nelson Leather Goods Co. Total value of yearly output of factories estimated at $10,000,000.

Residential Features: Average 5 room, modern, up to $20,000 value. Frame predominating and few brick and stone.

Retail Shopping Section: Main St., 5 blocks; Webb Street, 2 blocks; Dougherty Street, 3 blocks.

Trading Area: 5 to 15 miles, concrete and gravelled auto roads; street car service from four directions, 10 miles out.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 6; grocers, 40 (chain, 7); hardware, 3; jewelry, 3; meat markets, 12 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, April and October; doctors (medical, 7), (dentists, 4), (osteopaths, 2); number of wired houses, 900; street car service; gas, natural; electric current, alternating; water, hard.

Standard Surveys of MONTANA

ANACONDA, MONT.

(Deer Lodge County)

1920 Population, 11,668.

City and Suburban Estimate, 14,000.

Native Whites, 59%; **Negroes,** 1%; **Foreign Born,** 40%; **Industrial Workers,** 50%; **English Reading,** 80%; **Families,** 3,050.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 4,590.

Churches: 14.

Banks: National, 1; State, 1; Total Resources, $5,300,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,500.

Location: Thirty miles from Butte, on Butte, Anaconda and Pacific R. R.

Principal Industries: Smelting.

Residential Features: One- and two-family frame houses.

Retail Shopping Section: One and a half miles on Park, Main and Commercial Streets.

Trading Area: East 15 miles, west 20 miles, south 30 miles, 25 miles north.

Wholesale Houses: All wholesale business is handled from Butte.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 12; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 3; fruits, 2; furniture, 2; furriers, 5; garages (public), 8; grocers, 11; hardware, 3; jewelry, 5; meat markets, 7; men's furnishings, 5; men's clothing, 10; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

BILLINGS, MONT.

(Yellowstone County)

1920 Population, 15,100.

City and Suburban Estimate, 25,000. (Trading Territory population, 115,672).

Schools: Public Grade, 8; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: No. Pac., Burlington, G. N. (division point for all three railroads; makes city great distributing point. Heaviest shipping point between Fargo and Spokane. Second largest U. C. T. lodge in Utah, Idaho and Montana. To nearest larger city by railroad, 8 hours; by auto, 10 hours.

Principal Industries: Sugar, foundry, flour mills.

Manufacturing Establishments, 20. Leading firms: Great Western Sugar Co., Martin Pickling Yelolwstone Creamery, Midland Iron Works, Russell Miller Co., Baking Industries. Total value of yearly output of factories estimated at $5,000,000.

Special Information: Natural gas supply. Located centrally in Montana and Wyoming oil fields. Hepp gusher production 1,500 barrels, 35 miles west.

Residential Features: South and east parts of city contain the quarters and homes of workers. North and west are fine residential sections, averaging $8,000.

Retail Shopping Section: Montana Ave. 6 blocks, First Ave. 9 blocks, Second Ave. 3 blocks, 26th St. 2 blocks, 27th St. 4 blocks, 28th St. or Broadway 5 blocks, 29th St. 5 blocks, 30th St. 3 blocks, Minnesota Ave. 3 blocks, center around Broadway and 1st and 2nd Aves.

Trading Area: 85 miles west, 60 miles southwest, 100 miles south, 103 miles east and 54 miles north.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 8, dressmakers 5; druggists, 12; dry goods, 4; department stores, 5; electrical supplies, 4; florists, 3; fruits, 3; furniture, 4; furriers, 2; garages (public), 11; grocers, 55 (chain, 3); hardware, 5; jewelry, 7; meat markets, 13 (chain, 1); men's furnishings, 8; men's clothing, 10; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 25; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per twelve months, 90; most pleasant months, July, August, Sept., Oct.; doctors (medical, 23), (dentists, 16), (osteopaths, 3); number of wired houses, 4,000; bus service; gas, natural; electric current, alternating and direct; water, soft.

BOZEMAN, MONT.

(Gallatin County)

1920 Population, 6,183.

City and Suburban Estimate, 17,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,510.

Churches: Baptist, 1; Methodist, 1; Roman Catholic, 1.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: Northern Pacific and branch of C. M. & St. P. Auto bus service to surrounding towns. Gallatin Co. is the head waters of Missouri River in southwestern Montana and northwestern corner of Yellowstone Park.

Principal Industries: Farming, dairying, hogs, cattle, seed peas and pea canning.

Manufacturing Establishments: Leading firms, Gallatin County 1924 growing crops, 40,000 acres of hay, 100,000 acres of wheat, 30,000 acres of oats, 15,000 acres of corn, 12,100 acres of canning and seed peas; 32 grain elevators; 1,184 miles of improved roads; 24,000 cattle, 17,000 sheep, 18,000 hogs.

Wholesale Houses: Groceries, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 2; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 2; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 2; garages (public), 5; grocers, 18; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 5; men's clothing, 10; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 3; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 5.

BUTTE, MONT.

(Silver Bow County)

1920 Population, 41,611.

City and Suburban Estimate, 90,000.

Native Whites, 60%; **Negroes,** 1%; **Foreign Born,** 39%; **Industrial Workers,** 75%; **English Reading,** 80%; **Families,** 11,000.

Schools: Public Grade, 23; High, 1; Junior High, 1; Parochial, 7; Number of Pupils, 10,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 12; Miscellaneous, 9.

Banks: National, 1; State, 3; Total Resources, $29,000,000; Savings Bank Deposits Total, $12,088,000.

Theatres: Legitimate, 1; Moving Pictures, 6.

Location: On Northern Pacific, Great Northern, C. M. & St. P., Butte, Anaconda & Pacific, C. B. & Q.

Principal Industries: Mining.

Special Information: Butte is the largest city in Montana. Its location and railroad facilities make it the logical jobbing center of the state.

Residential Features: 99% of homes are electric lighted, 10,132 homes, 65% owned by families living in them. Many homes built in last ten years. Average cost $4,000 to $5,000.

Retail Shopping Section: Extends from Granite St. south to Galena St., 3 blocks, east from Arizone St. to Idaho St. 5 blocks.

Trading Area: Extends north to Boulder 30 miles; east to Three Forks 65 miles; southeast to Virginia City 90 miles; south to Dillon 69 miles; west to Anaconda 26 miles; southwest to Garrison 52 miles.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 6; Hardware, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 20; automobile tire agencies, 25; bakers, 22; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 35; delicatessen, 6; dressmakers, 15; druggists, 31; dry goods, 3; department stores, 3; electrical supplies, 20; florists, 7; furniture, 9; furriers, 5; garages (public), 24; grocers, 14; hardware, 11; jewelry, 14; meat markets, 41; men's furnishing, 15; men's clothing, 16; Merchant tailors, 11; milliners, 12; opticians, 11; photographers, 13; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 38; shoes, 15; sporting goods, 4; stationers, 4; women's apparel, 10.

GREAT FALLS, MONT.

(Cascade County)

1920 Population, 24,121.

City and Suburban Estimate, 28,000.

Native Whites, 80%; **Negroes,** 1%; **Foreign Born,** 19%; **Industrial Workers,** 20%; **English Reading,** 90%; **Families,** 5,704.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 6,500.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 10.

Banks: National, 3; State, 1; Total Resources, $13,519,097.44, Savings Bank Deposits Total, $2,422,201.25.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,300.

Location: North central part of Montana, making it the hub from which transportation service is furnished by 8 Great Northern lines and 2 Milwaukee lines running in as many different directions. To nearest larger city by railroad, 7 hours; by auto, 10 hours.

Principal Industries: Copper and zinc, milling, hydroelectric power, oil refining, iron works, meat packing, railroad shops, brick and tile, cigars.

Manufacturing Establishments, 40. Leading firms: Anaconda Copper Mining Co., Great Falls Brick & Tile Co., Great Falls Iron Works, Great Falls Meat Co., Sunburst Oil Refining Co.

Special Information: 165,000 horsepower is developed within a few miles of Great Falls, by utilizing the falls of the Missouri River. In 8 miles, the river drops, 365 feet, providing 3 dams near the city.

Residential Features: Has several excellent apartment house. Homes mostly of bungalow type. Entire residence section is boulevarded, making it exceptionally attractive.

Retail Shopping Section: 5 blocks on Central Ave. from Park Drive to 6th St. On First Ave. south from Park Drive to 5th St. and intervening cross streets. All street car lines follow the loop in the business section.

Trading Area: To Canada on the north, Williston, N. Dak., on the east, Kalispell on the west and Harlowtown on the south. Distributing center for 200 small towns, some of which are over 200 miles away. Several hard surfaced highways make it possible for farmers and residents of smaller communities to shop here.

Wholesale Houses: Grocers, 4; Meats, 2; fruits, 5; hardware, 1; dry goods, 1; miscellaneous lines, drugs, 1; cigars, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 30; automobile tire agencies, 9; bakers, 7; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 22; delicatessen, 3; dressmakers, 11; druggists, 19; dry goods, 4; department stores, 4; electrical supplies, 5; florists, 4; fruits, 5; furniture, 5; furriers, 3; garages (public), 22;

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MONTANA and NEBRASKA Newspaper Markets in Standard Surveys

MONTANA (Cont'd)

Great Falls (con't)

grocers, 61; hardware, 4; jewelry, 7; meat markets, 14; men's furnishings, 8; men's clothing, 7; merchant tailors, 8; milliners, 8; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20 shoes, 6; sporting goods, 8; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per twelve months, 92; most pleasant months, July, August, Sept., Oct.; doctors (medical, 30); (dentists, 25); (osteopaths, 7); number of wired houses, 6,350; street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

HAVRE, MONT.

(Hill County)

1920 Population, 5,429.

City and Suburban Estimate, 7,000.

Industrial Workers: 70%; English Reading, 100%.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1. Savings Bank Deposits Total, $500,000.

Theatres: Moving Pictures, 2.

Location: Great Northern Railroad, Division point. To nearest larger city by railroad, 5 hours; by automobile, 6 hours.

Principal Industries: Railroading, farming, oil mining plants, brick yards, stock yards, packing plant, flour mill, creamery.

Manufacturing Establishments: Creamery, mill, brick yard, farm implements, oil mixing plant.

Special Information: It has natural gas, electric power, coal, rich farming and livestock country tributary, is a wholesale and jobbing center and an important railroad point with large shops. Sixty-seven per cent of the people are home owners.

Residential Features: There are 1,800 residence buildings, about 40 of which are apartment houses.

Retail Shopping Section: First Street, 6 blocks, 1st Avenue, 1 block; Second Street, 2 blocks; 2nd Avenue, one block; Third Avenue, 4 blocks; 5th Avenue, two blocks.

Trading Area: 100 miles West, 60 miles Southwest, 150 miles North up into Saskatchewan, Alberta, Canada, 175 miles East.

Wholesale Houses: Groceries, 4; meats, 2; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; bakers, 2; confectioners (including hotel stands), 8; delicatessen, 1; total druggists, 4, (chain, 2); dry goods, 4; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 6; total grocers, 16; hardware, 5; jewelry, 2; total meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 5; sporting goods, 1; stationers, 2.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per twelve months, 90; most pleasant months, Sept., Oct., Nov.; doctors, (medical, 7), dentists, 5, osteopath, 1; wired houses, 1,700; gas, natural; electric current, alternating and direct; water, hard.

HELENA, MONT.

(Lewis and Clarke County)

1920 Population, 12,037.

City and Suburban Estimate, 17,000.

Native Whites, 82%; Negroes, 10%; Foreign Born, 8%; Industrial Workers, 21%; English Reading, 85%; Families, 3,205.

Schools: 11. Number of Pupils, 2,265.

Churches: 21.

Banks: 7. Total Resources, $21,500,000.

Theatres: 2. Total number of seats, 1,700.

Location: Main line of Great Northern and Northern Pacific R. R's. To nearest larger city by railroad, 3 hours; by auto, 3½ hours.

Principal Industries: Mining, mining machinery, crackers and biscuits, confectionery, office furniture, brick and tile, nursery stocks.

Special Information: Capital of state; administrative offices located here.

Residential Features: Single and double houses.

Retail Shopping Section: Twenty blocks in the heart of the city.

Trading Area: Radius of sixty miles.

Wholesale Houses: Groceries, 2; Hardware, 2; Miscellaneous Lines, farm machinery, 3; tobacco 1 each.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 15; druggists, 9; dry goods, 6; department stores, 2; electrical supplies, 5; florists, 2; fruits, 2; furniture, 4; furriers, 2; garages (public), 15; grocers, 36 (chain, 7); hardware, 2; jewelry, 5; meat markets, 13; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 12; shoes, 6; sporting goods, 5; stationers, 8; women's apparel, 6.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, Sept., Oct., Nov.; street car service; gas, artificial; electric current, alternating and direct; water, soft.

LEWISTOWN, MONT.

(Fergus County)

1920 Population, 6,120.

City and Suburban Estimate, 50,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 99%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, $7,000,000; Savings Bank Deposits Total, $1,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: Situated in center of Montana, the jobbing center for this section of the state. On C. M. & St. P. and Gt. Nor. R. R. These two lines radiate in five directions, making Lewistown the jobbing center for the 50 or more small towns within its radius.

Principal Industries: Brick, tile, cement, plaster, oil refining, flour milling; agriculture, livestock raising, coal, gold, silver and gypsum mining, crude oil.

Manufacturing Establishments, 5. Leading firms, Montana Four Mills Co., Three Forks Portland Cement Co., Arro Oil & Ref. Co., Lewistown Oil & Ref. Co., Northwest Gypsum Products Co. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Lewistown is recognized as one of the most progressive cities of the west, with wonderful electric system, paved and beautiful streets. There are 4,000 autos and 3,000 tractors registered in territory adjacent to Lewistown.

Residential Features: Mostly one-family residences of from 3 to 12 rooms. Large residential section. Workingmen's homes located in south part of city near railroad yards, flour mills and brick yards. Homes in better part of city average $10,000.

Retail Shopping Section: Extends from 6th Ave. down Main St. for a distance of 7 blocks with well built buildings on each side. Extends north and south on 1st, 2nd, 3rd, 4th and 5th Aves., from one to three blocks on each side of Main St.

Trading Area: 100 miles south, west and east and 70 miles north. Business is secured from greater distances by automobile.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 11; bakers, 4; cigar store and stands (including hotels), 20; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 2; florists, 2; fruits, 15; furniture, 5; furriers, 1; garages (public), 16; grocers, 11; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 6.

LIVINGSTON, MONT.

(Park County)

1920 Population, 6,311.

City and Suburban Estimate, 6,500; trade territory, 10,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%; Families, 1,300.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,471.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National 2; State, 1.

Theatres: Moving Pictures, 2.

Location: Northern Pacific, main line, also branch lines to Yellowstone National Park, and Wilsall, Mont.

Principal Industries: Railroad shops, farming and tourists; N. P. payroll $166,000 a month.

Manufacturing Establishments: Leading firms: Garrier Cigar Mfg. Co., Park Co., Milling Co., Livingston Marble and Granite Co., Park Co. Creamery.

Retail Shopping Section: Main St. 3 blocks, Calender St. 2 blocks, Second St. 2 blocks, Park St. 2 blocks.

Trading Area: West 25 miles, south 50 miles, north 100, and east 60 miles.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous Lines, Cigar Mfrs., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 11; automobile tire agencies, 11; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 2; department stores, 3; electrical supplies, 2; florists, 1; furniture, 2; furriers, 3; garages (public), 7; grocers, 19; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 5.

MILES CITY, MONT.

(Custer County)

1920 Population, 7,937.

City and Suburban Estimate, 10,000.

Native Whites, 79½%; Negroes, ½%; Foreign Born, 20%; Industrial Workers, 50%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1. Total Resources, $3,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: C. M. & St. P., No. Pac.

Principal Industries: Oil refining, 600 barrel capacity, 100 barrel flour mill, general repair shops of St. Paul Ry.

Manufacturing Establishments: 3. Creamery, two wholesale saddlery houses.

Special Information: On two lines of railroad, the third, a north and south road under construction.

Residential Features: Beautiful homes, about 80% owned; 15 apartment blocks.

Retail Shopping Section: Full length of Main St. three-quarters of a mile long; 201 retail establishments.

Trading Area: 25 miles west, 40 east, 100 north and 100 miles south. Auto transportation in all directions.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 2; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 20; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; furriers, 2; garages (public), 6; grocers, 35; hardware, 4; jewelry, 4; meat markets, 9; men's clothing, 5, merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 2; sporting goods, 1; stationers, 4; women's apparel, 2.

MISSOULA, MONT.

(Missoula County)

1920 Population, 12,668.

City and Suburban Estimate, 21,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%; Families, 2,800.

Schools: Public Grade, 11; High, 1; Junior High, University, 1,400 students; Parochial, 1. Number of Pupils, 1,600.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $7,500,000; Savings Bank Deposits. Total $2,587,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,000.

Location: Northwest part of Montana on main line C. M. & St. P. and Northern Pacific Railway. To nearest larger city by railroad, 3½ hours, by auto, 6 hours.

Principal Industries: Manufacturing and lumber; Northern Pacific shops.

Manufacturing Establishments, 18. Leading firms, Anaconda Copper Mining Co. (Lumber Div.), Western Lumber Co., Polleys Lumber Co., White Pine Sash Co.

Residential Features. Mostly all one-family houses, a few apartments and no tenements.

Retail Shopping Section: Extends north and south 8 blocks and east and west four blocks. A few outlying sections and about 70 scattered stores.

Trading Area: 100 miles in each direction.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 5; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Drugs, 1; Lumber, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 2; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 15; delicatessen, 3; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 5; fruits, 7; furniture, 3; furriers, 2; garages (public), 25; grocers, 76 (chain, 3); hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 15; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, Sept., Oct.; doctors (medical, 20), (dentists, 19), (osteopaths, 4); street car service; gas, artificial; electric current, alternating; water, soft.

Standard Surveys of NEBRASKA

COLUMBUS, NEB.

(Platte County)

1920 Population, 5,410 (1925 est., 6,200).

Schools: Public Grade, 6; High, 2; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1. Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Union Pacific & B. & M. Three branch lines of U. P., To nearest larger city (Omaha), by railroad 2¼ hours; by auto, 3 hours.

Principal Industries: Swift & Co., poultry and produce packing, canning factory, wooden soled shoe factory, planing mill, machine shop, bottling works, converted brewery.

Manufacturing Establishments, 4.

Special Information: Junction of Lincoln Highway and Meridian Highway.

Residential Features: One and two-family houses. Municipally owned water works and sewerage system. Residence district very compact. Well graveled or paved streets. Much activity in building.

Retail Shopping Section: 11th St. 7 blocks, 12th St. 7 blocks, 13th St. 9 blocks (main business street), 25th, 26th and 27th Aves. intersecting streets. No outlying business blocks, but 3 groceries, 3 garages and filling stations scattered.

Trading Area: 20 miles south, east, north and west. Good train service on U. P. branches extend trading to 75 miles northwest.

Wholesale Houses: Groceries, 1; Miscellaneous cigars and stationery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotel stands), 14; dressmakers, 6; druggists, 5; dry goods, 9; department stores, 6; electrical supplies, 4; florists, 2; fruits, see grocers; furniture, 2; garages (public), 6; grocers, 11; hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 11), (dentists, 9), (osteopaths, 2); number of wired houses, 1,500; gas, artificial; electric current, alternating and direct; water, hard.

FALLS CITY, NEB.

(Richardson County)

1920 Population, 4,956.

City and Suburban Estimate (1925) 7,000.

Industrial Workers, 650.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,405.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1;

NEBRASKA (Cont'd)

Roman Catholic, 1; Lutheran, 2; Evangelical, 2.

Banks: National, 1; State, 3; Total Resources, $3,500,000. Savings Bank Deposits Total, $1,-200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

Location: Falls City is on the main line of the Burlington and the Missouri Pacific railroads, and is located 9 miles from the Missouri river, terminal for Burlington trains operating along Mo. river to Nebraska City. To nearest larger city, by railroad, 3½ hours; by automobile, 3 hours.

Principal Industries: Agriculture and stock raising, horticulture, small print, poultry and dairying.

Manufacturing Establishments: 6. Leading firms: Falls City Milling Co., makers of flour, feed and stock products. Peerless Stock Powder Co., mfgs. of stock medicines and feeds, Fall City Ice Cold Storage and Creamery Co., Falls City Steel Works, division headquarters for Omaha division of Missouri Pacific railroad with 20 stall round house and large machine shops.

Special Information: Center of rich agricultural district, small grains, cattle and hogs, print, creamery products and poultry. Poultry and poultry products shipped out annually total $1,800,000. About 1,500 cars apples loaded out of county last year, 10,000 new apple trees planted this year, many cattle and hogs fed and shipped out from here annually. Falls City is county seat of county. Population of county now being 20,000 people.

Residential Features: City of 1,350 homes, 75 new homes built in 1924, and 60 built or under construction during 1925. One 110 room hotel with a few permanent guests, 3 resident hotels, 1 large apartment house, and numerous smaller apartments.

Retail Shopping Section: Store street from Fourteenth to Twentieth streets (6 blocks).

Trading Area: Stretches about ten miles south, twenty miles north and west, and ten miles east, the population of this area being about 22,000 people.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 5; automobile accessories, 1; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 6; grocers, 16; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 30; most pleasant months, May to December, generally warm and fair; doctors (medical, 8), (dentists, 7), (osteopaths, 2); electric current, alternating; water, soft.

FREMONT, NEB.

(Dodge County)

1920 Population, 9,605, (1925 est., 12,000).

City and Suburban Estimate, 30,000.

Native Whites, 94.5%; **Negroes,** .5%; **Foreign Born,** 5%; **Industrial Workers,** 15-20%; **English Reading,** 100%; **Families,** approximately 3,000.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,450; Midland College, 600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Deposits, $4,000,000. Savings Bank Deposits Total, $1,-000,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,700.

Location: 35 miles northwest of Omaha in heart of good agricultural section. Lincoln Highway paved between Fremont and Omaha. Served by Union Pacific, Chicago & Northwestern and Burlington railroads. a Truck freight service in all directions. Passenger bus service to Omaha and Lincoln. To nearest larger city, (Omaha) by railroad, 1 hour; by auto, 1¼ hours.

Principal Industries: Butter, candy, corn canning, cement tile, cigars, foundry and machine shops, printing and publishing, tents and awnings, refrigerators, incubators, railroad shops, stockyards. Total value yearly output of factories estimated at $3,000,000.

Manufacturing Establishments: 75. Crystal Refrigerating Co., Golden Rod Creamery Co., Marr-Hein Candy Co., Fremont Canning Co., Hammond Printing Co., Fremont Foundry & Machine Co., Sure Hatch Incubator Co.

Special Information: Excellent railroad service makes Fremont desirable location for distribution of goods; 76 scheduled trains in and out every 24 hours; 15 miles paved streets, 2,900 telephones, over 7,500 registered autos in county of over 25,000 population. Municipal water plant supplies unlimited quantity of pure water filtered through gravel plants underlying city. There are 30 miles of gas mains, serving 1,800 users.

Residential Features: All private homes, except two apartment houses. No tenements, 100 new residences built in 1925. Majority of homes occupied by owners.

Retail Shopping Section: Main St., 7 blocks; Broad St., 3 blocks; Sixth St., 3 blocks.

Trading Area: 15 miles east and south, 20 miles west, 25 miles north and northwest. Main roads into city well maintained. Nearly all of the outside trade comes by automobile. Excellent bus service east and south.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; garages (public), 9; grocers, 25; hardware, 5; jewelry, 5; meat markets, 7; men's furnishings, 8; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Oct., Nov.; doctors (medical, 13), (dentists, 10), (osteopaths, 3); number of wired houses, 2,700; gas, artificial; electric current, alternating; water, hard.

GRAND ISLAND, NEB.

(Hall County)

1920 Population, 13,980.

City and Suburban Etimate, 16,000.

Native Whites, 96%; **Negroes,** 1%; **Foreign Born,** 3%; **English Reading,** 95%.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: Union Pacific main line, Burlington—Northwest Coast line, St. Joseph & Grand Island, Ord & Grand Island. To nearest larger city, by railroad, 3 hours; by auto, 4 hours.

Principal Industries: American Beet Sugar Co., cattle market, creameries, canning factory.

Manufacturing Establishments: 4.

Special Information: Grand Island is situated in an agricultural district, is also division point of Union Pacific, also jobbing center, 500 salesmen headquarters here.

Residential Features: At most, entirely individual homes; ten apartment houses.

Retail Shopping Section: Third Street, 5 blocks; Second Street, 4 blocks; Pine Street, 2 blocks; Locust Street, 3 blocks.

Trading Area: 50 miles north and northwest, 30 miles east, 30 miles west, 12 miles south.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, notions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 12 (chain, 2); druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 5; grocers, 68; hardware, 5; jewelry, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

HASTINGS, NEB.

(Adams County)

1920 Population, 11,647.

City and Suburban Estimate, 54,000.

Native Whites, 86.6%; **Negroes,** .8%; **Foreign Born,** 12.6%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,985.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 3; State, 2; Total Resources, $6,425,358.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,000.

Location: 150 miles east of Omaha on main line of C. B. & W.; U. P., C. & N. W. and M. P. lines extend in 11 directions into trading territory. Division points on C. B. & Q. and U. P.

Principal Industries: Brick, tile, harness, tire pumps, building materials, cigars, millwork, land rollers, cement culverts, flour and feed products, ice cream, butter, cheese, bread, auto accessories, novelties.

Manufacturing Establishments: 28. Leading firms: Dutton & Sons' Co., Roth Mfg. Co., Hastings Mills Co., Kipp Cigar Co., Central Nebraska Millworks Co., Western Brick & Supply Co., Western Land Roller Co.

Special Information: Location of city 11 miles of radiating railway and with excellent highways reaching out of several directions, make it one of the best distributing points for jobbers in this western territory.

Residential Features: Private homes predominate. Mostly a city of home owners, percentage of rentals being small; 47 miles of paving covering practically entire residential section.

Retail Shopping Section: Is located within a square of practically 12 blocks, all closely built in. Few vacant lots in this district and none on the two principal streets within this district. Numerous neighborhood stores.

Trading Area: 30 miles east, 40 south, 55 southwest and west and 19 north. Excellent system of highways brings a trading populace from quite a distance.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 20; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 4; fruits, 6; furniture, 3; furriers, 1; garages (public), 15; grocers, 35; hardware, 5; jewelry, 4; meat markets, 5; men's furnishings, 1; men's clothing, 9; merchant tailors, 5; milliners, 6; opticians, 11; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 14; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Oct., Nov.; doctors (medical, 24), (dentists, 15), (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

KEARNEY, NEB.

(Buffalo County)

1920 Population, 7,702.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 8%; **English Reading,** 98%; **Families,** 2,125.

Schools: Public Grade, 1,150 pupils; High, 590; Junior High, 253; Parochial, 40; Number of Pupils, State Teachers' College, 1,000 to 2,-000.

Churches: Baptist, 1; Christian Science, 1; United Brethren, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 2; State, 2; Total Resources, $5,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 3. Total number of seats, 5,000.

Location: On Platte River, main line of U. P., Black Hills Ry., C. B. & Q. Good roads. Bus service. To nearest larger city, by railroad, 1 hour; by auto, 1¼ hours.

Principal Industries: Cement mixer factory, potato chips, candy, bindery, printing, nursery.

Manufacturing Establishments: 8. Leading firms: Bolte Mfg. Co.

Residential Features: Very large percentage of home owners. Pretty much a retired farmer and school town.

Retail Shopping Section: Central Ave., 18th to 25th St.; A Ave., 20th to 25th St., 1st Ave., 20th to 25th St. and cross streets 2 blocks long.

Trading Area: Kearney is a trading center for 70 miles north and northwest, 60 west, 40 south, southeast and southwest and 25 east.

Wholesale Houses: Groceries, 1; fruits, 2; Miscellaneous lines, Midway Bottling & Candy Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 27; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 12; department stores, 3; electrical supplies, 7; florists, 2; fruits, 18; furniture, 4; garages (public), 26; grocers, 38; hardware, 4; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 12 (chain, 2); shoes, 7; sporting goods, 6; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Sept., Oct.; doctors (medical, 15) (dentists, 9), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

LINCOLN, NEB.

(Lancaster County)

1920 Population, 54,948. (1925 est., 62,189).

City and Suburban Estimate, 66,226 (1925 est. 85,000).

Native Whites, 46,818; **Negroes,** 896; **Foreign Born,** 7,198; **Persons Occupied and Industrial Workers,** 22,488; **Families,** 13,812.

Schools: Public Grade, 19; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 14,195. Public School, 443 teachers. 1924 payroll, $862,-255.

Churches: Baptist, 3; Christian Science, 1; Congregational, 5; Episcopal, 2; Hebrew, 2; Methodist, 19; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 22.

Banks: National, 5; State, 2; Joint Stock Land, 1; Trust Cos., 4; Building and Loan Assns., 8.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), City Auditorium. Total number of seats: Theatres, 6,359; Auditorium, 2,348; Total, 8,707.

Location: In east south central part of Nebraska, 50 miles from the Missouri River. Served by Chicago, Burlington & Quincy Railroad, Chicago & Northwestern Ry., Chicago, Rock Island & Pacific Railroad, Missouri Pacific Railroad and Union Pacific Railway. Splendid motor bus service operated on frequent schedules between Lincoln and Omaha, Lincoln and Fremont, Lincoln and Grand Island, Lincoln and Hastings, Lincoln and Beatrice and Lincoln and Nebraska City. To nearest larger city, by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Flour mills and bakeries, creamery products, harness and leather goods, planing mills, printing, incubators, gas engines, motor trucks, agricultural implements, commercial truck bodies, paints, railroad shops, cotton mittens, cigars, overalls and workmen's shirts, brick.

Manufacturing Establishments: 121. Leading firms: Gooch Milling & Elevator Co., Beatrice Creamery Co., Patriot Manufacturing Co., Harpham Bros. Co., Cushman Motor Works, Curtis, Towle & Paine Co., Lincoln Paint & Color Co., Western Glass & Paint Co., Queen Incubator Co., Jacob North & Co. Total value of yearly output of factories estimated at $55,000,000.

Special Information: Lincoln is the seat of state government for Nebraska, the county seat of Lancaster County. The State is constructing a $5,000,000 state capitol building. The University of Nebraska, State Agricultural College, Nebraska Wesleyan University, Cotner University, Union College are located in Greater Lincoln, and have a student population for the 1924-25 term of 15,462. At least 75 per cent of the student population is not included in population figures given above. Lincoln is the preferred point for holding state conventions. An average of 100 of these meetings convene annually in Lincoln with an average attendance of 300, for an average session of 3 days. In addition to being a large railroad center it is the hub of a system of highly developed highways, all of which add to its accessibility as a convention city and trading point.

Residential Features: Lincoln is essentially a city of home owners. It does not enjoy the distinction of having even one tenement house. Families reside in detached houses located on the Standard Lincoln building lots of 50 x 142 ft. The rapid extension of fine residential homes in east and southeast Lincoln, well paved streets, numerous parks, churches, schools, colleges and universities contribute as desirable residential features.

Retail Shopping Section: The principal street is "O" Street, retail district 9th to 16th; east of 16th Street to 21st Street is largely devoted to automobile store rooms and allied lines. N Street 10th to 13th; P Street 9th to 14th; 10th Street N to Q; 11th Street M to P Street; 12th Street N to Q Street; 13th Street M to Q Street; 14th Street M to P Street; 15th Street O to N Street; Some Lincoln Pay Rolls:

Industries	No. of Employees	Annual Payroll
Jobbers and Manufacturers	5,125	$ 7,956,672.00
Insurance Companies, local	587	810,450.00
Burlington Railroad Lincoln Yards, Stations and Havelock Shops	3,764	6,300,000.00
C., R. I. & P. Railroad	71	89,016.00
Missouri Pacific Railroad	66	85,524.00
Union Pacific Railroad	32	50,416.57
Chicago & Northwest. R. R.	87	125,309.52
Public Service Corporations		
Lincoln Traction Company	245	$ 349,115.00
Lincoln Gas & Elec. Lt. Co.	215	255,924.00
Lincoln Tel. & Tel. Co.	447	508,000.00
City of Lincoln	351	372,651.00
Educational Institutions		
University of Nebraska	689	$ 1,566,000.00
Nebraska Wesleyan Uni.	80	92,228.00
Cotner College	50	52,000.00
Union College	42	43,000.00
Lincoln Board of Education	599	876,089.66
Lincoln Business College	14	21,655.00
Nebraska School of Business	12	15,482.00
University School of Music	51	99,000.00
Lin. Auto & Tractor School	12	18,000.00
U. S. Veterans' Bu. (men)	315	475,452.00
Total	12,954	$20,856,426.09

Trading Area: Trading area may conservatively be stated as a radius of 50 miles, although in certain directions it extends beyond that distance. The Farm Journal of Philadelphia made a survey of 228 cities running from 25,-000 to 100,000 population to determine the volume of their retail trade business and extent of their trading zone. The survey disclosed that Lincoln stood first in both instances.

Wholesale Houses: 217. Groceries, 3; meats, 6; fruits, 4; hardware, 1; automobile accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto agencies, 6; automobile accessories, 6; automobile tire agencies, 12; bakers, 35; cigar and tobacco stores and stands (including hotels), 370; confectioners (including hotel stands), 27; druggists, 46; department stores, 6; florists, 6; furniture, 7; furriers, 4; garages (public), 39; grocers and meat dealers, 207 (chain, 3); hardware, 10; jewelry, 11; men's furnishings, 14; men's clothing, 14; merchant tailors, 7; milliners, 8; opticians, 11; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 9; restaurants (including hotels), 54; shoes, 57 stores selling shoes; sporting goods, 5; stationers, 9; women's apparel, 18.

Miscellaneous Data: Average temperature, 51.1 degrees; average number of rainy days per twelve months, 98; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 138). (dentists, 88), (osteopaths, 14); street car service; gas, artificial; electric current, alternating; water, hard.

McCOOK, NEB.

(Red Willow County)

1920 Population, 7,000.

City and Suburban Estimate, 8,000.

Native Whites, 99%; **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 99%; **English Reading,** 99%; **Families,** 1,500.

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NEBRASKA (Cont'd)

McCook (con't)

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Seven Day Adventists, Church of God, German Lutheran.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,000.

Location: McCook is the division point of the Burlington. Payroll monthly of approximately $225,000.00; 800 employes; Burlington is spending quarter million dollars now in improvements here. Outlet for a territory over 100 miles in each direction. To nearest larger city (Denver), by railroad, 6 hours; by automobile, 10 hours.

Principal Industries: Agriculture, livestock of the territory of the city, the railroad provides the principal industry. Several wholesale houses.

Manufacturing Establishments: We have very few factories—broom factory; small packing plant.

Special Information: City is growing very rapidly; nearly a million dollars' worth of improvements in business district—new depot, new Y. M. C. A. New school building and 12 business houses besides $400,000 worth of pavement not included in estimate of improvements and besides the new residences.

Residential Features: 1,500 families, 1,350 homes, 150 apartments, 45 new homes being constructed now. A gain in population of nearly 50 percent in last 5 years. McCook has won the recognition of "The fastest growing town in Nebraska."

Retail Shopping Section: McCook's business section is confined to 3 streets running north and south; Main Ave., 1st West, and First East, and three streets east and west, A, B, and C, approximately 25 blocks in business section.

Trading Area: Trading area extends 100 miles in each direction. McCook is the metropolis of the Southwest corner of Nebraska.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; Miscellaneous lines, ice cream, 1; bottling works, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 8; automobile accessories, 2 exclusive; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 3; druggists, 3; dry goods, 1; department stores, 1; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; garages (public), 8; grocers, 21; hardware, 4; jewelry, 2; meat markets, 6; men's clothing and furnishings, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 9; shoes, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, Sept., Oct.; doctors (medical, 10), (dentists. 4), (osteopaths, 1); number of wired houses, 1,003; gas, artificial; electric current, direct; water, hard.

NEBRASKA CITY, NEB.

(Otoe County)

1920 Population, 6,279, (1925 est., 7,000).

City and Suburban Estimate, 25,000.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 700; **English Reading,** 100%; **Families,** 1,560.

Schools: Public Grade, 7; High, 1; Parochial, 2. Number of Pupils, 1,800.

Churches: Baptist, 2; Christian Science, 1; Christian, 1; Episcopal, 1; Methodist. 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,600.

Location: Mo. Pac. and Burlington railroads. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Pork packing, food products, dairy, ice cream, soft drinks, alfalfa feed, chick feed, terminal grain elevators, wholesale grocers, apple orchards, iron, automobiles, machinery supplies, printing, shirt factory, brick and supply companies.

Manufacturing Establishments: Leading firms: Morton-Gregson Co., Otoe Food Products Co., Bones Dairy, Grundman Dairy, Stooker Dairy, Green's Ice Cream Co., N. C. Bottling Co., J. O. Lock Milling Co., Wilson Elevators, Duff Elevators, Bartling Elevators, N. C. Iron Co., Kregel Windmill Co., Kressen Bros., Bartling Seed Co., Press Printing Co., Wheeler-Motter Co., Western Brick & Supply Co.

Special Information: On Missouri River 50 miles below Omaha. Three trunk highways. Nebraska City is largest trading center within radius of 40 miles. Wholesale and retail center of this territory. Seat of Arbor Lodge State Park, drawing thousands annually; dairying, fruit, no crop failures since 1855.

Residential Features: Mostly one and two-family houses. Private homes predominate. More than 150 new homes erected in past 18 months.

Retail Shopping Section: Practically in center of city, stores, modern and progressive.

Trading Area: 40 mile radius.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, canners.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 1; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 2; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 9; grocers, 20; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, Oct., Nov.; doctors (medical, 15), (dentists, 8), (osteopaths, 3); number of wired houses, 1,020; gas, artificial; electric current, alternating; water, soft.

NORFOLK, NEB.

(Madison County)

1920 Population, 8,634 (1924 school census, 11,028).

City and Suburban Estimate, 80,000.

Native Whites, 95%; **Negroes,** 1%; **Foreign Born,** 4%; **Industrial Workers,** 5%; **English Reading,** 96%; **Families,** 2,500.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,376.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Lutheran, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, $5,039,504.29. Savings Bank Deposits Total, $1,786,354.36.

Theatres: Legitimate, 1; Motion Pictures, 2; Miscellaneous, 1. Total number of seats, 3,500.

Location: On C. & N. W., C. M. St. P., M. & O., and U. P.; 125 miles northwest of Omaha. To nearest larger city, by railroad, 5 hours; by auto, 5 hours.

Principal Industries: Railroad division and shops, canning plant, poultry plant, wholesale houses, bridge and construction company, flour mill.

Manufacturing Establishments, 4. Norfolk Flour Mills, Norfolk Bridge & Construction Co., Norfolk Packing Co., Midwest Mfg. Co.; $3,000,000. Railroad center, 24 trains in 5 directions. Distributing and shopping center for northeast Nebraska and southeastern South Dakota.

Residential Features: About 2,500 good homes, no tenements or apartments.

Retail Shopping Section: 4 large dept. stores and many exclusive stores of every line; nearest city of equal size 85 miles.

Trading Area: West, 100 miles; north, 75; east and south, 50. State highways in every direction.

Wholesale Houses: Groceries, 2; fruits, 2; auto accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger autos, 12; auto accessories, 5; commercial autos, 5; auto tires, 12; bakers, 4; confectioners (incl. hotels), 8; dressmakers, 6; department stores, 3; fruits, 56; garages (public), 12; jewelers, 6; men's clothing, 6; opticians, 3; radio supplies, 8; shoes, 15; stationers, 1; druggists, 6; dry goods, 6; electrical supplies, 4; florists, 3; furniture, 3; grocers, 52; hardware, 4; meat markets, 12; merchant tailors, 2; milliners, 5; photographers, 2; pianos 3; restaurants (incl. hotels), 12; sporting goods, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 22), (dentists, 18), (osteopaths, 4); number of wired houses, 1,612; gas, artificial; electric current, alternating; water, hard.

OMAHA, NEB.

1920 Population, 191,601. (1925, gov't. est. 211,668.)

City and Suburban, 50 mile zone, approximately 500,000.

Native Whites, 76%; **Negroes,** 5.6%; **Foreign Born,** 18.4%; **Indutrial Workers,** 11%; **Families,** 47,530.

Schools: Public Grade, 59; High, 5; Junior High, 1; Parochial, 39; **Number of Pupils,** 43,000.

Churches: Baptist, 10 w., 10 c.; Christian Science, 3; Congregational, 6; Roman Catholic, 34; Miscellaneous, 67.

Banks: National, 8; State, 4; Total Resources, Bank Clearings, 1924, $2,004,488,419. Savings Bank Deposits Total, $141,996,873.

Theatres: Legitimate, 1; Moving Pictures, 32; Vaudeville, 3; Auditoriums, etc., 4. Total number of seats, 39,000.

Location: Omaha is a leading rail center between Chicago and Denver. It is the center of 16 national and interstate highways. It is on the main transcontinental mail route. Fourth railroad center in America. The following railroads enter Omaha: Burlington, C. & N. W., C. Gt. W., C. M. & St. P., C. R. I. & P., I. C., Mo. Pac. U. P., Wabash, C. St. P. M. & O. To nearest larger city, by railroad, 8 hours; by auto, 10 hours.

Principal Industries: Smelting of all kinds, packing industry, butter, railroad shops, tires, alfalfa products, biscuit making, tags, structural steel, printing, manufacturing of flour and mill products.

Manufacturing Establishments: 650. Leading firms: American Smelting & Refining, M. C. Peters Mill Co., M. E. Smith Co., Item Biscuit Co., Loose-Wiles Biscuit Co., Bemis Bag Co., Omaha Flour Mills Co., Omaha Steel Works, Cudaby, Swift, Armour, Morris Packing Companies.

Special Information: Although 34th in population, Omaha is 19th in bank clearings. Nearly 200 acres are included in the race track grounds located here in which $1,000,000 has been invested. Aside from the races, which are an annual event, the grounds are available as an entertainment center and places Omaha among the leading cities for handling large number of visitors.

Residential Features: More than 50% of the families own their homes. There are no slums or tenements. Most of the houses are one and two-family. Dundee, located to the west of the city, is a fine residential suburb which has been absorbed by the growing city of Omaha. Homes vary greatly in value from $10,000 to $105,000.

Retail Shopping Section: The retail shopping district comprises from Chicago to Leavenworth and from 14th to 17th except Douglas, which extends to 19th, Farnum to 24th and Harney to 18th. From Chicago to Leavenworth is 10 blocks. Three outlying retail districts, namely Florence, Benson and South Omaha, each of which used to be separate small towns which have been absorbed by Omaha. Usual neighborhood shopping districts. Council Bluffs is right across the River, a 20 minute street car ride from center of Omaha.

Trading Area: The trading area is 50 miles in a circle from Omaha and Council Bluffs. As Omaha and C. B. are the only really large towns in this territory they naturally draw from larger radius than if there were other large towns where people could shop. Leading from Omaha into this region are two interurban lines, 15 bus lines, 10 trunk railroads, 22 branch railroads and 16 national and interstate highways.

Wholesale Houses: Grocers, 10; semi-wholesale, 5; meats, 16; fruits, 20; hardware, 7; dry goods, 7; bakers, 6; cigars, 12; coal, 8; confectioners, 16; drugs, 9; fuel, 35; furniture, 5; jewelry, 8; millinery, 2; news dealers, 12; notions, 4; oils, 20; paper, 12; produce, 18; salt, 3; shoes, 6; soft drinks, 10; wall paper, 2; woodenware, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 69; commercial auto agencies, 5; automobile accessories, 35; automobile tire agencies, 79; bakers, 92; cigar stores and stands, 1,250 (chain, 17); confectioners (including hotel stands), 196; delicatessen, 16; dressmakers, 39; druggists, 250 (chain, 4); dry goods, 48; department stores, 9; electrical supplies, 33; florists, 32; fruits, 7; furniture, 60; furriers, 14; garages, 168; grocers, 915 (chain, 21); hardware, 39; jewelry, 59; meat markets, 103 (chain, 3); men's furnishings and clothing, 43; men's tailors, 129; milliners, 22; opticians, 19; photographers, 38; pianos (and miscellaneous musical instruments), 28; radio supplies, 34; restaurants (including hotels), 320 (chain, 15), shoes, 39; sporting goods, 7; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 99; most pleasant months, May, June, Sept., Oct.; doctors (medical, 365), (dentists, 190), (osteopaths, 20); number of wired houses, 44,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement below

PLATTSMOUTH, NEB.

(Cass County)

1920 Population, 4,190.

City and Suburban Estimate, 5,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families,** 800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; **Number of Pupils,** 1,100.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $1,863,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 800.

Location: Two miles south of the mouth of the Platte River, on the west bank of the Missouri River. Served by main lines of C. B. & Q. and the Mo. Pac. R. R. north, south, east and west, as well as auto bus service to the north and south.

Principal Industries: Farming and cattle raising on the farms, and in the city we have Burlington repair shops which employ from 400 to 600 men. Flour mills and machine shops also found here.

Manufacturing Establishments: 2. Bertchy's Machine Shops.

Special Information: Besides being on the main lines east and west of C. B. & Q. R. R. and main line north and south of the Mo. Pac. Ry., we have several popular automobile highways, the principal ones being the King of Trails and the Washington Highway. Being only a 45-minute drive from the great live stock markets of Omaha, stock raising is quite an occupation in itself. Missouri River freight rates apply to Plattsmouth. Daily truck service to the north and south.

Residential Features: Plattsmouth being situated in the hills overlooking the Missouri River, it is a most desirable spot for sum-

Summary of Display Advertising Appearing in the Three Omaha Newspapers During the First Ten Months of 1925.

Each starred classification below indicates the World-Herald exceeded the other two papers combined.

(Compiled by the Haynes Advertising Company. Figures in lines.)

	World-Herald	Bee	News
*Automobiles—			
*Motor Cars	432,824	196,301	224,595
*Trucks and Tractors	13,944	8,127	5,222
*Accessories	41,153	7,364	8,302
Tires	61,803	33,131	31,115
Amusements	341,306	275,380	335,727
*Apparel—Men's	515,690	102,249	46,368
*Apparel—Women's	694,421	231,770	153,692
*Books and Publications	86,821	39,816	31,276
*Building Material	122,619	56,868	19,278
Coal	37,709	35,371	8,631
†Coal (Affiliated Enterprises)	.....	8,890	.....
Department Stores	1,209,516	743,834	700,406
*Electrical Appliances	45,675	12,131	7,924
*Farm Accessories	17,598	9,919	6,209
*Financial and Financial Publications	109,067	69,811	36,533
*Food	693,980	302,806	261,128
*Furniture	563,647	253,162	280,196
*Hardware	103,789	28,392	25,578
*Household Appliances	140,546	43,708	14,728
*Insurance	48,566	24,010	20,930
*Jewelry	78,421	39,200	37,856
*Millinery	78,820	13,216	16,513
Musical	166,355	117,957	154,847
*Office Supplies	37,856	8,197	3,248
Public Utilities	79,863	73,878	65,618
*Radio	161,105	40,572	46,473
Railroads and Steamships	183,995	139,594	118,370
*Resorts and Hotels	80,976	14,000	12,425
Schools and Colleges	31,836	22,211	15,316
*Shoes	150,640	35,007	23,443
Tobacco	117,523	50,582	67,480
Toilet Goods	121,086	86,730	87,465
Miscellaneous	508,291	391,643	320,621
†Misc. (Affiliated Enterprises)	.....	65,534	85,813
*Want Ads	2,310,210	502,376	581,637
*Total Clean Advertising	9,387,651	4,083,737	3,854,963
Medical Ads	None	339,941	378,630
*Total Advertising	9,387,651	4,423,678	4,233,593

†Indicates enterprises owned by the publisher of the newspaper indicated.

OMAHA WORLD-HERALD

O'Mara & Ormsbee, Inc., *National Representatives*

New York **Chicago** **Detroit** **San Francisco**

Space Buyers' Guide to Newspaper Markets of NEBRASKA and NEVADA

NEBRASKA (Cont'd)

mer homes and permanent residences. Mostly one-family houses. Three modern apartment houses. A very limited section is devoted to workingmen's dwellings. Private homes predominate.

Retail Shopping Section: Extends seven blocks west from the Burlington depot and one block on either side of this (main) street.

Trading Area: Extends about 20 miles south and west. Intermittent business is secured from people living across the river east in Iowa, also from across the Platte River to the north. A wagon bridge spans the Platte River three miles north, while a Missouri River ferry takes care of travel from Iowa.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 9; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 2.

SCOTTS BLUFF, NEB.

(Scotts Bluff County)

1920 Population, 6,912.

City and Suburban Estimate, 10,000.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 1%; **English Reading,** 90%; **Families,** 1,500.

Schools: Public Grade, 6; High, 1; Junior High, 1. Number of Pupils, 2,852.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 3; Total Resources, $3,000,000. Savings Bank Deposits, Total, $225,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,200.

Location: On Alliance-Casper Division of C. B. & Q. Ry. Three miles across river from Gering Station of Union Pacific. Nucleus of various truck and state lines. Largest freight receipts and shipments of any city in United States on single line of railroad.

Principal Industries: Sugar beet factory, flour mill, creamery, cheese factory, packing house, iron foundry, bottling works, cement tile factory, only daily newspaper in western Nebraska.

Manufacturing Establishments: Great Western Sugar Co., Mead Milling Co., Kinks Creamery Co., Fairview Cheese Association, Scottsbluff Packing Co., Gering Foundry, Scottsbluff Bottling Works, Star-Herald Printing Co. Total value output, $20,000,000.

Residential Features: Mostly homes of bungalow type, being a very noticeable absence of "shacks," this being due to newness of town. Streets wide and well shaded, many streets graveled, with some concrete paving in residence section. Especially compact.

Retail Shopping Section: Broadway, principal, 6 blocks. First Avenue, 2 blocks; Avenue A, 3 blocks. Cross streets between First Avenue and Avenue A.

Trading Area: Approximately 60 miles each direction.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 3; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 2; automobile accessories, 11; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 10; department stores, 3; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 4; grocers, 14; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 6; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 2; sporting goods, 3; stationers, 6.

WYMORE, NEB.

(Gage County)

1920 Population, 2,592.

City and Suburban Estimate, 3,000.

Native Whites, 100%; **Foreign Born,** approx. 5%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** approx. 600.

Schools: Public Grade, 3; High, 1; Number of Pupils, approx. 600.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Christian Science, 1.

Banks: National, 1; State, 1; Total Resources, about $950,000; Savings Bank Deposits Total, $125,000.

Theatres: Legitimate, 2; Combination, 2. Total number of seats, about 1,200.

Location: C. B. & Q. R. R.

Principal Industries: Agricultural community town; is railroad division.

Manufacturing Establishments: Bottling works. Leading firms: Wymore Bottling Works, Case Ice Cream Co.

Special Information: Being division point of railroad, with a payroll of from $50,000 to $60,000 per month. Geographical location makes it the best distributing and shipping point.

Residential Features: Most people own their own homes, which are well furnished and modern, mostly.

Retail Shopping Section: Seventh Avenue and streets intersecting therewith.

Trading Area: Extends ten miles east, fourteen miles south, ten miles west, and ten miles north.

Wholesale Houses: Grocers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 5 to 10; druggists, 2; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, all grocers; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 5), (dentists, 4), (osteopaths, 2); number of wired house, 600; electric current, alternating; water, hard.

YORK, NEB.

(York County)

1920 Population, 5,388.

City and Suburban Estimate, 18,500.

Native Whites 80%; **Foreign Born,** 20%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 1,350.

Schools: Public Grade, 3; High, 1; College, 1; Parochial, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 3; Total Resources, $4,500,000; Savings Bank Deposits Total, $350,000.

Theatres: Legitimate, 1; Moving Pictures, 2 Total number of seats, 2,000.

Location: Fifty-six miles west of Lincoln, Nebraska. On Burlington Railroad, Kansas City-Billings line; Northwestern branch from Fremont to Hastings; Burlington branch north and south. Bus line north and south, east and west. All state highways graveled in county. Cut off Lincoln Highway and also Meridan Highway. To nearest larger city (Lincoln), by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Foundry and engine works, bookbinding firm, grave vault company, brick and tile company, flour mill and mill works, nursery, printing music publishing house.

Manufacturing Establishments, 6. Leading firms: York Brick and Tile Co., York Blank Book Company, York Foundry and Engine Works, J. A. Parks Music Company, Harrison Nursery, Select Nursery. Total value of yearly output of factories estimated at $500,000.

Special Information: Improved roads and 50 miles of graveled roads gives York exceptional large trade territory. Twenty-eight miles of paving in York. Two hospitals, business college, arts college, boarding school, parochial. Three state institutions, I. O. O. F. Home, Mothers' Jewel Home and penal institution. Freighting by truck. Livestock feeding. In heart of corn belt.

Residential Features: Private homes. Fifty new homes built in 1925.

Retail Shopping Section: Extends area of half mile; on Lincoln Avenue from Fourth Street to Tenth Street; from Thirteenth to Fifteenth; from Fourth to Seventh on Grant Avenue; from Platte Avenue to Nebraska Avenue on Fourth Street (4 blocks); from Platte Avenue to Nebraska Avenue on Fifth and Sixth Streets (4 blocks), and from Platte to Grant Avenue on Seventh Street (3 blocks).

Trading Area: All of York County and considerable from surrounding counties due to bus lines and graveled roads. Trade territory extends as far as 25 miles south, although not extensive.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 7; automobile accessories, 20; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 4; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 8; furniture, 4; garages (public), 10; grocers, 20; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, Oct., Nov.; doctors (medical, 11), (dentists, 8), (osteopaths, 3).

Standard Surveys of NEVADA

CARSON CITY, NEV.

(Ormsby County)

1920 Population, 1,685.

Native Whites, 80%; **Negroes,** only 5 or 6 in town; **Foreign Born,** 20%; **Industrial Workers,** 50%; **English Reading,** 85%; **Families,** 400-500.

Schools: Public Grade, 1.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1.

Theatres: One, which is used for movies and vaudeville.

Location: On Virginia and Truckee R. R.

Principal Industries: Farming. No manufacturing.

Special Information: Carson City is the state capital. We have a government building here, which is used as post-office, land office, Federal Court and few other offices. State Prison, Government Indian School and Carson Hot Spring are other places besides the State Orphans Home, and just 5 miles from the noted Lake Tahoe.

Residential Features: The residential section is scattered, many nice homes in all parts of town. Mostly one-story buildings.

Retail Shopping Section: Extends from railroad depot south 11 blocks. Only one main street with stores.

Trading Area: A number of people come from small outside towns to shop.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 2; dry goods, 2; department stores, electrical supplies, 2; fruits, 1; furniture, 1; garages (public), 7; grocers, 4; hardware, 2; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 2; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 1.

GOLDFIELD, NEV.

(Esmeralda County)

1920 Population, 1,558.

Schools: Public Grade, 1; High, 1; Number of pupils, 215.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: State, 1; Total Resources, $802,-297.01.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 600.

Location: Tonopah and Goldfield, connecting with Southern Pacific. Bullfrog-Goldfield, connecting with Santa Fe and U. P. Automobile state line between Tonopah and Goldfield, Lida and Silver Peak.

Principal Industries. Mining, railroad shops, printing.

Manufacturing Establishments: Goldfield Cons. Mining Co., Goldfield Deep Mines Co., Goldfield Ice and Bottling Works, Florence Goldfield Mining Co.

Residential Features: As good as, and in many cases superior, to those to be found in the average gold mining camp of this size. Electric lighting, running water and modern sewerage system.

Retail Shopping Section: About 10 blocks, Fifth Avenue, Crook Avenue, Columbia Street, Ramsey Street, Broadway.

Trading Area: South about 80 miles, west about 40 miles, east, all ranching area, north 30 miles.

Wholesale Houses: Groceries, 2; meat, 1; fruits, 1; hardware, 1; Miscellaneous line, ice and bottling.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 1; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 1; dry goods, 2; department stores, 1; electrical supplies, 3; fruits, 3; garages (public), 4; grocers, 5; hardware, 2; meat markets, 2; men's furnishing, 2; men's clothing, 1; merchant tailors, 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 1; stationers, 2; women's apparel, 2.

RENO, NEVADA

(Nashoe County)

1920 Population, 12,016. (1925, est. 16,021.)

City and Suburban Estimate, 27,000.

Native Whites, 79.6%; **Negroes,** .005%; **Foreign Born,** 18.9%; **Industrial Workers,** 20%; **English Reading,** 85%; **Families,** 3,967.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 3,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3: Total Resources, $16,857,862; Savings Bank Deposits Total, $7,-601,133.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: Situated at the eastern base of the Sierra Nevada Mountains, on transcontinental line of Southern Pacific RR., and branch lines of Western Pacific RR. Terminus of Virginia & Truckee railroad, and on line of Southern Pacific R. R. running to southern Nevada and northeastern California. Stage line service in all directions. Center of distributing area for northern and central Nevada, northeastern California and small part of southern Oregon. To nearest large city, by railroad, 8½ hours; by auto, 8 hours.

Principal Industries: Mining, lumber and cattle, small flour mill, 2 meat-packing plants, 5 planing mills, 1 foundry, 1 soap factory, 1 brick factory. Shipping point for wool, potatoes, cattle, sheep, mining machinery, lumber and brick.

Manufacturing Establishments, 10. Leading firms: Nevada Packing Co. (branch of Western Meat Co.), Humphrey Supply Co., Commercial Soap Co., Verdi Lumber Co., Red River Lumber Co., Reno Pressed Brick Co., Union Ice Co., Rock Products Co., Nevada Engineering Works.

Residential Features: There are five large and a dozen small apartment houses in Reno. The homes are mostly one-family, and 70% of them are privately owned. Exclusive residence districts predominate; the homes are mostly new and modern, costing from $5,000 and a few costing $50,000. Average value about $7,500. There are 2,609 telephones in use in Reno.

Retail Shopping Section: Virginia St., 5 blocks; Second St., 5 blocks; First St., 1 block; Front St., 2 blocks; Commercial Row, 5 blocks; Plaza, 4 blocks; Center Street, 2 blocks; Sierra Street, 4 blocks; Lake St., 3 blocks; Fourth St., 8 blocks. Small stores in residential district.

Trading Area: The trading area includes Carson Valley to the south for 60 miles; northern California to the north for 80 miles; the Comstock district to the south for 30 miles and central Nevada for a distance of 100 miles, and California district to the west, for 40 miles. Some of the highways are paved, and some gravelled and graded. Train service is also good for all points.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto agencies, 5; automobile accessories, 3; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 10; druggists, 9 (chain, 1); dry goods, 4; department stores, 2; electrical supplies, 5; florists, 2; fruits, 6; furniture, 4; furriers, 2; garages (public), 7; grocers, 36 (chain, 3); hardware, 5 jewelry, 4; meat markets, 9 (chain, 3); men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 18; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per 12 months, 39; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 32), (dentists, 22), (osteopaths, 2); Number of wired houses, 3,489; gas, artificial; electric current, alternating; water, soft.

TONOPAH, NEVADA

(Nye County)

1920 Population, 4,500.

City and Suburban Estimate, 8,500.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%.

Schools: Public Grade, 1; High, 1; Junior, 1; Number of Pupils, 650.

Churches: Christian Science, 1; Episcopal, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Salvation Army.

Continued on page 144

NEVADA and NEW HAMPSHIRE Market Surveys

NEVADA (Cont'd)

Tonopah (con't)

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: T. & G. R. R. Co. To Reno, by railroad, 12 hours; by automobile, 10 hours.

Principal Industries: Gold and silver mining.

Special Information: Tonopah considered one of greatest silver mining camps in the world, with estimated production $135,000,000; paid about $50,000,000 in dividends.

Residential Features: Many nice homes.

Retail Shopping Section: Main St., Brougher Ave., Main St., about 7 blocks long, Brougher about 3.

Trading Area: Nye, Esmeralda and Mineral counties.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto agencies, 7; automobile accessories, 5; automobile tire agencies, 5; bakers, 2; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 20; total druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 3; furniture, 1; garages (public), 5; total grocers, 10; hardware, 2; jewelry, 3; total meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 9; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; total restaurants (including hotels), 8; shoes, 1; stationers, 2; women's apparel, 3.

Additional Facts: Doctors (medical, 7), (dentists, 5), (osteopaths, 1); gas, artificial; electric current, alternating and direct; water, hard.

Climate, Etc.: Average temperature, 66 degrees; average number of rainy days, 70; most pleasant months, Sept., Oct., Nov., March, April, May, June; doctors (medical, 7); (dentists, 5); (osteopaths, 1).

Standard Surveys of NEW HAMPSHIRE

CLAREMONT, N. H.

(Sullivan County)

1920 Population, 9,524; **1925,** 10,800.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 70%; **English Reading,** 88%; **Families,** 2,500.

Schools: Public Grade, 11; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 2,111.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $1,755,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,290.

Location: On western border of New Hampshire, served by Connecticut and Passumpsic and the Concord-Claremont divisions of the B. & M. R. R. Bus line connections with nearby towns of New Hampshire and Vermont. Elec. railway connection with Claremont Junction. To nearest large city by railroad, 2¼ hours; by auto, 2 hours.

Principal Industries: Mining machinery, cotton bed spreads, kraft paper, pattern paper, woolen goods, shoes, shoddy products.

Manufacturing Establishments, 11; Sullivan Machinery Co., Monadnock Mills, Claremont Paper Co., Coy Paper Co., International Shoe Co., Robert Woolen Mills, Claremont Waste Mfg. Co.

Special Information: Largest town in state and shopping center for county and Vermont border towns. Labor troubles unknown. High percentage of home owners.

Residential Features: Single homes predominate. Foreign element largely segregated in well kept tenement district. Sugar River divides tenement district from business and residential sections. Average value of homes in residential section, $7,500.

Retail Shopping Section: Centers in large public square and extends two blocks south on Pleasant St., 5 blocks north on Main St., 1 block west on Sullivan, 3 blocks east on Tremont and Broad. Two sectional shopping centers on north side of river and several neighborhood trading districts, one at West Claremont.

Trading Area: Approximately 30 miles in each direction.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; miscellaneous lines, confectioners' products, 1; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 13; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 45 (chain, 1); confectioners (including hotel stands), 37; delicatessen, 5; dressmakers, 9; druggists 6; dry goods, 15; department stores, 4; electrical supplies, 5; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 6; grocers, 35 (chain, 7); hardware, 3; jewelry, 3; meat markets, 15; men's furnishing, 8; men's clothing, 8; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 3; stationers, 6; women's apparel, 13.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, Aug. Sept., Oct.; doctors (medical, 10), (dentists, 5), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement column 3

CONCORD, N. H.

(Merrimack County)

1920 Population, 22,167.

City and Suburban Estimate, 35,000.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 6,850.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 1; Number of Pupils, 3,673.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 1; Methodist, 3; Roman Catholic, 4; Miscellaneous, 9.

Banks: National, 3; State, 4; Total Resources, $36,136,447.83. Savings Bank Deposits Total, $25,484,493.26.

Theatres: Moving Pictres, 2; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 7,400.

Location: Located in central part of southern New Hampshire, 45 miles from Atlantic Ocean on the east. Boston & Maine R. R., with 68 passenger and approximately 20 freight trains daily. Truck service three times weekly to Boston and other points in Massachusetts. Direct freight to Boston and New York connect with steamship lines and through service to the South and West is available for all shipments.

Principal Industries: Granite, printing, silverware, leather belting, electrical apparatus, railroad shops, wood products, textile mills, truck and body factory, confectionery, wagon wheels, men's clothing, fire hose and nozzles, automobile springs, flour metal castings, insurance, brick.

Manufacturing Establishments: John Swenson Granite Co., Granite State Quarries Co., Perry Bros., Rumford Printing Co., Wm. B. Durgin Co., Page Belting Co., N. E. Cable Co., Boston & Maine R. R. shops, Wooden Products Corp., Concord Worsted Corp., N. H. Spinning Co., Abbott-Downing Co., Treisman Bros., Holt Bros., Leopold Morse Co., Ford & Kimball, Concord Foundry Machinery Co., United Life, Capital Fire and N. H. Liability Insurance Co's., Concord Brick Co., N. E. Box Co., Concord Lbr. Co., C. M. & A. W. Rolfe, Hoyt Electric, Harris Emery, Kimball Studio. Annual outut, $13,000,000.

Special Information: Concord is the railroad center of New Hampshire. It is the home and starting point of many salesmen who cover Vermont, N. H. and Maine. It is on the main route to the White Mountains.

Residential Features: Very few apartment houses. Two family and single family houses predominate. Many of the latter are extremely large, having more than 8 rooms. Much new construction of one family homes. No tenement district in city. West End section has many homes worth from $15,000 to $30,000.

Retail Shopping Section: Extends from Pitman St. for 8 blocks on Main, the principal business street. School, Warren and Pleasant Sts., off Main St., are business streets for one block each. Pleasant St., Ext., Depot and Bridge Sts., off Main, are business streets for one block each. Six outlying retail sections and many neighborhood sections.

Trading Area: Extends about 35 miles, west, east and north, and 10 miles south.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 1; miscellaneous lines, drugs, 1; flour, 3; grain-feed, 3; shoes, 1; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 22; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 17; druggists, 14; dry goods, 13; department stores, 4; electrical supplies, 4; florists, 3; fruits, 8; furniture, 4; furriers, 3; garages (public), 19; groceries, 58; hardware, 6; jewelry, 5; meat markets, 22; men's furnishing, 9; men's clothing, 11; merchant tailors, 11; milliners, 22; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 10.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, Aug., Sept., Oct.; doctors (medical, 38), (dentists 10), (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement column 4

DOVER, N. H.

(Strafford County)

1920 Population, 13,029.

Native Whites, 75%; **Negroes,** less than 1%; **Foreign Born,** 25%;

Schools: Public, 7; High, 1; Junior, 1; Parochial, 2; Number of pupils, 2,185.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1 Unitarian, 1 Universalist, 1 Greek Orthodox.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2.

Location: Boston & Maine Ry., Portland Div. Situated in Stafford County, Southeastern part of New Hampshire, midway between Boston and Portland on main line of B. & M. Cocheco River flows through center of town. Two bus lines running into city, one from Portsmouth, the other to Salmon Falls and So. Berwick. Street railway running from Dover to Rochester, Gonic and Somersworth.

Principal Industries: Cotton mills, woolen mills, leather belting manufacturing, machine shops (printing presses), shoe factories, box toes for shoes, bakeries, window, door and sash factories.

Manufacturing Establishments: 32. Leading firms: Pacific Mills Co., American Woolen Co., F. B. Williams & Sons, Kidder Press, National Woodworking Machine Co., Farmington Shoe Co., Beckwith Mfg. Co., Ireland Grafton Shoe Co., Herrick Shoe Co., D. Foss & Son, D'Arcy Co., Brown-Beckwith Co., M. & M. Bakeries.

Residential Features: Mostly one- and two-family houses. Several apartment houses. Private homes predominate, especially in the best residential sections.

Retail Shopping Section: Extends from railroad crossing on Central Avenue south to Washington Street, lower Central Avenue to St. Thomas and Kirkland Street, Locust Street, also Third Street, Main Street, Broadway on north side of river. North of railroad crossing on Central Avenue and in neighboring section are neighborhood stores so-called, also grocery and provision stores.

Trading Area: Extends at least a radius of twenty-five miles from Franklin Square, north, east, west and south.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, confectionery, 2; drugs, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 13; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 35; dry goods, 10; department stores, 3; electrical supplies, 8; florists, 2; fruits, 8; furniture, 6; garages (public), 13; grocers, 28; hardware, 4; jewelry, 4; meat markets, 16; men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 8; opticians, 6; photographers, 3; piano (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 13; shoes, 8; sporting goods, 3; stationers, 8; women's apparel, 7.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; gas, artificial.

KEENE, N. H.

(Cheshire County)

1920 Population, 11,210.

City and Suburban Estimate, 14,000.

Native Whites, 95%; **Negroes,** 1%; **Foreign Born,** 4%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 2,972.

Continued on page 145

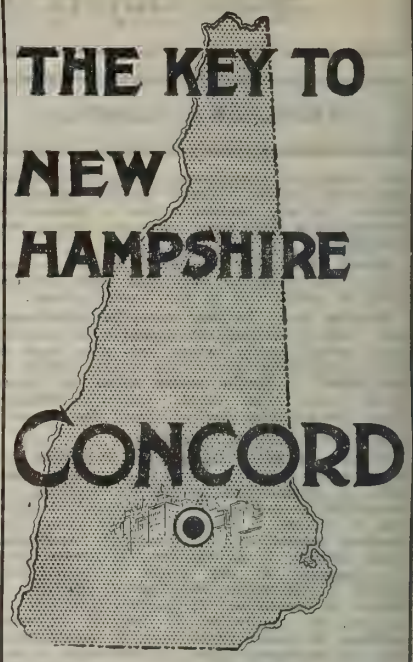
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THE KEY TO NEW HAMPSHIRE



Concord has the Largest Bank Clearings of any City in New Hampshire.

Concord is the center of more railroad and bus lines than any City in New Hampshire.

Concord has one of the strongest daily newspapers to be found anywhere in a city of its size.

The Concord Monitor-Patriot is a market place alike for retailer and consumer.

The Concord Monitor-Patriot

Member A. B. C.
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NEW HAMPSHIRE (Cont'd)

Keene (con't)

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,954.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 2; Total Resources, $4,810,518. Savings Bank Deposits Total, $4,908,205.51.

Theatres: Five theatres in the city are included in these classifications.

Location: On main line of B. & M. to Montreal. Terminal for Ashuelot Division and Nashua Division of Boston & Maine. To nearest large city, by railroad, 1½ hours, by auto, 1½ hours.

Principal Industries: Chairs, pails, boxes, textiles, shoes, machinery, wood heels, toys, mica, celluloid, screens, glue, loose-leaf ledgers, automobile accessories, granite, soft drinks, silver polish, manicure implements, braid and trimming, brush handles, carriages and wagons, washing products, sash, blinds, interior finish, hoops, floor tile, patent medicines.

Manufacturing Establishments, 52: Sprague & Carleton, Norwood & Calef, Wilcox Comb Co., Lynn Wood Heel Co., Faulkner & Colony Mfg. Co., Ashuelot Shoe Co., A. E. Martell Co., Wassookeag Woolen Co., International Shoe Co., A. E. Fish Co., J. A. Wright & Co., Brattleboro Overall Co.

Special Information: The location of this city makes it a trading center for a radius of over 16 miles. Diversified industries have always protected Keene against the effects of severe business depression. General farming protects the rural population from the reverse of special agriculture.

Residential Features: One family houses predominate, large proportion owned.

Retail Shopping Section: Very compact. All within one quarter mile of Main St., Central Square and immediate connecting streets.

Trading Area: Keene is the county seat of Cheshire County. Popular stopping place for tourists enroute to mountains. People for a radius of over 16 miles make Keene their financial, wholesale and retail shopping center.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 8; bakers, 8; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; dressmakers, 17; druggist, 5; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 3; fruits, 5; furniture, 3; furriers, 2; garages (public), 12; grocers, 50 (chain, 6); hardware, 3; jewelry, 5; meat markets, 18; men's furnishing, 6; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 12; shoes, 9; sporting goods, 5; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, June to November; doctors (medical, 16), (dentists, 11), (osteopaths, 1); number of wired houses, 3,000; street car service; gas, artificial, electric current, alternating; water, hard.

See announcement below

MANCHESTER, N. H.

(Hillsborough County)

1920 Population, 78,384.

City and Suburban Estimate, 82,000.

Native Whites, 50,790; **Negroes,** 62; **Foreign Born,** 27,516; **Industrial Workers,** 27,000; **English Reading,** approx. 15,000; **Families,** 17,415; 6,000 French families.

Schools: Public Grade, 25; High, 2; Number of pupils, 14,000.

Churches: Baptist, 4; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 2; Methodist, 5; Presbyterian, 2; Roman Catholic, 15 (7 French); Miscellaneous, 14.

Banks: National, 4; State, 5; Total Resources, $63,874,142; Savings Bank Deposits Total, $55,592,000.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: 56 miles from Boston on Boston & Maine R. R. Electric line to Concord, Nashua and Derry. Goffstown, connecting with other electric lines as far as Boston. To Boston, by railroad, 1½ hours, by auto, 1½ hours.

Principal Industries: The principal industries of Manchester are cotton and woolen goods, print paper, box shooks, latch needles, shoes, paper and wooden boxes, doors, sashes, blinds, knit underwear, caskets, brushes, machinery, fire escapes, hosiery, lumber, cigars, bobbins, carbonated beverages. The city is classed as the largest industrial center in New Hampshire. The industries include seven box and lumber manufacturers, one carriage factory, two concrete and cement; one shuttle and bobbin factory, one hat manufactory, two hosiery, two

Continued on page 146

There Is No Substitute

KEENE EVENING SENTINEL

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paper thoroughly covering its field, going into the homes of 2,972 families with a city circulation always exceeding 3,200 and a suburban circulation over 500. A thriving city daily produced in a metropolitan manner. Value as an advertising medium is expressed by nearly 100% of local merchants being continuous advertisers, and a list of national advertising accounts that is seldom, if ever, equalled by publications of like and larger circulation.

KEENE, NEW HAMPSHIRE

is the banking and business center for wholesale and retail trade of 33,000 population. Over fifty diversified industries keep labor constantly employed, creating steady buying power, which is further stimulated by prosperous agricultural territory surrounding. 95% of citizens are native whites, 98% are English reading, 75% of dwellings are individually owned.

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NEW HAMPSHIRE and NEW JERSEY Markets in Standard Surveys

NEW HAMPSHIRE (Cont'd)

Manchester (con't)

machiners, one brush factory, three needles, three papers, 19 shoes factories, two sporting goods and four textile manumacturers.

Manufacturing Establishments: 165. Leading firms: Amoskeag Mfg. Co., R. G. Sullivan Cigar Co., the largest single cigar plant in the country; S. A. Felton & Son, brush manufacturers; W. H. McElwein Co., shoes; F. M. Hay Shoe Co., Plant Bros. & Co., Craft Shoe Co., Leighton Machine Co. (knitting machinery), C. A. Williams Needle Co., Currier Needle Co., Fay Mfg. Co. (women's garments), Elliott Mfg., knit goods. Total value of yearly output of factories estimated at $117,000,000.

Special Information: Manchester has been an industrial community for nearly 100 years and therefore is the home of a high-grade skilled class of workmen. It is only one and a half hours by train from Boston, the distributing center for New England. It has the residential advantages of a small city located in agricultural territory. The cost of living is appreciably lower. The diversity of industry insures a high average of prosperity. The Amoskeag Mfg. Co. is one of the largest cotton mills in the country, employing about 20,000 hands. About $25,000,000 capital is invested in cotton mills, also has many shoe factories, with an annual product of $20,000,000, making the city rank fifth in the country in this industry.

Residential Features: Mostly one and two-family houses. Large percentage of individually owned homes. Total dwellings, 10,657.

Retail Shopping Section: Chiefly on Elm St. for about 15 blocks. Also for a distance of 1 block on each of 10 streets crossing Elm St. Foreign retail section covering about 7 blocks. Another section in vicinity of warehouses and manufacturing sections extending about 10 blocks.

Trading Area: North to Concord, 18 miles; south to Nashua, 17 miles; west to New Boston, 16 miles.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 3; hardware, 1; Miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 7; automobile accessories, 38; automobile tire agencies, 5; bakers, 41; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 46; delicatessen, 3; dressmakers, 76; druggists, 39; dry goods, 3; department stores, 1; electrical supplies, 4; florists, 8; fruits, 40; furniture, 34; furriers, 5; garages (public), 37; grocers, 236; hardware, 7; jewelry, 15; meat markets, all groceries; men's furnishings, 16; men's clothing, 26; merchant tailors, 58; milliners, 19; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 79; shoes, 34; sporting goods, 4; stationers, 7; women's apparel, 11.

See announcement page 145 columns 3 and 4

NASHUA, N. H.

(Hillsborough County)

1920 Population, 28,379.

City and Suburban Estimate, 35,000.

Native Whites, 18,990; **Negroes,** about 10; **Foreign Born,** 9,000; **Industrial Workers,** 8,500; **English Reading,** 20,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 4; Number of pupils, 6,834.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 5; Miscellaneous, 3.

Banks: National, 2; State, 3; Total Resources, $17,500,000; Savings Bank Deposits Total, $8,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditorium, etc.), 2; Total number of seats, 4,000.

Location: On Boston & Maine Railroad, junction point for five lines. Splendid shipping center. Nashua is near the center of New England.

Principal Industries: Cotton textiles, asbestos wool, refrigerators, boots and shoes, paper (coated and plain), doors and blinds, cotton carders, paper machines, bread-wrapping machines, cooperage, machine tools, woodworking, tanning.

Manufacturing Establishments: 35. Leading firms: Nashua Mfg. Co. (capital, $12,000,000), Asbestos Mfg. Co., White Mountain Freezer Co. (capital, $1,000,000), Maine Mfg. Co. (refrigerators), McElwain Shoe Co., Nashua Gummed and Coated Paper Co., Gregg & Son (doors, blinds), Wonalancet Co. (cotton carders), Improved Paper Machine Co., National Bread Wrapping Machine Co., Proctor Bros. Co., Maine Mfg. Co.

Principal Industries: Nashua Mfg. Co., cotton textiles; Asbestos Wood Co., White Mountain Freezer Co.; Maine Mfg. Co., refrigerators; McElwain Shoe Co.; Nashua Gummed and Coated Paper Co.; Gregg & Son, doors, blinds, etc.; Wonalancet Co., cotton carders; Improved Paper Machine Co.; National Bread Wrapping Machine Co.; Proctor Bros. Co., coopers; other lines, machine tools, wood working, tannery, etc.

Special Information: Splendid shipping center. Good labor market. Excellent homes. Fine water system. Good streets. Generally a very desirable city to live in and do business in.

Retail Shopping Section: Main, Factory and West Pearl Streets.

Trading Area: About 16 miles, includes Hudson, Hollis, Milford, Wilton, Merrimack, Litchfield, Pepperell, Dunstable, Tyngsboro.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 7; confectionery (including hotel stands), 12; druggists, 10; dry goods, 8; department stores, 5; electrical supplies, 2; florists, 4; fruits, 12; furniture, 6; garages (public), 11; grocers, 140; hardware, 4; jewelry, 5; meat markets, 33; men's furnishings, 8; men's clothing, 15; merchant tailors, 5; milliners, 10; opticians, 4; photographers, 5; pianos (and musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 10.

PORTSMOUTH, N. H.

(Rockingham County)

1920 Population, 13,569.

City and Suburban Estimate, 60,000.

Native Whites, 91.5%; **Negroes,** 1.5%; **Foreign Born,** 7%; **Industrial Workers,** 13%; **English Reading,** 95%; **Families,** 3,421.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 2,819.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; **Total Resources,** $4,145,608.98. Savings Bank Deposits Total, $101,013.14. (Three savings banks).

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.) 2; Total number of seats, 3,212.

Location: Midway between Boston and Portland, 85 miles to either city. Served by B. & M., main line to Canada and four branches. City at mouth of Piscataqua River. Ice-free 80-ft. harbor one mile from ocean.

Principal Industries: Ladies shoes, buttons, auto bodies, United States Navy Yard, Summer business.

Manufacturing Establishments: 10. Portsmouth Navy Yard, Merley Button Co., Shapiro Wagman Shoe Co., Gale Shoe Co. Annual output, $1,000,000.

Special Information: Location of city remarkable due to ice-free harbor. State Pier Commission now making survey. U. S. Navy Yard building submarines. Fertile field for machine shops due to unusual number of skilled artisans.

Residential Features: Mostly one family houses, unusual number of owners. No real poor section. Housing shortage at present due to constructive industrial work. Many houses very old.

Retail Shopping Section: Market Square, the hub, with following streets radiating from three to six blocks. Market, Daniel, Congress (main street), Pleasant, State.

Trading Area: Extends about 20 miles in all directions, center of Rockingham County, New Hampshire, and York County, Maine.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; dressmakers, 20; druggists, 7; dry goods, 12; department stores, 10; electrical supplies, 6; garages (public), 12; grocers, 70; hardware, 6; jewelry, 4; meat markets, 12; men's furnishing, 10; men's clothing, 10; merchant tailors, 15; milliners, 8; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 25; shoes, 10; sporting goods, 4; stationers, 5; women's apparel 10.

Standard Surveys of NEW JERSEY

ASBURY PARK, N. J.

(Monmouth County)

1920 Population, 12,400.

City and Suburban Estimate, 40,000.

Native Whites, 90%; **Negroes,** 5%; **Foreign Born,** 5%; **Industrial Workers,** 4%; **English Reading,** 97%; **Families,** 3,800; (Summer population, 200,000).

Schools: Public Grade, 4; High, 1; Number of Pupils, 4,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, $18,761,075.

Theatres: Moving Pictures, 5; Vaudeville, 1; Total number of seats, 7,000.

Location: On the North Jersey shore of the Atlantic Ocean, about 50 miles from New York and 80 miles from Philadelphia. On Penn. and New Jersey Central Railroads, steamship connection with New York. To New York, by railroad, 1¼ hours; by auto, 2½ hours.

Principal Industries: Monmouth County: women's underwear, uniforms, clothing, night gowns, pajamas, dyed furs, ivory buttons, silk goods, hats and caps, rugs, soft drinks, canned goods, porcelain goods, children's clothing, toys, drumheads, wood products.

Manufacturing Establishments: Total amount of goods manufactured annually throughout Monmouth County of which Asbury Park is the center is $30,000,000 annually.

Residential Features: Mostly one family houses and along the avenues leading from the shore are many handsome summer homes, forming a colony of well-to-do residents. There are no tenements, a small group of workers live in one family houses in the western section of the city. Several large fireproof hotels. Many high grade boarding houses and smaller houses for the accommodation of summer visitors.

Retail Shopping Section: Extends along Cookman avenue a mile, on Mattison avenue two blocks, on Bangs avenue, three blocks, and on the west side along Springwood avenue. Main street, for its entire length of half a mile, is lined with garages, carrying generally every car.

Trading Area: Asbury Park enjoys one of the most prosperous trading areas in the state. During the summer season there is a vast amount of wealth in circulation, as the summer visitors' demands are great and varied. To the North the trading area extends to Long Branch, Eatontown, Maricaibo, Colt's Neck. To the south to Lakewood, Spring Lake, Point Pleasant, Toms River, Allenwood, Manasquan. To the west it includes Adelphia, Farmingdale, Allaire, Freehold and Squankum.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; miscellaneous lines, confectionery, 1; hardware, 1; auto accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 25 (chain, 2); confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 35; druggists, 11 (chain, 3); dry goods, 5; department stores, 3; electrical supplies, 5; florists, 2; fruits, 10; furniture, 8; furriers, 2; garages (public), 18; grocers, 30 (chain, 12); hardware, 4; jewelry, 10; meat markets, 10; men's furnishings, 6; men's clothing, 5; merchant tailors, 5; milliners, 9; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 5; stationers, 8; women's apparel, 12.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 55; most pleasant months, June, July, August, September; doctors (medical, 18), (dentists, 8), (osteopaths, 3); number of wired houses, 3,000; street car service; gas, artificial, electric current, alternating; water, soft.

ATLANTIC CITY, N. J.

(Atlantic County)

1920 Population, 50,707. 1925 estimate, 65,000.

Native Whites, 70%; **Negroes,** 15%; **Foreign Born,** 15%; **Industrial Workers,** 47%; **Families,** 15,148.

Schools: Public Grade, 14; High, 1; Parochial, 3; Number of Pupils, 10,550.

Churches: Baptist, 8; Christian Science, 2; Episcopal, 5; Hebrew, 5; Methodist, 11; Presbyterian, 6; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 5; State, 8; Total Resources, $66,955,698.19.

Theatres: Legitimate, 3; Moving Pictures, 11; three ocean piers, which give all sorts of amusements; numerous cabarets.

Location: Is located on an island about ten miles long, directly on the Atlantic Ocean. Has three railroads to Philadelphia, two of which also run trains directly to New York City. Trolley line runs the entire length of the city and two lines to the mainland. In addition to the railroad and trolley service there are three boulevards to the mainland, connecting with hard-surfaced roads to Philadelphia, New York, and all the main automobile routes. On the Pennsylvania and Philadelphia & Reading R. R's. To Philadelphia, by railroad, 1 hour; by auto, 2 hours.

Principal Industries: Practically the only business is the entertainment of visitors in the hundreds of hotels and boarding houses, and the rental of cottages throughout the Summer season. The number of visitors rangers from 15,000 during the dull months to 300,000 during the Summer months.

Special Information: Owing to the climate, transportation facilities, and unsurpassed hotel accommodations there are many conventions held in this city in addition to the regular class of visitors. Because of the climate, excellent schools, pure water supply, and train service there are many who make their homes in this city, whose business is in Philadelphia.

Residential Features: This is largely a city of individual homes as is shown by the fact that the 1920 census showed that there were over 9,000 dwellings. Owing to the almost universal custom of renting during the summer season, thus getting additional revenue, it is possible for people, to occupy a much finer home than could otherwise be done. There are also many apartment houses. The finest residential district is located in the southern part.

Retail Shopping Section: Most of the large and better class of stores are located on Atlantic avenue for a distance of 20 blocks; on Pacific and Arctic avenues for nearly the entire length, and on many of the cross-town avenues are located a considerable number of small stores, which are mostly of the neighborhood class. There are many large and fine stores on the boardwalk which cater especially to visitors.

Trading Area: Radius of about 20 miles and is made up of several towns of 1,000 to 5,000 population. All of easy access by railroad or trolley.

Wholesale Houses: Groceries, 3; meats, 5; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto agencies, 8; automotive accessories, 15; automobile tire agencies 16; bakers, 45; cigar stores and stands (including hotels), 183 (chain, 7); confectioners (including hotel stands), 152; delicatessen, 41; dressmakers, 91; druggists, 85 (chain, 9); dry goods, 43; department stores, 5; electrical supplies, 15; florists, 14; fruits, 35; furniture, 17; furriers, 18; garages (public), 87; grocers, 22 (chain, 72); hardware, 24; jewelry, 45; meat markets, 82 (chain, 12); mens furnishings, 3 men's clothing, 24; merchant tailors, 17 milliners, 32; opticians, 9; photographers, 1 pianos (and miscellaneous musical instruments 6; radio supplies, 21; restaurants, 318 (chain 1); shoes, 40; sporting goods, 7; stationers, women's apparel, 47.

Miscellaneous Data: Average temperature, degrees; average number of rainy days p twelve months, 57; most pleasant months, M to October; doctors (medical, 144), (dentist 44), (osteopaths, 6); street car service; ga artificial; electric current, alternating & direc water, soft.

See announcement page 147

BAYONNE, N. J.

(Hudson County)

1920 Population, 76,754, (1925 est. 90,000.)

City and Suburban Estimate; All city.

Native Whites, 66.2%; **Negroes and other** 2.3%; **Foreign Born,** 31.5%; **Industrial Worker** 60%; **English Reading,** 75%; **Families,** 16,00

Schools: Public Grade, 13; High, 1; Juni High, 1; Parochial, 6; Number of Pupils, 21,0

Churches: Baptist, 4; Christian Science, Episcopal, 3; Lutheran, 4; Hebrew, 8; Meth dist, 4; Presbyterian, 1; Roman Catholic, Greek Catholic, 2; Miscellaneous, 11.

Banks: National, 2; State, 5; Total R sources, $25,750,000; Savings Bank Depos Total, $16,000,000.

Theatres: Legitimate, 1; Moving Pictur 4; Vaudeville, 1; Miscellaneous (Auditoriu etc.), 6. Total number of seats, 17,000.

Location: Bayonne, a peninsula, separat New York and Newark Bays. Bounded north by Jersey City, N. Y., south by Kill v Kull, east by New York Bay, west by Newa Bay. Served by Central R. R. of New Jers and Lehigh Valley. Excellent bus and troll service to neighboring towns and country.

Principal Industries: Petroleum and its products, chemicals, steam boilers, radiato insulated wire and cable, electric launche motors and generators, silk, cotton, belti borax, soap and lotions, vegetable and essenti oils.

Manufacturing Establishments: 152. Leadi firms, Standard Oil Co., Tide-Water Oil C Vacuum Oil Co., Babcock & Wilcox, Americ Radiator Co., Elco Works, Safety Insulat Wire & Cable Co., Pacific Coast Borax Co.

Residential Features: Like other industr communities, Bayonne has suffered from housing shortage, but is recovering from t condition. 371 dwellings, costing $3,000,(having been erected in 1921. Many others ha been erected each year, among them being family apartment houses. Bayonne is a c of home owners.

Retail Shopping Section: Extends from 4 to 50th Streets on Broadway, the main busin artery, and from 10th to 26th Streets a Avenue C. There are also a number of outly neighborhood grocery and meat shops.

Trading Area: Purely local.

Wholesale Houses: Groceries, 2; meats, fruits, 1; hardware, 6.

Number of Retail Outlets for Nationally A vertised Products: Passenger automobile ag cies, 20; commercial auto agencies, 5; au mobile accessories, 39; automobile tire agenci 50; bakers, 28; cigar stores and stands, confectioners, 95; delicatessen, 37; dressmake 17; druggists, 44; dry goods, 88; departm stores, 11; electrical supplies, 15; florists, fruits, 48; furniture, 15; furriers, 9; gara (public), 28; grocers, 279; hardware, jewelry, 17; meat markets, 112; men's furni ings, 23; men's clothing, 26; merchant tailo 44; milliners, 15; opticians, 23; photographe 7; pianos (and miscellaneous musical inst ments), 12; radio supplies, 9; restaurants cluding hotels), 37; shoes, 39; sporting goo 7; stationers, 23; women's apparel, 39.



Atlantic City

PRESS-Union

Circulation

FOR 6 MONTHS ENDING OCT. 1st., 1925

30,569

A GAIN IN 6 MONTHS OF

8,377

Use It to Dominate Atlantic City and County at One Cost

NATIONAL REPRESENTATIVES

Members A. B. C.

KELLY-SMITH COMPANY

Members A. P.

NEW YORK Marbridge Building

CHICAGO Tribune Tower

PHILADELPHIA Atlantic Building

BOSTON Waterman Building

NEW JERSEY (Cont'd)

BRIDGETON, N. J.

(Cumberland County)

1920 Population, 14,323 (estimated 1925, 16,500).

City and Suburban Estimate: Not less than 42,000 trading area.

Native Whites, 80%; Negroes, 12%; Foreign Born, 8%; Industrial Workers, 25%; English Reading, 94%; Families, 4,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,500.

Churches: Bapitist, 5; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 6 Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 1; Total Resources, $7,000,000. Savings Bank Deposists Total, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), school, armory, lodge and new hotel; Total number of seats, 4,500 exclusive of church auditoriums.

Location: W. J. & S. S., New Jersey Central. To Philadelphia, by railroad, 1¼ hours; by auto, 1½ hours.

Principal Industries: Illinois Glass Co., Martin Dyeing & Finishing Co., Ferracute Machine Co., American Can Co.; Cox & Sons, Crescent Art Metal Co., Bridgeton Chandelier Co., Hamper & Basket Co., E. Pritchard, Wm. Laning & Sons, P. J. Ritter & Co., Clinton B. Ayars, Garrett Bergen Co. (last five are canners). Bridgeton Gaslight Co., Crystal Ice Mfg. Co.

Manufacturing Establishments: 71.

Special Information: 1,000 acres of lakes and parks; excellent residential center; free from labor trouble; moderate tax rate but constant municipal improvements; new nine story hotel, one of the best in inland South Jersey. Bridgeton is on nearest hard-surfaced route from Baltimore, Washington, etc., to seashore points.

Residential Features: Excellent with private homes predominating. One family homes in great majority, some two, and a few recently converted into five and six family apartments. 130 new lots just opened up in three developments, two in heart of residential section and one adapted especially for industrial homes.

Retail Shoping Section: From city's business center (Commerce and Laurel Streets) shopping section runs one block west to Atlantic Street, one block north to Washington Street, two blocks east to Bank Street, and two blocks south to Jefferson Street. Some neighborhood stores scattered throughout the city.

Trading Area: Five miles west beyond Shiloh, six miles north beyond Deerfield, 20 miles south to Port Norris, with six towns between, and six miles each beyond Gouldtown. This is conservative, as area really includes all surrounding towns.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 2; miscellaneous lines, 2 cigar, 3 confectionery, 2 poultry, 3 florists, 2 dairies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 8; automobile accessories, 25; automobile tire agencies, 27; bakers, 7; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 10; druggists, 12; dry goods, 10; florists, 5; fruits, 8; department stores, 4; grocers, 112, (chain, 19); hardware, 12; meat markets, 12; men's furnishings, 15; men's clothing, 16; merchant tailors, 5; milliners, 10; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 12; restaurants (including hotels), 18; shoes, 10; sporting goods, 6; stationers, 7; women's apparel, 15.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 50; most pleasant months, June, July, August, Sept.; doctors (medical, 22); (dentists, 12); (osteopaths, 6); number of wired houses, 1,800; gas, artificial; electric current, alternating; water, medium.

BURLINGTON, N. J.

(Burlington County)

1920 Population: 9,049.

City and Suburban Estimate, 25,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 1: Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: To nearest large city, by railroad, 45 minutes; by auto, 1¼ hours.

Residential Features: Mostly one and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate.

Retail Shopping Section: There are about four blocks of retail shopping section, in addition to a general number of neighborhood stores scattered through the community.

Trading Area: Extends on two sides to a radius of about 7 miles—on west about three miles. River on north.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto agencies, 3; automobile accessories, 25*; automobile tire agencies, 10*; bakers, 4; cigar stores and stands (including hotels), 50*; (chain, 1); confectioners (including hotel stands), 25*; delicatessen, 1; dressmakers, 5*; druggists, 5; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 3; fruits, 5; furniture, 5; garages, (public),, 10; grocers, 25* (chain, 9); hardware, 10; jewelry, 4; meat markets, 15* (chain, 4); men's furnishings, 10*; men's clothing, 3; merchant tailors, 6; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 47 degrees: average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 6), (dentists, 3); street car service; gas, artificial; electric current, alternating; water, soft.

Note.—Figures marked with asterisks (*) are estimates. No business directory is available.

CAMDEN, N. J.

(Camden County)

1920 Population, 116,309. (1925 Est. 130,000.)

City and Suburban Estimate, 300,000.

Native Whites, 75.2%; Negroes, 7.4%; Foreign Born, 17.4%: Industrial Workers, 35%: English Reading, 90%; Families, 27,000; 25,000 homes.

Schools: Public Grade, 41; High, 2; Junior High, 2; Parochial, 9; Number of Pupils, 27,000.

Churches: Baptist, 23; Christian Science, 1; Congregational, none; Episcopal, 30; Hebrew, 4; Methodist, 1; Presbyterian, 8; Roman Catholic, 9; Miscellaneous, Friends, 2; German Evangelical, 1; Greek Catholic, 1; Missions, 10; Lutheran, 7; Methodist Protestant, 1; Polish Natl. Catholic, 1; Protestant Episcopal, 7; Salvation Army, 1; 7th Day Adventist, 1.

Banks: National, 2; State, 10; Total Resources, $70,000,000; Savings Bank Deposits Total, $55,000,000.

Theatres: Legitimate, 1; Moving Pictures, 21; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 19,000.

Location: Camden is on the east shore of the Delaware River, directly opposite Philadelphia. It is served by the Pennsylvania, West Jersey and Seashore, the Amboy, and New York Division, Long Branch Division and the Philadelphia and Reading Railroads, as well as five ferryboat lines. Camden has six and one-quarter miles of water front on the Delaware River, also about 5 miles on the Cooper River. The Delaware River front furnishes excellent sites for shipping lines.

Principal Industries: Talking machines, ships, soup, pens, cork products, leather products, furniture, soap, gas mantles, railroad shops, woolens, laces, hosiery, chemicals.

Manufacturing Establishments: 200. Leading firms, Victor Talking Machine Company, N. Y. Shipbuilding Corp., Campbell Soup Co., Esterbrook Pen Co., Hunt Pen Mfg. Co., Welsbach Company, Armstrong Cork Company, Warren Webster Co., J. B. Van Selver Co., MacAndrews and Forbes, R. M. Hollingshead Company. Total value of yearly output of factories estimated at $260,000,000. Annual payroll over $85,000,000.

Special Information: The Delaware River bridge, connecting Camden and Philadelphia, is now under construction and will be finished by 1926. The rapid growth of population in anticipation of the completion of the bridge, makes this the fastest growing territory in the east. The commercial engineers of the Bell Telephone Company have calculated the growth of Camden and its suburbs for the next 20 years. According to their statistics Greater Camden will have a population of 400,000 in 1930. Experts say the effect of this bridge will be similar to that of the Williamsburg bridge, rather than that of the Brooklyn bridge, because when the Brooklyn bridge was built there was no means of suburban transportation other than the street car.

Residential Features: Few cities afford better living facilities than Camden and its beautiful high-class suburbs. There are very few apartment houses in this area. In the city proper there are 25,000 private homes, which predominate in the suburbs.

Retail Shopping Section: The retail business section of Camden is conducted principally on five streets; namely, Market, Federal, Broadway, Kaighn Avenue and Haddon Avenue, as well as outlying neighborhood business streets. The principal business thoroughfares cover about 8 miles, and on them are found the financial institutions of the city, office buildings, printing establishments, department stores, etc. The thoroughfares lead to Camden's suburbs, from which Camden merchants draw a good proportion of their trade.

Trading Area: Extends about 20 miles north, east and south; because of the unsurpassed steam and electric railway, bus and trolley service the lines entering the city supply transportation to a territory having a population of 250,000, all within a radius covered by a short ride.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; miscellaneous lines, drugs, 2; tobacco, 2. Most of the wholesale houses are in Philadelphia, just across the Delaware River.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 49—110 makes of cars; commercial auto. agencies, 5; automobile accessories, 105; automobile tire agencies, 55; bakers, 220; cigar stores and stands (including hotels), 317; confectioners (including hotel stands), 340; delicatessen, 20; dressmakers, 75; druggists, 109; dry goods, 197; department stores, 7; electrical supplies, 73; florists, 27; fruits, 150; furniture, 31; garages (public), 175; grocers, 661; hardware, 126; jewelry, 38; meat markets, 204; men's furnishings, 50; men's clothing, 24; merchant tailors, 157; milliners, 60; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 20; radio supplies, 20; restaurants (including hotels), 126; shoes, 106; sporting goods, 11; stationers, 10; women's apparel, 16.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating; water, soft.

ELIZABETH, N. J.

(Union County)

1920 Population, 95,783.

Native Whites, 95,783; Negroes, 1,970; Foreign Born, 28,215.

Schools: Public Grade, 17; High, 1; Junior High, 2; Parochial, 9.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 4; Methodist 6; Presbyterian, 10; Roman Catholic, 13.

Banks: National, 8.

Theatres: Legitimate, 1; Moving Pictures, 8.

Location: Pennsylvania R. R., Central R. R. of New Jersey, Lehigh Valley R. R., B. & O. R. R., N. Y. & N. J. Steamboat Co. To nearest large city, by railroad, 15 minutes; by trolley, ½ hour; by auto, 20 minutes.

Principal Industries: Sewing machines, automobiles, oil and gas, green houses, boilers, ship building.

Manufacturing Establishments: Singer Mfg. Co., Elizabethport; Bethlehem Shipbuilding Corp., Standard Oil Co., Durant Motors Co. of New Jersey, American Type Founders Co.

Special Information: Present estimated population 110,000, representing an increase of approximately 15,000 in the last four years. Zoning ordinances signed February, 1922, designates three kinds of residential districts, two kinds of business districts, 3,000 commutation tickets sold monthly at local stations. Survey now being made at expense of States of New York and New Jersey for a bridge connecting Elizabeth with Staten Island.

Residential Features: Mostly single and two-family houses. An increasing number of apartment houses being erected.

Retail Shopping Section: Broad Street from 0 to 300; North Broad Street from 200 to 400; Elizabeth Avenue from 700 to 1200.

Trading Area: Elizabeth stores sell to the population within a radius of approximately twelve miles, an area consisting of approximately 250,000 people. Trolley lines and auto bus, commonly known as jitneys extend from Elizabeth throughout this territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 7; automobile accessories, 48; automobile tire agencies, 10; bakers, 73; cigar stores and stands (including hotels), 27 (chain, 4); confectioners (including hotel stands), 73; delicatessen, 31 dressmakers, 62; druggists, 58 (chain, 2); dry goods, 111; department stores, 5; electrical supplies, 7; florists, 19; fruits, 31; furniture, 26; furriers, 5; garages (public), 31; grocers, 395 (chain, 27); hardware, 34; jewelry, 26; meat markets, 133 (chain, 6); men's furnishings, 22; men's clothing, 24; merchant tailors, 2; milliners, 21; opticians, 14; photographers, 10; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 53; shoes, 46; sporting goods, 4; stationers, 8; women's apparel, 30.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct.; doctors (medical, 95), (dentists, 59), (osteopaths, 18); number of wired houses, 15,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 149

HACKENSACK, N. J.

(Bergen County)

1920 Population, 17,667.

City and Suburban Estimate, 150,000.

Native Whites, 78%; Negroes, 5%; Foreign Born, 17%; Industrial Workers, 10%; English Reading, 95%; Families, 3,518.

Schools: Public Grade, 5; High, 1; Parochial, 1; Business, 2; Number of Pupils, 4,300.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 2; Total Resources, $21,628,238,67; Savings Bank Deposits Total, $8,801,968.59.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 11; Total number of seats, 6,500.

Location: New York, Susquehanna & Western Railroad and the New Jersey & New York connect Hackensack with New York, 14 miles away. Former has two and the latter, five stations in Hackensack. Both are branches of the Erie. The West Shore, and New York Central run through Bogota, one mile away. The Hackensack River emptying into Newark Bay affords excellent water transportation by barge. Train, express, freight and passenger service excellent, adding to Hackensack's business and residential advantages. It is the county seat of Bergen County. Twelve bus lines connect Hackensack with the rest of the county. Three trolley lines pass through Hackensack. To nearest large city, by railroad, 30 minutes; by trolley, 45 minutes; by auto, 20 minutes.

Principal Industries: Paper board and box, wall paper, building materials, road materials, chemicals, women's clothing, silk, railway equipment, brick.

Manufacturing Establishments: 20. Leading firms, Wm. Campbell Wall Paper Co., The Gregg Co., Ltd., Schwartzenbach-Huber Silk Co., Citro Chemical Co., Continental Paper Co., Geo. M. Brewster & Sons. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Location of city makes it especially adaptable for manufacturing as well as residence. Has large commuting population. Near Paterson and Newark, N. J., two large manufacturing centers. Splendid highways encourage motor truck and pleasure car transportation. With building of bridge across the Hudson, Hackensack is positively assured of remarkable growth, both industrially and residentially. Tax rate 4.86—valuation fairly low. All improvements. Assessed valuation of property over $18,000,000. Building activity very extensive. Ten large clubs, libraries and parks. Hackensack is the center of all Bergen County activities.

Residential Features: Mostly one family dwellings of excellent construction. One section devoted to colored population. Southern part of the city houses foreign population in well kept houses. Several very modern and beautiful apartment houses. Hackensack has one of the finest residential sections in New Jersey. The Hackensack Golf Club is one of New Jersey's finest courses. Homes in the better section average $25,000. Famous Million Dollar Court House and other county buildings are situated on the historic "Green" in Hackensack.

Retail Shopping Section: Extends from Main and Mercer Streets (which forms heart of business section) (main railway depot and principal trolley stop for all four lines). 6 blocks South and 6 blocks North on Main street. Parallel to Main Street is State Street containing four business blocks. About ten interesting streets between Main and State Streets are devoted to business. There are 4 smaller business centers, consisting of food, drug, meat and confectionery stores supplying outside sections of town.

Trading Area: Extends about 4 miles west, 5 miles south, 12 miles north and 8 miles east. Intermittent business is secured from people living at a greater distance because of the fine bus service.

Wholesale Houses: Meats, 2; fruits, 2; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 10; cigar stores and stands (including hotels), 95; (chain, 5); confectioners (including hotel stands), 28; delicatessen, 8; dressmakers, 12; druggists, 10; (chain, 2); dry goods, 20; department stores, 1; electrical supplies, 6; florists, 12; fruits, 13; furniture, 12; furriers, 2; garages (public), 20; grocers, 80; (chain, 24); hardware, 7; jewelry, 5; meat markets, 16; (chain, 2); men's furnishings, 10; mens clothing, 6; merchant tailors, 14; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 17; shoes, 13; sporting goods, 5; stationers, 8; women's apparel, 12.

Miscellaneous Data: Average temperature 61 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct.; doctors (medical, 22); (dentists, 10); osteopaths, 3); number of wired houses, 4,000; gas, artificial; electric current, direct; water, soft.

HOBOKEN, N. J.

(Hudson County)

1920 Population, 68,166.

City and Suburban Estimate, 450,000.

Native Whites, 21.75%; Negroes, .0019%; Foreign Born, 44.75%; Industrial Workers, 23.40%; English Reading, 92.75%; Families, 17,000.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 13,487.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 2; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 8.

Banks: National, 2; State, 6; Total Resources, $127,313,038; Savings Bank Deposits Total, $21,000,000. One Savings Bank.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 3; Burlesque, 1.

Location: On the west bank of the Hudson River, directly opposite the lower section of New York City. Served by D. L. & W., Erie, West Shore, also Hoboken Shore Railroad. Of the larger steamship lines located here are: the Scandinavian-American, Holland-American, Wilson, Ellerman-Wilson, Munson, Cosmopolitan, United States, Lamport & Holt, and the Dollar Steamship lines. Excellent trolley and bus service.

Principal Ipdustries: Foundry and machine shop products, bread and bakery products, furniture, paper boxes, drawing materials, pencils, baking powder.

Manufacturing Establishments: 280. Cooper-Hewitt Electric Co., Ferguson Bros. Mfg. Co., American Lead Pencil Co.; R. B. Davis Baking Powder Co.; Keuffel & Esser Co., Owens & Traeger. Value annual output, $70,311,540.

Special Information: Hoboken's situation, in the Port of New York, with over a mile of excellent water front and in the midst of a metropolitan population of about 8,000,000, is

NEW JERSEY (Cont'd)

unexcelled from a business and industrial standpoint. Efficient police and fire departments. Of the 30 miles of streets, 27 are paved. It is a compact industrial city, with an area of one square mile, and exceeded only by New York in density of population per square mile.

Residential Features: Mostly tenement and apartment houses. Very few one and two-family houses. Exclusive residential section is in northeast portion of the city.

Retail Shopping Section: Extends from First Street for 14 blocks on Washington Street and for 10 blocks on First Street between Washington and Monroe.

Trading Area: Mostly local, due to proximity of metropolitan shopping district.

Wholesale Houses: Groceries, 1; meats, 6; miscellaneous lines, cigars and tobacco, 3; confectionery, 4; furniture, 3; hats and caps, 1; lumber, 2; paint, 2; leather goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 25; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 23; delicatessen, 10; dressmakers, 8; druggists, 27; dry goods, 20; department stores, 1; electrical supplies, 17; florists, 10; fruits, 58; furniture, 16; furriers, 5; garages (public), 34; grocers, 219; hardware, 9; jewelry, 19; meat markets, 86; men's furnishing, 34; men's clothing, 23; milliners, 15; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 130; shoes, 34; sporting goods, 3; stationers, 34; women's apparel, 25.

JERSEY CITY, N. J.

(Hudson County)

1920 Population, 298,103.

City and Suburban Estimate, above figure is total city according to last Federal Census, 1920).

Native Whites, 86%; **Negroes,** 2%; **Foreign Born,** 12%; **Industrial Workers,** 20%; **English Reading,** 80%; **Families,** 75,750.

Schools: Public Grade, 39; High, 2; Junior High, 1; Parochial, 20; Private Schools, 10.

Churches: Baptist, 14; Christian Science, 2; Congregational, 3; Episcopal, 11; Hebrew, 9; Methodist, 16; Presbyterian, 2; Roman Catholic, 26.

Banks: National, 5; State, 14; Total Resources over $285,000,000.

Theatres: Legitimate, 4; Moving Pictures, 25; Vaudeville, 6; Burlesque, 1; Miscellaneous (Auditoriums, etc), 10.

Location: Jersey City is the terminating point for ten railroads, placing the city in direct touch with all parts of the continent. Hudson & Manhattan tubes place Jersey City within ten minutes of Broadway, N. Y. City. Construction of Hudson River Vehicular Tunnel, connecting Jersey City with New York is still under way. Completion of these tunnels will provide quicker through access from New York to New Jersey, relieving the present great pressure on ferries, etc. To New York City, by Hudson Tubes, 10 minutes; by ferry boat, 15 minutes.

Principal Industries: Meat packing, soap and toilet articles, oils, paints, metals, foods, chemicals, wood products, textiles, shoes.

Manufacturing Establishments: Leading firms, Colgate & Company, Dixon Crucible Co., Durham Duplex Razor Co., Wm. Crane Co., Voorhees Rubber Co., Mueller Macaroni Co., Lorillard Tobacco Co., Ryerson Co., Woolsey Co., American Sugar Refining Co., Whitlock Cordage Co., A. B. C. Elevator Co., Davis-Bourneville, Ammon & Person, Eagle Printing Inks, John Mehl, Western Electric, Endicott Johnson.

Special Information: Jersey City has a water frontage of 10 miles, which adds greatly to its prosperity. It is the second largest city in the State, the county seat of Hudson County, which has a population of 629,154, approximately one-fifth of that of the State of New Jersey. It has more than one thousand acres of undeveloped land, suitable for industrial purposes. This fact tends to keep down the land costs and rentals far below the standard in Manhattan. Jersey City's prosperity is indicated by the sound economic conditions reflected by recent statements of banks reporting over $325,000,000 assets.

Residential Features: Jersey City is an ideal residential place. Homes consist mainly of one and two family houses. Many large apartment houses of the very newest and most modern type were recently erected and more under course of construction. The majority of the homes are owned by the tenants, there being a great demand for homes for working men employed in the various industries.

Retail Shopping Section: The principal shopping districts include Newark Avenue, Monticello Avenue, Jackson Avenue, Ocean Avenue, Westside Avenue, Central Avenue, Five Corners, and Journal Square.

Trading Area: The trading area of Jersey City is 19 square miles—This does not, to any extent, do justice to the amount of business enjoyed by local merchants. Thousands of dollars' worth of business comes from shoppers who reside many miles beyond the boundary of Jersey City area, who are attracted by the excellent transportation facilities via very fine bus, trolley and tube service.

Wholesale Houses: Groceries, 12; meats, 6; fruits, 2; hardware, 6; dry goods, 2; miscellaneous lines, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 8; automobile accessories, 70; automobile tire agencies, 16; bakers, 134; cigar stores and stands (including hotels), 200 (chain, 3); confectioners (including hotel stands), 304; delicatessen, 168; dressmakers, 125; druggists, 150; (chain, 3); dry goods, 252; department stores, 16; electrical supplies, 45; florists, 47; fruits, 257; furniture, 56; furriers, 14; garages (public), 143; grocers, 761 (chain, 280); hardware, 76; jewelry, 52; meat markets, 76 (chain, 3); men's furnishings. 52; men's clothing, 42; merchant tailors, 125; milliners, 67; opticians, 19; photographers, 30; pianos (and miscellaneous musical instruments), 15; radio supplies, 32; restaurants (including hotels), 250; shoes, 127; sporting goods, 17; stationers, 163; women's apparel, 48.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 40; most pleasant months, April to Nov.; doctors, (medical, 400); (dentists, 200); (osteopaths, 13); number of wired houses, about 56,000; gas, artificial; electric current, alternating; water, soft.

LONG BRANCH, N. J.

1920 Population, 13,521; (1925 est. 20,182).

City and Suburban Estimate, 40,000.

Native Whites, 74.5%; **Negroes,** 7.6%; **Foreign Born,** 17.8%; **Industrial Workers,** 25%; **English Reading,** 89%; **Families,** 3,367.

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 3,360.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 3; Methodist, 4; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 1; State, 3; Total Resources, $10,265,869.11.

Theatres: 3. Total number of seats, 4,100.

Location: 30 miles south of New York on Penn R. R., Central New Jersey R. R. and N. Y. & Long Branch R. R.

Principal Industries: Silk goods, raincoats, clothing, shirt waists, underwear, hats, sash doors and blinds.

Residential Feature: Large number of one and two-family houses.

Retail Shopping Section: Three-quarter mile on Broadway and few blocks on Second and Third Avenues.

Trading Area: Radius of 12 miles.

Wholesale Houses: Groceries, 1; meats, 2; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 8; automobile accessories, 20; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 13; delicatessen, 6; dressmakers, 30; druggists, 9; dry goods, 15; department stores, 2; electrical supplies, 12; florists, 2; fruits, 8; furniture, 6; furriers, 4; garages (public), 24; grocers, 89; hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 10; mens clothing, 10; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 14; restaurants (including hotels), 10; shoes, 15; sporting goods, 6; stationers, 5; women's apparel, 7.

MILLVILLE, N. J.

(Cumberland County)

1920 Population, 14,691.

City and Suburban Estimate, 30,000.

Native Whites, 91%; **Negroes,** ½%; **Foreign Born,** 8½%; **Industrial Workers,** 60%; **English Reading,** 99%; **Families,** 2,800.

Schools: Public Grade, 8; High, 2; Parochial, 1.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $4,233,161.98. Savings Bank Deposits Total, $1,000,000.

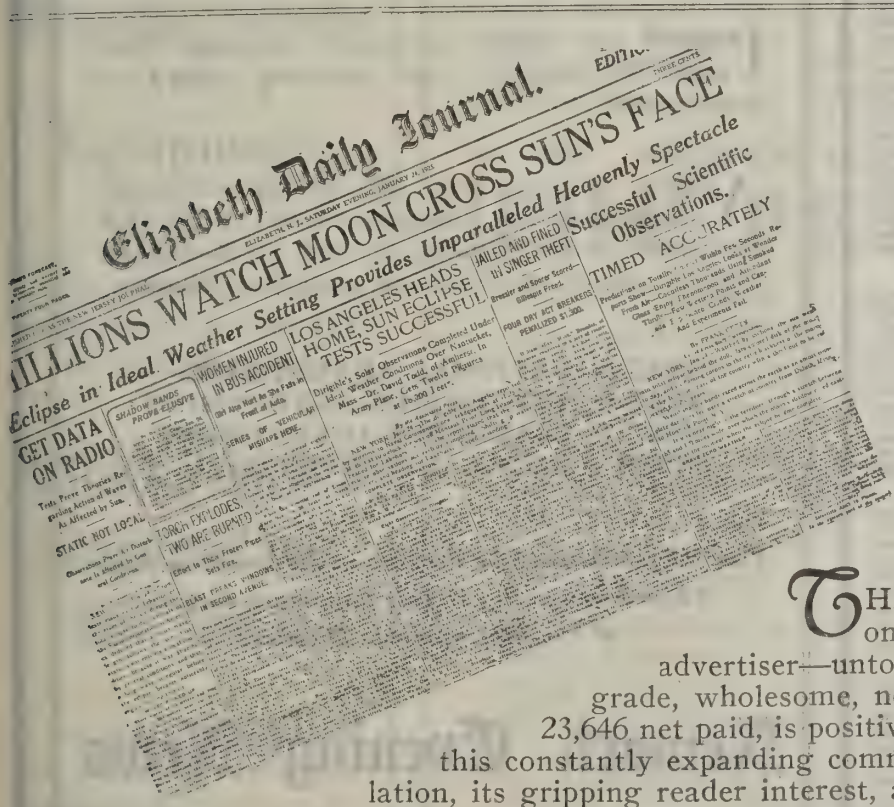
Theatres: Moving Pictures, 1; Vaudeville, 1; Total number of seats, 2,500.

Location: On West Jersey & Seashore Railroad at head of navigation of Maurice River. Forty-one miles from Philadelphia, 35 from Atlantic City, and 130 from New York City; in the center of the industrial-agricultural district of New Jersey. Hourly train service to Philadelphia and best shipping facilities on regular freight scheduled daily. Excellent truck service on state highways. To nearest large city by railroad, 1 hour; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Manufacture of glass in all branches, particularly bottles. Sand and gravel in unlimited quantities is mined in Millville. Center of great poultry raising district, shipping direct to New York and Philadelphia markets every day. Cotton mill and bleachery employing 2,000 workers.

Manufacturing Establishments: 15. Leading firms, Whital, Tatum Co., T. C. Wheaton Co., Millville Bottle Co., Menantico Sand & Gravel Co., Millville Manufacturing Co., Cotton Mill and Bleachery.

Continued on page 150


Elizabeth Daily Journal.

MILLIONS WATCH MOON CROSS SUN'S FACE

Eclipse in Ideal Weather Setting Provides Unparalleled Heavenly Spectacle

GET DATA ON RADIO

STATIC NOT LOCAL

SHADOW RAIDS PROFS EXHIBITS

WOMEN INJURED IN BUS ACCIDENT

LOS ANGELES HEADS HOME, SUN ECLIPSE TESTS SUCCESSFUL

JAILED AND FINED IN SINGER THEFT

Successful Scientific Observations.

TIMED ACCURATELY

TORCH EXPLODES, TWO ARE BURNED

The Elizabeth Daily Journal carries 95% of all National Advertising placed in this section —a rich trading area of over 200,000 population

THE Elizabeth Daily Journal completely covers one of the most productive fields for the national advertiser—untouched by any other newspaper. This clean, high grade, wholesome, newsy paper with an Audit Bureau circulation of 23,646 net paid, is positively read in the best English speaking homes in this constantly expanding community. With its concentrated unduplicated circulation, its gripping reader interest, and low milline rate, no national campaign list of papers omits the Elizabeth Journal. **Nearly ten million lines of advertising were carried during the first ten months of 1925.** The Elizabeth Daily Journal has won its undisputed leadership by consistently delivering results for more than three quarters of a century. The record of advertising lineage is definite proof of its unequalled value as an advertising medium.

ELIZABETH DAILY JOURNAL, Elizabeth, New Jersey

Population of Elizabeth, N. J., in 1925 Over 110,000

NATIONAL ADVERTISING REPRESENTATIVE CHARLES H. EDDY CO. NEW YORK BOSTON CHICAGO, ILL.

NEW JERSEY (Cont'd)

Millville (con't)

Total value of yearly output of factories estimated at $25,000,000.

Special Information: Center of big agricultural district that totals nearly 40,000 with Millville as center for much of the shopping. Excellent retail stores. City of home owners; 70% of population own their own homes, making good white intelligent labor at hand. Few strikes and labor troubles. Close to biggest cities of the East. Population of 37,000,000 within radius of 300 miles of Millville.

Residential Features: Mostly one and two family houses. No tenement district. Private residents, 99%. Paved sidewalks and streets.

Retail Shopping Section: Extends from Second and Main Streets to High and Broad Streets, giving more than a mile of retail stores and business houses, drawing from the surrounding territory.

Trading Area: Extends about four miles north, one mile east, five miles west, and fourteen miles south, throughout the prosperous oyster producing section of the Maurice River upon which Millville is situated. Trolley and bus lines connect with all but one of these districts, bringing people in all during the week. Largest trading days are Wednesday, Friday and Saturday.

Wholesale Houses: Groceries, 1; meats, 4; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products; Passenger automobile agencies, 14; commercial auto, agencies, 9; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 14; druggists, 4; dry goods, 6; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; furriers, 1; garages (public), 6; grocers, 21 (chain, 12); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 1; photographers, 1; Pianos (and miscellaneous musical instruments). 3; radio supplies, 5; restaurants (including hotels), 2; shoes, 16; sporting goods, 2; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees. Average number of rainy days per twelve months 50; most pleasant months, May, June, Sept., Oct.; doctors (medical); (dentists, 6); (osteopaths, 3); number of wired houses, 2,800; street car service, 0; gas, artificial; electric current, direct; water, soft.

MORRISTOWN, N. J.

(Morris County)

1920 Population: 12,548.

City and Suburban Estimate, 20,000.

Native Whites, 85%; Negroes, 8%; Foreign Born, 7%; Industrial Workers, 3%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2: Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 3; Total Resources, $21,397,125. Savings Bank Deposits Total, $8,685,424.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 4,200.

Location: On the main line Delaware & Lackawanna Railroad, 30 miles from New York Terminal of Morristown & Erie Railroad, connecting with Erie Railroad. Excellent bus service to surrounding territory. Center of five main routes of travel by road.

Principal Industries: Paper, rubber goods, wire, printing.

Manufacturing Establishments: 4. Leading firms: McEwan Bros., Manhattan Rubber Co., Electrical Alloy Co., The Servadish Co.

Special Information: Morristown proper is residential and not industrial. The Whippany River valley along the line of the Morristown and Erie Railroad is an ideal site for factory locations.

Residential Features: Morristown proper is residential, with one and two-family houses, and is nearly surrounded by large estates. It is within commuting distance of New York.

Retail Shopping Section: Park Place extending around the Park in the center of town is center of the shopping district. Retail stores extend for some distance from Park along five main radiating streets as follows: Speedwell Avenue, 3 blocks; Morris Street, 3 blocks; South Street, 2 blocks; Market Street, 1 block; Washington Street, 2 blocks.

Trading Area: 15 miles north and west, 10 miles south, 7 miles east.

Wholesale Houses: Meats, 1; umbrellas, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 5; automobile accessories, 30; automobile tire agencies, 25; bakers, 11; cigar stores and stands, 22; confectioners, 21; delicatessen, 5; dressmakers, 41; druggists, 10; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 8; fruits, 11; furniture, 6; furriers, 1; garages (public), 19; grocers, 52; hardware, 4; jewelry, 5; meat markets, 17; men's furnishings, 10; men's clothing, 15; merchant tailors, 19; milliners, 10; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 13; shoes, 10: sporting goods, 3; stationers, 8; women's apparel, 19.

NEWARK, N. J.

(Essex County)

1920 Population, 414,524 (1925 est., 455,000).

City and Suburban Estimate, 694,534 (1925 est., 917,380).

Native Whites, 67.6%; Negroes, 4.18%; Foreign Born, 28.22%; Industrial Workers, 23.3%; English Reading, 86%; Families, 86,654.

Schools: Public Grade, 73; High, 4; Junior High, 3; Parochial, 24; Number of Pupils, 115,388.

Churches: Baptist, 24; Christian Science, 2; Congregational, 2; Episcopal, 17; Hebrew, 13; Methodist, 17; Presbyterian, 34; Roman Catholic, 32; Miscellaneous, 40.

Banks: National, 11; State, 2; Trust Companies, 13; Total Resources of all State and National Banks, and Trust Companies, $301,697,929; Savings Bank Deposits, $82,076,189.

Theatres: Legitimate, 2; Moving Pictures, 49; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums), 13; Total number of seats, 57,754.

Location: Newark is located on Newark Bay and the Passaic River. It is an important section of the Port of New York and the overflow from Manhattan has started on its way to Newark insuring great strides and rapid development for the next few years. This, coupled with the rail and water connections and the natural growth of the great industries already here, makes Newark a most opportune city for real estate investment or the location of productive enterprise. Newark is eight miles west of New York with a twenty-minute running time for trains between the two great cities.

Five trunk railroads serve Newark giving it exceptional service to all parts of the country. The city is within convenient trucking distance of New York and river lines give direct connection with ocean shipping. As a railroad point it enjoys the low competitive water rates on all railroads. One ocean line makes Newark its home port and the city has a service extending over the lines of the New York barge canals. To New York, by railroad, 30 minutes; by Hudson Tubes, 20 minutes; by auto, 45 minutes.

Principal Industries: Electric machinery, apparatus and supplies, foundry, machine shop products, leather, jewelry, printing, publishing, bread and bakery products, thread, auto parts, radio supplies, leather goods, incandescent lamps, paints and varnish, chemicals, dyes, advertising novelties, imitation leather.

Manufacturing Establishments: 2,950. Leading firms, Rubberset Co., Splitdorf Electrical Co., Weston Elec. Instrument Co., Whitehead & Hoag, Durant Motor Co., Crucible Steel Co. of America, Edison Lamp Works of General Elec. Co., Hyatt Roller Bearing Corp., Worthington Pump & Machinery Co., Clark Thread Co., Nairn Linoleum Co., Thomas Edison, Inc., Monroe Calculating Machine Co., Crocker-Wheeler Co., General Lead Batteries Co., Westinghouse Lamp Co., Celluloid Co., Western Electric Co., Mennen & Co., Federal Ship Building Co., Sherwin-Williams Co., Pyrene Mfg. Co., Sears-Roebuck Co., Ault & Wiborg Co., Central Stamping Co., Murphy Varnish Co., L. E. Waterman Co., Waitt & Bond Co., Valentine & Co., Otis Elevator Co., Ford Motor Co., Hatcher Furnace Co.

Special Information: Newark ranks among the leading industrial centers of the United States in volume and diversity of manufacture. While New Jersey ranks tenth in population among the States of the Union, it ranks sixth in wealth. This wealth is largely concentrated in Newark, the largest city in the State. Because of its strategic position and the colossal development now under way at Port Newark, the logical terminus in the expansion of the port of New York, Newark will shortly be recognized as one of the most important seaports on the Atlantic coast.

Newark has twenty-one freight depots, fifteen passenger depots and seventeen delivery yards. It is served by the Pennsylvania; Central Railroad of New Jersey; Erie; Delaware, Lackawanna & Western; Lehigh Valley and Hudson & Manhattan Railroads. Freight tonnage by rail in 1923 was 6,093,464 and by water 5,934,542 tons, making a total freight movement for the city of 12,028,006 tons. Express movement was 1,479,445 packages.

Residential Features: Of the 37,011 dwellings in Newark, 25,353 are one and two family houses. Newark's suburbs, including the Oranges, Montclair, Glen Ridge, Bloomfield, Maplewood, Madison, Millburn, Short Hills, Arlington, Chatham, Summit, Morristown, and other communities along the Lackawanna, are the most desirable in the metropolitan district.

Retail Shopping Section; Extends on Broad street from the Lackawanna Station to Lincoln Park, 20 blocks, and at right angles on Market street, from the Pennsylvania Station to the Court House, 10 blocks. Outlying shopping sections are known as Clinton Hill, Springfield avenue, Roseville, Forest Hill and Ironbound.

Trading Area: Extends in fan shape for about 25 miles and is served by five trunk lines of railroads, and trolley, bus and motor truck systems, all affording quick and efficient service.

Wholesale Houses: Groceries, 25; meats, 27; fruits, 40; hardware, 3; dry goods, 4; bakers, 6; druggists, 7; stationers, 7; furniture dealers, 2; cigars, 5; confectioners, 35; coal dealers, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 86; commercial auto agencies (Motor Trucks only), 5; auto accessories, 156; auto tire agents,

Continued on page 151

Facts as Factors

THE importance of a newspaper and its value to the advertiser is determined by its PROVEN standing in the community it serves and its reputation in the country at large.

T IS A FACT that the NEWARK EVENING NEWS is HOME DELIVERED to eight out of every ten of the English speaking families in its territory.

IT IS A FACT that the NEWARK EVENING NEWS is an important factor in the home life of Northern New Jersey and, as such, its influence grows stronger day by day.

IT IS A FACT that, as an advertising medium, the NEWARK EVENING NEWS ranks among the leaders in the United States.

PROOF that shrewd advertisers recognize these facts is found in the following record of achievement.

AMONG the more than 1500 six-day newspapers published in the United States, the NEWARK EVENING NEWS, during the first six months of 1925, in volume of advertising, ranked as follows:

FIRST in NATIONAL ADVERTISING.
FIRST in AUTOMOBILE ADVERTISING
FIRST in CLASSIFIED ADVERTISING
THIRD in TOTAL ADVERTISING

These Facts should be Factors in determining your Advertising policy in this important section of the Metropolitan District.

Newark Evening News

HOME OFFICE, 215-221 Market street
NEWARK, NEW JERSEY

EUGENE W. FARRELL, Business and Advertising Manager

O'MARA & ORMSBEE, General Advertising Representatives
320 FIFTH AVENUE, NEW YORK

DETROIT: 9-246 General Motors Building
CHICAGO: 1308 Peoples Gas Building
SAN FRANCISCO: 1007 Monadnock Building

NEW JERSEY (Cont'd)

Newark (con't)

1; bakers, 260; cigar stores & stands (includ-ig those in hotels), 104 (chain, 14); confection-rs (including those in hotels), 886; delicatessen ıops, 263; dressmakers, 520; druggists, 239 :hain, 14); dry goods, 389; department stores, ; electrical supplies, 72; florists, 70; fruits, 110; ırniture, 88; furriers, 58; garages (public), 187; ·ocers, 1,278 (chain 241); harware, 149; jewelry, 89; meat markets, 721 (chain, 9); men's fur-ishings, 87; men's clothing, 109; merchant tail-rs, 48; milliners, 95; opticians, 38; photogra-hers, 52; pianos (and miscellaneous musical 'istr.), 44; radio supplies, 104; restaurants (in-.uding hotels), 544 (chain, 12); retail shoes, 71; retail sporting goods, 23; retail stationers, 9; retail woman's apparel, 95.

Miscellaneous Data: Average temperature, 51.8 egrees; average number of rainy days per twelve ıonths, 84; most pleasant months, March, April, lay, June, Sept., Oct., Nov.; doctors (medical, 51); (dentists, 298); (osteopaths, 29); number of ·ired houses, 101,000; street car service; gas, rtificial; electric current, alternating; water, ıft.

See announcement page 151

NEW BRUNSWICK, N. J.

(Middlesex County)

Population, 32,779, (1925 est. 40,000).

Native Whites, 65%; **Negroes,** 5%; **Foreign orn,** 30%; **Industrial Workers,** 20%; **English eading,** 60%; **Families,** 8,000.

Schools: Public Grade, 7; High, 1; Parochi-l, 5; Private Schools, 2; Number of Pupils, 500.

Churches: Baptist, 6; Christian Science, 1; piscopal, 3; Hebrew, 3; Methodist, 5; Pres-·terian, 3; Roman Catholic, 6; Miscellaneous,

Banks: National, 3; Trust Cos., 3; Savings anks, 1; Total Resources, $29,500,000; Sav-ıgs Bank Deposits Total, $5,201,054.65.

Theatres: Legitimate, 3; Moving Pictures, Miscellaneous (Auditoriums, etc.), 7; Total ımber of seats, 8,000.

Location: On main line of Pennsylvania ailroad—Raritan River Railroad making connections with New Jersey Central and Baltimore & Ohio Railroads. Direct boat line to and from New York, with splendid facilities for shipments west, and to New England points.

Principal Industries: Automobile trucks, Red Cross supplies, chemicals, cigars, floor covering, wall paper, machinery, needles, surgical dressings, castings, refrigerating machines, nickel alloy, paper boxes, rubber tires and tubes, typewriter supplies, blueing, music wire, harmonicas, household refrigerators, ivory buttons, clothing, knit goods, piano cases, leather novelties, rugs, gas water heaters, cigar boxes, gaskets, etc.

Manufacturing Establishments: 70. Leading firms: Johnson & Johnson, International Motor Co., Brunswick-Kroeschell Co., General Cigar Co., Rhodia Chemical Co., Reckitt's U. S. A., Ives Needle Co., Bayuk Bros., Janeway & Carpender, John Waldron Co., E. R. Squibb & Sons, National Music String Co., F. J. Potter Co., Howe Rubber Co., American Incubator Co., Webb Wire Works, Janeway Button Co., U. S. Nickel Co., Berkowitz & Co., Duplico Mfg. Co., etc. Total value of yearly output of factories, $30,000,000.

Residential Features: The city has several fine residential sections, and a City Zoning and Planning Commission is working on the matter of zoning the community. Also their are fine residential sections in the borough of Highland Park, which is essentially a part of New Brunswick.

Retail Shopping Section: George street with six blocks; Church Street with three blocks; Albany Street with six blocks; French Street with eight blocks. The stores are as fine as in any city of its size in the State.

Trading Area: The trading area covers a radius of approximately 20 to 25 miles, the residents reaching the city by trolley, bus lines, steam lines and automobiles. New Brunswick is the county seat of Middlesex County, which brings many persons to the city.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 4; hardware, 3; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 13; automobile accessories, 27; automobile tire agencies, 15; bakers, 32; cigar stores and stands (including hotels), 37; confectioners (including hotels), 94; delicatessen, 10; dressmakers, 27; druggists, 20; dry goods, 44; department stores, 3; electrical supplies, 18; florists, 10; fruits, 16; furniture, 16; furriers, 5; garages (public), 15; grocers, 172; hardware, 12; jewelry, 12; meat markets, 56; men's furnishings, 13; men's clothing, 22; merchant tailors, 33; milliners, 13; opticians, 4; photographers, 10; pianos, etc., 9; radio supplies, 10; restaurants (including hotels), 55; shoes, 24; sporting goods, 4; stationers, 4; women's apparel, 11.

PATERSON, N. J.

(Passaic County)

1920 Population, 135,875. **Estimated 1925,** 149,000.

City and Suburban Estimate, Within 10 mile radius, 540,000.

Native Whites, 65.6%; **Negroes,** 1.1%; **Foreign Born,** 33.2%; **Industrial Workers,** 33%; **English Reading,** 85%; **Families,** 32,186.

Schools: Public Grade, 24; Continuation, 1; Manual Training, 1; High, 1; and 1 under construction; Normal, 1; Vocational Training, 1; Parochial, 15; Number of Pupils, 35,900.

Churches: Baptist, 10; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 7; Methodist, 17; Presbyterian, 14; Roman Catholic, 16; Miscellaneous, 33.

Banks: National, 7; Trust Companies, 8; Savings Banks, 1; Total Resources, $134,258,494. Savings Deposits, $68,947,113.

Theatres: Legitimate, 3; Moving Pictures, 12; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: 17 miles from New York City on the main lines of the Erie, New York, Susquehanna & Western, and D. L. & W. Railroads, and on the Newark Branch of the Erie R. R.; 13 trolleys; 37 bus lines in the city. To nearest larger city, by railroad, 35 minutes; by trolley, 1¼ hours; by auto, 50 minutes.

Principal Industries: Manufactured silk, metal trades, shirts, linen threads, locomotives.

Manufacturing Establishments: 1,200. Leading firms, National Silk Dyeing Co., American Locomotive Co., Manhattan Shirt Co., Weidman Silk Dyeing Co., Wright Aeronautical Corp., Pelgram & Meyer, Miesch Mfg. Co., Nicholson File Co., Standard Silk Dyeing Co., Henry Doherty Silk Co., Harris Bros. Silk Co., Benj. Eastwood Co., Metric Shirt Co., Excello Shirt Co., Wm. Hand & Sons, John Royle & Sons, Peerless Plush Mfg. Co., Barbour Flax Spinning Co., Okonite-Callender Co. Total value of yearly output of factories estimated at $225,000,000.00.

Special Information: Paterson is an important part of the greatest industrial district of the U. S. It is a leading silk manufacturing city of the country; its modern retail shops are the buying center for a population of more

Continued on page 152

Manufacturers of Equipment

Your name will be constantly before the leading Publishers of the country if you advertise in the

EDITOR & PUBLISHER International Year Book Number

Your advertisement in this valuable reference book will be working for you every day in the year.

Reserve Space Now

Forms close January 20.

What Has 1926 in Store for You?

THE PRESS-GUARDIAN was the one paper in Paterson selected by "The 100,000 Group of American Cities" for its famous publication: "A Study of 81 Principal American Markets."

That's a question which forces itself into the mind of every live agency executive as well as advertiser at this particular time. A New Year is before you. In a large measure it's up to you to make it a successful one—profitable to you and your clients as well.

As providing the most intensive single coverage of the greatest purchasing power of the population in Paterson, THE PRESS-GUARDIAN was the only paper picked in that city by Jason Rogers, Editor of The Advertisers' Weekly.

IF YOU SHOULD HAPPEN TO BE ONE WHO DID NOT USE

THE PRESS-GUARDIAN

Paterson's leading evening newspaper, in 1925, we would welcome an opportunity of demonstrating its result-producing power.

THE PRESS-GUARDIAN made greater advertising gain in 1925 over 1924 than any other local paper.

To the many advertisers, local and national, who used its columns profitably during the year which is rapidly drawing to a close, The Press-Guardian expresses its thanks, and the success which attended their campaigns in the past is the strongest reason why it hopes for continued opportunities to serve them in the coming year.

The thriving condition of Paterson's banks augurs well for a prosperous future,—showing as they do total resources of $133,465,371, or a gain of $18,805,846 over last year, while the savings deposits show a total increase of $9,206,676; or a grand total of $71,034,970.

Paterson and all Northern New Jersey is experiencing a big boom in connection with the opening of the new vehicular tunnel in 1926 and the proposed bridge across the Hudson River, connecting New York and New Jersey, and the North Jersey Rapid Transit Commission estimates a growth in population of 50,000 in Paterson in the next five years. A REAL MARKET FOR ADVERTISED GOODS!

"TRY IT OUT IN PATERSON"

Represented by

PAYNE, BURNS & SMITH
New York Boston

G. LOGAN PAYNE CO.
Chicago Detroit
Atlanta St. Louis Los Angeles

NEW JERSEY (Cont'd)

Paterson (con't)

than 500,000 people. Paterson has a new modern hotel, costing over one million dollars, and known as the Alexander Hamilton Hotel.

Residential Features: There are about 20,000 dwellings in Paterson. It has well developed home sections, which are adequately protected from incursion of garages and shops by the recent passage of the city zoning ordinance.

Retail Shopping Section: Extends from Main street on the west to the Erie R. R. on the east—a distance of 4 blocks; and from the Passaic River on the north to Grand street on the south—a distance of 12 blocks. The heart of the shopping district is on Main street, from Broadway to Grand—9 blocks; and on Market street, from Main to the Erie R. R.—4 blocks.

Trading Area: Extends about 25 miles west, north and northeast. About 10 miles east. Six miles south.

Wholesale Houses: Groceries, 10; meats, 6; fruits, 4; dry goods, 3; Miscellaneous lines: produce, 7; shirts, 14; confectionery, 14; cigars, 17; plumbing supplies, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial auto agencies, 17; automobile accessories, 94; automobile tire agencies, 30; bakers, 92; cigar stores and stands, 44 (chain, 5); confectioners, 267; delicatessen, 56; dressmakers, 131; druggists, 60 (chain, 11); dry goods, 162; department stores, 5; electrical supplies, 19; florists, 22; fruits, 47; furniture, 48; furriers, 11; garages (public), 61; grocers, 689 (chain, 122); hardware, 57; jewelry, 48; meat markets, 242 (chain, 7); men's furnishings, 29; men's clothing, 58; merchant tailors, 12; milliners, 43; opticians, 13; photographers, 16; pianos and miscellaneous mus. inst., 21; radio supplies, 40; restaurants, 106 (chain, 1); shoes, 75; sporting goods, 7; stationers, 25; women's apparel, 11; laundries (American), 18; laundries (Chinese), 32; lumber dealers, 17; machinery dealers, 12; plumbers, 123; produce, 38.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct.; doctors (medical, 153), (dentists, 92), (osteopaths, 10); number of wired houses, 15,000; street car service; gas, artificial; electric current, alternating & direct; water, soft.

See announcement page 151

PERTH AMBOY, N. J.

(Middlesex County)

1920 Population, 41,707.

Native Whites, 83%; Negroes, 2%; Foreign Born, 15%; Industrial Workers, 10%; English Reading, 30%.

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 11,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 3; Methodist, 1; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,400.

Location: In Staten Island Sound at mouth of Raritan River. Served by Penn., Central & Lehigh Valley Rys. Trolley, bus and ferry service to central and western part of state. To nearest large city, by railroad, 45 minutes; by trolley, 1¼ hours; by auto, 45 minutes.

Principal Industries: Terra Cotta Mfrs., men's and women's clothing, machinery supplies, iron and steel, asphalt chemicals, copper, handkerchiefs, cartridges, cables, carborundum, cigars, dye stuffs.

Manufacturing Establishments, 35. Leading firms, Raritan Copper Works, Atlanta Terra Cotta Co., Jersey Terra Cotta Co., Rossler & Hasslacher Chemical Co., General Bakelite Corp., H. Rosenthal & Co., U. S. Cartridge Co., Standard Underground Cable Co., Carborundum Co., Bayuk Bros. Cigars, Inc., General Cigar Co., Inc., General Supply Co.

Residential Features. Mostly one and two family houses. Limited sections devoted to workingmen's tenements. Private homes predominate. One of the finest residential sections is located north of city, also one west of city.

Retail Shopping Section: Extends from Public Market for 15 blocks on Smith, State, Broad, and New Brunswick avenues. There are 6 outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about 5 miles west and east, about 4 south. Extensive business is secured from people living at a greater distance due to the excellent trolley and bus service.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; dry goods, 8;

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 11; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 8; dressmakers, 8; druggists, 16 (chain, 1) electrical supplies, 8; florists, 6; fruits, 8; furniture, 20; furriers, 4; garages (public), 22; grocers, 225 (chain, 18); hardware, 7; jewelry, 8; meat markets, 58 (chain, 2); men's furnishings, 9; milliners, 7; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 47; shoes, 8; sporting goods, 6; stationers, 4; womens apparel, 21.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, July, August, September; doctors (medical, 25); (dentists, 16); (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, hard.

PASSAIC, N. J.

(Passaic County)

1920 Population, 63,841, (1925 est. 71,000).

City and Suburban Estimate, 150,000.

Native Whites, 57%; Negroes, 2%; Foreign Born, 41%; Industrial Workers, 30%; Families, 11,966.

Schools: Public Grade, 12; High, 1; Parochial, 7.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 8; Methodist, 2; Presbyterian, 1; Roman Catholic, 8; Miscellaneous, 3 colored.

Banks: National, 1; State, 5; Total Resources, $44,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Stock, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 15,000.

Location: On Passaic River at head of tidewater, twelve miles from New York and nine miles from Newark, Service by Erie, Lackawanna and New York, Susquehanna and Western R. R. River now used for lumber, coal, fuel oil, and other shipments, will shortly be improved for wider use by industries. To nearest larger city, by railroad 15 minutes; by trolley, 30 minutes; by auto, 30 minutes.

Principal Industries: Woolens, worsteds, rubber goods, cotton cloth, chemicals, handkerchiefs, metal ware, automatic machinery.

Manufacturing Establishments: 200. Leading firms, Botany Worsted Mills, Forstmann-Huffnann Co. (worsted); New York Belting & Packing Co. (rubber); Manhattan Rubber Manufacturing Co.; Acheson-Harden Co. (handkerchiefs); General Chemical Co.

Special Information: Passaic is close to the great Metropolitan Market, with unexcelled shipping facilities. Excellent trolley and bus service to well-populated districts. Draws business from large area with population of 150,000.

Residential Features: Many fine one and two family houses on "Hill" section; with addition of large number of high class apartments. Industrial section separated from residential.

Retail Shopping Section: Main avenue has about ten excellent business blocks, and this is gradually spreading to the full length of the thoroughfare. Passaic is a fine business street, as are Second and Monroe streets, and they are main arteries.

Trading Area: West, East, South—approximately 8 miles; north, approximately 15 miles.

Wholesale Houses: Groceries, 9; meats, 7; fruits, 5; hardware, 3; miscellaneous lines, confectionery, soft drinks.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial auto, agencies, 8; automobile accessories, 12; automobile tire agencies, 12; bakers, 66; cigar stores and stands (including hotels), 43 (chain, 2); confectioners (including hotel stands), 156; delicatessen, 35; dressmakers, 50; druggists, 44 (chain, 2); dry goods, 117; department stores, 3; electrical supplies, 28; florists, 22; fruits, 45; furniture, 25; furriers, 3; garages (public), 26; grocers, 290 (chain, 57); hardware, 39; jewelry, 27; meat markets, 152 (chain, 2); men's furnishing, 12; men's clothing, 15; merchant tailors, 88; milliners, 17; opticians, 7; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 61; shoes, 55; sporting goods, 4; stationers, 19; women's apparel, 21.

Miscellaneous Data: Average temperature 65 degrees; average number of rainy days per twelve months, 80; most pleasant months, June and October; doctors (medical, 98); (dentists, 54); (osteopaths, 4); Number of wired houses, 6,730; street car service, 0; gas, artificial; electric current, alternating and direct; water, soft.

PLAINFIELD, N. J.

(Union County)

1920 Population, 27,700.

City and Suburban Estimate, 35,000.

Schools; Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 7,500.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 3; Methodist, 5; Presbyterian, 5; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 2; State, 3; Total Resources, $25,000,000; Savings Bank Deposits Total $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,000.

Location: C. R. R. of N. J., 24 miles south of N. Y. C.

Principal Industries: Printing, machinery, automobiles, silk, machine tools, hosiery.

Manufacturing Establishments: 97. Leading firms: International Motor, Niles-Bement-Pond Co., Wood Printing Press Co., Scott Printing Press Co., British American Metal Co., Wood Newspaper Machinery Co., Jersey Silk Mills, Rivoli Hosiery Co.

Total value of yearly output af factories estimated at $30,000,000.

Special information: Plainfield is suburban residential city, with 3,300 persons commuting to New York daily.

Residential Features: Mainly one-family houses valued from $10,000 to $25,000. Many worth $50,000 and $100,000. Zoning ordinance restricts industries along railroad and two family house zone is close to industries.

Retail Shopping Section: Watchung avenue and Fifth street to Central avenue and Front street. Three principal streets are Front, 3 blocks; Watchung avenue, 4 blocks; and Park Avenue, 4 blocks.

Trading Area: 6 miles east to Westfield, trolley and steam transportation; 6 miles south to Metuchen, buses; 12 miles west to Somerville, trolley and steam railroads; 12 miles north to Bernardsville; no public transportation.

Wholesale Houses: Groceries, 1; Meats, 2; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 11; automobile tire agencies, 13; bakers, 30; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 42; delicatessen, 7; dressmakers, 59; druggists, 14; dry goods, 28; department stores, 4; electrical supplies, 5; florists, 12; fruits, 20; furniture, 16; furriers, 3; garages (public), 22; grocers, 132; hardware, 9; jewelry, 8; meat markets, 57; men's furnishings, 12; men's clothing, 7; merchant tailors, 42; milliners, 11; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 30; shoes, 20, sporting goods, 3; stationers, 10; women's apparel, 9.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, Sept., Oct.; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

TRENTON, N. J.

(Mercer County)

1920 Population, 119,289.

City and Suburban Estimate, 181,197 (1920 U. S. Census).

Native Whites, 71.1%; Negroes, 3.6%; Foreign Born, 25.3%; Industrial Workers, 33.1%; English Reading, 88%; Families, 25,319.

Schools: Public Grade, 30; High, 1; Junior High, 3; Parochial, 15; Parochial High, 2; Number of Pupils, 27,056.

Churches: Baptist, 12; Christian Science, 1; Episcopal, 12; Hebrew, 3; Methodist, 15; Presbyterian, 13; Roman Catholic, 19; Miscellaneous, 30.

Banks: National, 3; State, 8; Total Resources, $90,413,369.64, 1923; Savings Bank Deposits Total, $38,203,963.30—96,845 Savings Accounts in 1923.

Theatres: Moving Pictures, 4; Vaudeville, 5; Miscellaneous (Auditoriums, etc.), 12.

Location: At head of navigation on Delaware River, 30 miles from Philadelphia. On main line of Penn. RR., 55 miles from New York. Served by Penn RR. & P. & R. RR. On Lincoln and State Highway System with hard surfaced roads radiating in every direction. Excellent trolley and bus service to various parts of state. Steamboat transportation on Delaware River and on Delaware & Raritan Canal.

Principal Industries: First American city in production of pottery, second in rubber, sixth in wire and cable, seventh in iron and steel. Pottery, rubber, wire, machinery, linoleum, anvils, millboard, candy, radiators, crucibles, steam turbines, tile. 97 different products are manufactured.

Manufacturing Establishments: More than 400. Leading firms: John A. Roebling's Sons Co., N. J. Wire Cloth Co., Trenton Potteries Co., Ajax Rubber Co., Thermoid Rubber Co., American Steel & Wire Co., Certain-teed Prod. Co., Belle Mead Sweets, N. J., School-Church Furniture Co., De Laval Steam Turbine Co., Lenox, Inc., H. D. Lee Mercantile Co., Trent Tile Co., Thos. Maddock's Sons Co., Bartley Crucible Co. Total value of yearly output of factories estimated at $125,000,000.

Special Information: Although its location is 30 miles from Philadelphia and 55 miles from New York, Trenton is independent of these cities. Its nearness to New York and Philadelphia cause it to be affected by railroad & truck service to and from these points. There were 11,400 autos assessed in Trenton during 1923.

Residential Features: Private homes predominate. There are very few apartment houses.

Retail Shopping Section: Extends from Stacy Trent Hotel, W. State and Willow Streets, East on State Street to City Hall, 5 blocks; on Broad Street south from Perry Street to Market Street, 7 blocks; on Warren Street south from Perry Street to Front Street, 3 blocks; Montgomery Street Perry to Front Street, 4 blocks; also streets that parallel State Street approximately 15 blocks. There are neighborhood sections in various parts of the city. Chambersburg section has high grade neighborhood stores, theatres, banks, etc.

Trading Area: Extends about 26 miles north to Frenchtown, N. J.; south to Bristol, Pa., and Burlington, N. J.; east to Freehold, N. J., and west to Langhorne and Newton, Pa. Trolley, bus and train service link Trenton and its surrounding towns.

Wholesale Houses: Groceries, 7; meats, 20; fruits, 7; dry goods, 8; tobacco, 5; leather findings, 5; paper, 6; lumber, 3; oil, 18; drugs, 1; candy, 5; coal, 7; miscellaneous lines, barber supplies, 2; butter and eggs, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial auto. agencies, 24; automobile accessories, 51; automobile tire agencies, 37; bakers, 72; cigar stores and stands (including hotels), 174; confectioners (including hotel stands), 422; delicatessen, 38; dressmakers, 109; druggists, 60; dry goods, 87; department stores, 38; electrical supplies, 36; florists, 24; fruits, 106; furniture, 41; furriers, 3; grocers, 597; hardware, 44; jewelry, 55; meat markets, 67; men's furnishings, 68; men's clothing, 30; milliners, 36; opticians, 13; photographers, 17; pianos (and miscellaneous musical instruments), 29; radio supplies, 19; restaurants (including hotels), 168; shoes, 49; sporting goods, 16; stationers, 9; women's apparel, 53.

UNION, N. J.

(Hudson County)

1920 Population, 20,651.

City and Suburban Estimate, 150,000.

Native Whites, 71.5%; Negroes, .01%; Foreign Born, 28.4%; Industrial Workers, 30%; English Reading, 85%; Families, 5,296.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 5,020.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 11; Roman Catholic, 3; Evangelical, 1.

Banks: National, 1; State, 2; Total Resources, $10,200,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2. Total number of seats, 8,700.

Location: On Erie and West Shore RR. Three miles from New York City.

Principal Industries: Electrical appliances, elastic braids, coats and suits, undertakers' supplies, raincoats, silk and cotton fabrics, lamps and auto lamps.

Residential Features: One and two-family houses. Also large number of apartment and tenement houses.

Retail Shopping Section: One mile along Bergenline Avenue and a few blocks on Fourth and Lewis Streets.

Trading Area: Six west and north, two miles south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 16; delicatessen, 7; dressmakers, 18; druggists, 9; dry goods, 5; department stores, 1; electrical supplies, 5; florists, 4; fruits, 8; furniture, 6; furriers, 2; garages (public), 15; grocers, 35; hardware, 8; jewelry, 5; meat markets, 21; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 8; shoes, 12; sporting goods, 2; stationers, 5; women's apparel, 9.

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Space Buyers' Guide to Markets of NEW JERSEY and NEW MEXICO

NEW JERSEY (Cont'd)

VINELAND, N. J.

(Cumberland County)

1920 Population, 6,799.

City and Suburban Estimate, 20,000.

Native Whites, 76%; Negroes, 4%; Foreign Born, 20%; Industrial Workers, 26%; English Reading, 84%; Families, 1,552.

Schools: Public Grade, 18; High, 1; Number of Pupils, 2,550.

Churches: 12.

Banks: National, 1; State, 2; Total Resources, $5,300,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: 30 miles from Philadelphia on N. J. Central and the West Jersey & Sea Shore R.R.

Principal Industries: Canned goods, clay pots, chemicals, glassware, gloves, hosiery, shoes, iron and brass castings, clothing, lumber and mill works.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Half mile on Landis Street.

Trading Area: Radius of five miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotel stands), 9; delicatessen, 2; dressmakers, 25; druggists, 7; dry goods, 7; department stores, 1; electrical supplies, 5; florists, 3; fruits, 5; furniture, 4; garages (public), 9; grocers, 34; hardware, 6; jewelry, 3; meat markets, 15; men's furnishings, 7; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 5; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 5.

Standard Surveys of NEW MEXICO

ALBUQUERQUE, N. M.

(Bernalillo County)

1920 Population, 15,157 (1925 est. 25,000).

City and Suburban Estimate, 30,000.

Native Whites, 70%; Negroes, 5%; Foreign Born, Perhaps 1%; Spanish-Americans, about 24%; English Reading, 99%; Families, 5,851.

Schools: Public Grade, 11; High, 1; Junior High, 2; Parochial, 9; Number of Pupils, 6,223.

Churches: Baptist, 3; Christian Science, 1; Congregational 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 13.

Banks: National, 2; State, 1; Total Resources, $9,924,247.49; Savings Bank Deposits Total, $2,796,692.24.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 5,500.

Location: A. T. & S. F. (main line-division point with large shops). To nearest larger city by railroad, 10 hours; by automobile, 18 hours.

Principal Industries: Railroading, lumbering, farming, livestock, mining, sash and door plants, tie treating plant.

Manufacturing Establishments; Leading firms: Whitmer-Jackson Sash & Door Co.; Breece Lumber Co. and Breece Furniture Co.; Tie Plant; Albuquerque Foundry & Machine Works; Duke City Broom Co.

Special Information: Albuquerque's excellent year round climate is one of its greatest assets, as its high dry atmosphere, with its sunshine, gives great relief to sufferers from diseases of the throat and lungs. Consequently a great number of people come here to regain their health.

Residential Features: There are about 25 apartment buildings; about 5,000 homes.

Retail Shopping Section: First Street, about 8 blocks; Second Street about 4 blocks; Third Street about 4 blocks; Fourth Street about 3 blocks; Central Avenue about 9 blocks; Gold Avenue about 4 blocks; Silver Avenue about 2 blocks; Copper about 2 blocks.

Trading Area: 60 miles north; 107 miles east; 72 miles south; 25 miles west.

Wholesale Houses: Groceries, 9 (6 large ones); Meats, 4; Fruits, 2; Hardware, 3; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 1; automobile accessories, 21; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotels), 13; (chain, 1); confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 14; druggists, 15; dry goods, 20; department stores, 4; electrical supplies, 8; florists, 2; fruits, none exclusive; furniture, 16; furriers, 1; garages (public), 1; grocers, 156; hardware, 3; jewelry, 14; total meat markets, 28; men's furnishings, 10; men's clothing, 10; merchant tailors, 2; milliners, 11; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 43; shoes, 15; sporting goods, 6; stationers, 1; women's apparel, 20.

Additional Facts: Doctors, (medical, 42); (dentists, 23); (osteopaths, 3); number of wired houses, 5,252; street car service; gas, artificial; electric current, alternating; water, hard; average temperature, 55.7 degrees; average number of rainy days for year, about 35; most months pleasant, very few unpleasant; winds in March make it only unpleasant month.

EAST LAS VEGAS, N. M.

(San Miguel County)

1920 Population, 4,304—With town of Las Vegas, contiguous, 8,206.

City and Suburban Estimate, 9,387.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 45%; English Reading, 76%; Families, 2,231.

Schools: Public Grade, 5; High, 3; Junior High, 3; Parochial, 3; State Normal University, 1; Teacher's College, 1; Baptist College, 1; Number of Pupils, 2,457.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: State, 2; Total Resources, $1,767,000; Savings Bank Deposits Total, $600,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous, 3; Total number of seats, 5,100.

Location: On main line of the A. T. & S. F. Railway, 121 miles from Colorado State line; center of trading district for agricultural and livestock industries operating within radius of 92 miles north, 65 miles south, 54 miles west, 78 miles east; marketing center for 47,000 acres irrigated lands devoted to vegetable production, hay and grain, Highway center northeastern New Mexico.

Principal Industries: No manufactures of consequence. Division railroad shops; wool, hide and pelt market depots; large live-stock shipping center; supply center for 47,000 acres irrigated lands.

Residential Features: Mostly individual homes, largely owned by occupants; finest and most attractive residential section of any city in the Southwest; entirely paved; adequate street car system; abundant water supply from mountains; many unusually fine homes erected by retired and active business men; 6 large public parks.

Retail Shopping Section: Divided into two central districts, one surrounding four sides of a plaza or public square, and extending along another street for three blocks: the other centering on Douglas Avenue and Sixth Street, and extending along both sides four blocks in each direction; also three other streets parallel to Douglas Avenue extending five blocks.

Trading Area: 92 miles north; 65 miles south; 54 miles west; 78 miles east. Public highways maintained in excellent condition and subsidiary business branches of local wholesale houses stimulate jobbing as well as retail buying.

Wholesale Houses: Groceries, 4; Meats, 1; Hardware, 3; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 8; dressmakers, 7; druggists, 8; dry goods, 17; department stores, 3; electrical supplies, 3; florists, 2; fruits, 6; furniture, 5; furriers, 1; garages (public), 9; grocers, 21; hardware, 4; jewelry, 4; meat markets, 11; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 2; stationers, 5; women's apparel, 7.

RATON, N. M.

(Colfax County)

1920 Population, 5,544.

City and Suburban Estimate, 7,000.

Native Whites, 82.9%; Negroes, 1.1%; Foreign Born, 15.7%; Industrial Workers, 65%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,600.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, none; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, Capital,, $175,000.00; Surplus, $220,000.00. Deposits Total, $3,102,401.67.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 600.

Location: On A. T. & Santa Fe Ry. To nearest larger city by railroad, 10 hours; by automobile, 12 hours.

Principal Industries: Coal mining.

Manufacturing Establishments: None of any size. Small flour mill, creamery, bakeries, candy shops, etc.

Special Information: Coal mining. Large undeveloped coal field. Deposits. U. S. Geo. Survey, 30,805,000,000 tons. Mined last year, 2,000,000 tons.

Residential Features: Good climate, excellent water and plenty of it. No mosquitoes; healthful.

Retail Shopping Section: First, 3 blocks; Second, 5 blocks; Third, 2 blocks.

Trading Area: Colfax County, 3,960 sq. miles; 60 to 90 miles.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 4; automobile accessories, 16 (combined); automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 12; (chain, 2); confectioners (including hotel stands), 3; dressmakers, 6; druggists, 3; dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 16; grocers, 32 (chain, 2); hardware, 3; jewelry, 2; meat markets, 18 (chain, 1); men's furnishings, 3; men's clothing, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 16; sporting goods, 2; stationers, 2; women's apparel, 5; nearly all are combined in some other way with other business.

Additional Facts: Doctors, (medical, 6); (dentists, 5); (osteopaths, 1); number of wired houses, 90%; electric current, alternating; water, soft; average temperature, 49.7 degrees; average number of rainy days, 35 for year; most pleasant months, summer and fall.

ROSWELL, N. M.

(Chaves County)

1920 Population, 7,033.

City and Suburban Estimate, 12,000.

Native Whites, 96%; Negroes, 2%; Foreign Born, 2%; Industrial Workers, 3%; English Reading, 96%; Families, 2,000.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, $2,790,267; Savings Bank Deposits Total, $120,503, (not inc. Building & Loan Assns.).

Theatres: Moving pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: Southeastern New Mexico on A. T. and S. F. Ry. Third city in population in State, and trading center for entire southeastern section. Stage and mail line connections east, west and south in addition to railroad facilities.

Principal Industries: Agriculture.

Manufacturing Establishments: 5; Leading firms: Purity Creamery Co.

Residential Features: Largely one and two family houses, ranging in value from $3,000 to $20,000.

Retail Shopping Section: Extends seven blocks north and south, bulk of it being on Main Street with Richardson and Virginia avenues on each side of Main Street having some of the business as well as the cross streets in this area.

Trading Area: Seveny-five miles south and east; one hundred miles west; fifty miles north.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 2; dry goods, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 10; grocers, 35; hardware, 3; jewelry, 4; meat markets, 5; men's furnishing, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 4.

SANTA FE, N. M.

(Santa Fe County)

1920 Population, 7,232.

City and Suburban Estimate, 10,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 60%; English Reading, 60%; Families, 1,450.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 4.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 1; Total Resources, $3,276,020.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: The Capital of the State; the center of the most interesting 100 square miles in America from a historical, archaeological, scenic and climatic standpoint; on A. T. & S. F. Ry., D. & R. G. W. Ry., and New Mexico Central Ry. To Albuquerque, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: No manufacturing except hand-made Mexican and Indian rugs and blankets, filigree and Indian jewelry. A resident community, the seat of government for the State; a large professional population, both men and women. Shipping point for pinon nuts, Indian and Mexican curios, big transfer point for potatoes, livestock and fruit.

Residential Features: Homes are practically all one-family residences. The native Spanish-American not as well housed as the Anglo-American. City is noted for many fine residences, especially those built in the so-called Santa Fe style.

Retail Shopping Section: Four blocks on San Francisco Street, as well as on the sides of Plaza, a few on Galestio Street. Small stores scattered in vicinity.

Trading Area: North, 100 miles; East, 50 miles; West, 100 miles; South, 25 miles.

Wholesale Houses: Groceries, 2; meats, 4; hardware, 2; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 10; (chain, 1); confectioners (including hotel stands), 12; delicatessen, 4; druggists, 3; dry goods, 10; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 10; grocers, 25; hardware, 2; jewelry, 2; meat markets, 10; men's furnishings, 6, men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; restaurants (including hotels), 12; shoes, 4, sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 55.7 degrees; average number of rainy days per twelve months, 35; most pleasant months, May, June, July, August, Sept., Oct., Nov.; doctors (medical, 12); (dentists, 5); electric current, alternating; water, soft.

Suggestions

A busy man looking over the classified page to find if there was a used saw-trimmer advertised didn't find that particular item, but he saw an advertisement for a paper-cutter and it occurred to him that there was his opportunity to secure a good paper-cutter at a price that was attractive

He hadn't realized that he needed another paper-cutter until it was suggested to him by the advertisement.

You can sell used as well as new equipment through the classified page of

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ALBANY, N. Y.

(Albany County)

1920 Population, 113,344, (including Rensselaer, 124,167), (1925 state census, Albany, 117,820; including Rensselaer, 129,214).

City and Suburban Estimate, 191,335.

Native Whites, 94,400; **Negroes,** 1,239; **Foreign Born,** 17,636; **Industrial Workers,** 13,500; **Families,** 28,097; **Illiterates,** 3%.

Schools: Public Grade, 29; High, 1; Parochial, 25 (including private). Number of pupils, 10,835.

Churches: Baptist, 8; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 3; Methodist, 6; Presbyterian, 8; Roman Catholic 20; Miscellaneous, 12.

Banks: National, 3; State, 2; Savings, 7; Savings Bank Deposits Total, $127,687,307—Jan. 1st, 1924.

Theatres: Legitimate, 2; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (auditoriums, etc.), 8. Total number of seats, 19,530.

Location: On Hudson River, 150 miles from New York. Served by N. Y. Central, Delaware & Hudson, Boston & Albany, Boston & Maine, West Shore R. R. Eastern terminus of New York Barge Canal, Gateway to Adirondacks and vacation land. Albany is hub of a network of interurban electric railroads. Served by Hudson Navigation Co., Hudson River Day Line and various small ship lines that ply the river to south. Municipal aviation field.

Principal Industries: Car heating apparatus, embossed blocks, checkers, dominos, combination billiard balls, patent ship propellers, patent stove specialties, carbonic acid gas, axle grease, college caps and gowns, paper makers, felts, ribbed underwear, printing, toilet paper.

Manufacturing Establishments: 513. Leading firms: J. B. Lyon, printing; A. P. W. Paper Co., Albany Felt Co., Consolidated Car Heating Co., Kenwood Mills, Grassili Chemical Co., (Bayer Co.), Ludlum Steel Co., Albany Car Wheel Co., Albany Billiard Ball, The Embossing Co., New York Central R. R. Shops, Babbit Lye Works, Eastern Tablet Co., Federal Signal Co. Total value of yearly output of factories estimated at $50,211,000—1919.

Special Information: Educational center, State Capital, Savings Banks have very large per capita deposits, a 27-foot channel in the Hudson River now awaiting action in Congress will make Albany one of the country's greatest inland seaports.

Residential Features: As Albany growes the tendency is toward one and two family houses. Many of the older homes in Albany are 3 and 4 story brick. They are to be found in the heart of the city. Due to the Deeper Hudson Albany is growing by leaps and bounds and new land is being opened continually with more new homes of the first mentioned variety.

Retail Shopping Section: Main shopping district divided by State Street. North of State along N. Pearl Street for eight blocks, housing biggest department stores and specialty shops. South of State and along S. Pearl Street for 11 blocks, housing price appeal stores. State Street along 4 blocks, Broadway, along 8 blocks. Central Avenue (in residential district) along 5 blocks (auto section). Various other districts with their small shops.

Trading Area: Albany is the natural trading center for The Capitol District which extends on the north to the Canadian Border, on the east to Pittsfield, Mass., on the south to Poughkeepsie, and on the west to Binghamton Served by excellent railroad, bus and electric lines. Ideal state roads throughout entire Capitol District.

Wholesale Houses: Groceries, 21; Meats, 9; hardware, 1; dry goods, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 97; commercial auto. agencies, 11; automobile accessories, 75; bakers, 47; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 88; delicatessen, 20; dressmakers, 140; druggists, 90; dry goods, 55; department stores, 12; electrical supplies, 60; florists, 33; fruits, 18; furniture, 40; furriers, 20; garages (public), 50; grocers, 450; hardware, 11; jewelry, 35; meat markets, 100; men's furnishings, 25; men's clothing, 25; merchant tailors, 140; milliners, 32; opticians, 11; photographers, 20; pianos (and miscellaneous musical instruments), 15; radio supplies, 10; restaurants (including hotels), 120; shoes, 18; sporting goods, 10; stationers, 16; women's apparel, 18.

See announcement columns 3 and 4

AMSTERDAM, N. Y.

(Montgomery County)

1920 Population, 33,524. (1925 State census, 35,260).

City and Suburban Estimate, 75,000.

Native Whites, 70%; **Negroes,** .005%; **Foreign Born,** 29.5%; **Industrial Workers,** 30%; **English Reading,** 92%; **Families,** 6,700.

Schools: Public Grade, 17; High, 1; Junior High, 1; Number of Pupils, 5,786.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2, Methodist, 5; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 9. Total membership, 23,709.

Banks: National, 3; State, 2; Total Re-

Continued on page 155

Amsterdam Evening Recorder

dominates Montgomery County—the Hub of New York State—with a trading area of 55,000 people.

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The Times-Union

Albany (Capital City of) New York

NEW YORK (Cont'd)

Amsterdam (con't)

sources, $18,307,000; Savings Bank Deposits Total $10,599,727.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 4,800.

Location: On main line of New York Central and West Shore Railroads. On the N. Y. State Barge Canal and main highway between New York and Buffalo. Thirty-three miles west of Albany, 68 miles east of Utica. Also served by the Fonda, Johnstown & Gloversville electric line, connecting with Johnstown, Gloversville, the Adirondack region, Schenectady, Saratoga Springs, Ballston Spa. and Albany. To nearest large city, by railroad, 1 hour; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Brooms, rugs, carpets, pearl buttons, silk gloves, silk hosiery, knit underwear, sweaters, aprons, house dresses, cotton hose, boxboard, paper boxes, machinery, boilers, looms, linseed oil, oil cake, "Mendets," paper clips novelties.

Manufaoturing Establishments 117.
Value annual output $60,000,000.

Special Information: Fifth city in New York State in volume of manufactured products and sixth city in the United States in the manufacture of knit goods, and ranks second in the United States in the manufacture of rugs and carpets.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Approximately two miles of stores and shops on East and West Main Streets, Market Street, Division Street and intersecting streets.

Trading Area: Sixteen miles east, 23 miles west and 12 north and south.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 3; hardware, 1. Miscellaneous lines: knit goods, 15; confectionery, 5; shoes, 1; mill supplies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 8, bakers, 22; cigar stores and stands (including hotels), 24 (chain, 1); confectioners (including hotel stands), 94; delicatessen, 5; dressmakers, 34; druggists, 15; dry goods, 22; department stores, 7; electrical supplies, 7; florists, 5; fruits, 8; furniture, 10; furriers, 2; garages (public), 34; grocers, 146 (chain, 23); hardware, 4; jewelry, 6; meat markets, 32 (chain, 2); men's furnishings, 10; men's clothing 10; merchant tailors, 12; milliners, 12; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 24; shoes, 22; sporting goods, 7; stationers, 4; women's apparel, 15.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 30; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 31); (dentist, 16); (osteopaths, 2); number of wired houses, 8,754; gas, artificial; electric current, alternating; water, soft.

See announcement on page 154 columns 1 and 2

AUBURN, N. Y.

Cayuga County)

1920 Population, 36,192.

City and Suburban Estimate, 42,000.

Native Whites, 77.7%; **Negroes,** 1.4%; **Foreign Born,** 20.9%; **Industrial Workers,** 23.5%; **English Reading,** 95.3%; **Families,** 8,719.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 5. Number of Pupils, 6,940.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 7.

Banks: National, 2; State, 4; Total Resources, $30,154,222.15; Savings Bank Deposits Total, $14,523,822.09 (Resources of one private bank not included).

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 2; Total number of seats, 7,750.

Location: In heart of Finger Lakes region of Central New York. Served by New York Central R. R., Lehigh Valley R. R., A. & S. Electric R. R., Empire State R. R. Corp. Excellent freight and passenger bus service radiating in all directions from the city. To nearest large city, by railroad, 1¼ hours; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries Diesel Engines, rope, twine, carpets, rugs, agricultural implements, shoes, woolen goods, wagons, trucks and forgings, surgical instruments, dresses.

Manufacturing Establishments: 42. Leading firms: McIntosh-Seymour Corp., Columbia Rope Co., Firth Carpet Co., Nye-Wait Kilmarnock Corp., International Harvester Co., Dunn-McCarthy Shoe Co., Robinson-Bynon Shoe Co., Auburn Woolen Co., Eagle Wagon Works, Henry Forge and Tool, Inc., Henry & Allen. Total value of yearly output of factories estimated at $31,710,000.

Special Information: Auburn is a city of beautiful residences, diversified industries, a great tourist center located in the "heart of Finger Lakes region," full of historic lore, beautiful scenery, at foot of Owasco Lake and surrounded by a rich agricultural district. Located in the city is Auburn State Prison and the Auburn Theological Seminary. Beautiful Chamber of Commerce building serving as Community Center.

Residential Features: Mostly one and two-family houses. Auburn takes pride in her beautiful residential sections. Estate of Gen. Wm. H. Seward among historic residences. Private homes predominate. A strong savings and loan association enables industrial workers to obtain homes easily. Nine well kept parks. Many beautiful summer residences on Finger Lakes surrounding city.

Retail Shopping Center: Radiates from Common Center, Genesee Street, North and South Streets, 4 blocks east, west, north and 1 block south. Two outlying retail sections serving foreign population; also neighborhood sections with grocery, drug, confectionery, meat and small shops.

Trading Area: Auburn has a trading population of approximately 80,000. 5 bus lines and 2 trolley lines serve trading area of 120 square miles.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 1; hardware, 1; Miscellaneous lines, Supplies, 1; candy, 3; hides and leather, 3; crockery 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 29; automobile tire agencies, 19; bakers, 17; cigar stores and stands (including hotels), 58; confectioners (including hotel stands, 34; delicatessen, 8; dressmakers, 65; druggists, 13 (chain, 1); dry goods, 10; department stores, 2; electrical supplies, 6; florists, 13; fruits, 4; furniture, 16; furriers, 2; garages (public), 22; grocers, 163 (chain, 7); hardware, 4; jewelry, 12; meat markets, 26; (chain, 3); men's furnishings, 21; men's clothing, 27; merchant tailors, 17; milliners, 14; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 20; shoes, 9; sporting goods, 4; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature 56.5 degrees; average number of rainy days per twelve months, 72; most pleasant months, June, July, Aug., Sept., Oct., doctors (medical, 53); (dentists, 24); (osteopaths, 1); number of wired houses, 5,500; street car service, none; gas artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

BATAVIA, N. Y.

(Genesee County)

1920 Population, 13,541.

City and Suburban Estimate: City, 16,000, Territory, 50,000.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 3,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,548.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $8,500,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: Midway between Buffalo and Rochester. Served by main line New York Central and Lehigh Valley, Avon branch of Erie. D. L. & W. and West Shore Railroads run within radius of 5 miles. Palace car busses to Buffalo, Rochester, Attica, Oakfield, Medina, Albion. Freight auto truck lines east and west, using main highway New York to Buffalo, which is Batavia's main street. To nearest large city, by railroad, 1 hour; by auto, 1½ hours.

Principal Industries. Harvesting machinery, aluminum castings, advertising seals, paper boxes, shoes, interior woodwork, tin and iron containers, ensilage cutters, shirts, rompers, perfumes, plows.

Manufacturing Establishments: 25. Massey-Harris Harvester Co., Doehler Die Casting Co., Wiard Plow Co., Batavia & New York Woodworking Co., F. E. Mason & Sons, seals; E. N. Rowell Paper Box Co.; R. E. Chapin Mfg. Works; Rough & Tumble Garment Co.: Climax Corporation, ensilage cutters; P. W. Minor & Son. Value annual output, $12,000,000.

Special Information: Location of Batavia (county seat) makes it the hub of trading area embracing over 50,000. Rich general farming territory, balanced by manufacturing. Curve of prosperity is less wavy than in a locality dependent wholly on manufacturing or farming. Batavia is the home of highly paid men who work in U. S. Gypsum Mines in Oakfield, where sheet rock is made. Home of Western New York Utilities, serving a territory of 50,000 with electricity. Selected by state as permanent home of Troop A State Police.

Residential Features: Mostly one-family houses. Not an apartment building in the city. Seventy-five per cent homes owned. One hundred and fifty new houses built in 1924. Being sold at average price of $5,500 complete. One of the most beautiful cities in country due to wealth of shade trees.

Retail Shopping Section: Main Street, 7 blocks; State Street, 2 blocks; Jackson Street, 2 blocks; Ellicott Square (equivalent of a block), east end with groceries, meat market, auto store, hotel, etc. Numerous neighborhood stores.

Trading Area: Eighteen mile radius. Intermittent in 25 mile radius. Cement roads all directions.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, tobacco, 1; chemicals, 1; produce, 2; hay, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 1; druggists, 6 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 6; florists, 4; fruits, 5; furniture, 7; furriers, 2; garages (public), 20; grocers, 57 (chain, 11); hardware, 5; jewelry, 3; meat markets, 14 (chain, 1); men's furnishings, 6; men's clothing, 8; merchant tailors, 3; milliners, 7; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 19; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 45.7 degrees; average number of rainy days per twelve months, 161; most pleasant months, June, July, Aug., Sept.; doctors (medical, 25); (dentists, 13); (osteopaths, 1); street car service; gas, natural; electric current, alternating; water, hard and soft.

BEACON, N. Y.

(Dutchess County)

1920 Population, 10,996, (1925 state census, 11,621).

City and Suburban Estimate, 30,000.

Native Whites, 80%; **Negroes,** 1.7%; **Foreign Born,** 18.3%; **Industrial Workers,** 23%; **English Reading,** 92%; **Families,** 2,392.

Schools: 7; Number of pupils, 2,930.
Churches: 12.

Banks: 4; Total Resources, $7,250,000.

Theatres: 3; Total number of seats, 2,000.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: About 9 blocks.

Trading Area: 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 6; druggists, 6; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 3; furniture, 1; garages (public), 4; grocers, 10; hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

BINGHAMTON, N. Y.

(Broome County)

1920 Population, 66,800, (1925 State census, 71,915).

City and Suburban Estimate, 150,000.

Native Whites, 93%; **Negroes,** 1%; **Foreign Born,** 6%; **Industrial Workers,** 55%; **English Reading,** 94%; **Families,** 12,000.

Schools: Public Grade, 16; High, 2; Parochial, 2. Number of Pupils, 16,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 7; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 5.

Banks: National, 2; State, 2; Trust Company, 1; Private, 2; Morris Plan, 1; Total Resources, $52,000,000; Savings Bank Deposits Total, $14,067,387.47.

Theatres: Legitimate, 1; Moving Picures, 13; Vaudeville 1; Miscellaneous (Audioriums etc.), 5. Total number of seats, 15,000.

Location: On the main line of the Erie and D. L. & W. R. Rs. Southern terminal of the Delaware & Hudson. Excellent bus service within a 75-mile radius. Southern terminal Syracuse division D. L. & W. Southern terminal Utica division D. L. & W. R. R. To nearest larger city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Shoes, washing machines, cameras, cigars, valves, furniture, clothing.

Manufacturing Establishments: 258. Leading firms: Endicott Johnson Corp., with 17,000 employees. Factories located in Binghamton, Johnson City—suburb, 7c trolley fare. Endicott, suburb, 15c fare, and located 9 miles to the west. Total employees of all factories, 33,000. Total valuation of yearly output of factories estimated at $165,000,000 for Binghamton, Johnston City and Endicott.

Special Information: Building permits 1916—3,157; building permits 1923, 4,900. Amount spent on building 1916—$1,927,948.46; 1923—$5,542,214.23.

Residential Features: Binghamton is known as the parlor city of the state and is a city of homes, 85% of its citizens own their own homes, 90% are of frame structure. 50% are single and 50% two family dwellings. The west side is the best residential section and the north side a close second.

Retail Shopping Section: Extends from court house in center of city, 5 city blocks to the west, two to the east and three to the north. Court is main street. In addition there are three neighborhood centers with the usual grocery, meat and drug stores.

Trading Area: Within a radius of 75 miles. Excellent bus system over good roads; fine trolley service; three railroads giving frequent service.

Wholesale Houses: Groceries, 4; meats, 4;

Continued on page 156

AUBURN, NEW YORK
HEART OF RENOWNED FINGER-LAKES DISTRICT

ADVERTISER-JOURNAL

CITIZEN

THESE TWO DAILY PAPERS

with foreign advertising, sold in combination only, completely cover a prosperous trading area of close to 100,000. There is one automobile licensed in Cayuga County to every 4.9 of population. That means a prosperous community.

To sell your goods in this wonderful market, you must advertise with us.

NEW YORK (Cont'd)

Binghamton (con't)

fruits, 4; hardware, 2; dry goods, 2; Miscellaneous lines, confectionery, 5; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial auto. agencies, 5; automobile accessories, 38; automobile tire agencies, 10; bakers, 28; cigar stores and stands (including hotels, 55 (chain, 1); confectioners (including hotel stands), 63; delicatessen, 5; dressmakers, 92; druggists, 24 (chain, 2); dry goods, 24; department stores, 10; electrical supplies, 20; florists, 11; fruits, 16; furniture, 23; furriers, 10; garages (public), 50; grocers, 230 (chain, 30); hardware, 12; jewelry, 4; meat markets, 34 (chain, 2); men's furnishings, 9; men's clothing, 48; merchant tailors, 6; milliners, 18; opticians, 10; photographers, 14; pianos (and miscellaneous musical instruments), 7; radio supplies, 15; restaurants, 90 (chain, 1); women's apparel, 17.

Miscellaneous Data: Average temperature, 47.1 degrees; average number of rainy days per twelve months, 143; most pleasant months, September and October; doctors (medical, 91); (dentists, 40); (osteopaths, 4); number of wired houses, 12,000; street car service; gas, artificial; electric current, alternating, water, soft.

See announcement columns 3 and 4

BUFFALO, N. Y.

(Erie County)

1920 Population, 506,775. (1925 State census, 538,016).

City and Suburban Estimate, 900,000.

Native Whites, 76%; **Negroes,** 4%; **Foreign Born,** 20%; **English Reading,** 95.8%; **Families,** 116,000.

Schools: Public Grade, 74; High, 7; Junior High, 1; Number of Pupils, 125,000.

Churches: Baptist, 26; Christian Science, 4; Congregational, 5; Episcopal, 26; Hebrew, 13; Methodist, 31; Presbyterian, 20; Roman Catholic, 70; Miscellaneous, 24.

Banks: National, 3; State, 14; Savings, 4; Total Resources, $511,248,950; Savings Bank Deposits Total, $138,229,116.

Theatres: Legitimate, 2; Moving Pictures, 70; Vaudeville, 3; Burlesque, 3; Miscellaneous (auditoriums, etc.), 5. Total number of seats, 105,000 approximately.

Location: Buffalo, Rochester & Pittsburg, Buffalo & Southwestern, Canadian Pacific, D. L. & W., Erie, Grand Trunk, Lehigh Valley, N. Y. C. & H. R. R. R., N. Y. C. & St. L., Pennsylvania, Wabash, West Shore, Michigan Central, Detroit & Cleveland Transportation Co., Inland Lakes & River Transit Co., Interwaterways Line, Nicholson Transit Co., Transcontinental Freight Co., Boland & Cornelius, Buffalo & Lake Erie Traction Co., Bullock & Gavin. To nearest large city by railroad, 4½ hours; by auto, 8 hours.

Principal Industries: Buffalo's industries are more diversified than those of any city in the United States. It has over 60 per cent of the 213 lines of manufacture, steel, iron, flour, lumber, gypsum, coal, artificial silk, tires, paper board, marine and aeroplane motors.

Manufacturing Establishments: 2,700 in 1919, 2,900 estimated now. Leading firms: American Radiator Co., Bethlehem Steel Co., Pierce-Arrow Motor Car Co., Larkin Co., Jacob Dold Packing Co., Dunlop Tire Co., Chevrolet Automobile Co., U. S. Aluminum Co., U. S. Beaver Board Co., Fibre Silk Mills, Stewart Automobile Corporation, U. S. Gypsum Co., Washburn-Crosby Mills, Pillsbury and Russel Miller, Curtis Aeroplane Co. Total value of yearly output of factories estimated at $634,000,000.

Special Information: The shipping facilities that are available to Buffalo are the best available for such a market: lake, barge canal and rail. From Buffalo's harbor clear 10,000 ships and 15,000,000 tons each year. There are 30 grain elevators with a capacity of 36,000,000 bushels of grain.

Residential Features: Chiefly one and two-family houses. There are 130,400 homes in Buffalo—71,600 are rented and 58,408 owned by householders. There are 105,000 residences using electricity. Single houses predominate.

Retail Shopping Section: Main Street—5 miles; Broadway—5 miles; Seneca Street—30 blocks; Swan Street for 10 blocks; Eagle Street—10 blocks; Hertel Avenue—3 miles; William Street—20 blocks; Connecticut Street—10 blocks; Jefferson Avenue—2 miles. There are 8 outlying districts and small towns with the usual shops.

Trading Area: Within a radius of 40 miles of Buffalo, Batavia on the east 40 miles; Dunkirk on the southwest 40 miles; Franklinville southwest and Lockport on the north.

Wholesale Houses: Groceries, 26; drugs, 6; meats, 42; fruits, 69; hardware, 3; dry goods, 9; miscellaneous lines—7 fish, 18 hats and caps, 64 jewelers.

Number of Retail Outlets for Nationally Advertised products: Passenger automobile agencies, 109; commercial auto. agencies, 17; automobile accessories, 336; automobile tire agencies, 10; bakers, 240; cigar stores and stands (including hotels), 121 (chain, 1); confectioners (including hotel stands), 1,116; delicatessen, 56; dressmakers, 193; druggists, 271 (chain, 5); dry goods, 325; department stores, 18; electrical supplies, 124; florists, 80; fruits, 68; furniture, 150; furriers, 75; garages (public), 348; grocers, 1,380 (chain, 6); hardware, 161; jewelry, 174; meat markets, 565 (chain, 5); men's furnishings, 143; men's clothing, 133; merchant tailors, 250; milliners, 190; opticians, 65; photographers, 106; pianos (and miscellaneous musical instruments), 84; radio supplies, 55; restaurants (including hotels), 486 (chain, 3); shoes 256; sporting goods, 11; stationers, 32; women's apparel, 60.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 154; most pleasant months, June, July, August; doctors (medical, 801), (dentists, 378), (osteopaths, 24); number of wired houses, 105,000; street car service; gas, natural and artificial; electric current, alternating; water, soft.

See announcement page 157

CANANDAIGUA, N. Y.

(Ontario County)

1920 Population, City, 7,356;

City and Suburban Estimate: Total trading area, 20,000.

Native Whites, 98%; **Negroes,** ¼%; **Foreign Born,** 1¾%; **Industrial Workers,** 18%; **English Reading,** 100%; **Families,** 2,100.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,650 (come in from country).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Wesleyan Methodist, Universalist.

Banks National, 1; State, 1; Total Resources, $8,000,000; Savings Bank Deposits Total, $3,000,000.

Theatres: Legitimate, 2; Moving Picture, 1; Miscellaneous (Auditoriums, etc.), 5 small halls. Total number of seats, 5,000.

Location: Penn. terminal; New York Central. Excellent service on Penn. and N. Y. Central; trucking concerns every few hours out of Rochester and Buffalo.

Principal Industries: Enamel ware, sweater, etc., corsets, canning, R.R. shops, canned goods, flour milling.

Manufacturing Establishments: 4. Leading firms: The Lisk Mfg. Co., Roper Knitting Mills, Miller Corsets, N. Y. Canners, Smith's "A" Flour. Total value of yearly output of factories estimated at $3,750,000.

Residential Features: City of home owners Beautiful residential place. The private homes are beautiful. The northern section (above the tracks) is residential properties. $2,500,000 (including villa of the late Mrs. F. F. Thompson).

Retail Shopping Section: Extends from railroad tracks south to Saltonstall Street, 9 blocks. Consists of the usual live wire small city Main Street section.

Trading Area: Takes in all Ontario County. Center for farmers and people from several small nearby towns. Train, trolley and bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, 4 mills (flour).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 14; garages, 4 stores; automobile tire agencies, garages and 5 stores; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 36; delicatessen, 1; dressmakers, 23; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 2; fruits, 6; furniture, 3; furriers, 4; garages (public), 14; grocers, 16; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchants tailors, 8; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 9 (incl. garages); restaurants (including hotels), 8; shoes, 3; sporting goods, 7; stationers, 3; women's apparel, 10.

CATSKILL, N. Y.

(Greene County)

1920 Population, 4,728.

City and Suburban Estimate, 18,000.

Native Whites, 87%; **Negroes,** 4%; **Foreign Born,** 9%; **Industrial Workers,** 25%; **English Reading,** 91%; **Families,** 1,365.

Schools: 5; Number of pupils, 1,340.

Churches: 6.

Banks: 3; Total Resources, $7,100,000.

Theatres: 2. Total number of seats, 1,900.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Five blocks.

Trading Area: Radius 8 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies. 11; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 7; grocers, 10; hardware, 5; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

COHOES, N. Y.

(Albany County)

1920 Population, 22,987, (1925 est. 25,069).

City and Suburban Estimate, 62,000.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 65%; **English Reading,** 90%; **Families,** 10,500.

Schools: Public Grade, 9; High, 2; Junior High, 2; Parochial, 6; Number of Pupils, 6,000.

Continued on page 157

Yes,—Binghamton Is In the 100,000 Class

Binghamton, Johnson City, Endicott, Port Dickinson and Union are practically one community so far as the national advertiser is concerned. They are all so closely interwoven that it is difficult to tell where one leaves off and the other begins. This community has a population of 110,000 with 258 factories employing 33,000 workers, an industrial payroll of more than $50,000,000 and with a manufactured output valued at more than $160,000,000 per year.

Binghamton, the great metropolis of south central New York State, is a great jobbing and wholesale center controlling retail outlets in a large territory.

Binghamton therefore belongs in any advertising campaign which contemplates cities of 100,000 population or more.

The great variety of its manufactured products and the general prosperity of its residents make Binghamton newspaper advertising unusually and quickly responsive.

The BINGHAMTON PRESS, published every evening except Sunday, has over 34,000 daily circulation in this exceptional field. It is known and recognized everywhere as an advertising medium of extraordinary merit, not only because of its large circulation, but its remarkable dealer and reader confidence.

The Merchandising and Promotion Departments of the BINGHAMTON PRESS are especially fitted to assist not only BINGHAMTON PRESS advertisers in distribution problems and dealer cooperation, but to help other manufacturers not already represented in Binghamton to secure jobber or distributor connection as well as retail distribution.

Send for a copy of the BINGHAMTON PRESS AD-VISER—a 16-page publication that will be worth your while.

We will tell you more about the wonderful Binghamton territory, at any time, anywhere.

The John Budd Company

National Advertising Representatives

9 E. 37th St. New York — Tribune Tower Chicago — Chemical Bldg. St. Louis — Healey Bldg. Atlanta

Sharon Bldg. San Francisco — Higgins Bldg. Los Angeles

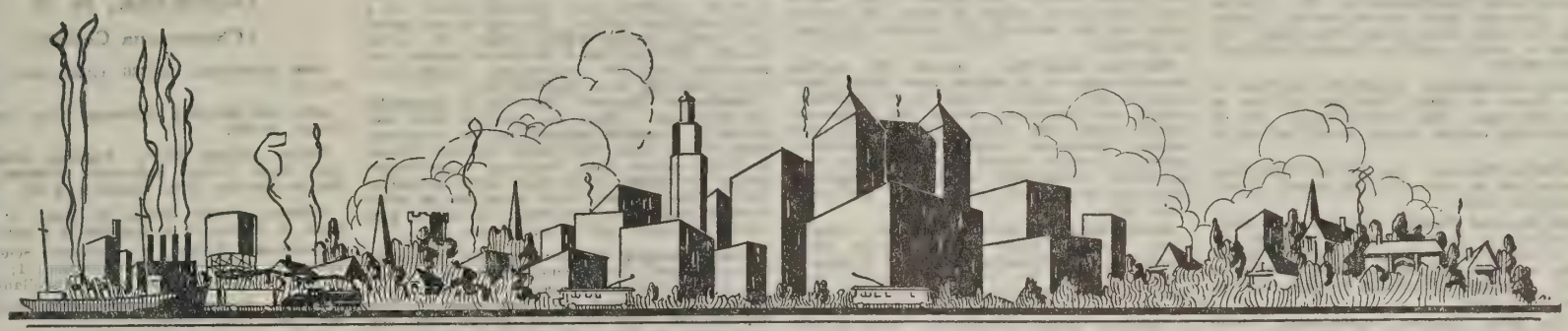
KNOWN CIRCULATION

Buffalo—the Wonder City of America

FIGURES OF RECORD

Guide you to the

BUFFALO EVENING NEWS



NEARLY EVERYBODY IN BUFFALO READS THE NEWS

New York State Census for 1925 shows 538,016 persons in the city of Buffalo.

The Federal Census of 1920 shows 4.4 persons to the family. On this basis there are now 122,276 families in Buffalo.

Deduct 12,228 (10%) for non-English reading families and you have—

110,048 Families in Buffalo

91,002 Buffalo Families read the NEWS

Greatest Circulation in New York State Outside of New York City

A. B. C. MARCH 31, 1925, 129,777
Present Average, 135,470

BUFFALO EVENING NEWS

EDWARD H. BUTLER, Editor and Publisher
KELLY-SMITH CO., National Representatives

Marbridge Bldg., New York, N. Y. Lytton Building, Chicago, Ill.

NEW YORK (Cont'd)

Cohoes (con't)

Churches: Baptist, 2; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 7.

Banks: National, 2; State, 2; Total Resources, $14,287,738.28; Savings Bank Deposits Total, $6,837,764.14.

Theatres: Moving Pictures, 3; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 12,000.

Location: Shipping terminal New York State barge canal east and Hudson River, intersected by N. Y. Central and the Delaware & Hudson R.R. Large shipping center. Direct route north and south. To Albany by railroad, 15 minutes; by trolley, 50 minutes; by auto, 25 minutes.

Principal Industries: Iron pipe, cotton cloth-paper and paper boxes, batts and shoddies, automobile parts.

Manufacturing Establishments: 75. Leading firms: Harmony Mills (cotton cloths), Cohoes Rolling Mill (iron pipe), Henry Ford plant. Total value of yearly output of factories estimated at $132,000,000.

Special Information: $1,000,000 addition to Cohoes Power & Light; $500,000 addition to Henry Ford plant. Big building boom. One of manufacturing centers in the world for cotton cloth.

Residential Features: One, two and three family houses: 40 per cent privately owned. Credit plan building boom.

Retail Shopping Section: Extends from junction Mohawk & Remsen terminal for all car lines to Columbia, 11 blocks on Remsen Street and also same on Mohawk which is parallel to Remsen. Several neighborhood business sections on a smaller scale.

Trading Area: Extends 2 miles south, 1 mile east, about 9 miles north and west. Excellent transportation facilities throughout this area.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 50; automobile tire agencies, 14; makers, 5; cigar stores and stands (including hotels), 69 (chain, 4); confectioners (including hotel stands), 82; delicatessen, 15; dressmakers, 6; druggists, 10; dry goods, 14; department stores, 3; electrical supplies, 5; florists, 2; fruits, 31; furniture, 5; furriers, 1; garages (public), 25; grocers, 80 (chain, 16); hardware, 5; jewelry, 5; meat markets, 38; men's furnishings, 19; men's clothing, 10; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants, (including hotels), 7; shoes, 10; sporting goods, 1; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 90; most pleasant months, June, July, Aug., Sept.; doctors (medical, 26); (dentists, 10); (osteopaths, 1); number of wired houses, 9,100; street car service; gas, artificial; electric current, alternating and direct; water, hard.

COOPERSTOWN, N. Y.

(Otsego County)

1920 Population, 2,725.

City and Suburban Estimate, 6,000. (Summer population of village, 5,000.)

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%; **English Reading,** 90%.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 600.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; miscellaneous, 1.

Banks: National, 3; Total Resources, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: D. & H. R. R. Southern New York Electric line. Good state roads from north and south. To Utica by auto, 3 hours.

Principal Industries: Farming center. Borden Milk plant. Important Summer resort.

Special Information: Cooperstown is a Summer resort and not a manufacturing center. Fine hotels, salubrious climate, historic and literary associations constitute its claim to greatness. In these it is unexcelled among the resorts of the north.

Residential Features: Fine homes, paved streets, churches and schools, pure water, all sports, fine society. Many summer cottages of all sizes and types available.

Number of Retail outlets for Nationally Advertised Products: Passenger Automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 6; druggists, 3; (chain, 1); dry goods, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 1; garages (public), 5; grocers, 9 (chain, 5); hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 45 degrees; most pleasant months, July, August, October, November; doctors (medical, 7), (dentists, 3); number of wired houses, 750; electric current, alternating; water, hard.

CORNING, N. Y.

(Steuben County)

1920 Population, 15,820.

City and Suburban Estimate, 45,000.

Native Whites, 87%; **Negroes,** ½%; **Foreign Born,** 12½%; **Industrial Workers,** 33½%; **English Reading,** 97%; **Families,** 3,846.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 3; Number of pupils, 4,600.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 2; State, 3; Total Resources, $11,019,759.60.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 7,500.

Location: On the Chemung River, central southern tier in New York State. Served by the New York Central, Delaware, Lackawanna & Western, and the Erie R.Rs., and by the Elmira Corning & Waverly Interurban, and local trolley service. Bus service to all nearby rural communities within 22 miles. To nearest large city by railroad, 35 minutes; by auto, 45 minutes.

Principal Industries: Among the leading manufacturers of diversified glass bulbs, thermometer and clinical tubing, Pyrex ovenware, clinical and laboratory, signal, cut, engraved, etched, plain and colored, silver and gold mounted glassware. Also brick, terra cotta, furnaces, castings, pressed steel, ice cream, confectionery, automobile accessories, Ingersoll-Rand air compressors, rock drills, and pneumatic tools.

Manufacturing Establishments: 82. Leading firms: Corning Glass Works, Steuben Glass Works, H. P. Sinclaire & Co., T. G. Hawkes & Co., Harry Hunt, Inc., Ingersoll-Rand Co., Hood Stove Works, Standard Manufacturing Co., Hood Furnace Co., Corning Ice Cream Co., Allen & Andrews, Gorton Chocolate Co., Corning Brick Works, Corning Terra Cotta & Tile Co., Corning Fibre Box Co., W. H. Zivn Co. Total value of yearly output of factories estimated at $10,774,000.

Special Information: Within 20 miles of the Pennsylvania soft coal region, natural gas from Potter County, Pa., fields for fuel and light, cheap electricity for power and light, abundant pure water, park and recreation facilities unexcellent in any similar sized city. All religious denominations working harmoniously, good schools with sufficient seating capacity and with curricula that include instruction in domestic science, industrial arts, manual training, voice and instrumental music instructors.

Residential Features: Mostly one-family detached houses, requiring full home equipment. Practically every home has lawn and garden. Private residential section where finest homes are located average in value $15,000, though some 12 range from $30,000 to $250,000.

Retail Shopping Section: Extends from Pine Street Square (which forms heart of business and hotel section and where interurban trolley cars and buses have terminals) for 8 blocks east, 16 blocks west, 2 blocks south and some stores in all that section within a radius of three blocks from principal square. There are four outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery and meat and small shops.

Trading Area: Extends west to Jasper, 31 miles; southeast to Tuscarora, 35 miles; south to Wellsboro, Pa., 40 miles; east to Big Flats, 7 miles; north to Tyrone (30 miles; northwest to Avoca, 29 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; auto accessories, 41; auto tire agencies, 15; bakers, 9; cigar stores and stands (including hotel stands), 45; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 23; druggists, 6 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 7; florists, 4; fruits, 80; furniture, 6; furriers, 5; garages (public), 40; groceries, 94 (chain, 4); hardware, 4; jewelers, 9; meat markets, 22; men's clothing, 8; men's furnishings, 8; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 4; piano and musical instruments, 4; radio supplies, 4; restaurants, 46; shoe stores, 9; sporting goods, 5; stationers, 1; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 26); (dentists, 9); (osteopaths, 1); number of wired houses, 3,100; street car service; gas, natural and artificial; electric current, alternating; water, hard.

CORTLAND, N. Y.

(Cortland County)

1920 Population, 13,294.

City and Suburban Estimate, 30,000 in county. Trading area, 50,000.

Native Whites, 90%; **Negroes,** 2 or 3 families only; **Foreign Born,** 10%; **Industrial Workers,** 33%; **English Reading,** 95%; **Families,** 2,965.

Schools: Public Grade, 4; High, 1; State Normal, 1; Number of Pupils, 2,696.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State Savings, 1; Total Resources, $16,892,915.14; Savings Bank Deposits Total, $6,008,407.56. Interest accounts other banks $5,297,142.37 additional.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,000.

Location: Midway between Syracuse and Binghamton. Served by the Delaware, Lackawanna & Western and the Lehigh Valley Railroads. The Cortland and Homer Traction Co. lines connect up with the villages of Homer and McGraw. Five motor bus lines give excellent service to Auburn, Binghamton, Ithaca, Syracuse and Norwich. To nearest large city by railroad, 1 hour; by auto, 1¼ hours.

Principal Industries: Motor trucks, wire and wire goods, wall paper, typewriters, milk coolers, corsets, canned goods, canoes and rowboats, fish lines, furniture, milling machinery and machine tools, men's work shirts, auto parts and accessories.

Manufacturing Establishments: 32. Leading firms: Brockway Motor Truck Corp., Brewer-Titchener Corp., Beaudry Wall Paper Co., Cortland Wall Paper Co., Wickwire Brothers Co., Crescent Corset Co., Newstyle Corset Co., Newton Shirt Co., Cortland Line Co., Corona Typewriter Co. (branch), Thompson Bros. Boat Mfg. Co. Total value of yearly output of factories estimated at $22,000,000.

Special Information: Situated 1,129 feet above sea level in the famous Finger Lakes region and at the junction of seven valleys, it is the commercial, industrial and financial center of a very prosperous country. The city is well paved and well lighter—many miles of paved streets. The city has a fine water system and motorized paid fire department. There have never been any labor troubles here.

Residential Features: The city is essentially one of homes. There are possibly fifty residences of expensive construction, the remainder being of the class that would naturally belong to thrifty people fairly well-to-do. The majority of the houses are in good taste architecturally. There are well kept lawns and an abundance of shade trees everywhere, as well as wide cement sidewalks and paved streets.

Retail Shopping Section: Main St., the chief business street, runs fourteen blocks north from the Lehigh Valley Ry station to Lincoln Ave. Other stores extend one block east on Port Watson and Court Sts. and Clinton Ave.; one block west on Tompkins and Orchard Sts. and Groton Ave., and three blocks east on Railroad St. to the D. L. & W. station.

Trading Area: Cortland is at approximately the center of the 575 sq. miles comprising the county, but the fine roads extending in every direction draw trade from the adjacent portions of Tompkins, Onondaga, Madison and Chemango counties.

Wholesale Houses: Groceries, 1; fruits, 3; miscellaneous lines—auto accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 17; automobile tire agencies, 1, exclusive; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 35; druggists, 7; dry goods, 8; department stores, 5; electrical supplies, 6; florists, 2; fruits, 5, exclusive; furniture, 5; furriers, 1; garages (public), 4; grocers, 61 (chain, 8); hardware, 5; jewelry, 6; meat markets, 14 (chain, 1); men's furnishings, 7; men's clothing, 9; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 30; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 11.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, September, October; doctors (medical, 21), (dentists, 11), (osteopaths, 2); number of wired houses, 3,500; gas, artificial; electric current, alternating; water, hard.

DANSVILLE, N. Y.

(Livingston County)

1920 Population, 4,631.

City and Suburban Estimate, 5,000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 40%; **English Reading,** 99%; **Families,** 1,253.

Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 2; Number of pupils, 987.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 1 Lutheran Church.

Banks: National, 1; State, 1; Total Resources, $2,355,341.80; Savings Bank Deposits Total, $1,836,672.54.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,500.

Location: Western New York at the extreme southern point in, and the largest town of Livingston County, in the picturesque Genesee Valley, served by the Delaware, Lackawanna & Western and the Erie Railroads. With bus service to Rochester and points north and to Hornell and points south.

Principal Industries: Publishing, printing, felt shoes, specialty foundry, nursery, papers and radio head sets.

Manufacturing Establishments: 4. Leading firms: Power Specialty Co., Blume Shoe Co., and Carso Paper Co. Total value of yearly output of factories estimated at $4,500,000.

Special Information: One of the famous health resorts of the State of New York and one of the largest Felt Shoe Manufacturers is located here.

Residential Features: The houses are almost entirely of the one-family type with considerable ground space and 95% modern and up-to-date in the lines of sanitation and convenience.

Retail Shopping Section: Extends for three blocks in the very center of the town, illuminated with a boulevard lighting system, with no overhead electric wiring of any kind, and all prejecting signs and obstructions removed.

Trading Area: Takes in a number of small outlying villages within a radius of five miles, including rural districts also.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 20; druggists, 4; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 2; furniture, 1; garages (public), 9; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

DUNKIRK, N. Y.

(Chautauqua County)

1920 Population, 19,336 (1925 state census, 19,912).

City and Suburban Estimate, 1924 (inc. Fredonia), 30,000.

Native Whites, 76.2%; **Negroes,** .01%; **Foreign Born,** 23.6%; **Industrial Workers,** 25%; **English Reading** 95%; **Families,** 4,422.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

Banks: National, 2; Total Resources, $1,100,000. One trust company.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: South shore of Lake Erie, 40 miles southwest of Buffalo. Half way between New York and Chicago on N. Y. C., also served by Nickel Plate, Erie, Penna. and D. & A. V. and P. R. R. Buffalo & Erie Traction. Jamestown-Dunkirk Transit Co. bus line. Lake harbor and fishing port.

Principal Industries: Locomotives, steel, boilers and radiation, shovels, axes, glass, silk clothing, motors, valves, furniture.

Manufacturing Establishments: 69. Leading firms: American Locomotive Co., Atlas Steel Co., U. S. Radiator Corp., Continental Heater Corp., Van Raalte Silk Co., Thatcher Glass Mfg. Co., Annual output, $28,000,000.

Special Information: Dunkirk is in the heart of New York state's great grape belt. Within a few miles of the city are very extensive canneries. Also center of summer resort developments and important fishing port.

Residential Features: Mainly single detached homes, about 70 per cent. of which are privately owned. Two savings and loan associations make possible large percentage of home ownership. Summer residence colonies adjacent to city. Small amount of commuting to Buffalo. Many new homes were built in 1925 and several new sections opening rapidly.

Retail Shopping Section: Three blocks on Central Avenue, three blocks on Main Street. Two sections linked up by business development on Third and Fourth Streets.

Trading Area: Northern Chautauqua County and parts of adjacent counties. Splendidly served by bus, railroad and trolley lines. Twenty miles east and west, twelve to fifteen miles south.

Wholesale Houses: Groceries, 1; fruits, 2; sugar, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 10; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 10; hardware, 8; jewelry, 4; men's furnishing, 9; men's clothing, 9; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 10.

ELMIRA, N. Y.

(Chemung County)

1920 Population, 45,393. (1925 state census, 48,359.)

City and Suburban Estimate, 150,000.

Native Whites, 88.4%; **Negroes,** 1.2%; **Foreign Born,** 10.4%; **Industrial Workers,** 44%; **English Reading,** 97.8%; **Families,** 11,680 city; 8,500 suburban.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 6. Number of Pupils, 8,962.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 4; Methodist, 11; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 9.

Banks: National, 2; State, 5; Total Resources, $32,000,000; Savings Banks Deposits Total, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 5. Total number of seats, 15,100.

Location: Erie, D. L. & W., Penn & Lehigh Valley systems make Elmira the principal trunk line distributing point, north, south, east and west in southern New York of Northern Pennsylvania, division terminal for all four railroads.

Continued on page 160

Succeeding—

with a deep sense and understanding of the responsibility which is ours—

realizing that we shall never attain full and ultimate success—

appreciative of the friendships, support and constructive criticism, without which we should fail—

we accept the responsibility of leadership, with a full knowledge of how constantly we must strive to be worthy of it.

THE GANNETT NEWSPAPERS

Each the Leader in Its Field

FINANCIAL
You Are Judged By The Newspaper You Read

ROCHESTER TIMES-UNION

Warmer Fair Rain Cool Unsettled

70,048 Yesterday's Net Paid Circulation

The Circulation of THE ADVERTISER Is Growing Steadily
Are You Reading It Daily?

The Elmira Advertiser

THE WEATHER.
Western New York—Partly cloudy and cooler Saturday; Sunday fair.

YESTERDAY'S CIRCULATION
25,970
Members of Audit Bureau of Circulation.

ELMIRA STAR-GAZETTE

WEATHER—Probably showers tonight and Sunday; cooler tonight and Sunday; moderate winds.
SEE PAGE ELEVEN.

Territorial Sunday Newspaper

The Sunday Telegram
ELMIRA STAR-GAZETTE SUNDAY EDITION

The Weather
Eastern New York—Fair, Sunday, cooler, Monday, probably showers, warmer.
Western New York—Warmer Sunday, showers at night or Monday and cooler.

THE WEATHER.
For Ithaca and vicinity: Mostly cloudy probably showers tonight and Wednesday, cooler.
Highest temperature in twenty-four hours up until 2 p. m. today..... 55
Lowest temperature 60

ITHACA JOURNAL-NEWS

8167 the average daily circulation of The Journal-News for the week.

MEMBER THE ASSOCIATED PRESS, THE GREATEST NEWS-GATHERING ORGANIZATION IN THE WORLD

ITICA TEMPERATURES

Yesterday		Today	
M.	44	2 A. M.	33
M.	43	6 A. M.	31
M.	42	8 A. M.	30
M.	38	8 A. M.	34
M.	38	10 A. M.	38
ght	37	Noon	40

Weather Forecast
Rain; Warmer

Utica Observer-Dispatch

Circulation Books Open to All

39,197 Copies
Yesterday's Net Press Run

ESTERDAY'S ACTUAL SALES
12,037
aily Average for Sept. 11,959

THE NEWBURGH NEWS

THE WEATHER
Colder, probably snow or rain tonight; Friday, fair.

NEW YORK (Cont'd)

Elmira (con't)

Elmira developed from an old Indian trading post and canal terminal. To nearest large city by railroad, 1½ hours; by auto, 3 hours.

Principal Industries: Fire apparatus, auto and general machine parts, motor trucks, valves, spraying apparatus, coaster brakes, salesbooks, printing, milk bottles, bridges, structural steel, iron and brass castings, Bendix drives, candy, knit goods, silks, paper boxes, wood pipe, cabinet and interior trim, railroad shops, agricultural, dairy, egg and produce center, tobacco industry.

Manufacturing Establishments: 31 major. Leading firms: American LaFrance Fire Engine Co., Eclipse Machine Co., Elmira Foundry Co. (General Electric Branch), Kennedy Valve Mfg. Co., Willys-Morrow Co., (Willys-Overland Branch), Thatcher Mfg. Co., Wyckoff Wood Pipe Co., Kertcher & Co., J. N. Stearns Co., Read & Lovatt Co., Queen City Knitting Mills, Elmira Knitting Mills, American Bridge Co., Field Force Pump Co., American Salesbook Co., F. M. Howell & Co., Booth's Candies, Penn & Lakawanna Shops Value yearly factory output estimated at $48,000,000.

Special Information: One of the largest distributing centers of any city of its size in the U. S; 256 traveling salesmen work out of Elmira. City of highest diversified industries, high wages and much wealth. Rarely feels depressions; 1,200 railroad families. Center of southern N. Y. and northern Pennsylvania agricultural, dairy, egg and tobacco district. Prominent in Revolutionary history, southern gateway to Finger Lakes region, seat of Elmira College and N. Y. State Reformatory, former home and burial place of Mark Twain. Pioneer city in social welfare and crippled children movement.

Residential Features: Total detached homes, 11,357; owned by occupants, 4,909; rented, 6,133; unknown, 245. A city of detached homes, well kept, about evenly divided between brick, stucco and frame dwellings. Pride in grounds is evidenced by pretty streets even in modest districts. Only 323 familes live in apartments. City noted for beautiful lawns, trees, parks and playgrounds. Has thickly populated adjacent suburban districts not included in city's population figures.

Retail Shopping Section: Water Street, main business street, 6 blocks; Main Street, 5 blocks; Lake Street, 2 blocks; Baldwin Street, 2 blocks; State Street, 2 blocks, and the usual outlying trading sections, two of which support dry goods and shoe stores in addition to usual grocery, meat, drug and confectionery lines.

Trading Area: From west, 70 miles, including Hornell, N. Y. and Galeton, Pa.; from the east, 35 miles, including Oswego, N. Y., and Towanda, Pa.; from the north, 35 miles including Ithaca, N. Y., and Penn Yan, N. Y.; from the south, 40 miles including Canton, Pa., and Blossburg, Pa. Good train, interurban trolley and motor bus service. Improved automobile roads in all directions.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 4; hardware, 3; dry goods, 3; electric goods, 2; tobacco, 7; candy, 2; drugs, 2; produce, 5; radio, 3; sport goods, 1; auto accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial automobile agencies, 12; automobile accessories, 82; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 40 (chain, 2); confectioners (including hotel stands), 35; delicatessen, 3; dressmakers, 84; druggists, 25 (chain, 3); dry goods, 9; department stores, 5; electric supplies, 9; florists, 17; fruits, 16; furniture, 13; furriers, 10; garages (public), 22; grocers, 225 (chain, 27); hardware, 10; jewelry, 12; meat markets, 39 (chain, 1); men's furnishing, 25; men's clothing, 21; merchant tailors, 12; milliners, 26; opticians, 11; photographers, 7; piano (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 72; shoes, 20; sporting goods, 6; stationers, 4; women's apparel, 22.

Miscellaneous Data: Average temperature, 46.8 degrees; average number of rainy days per twelve month, 84; most pleasant months, May, June, July, August, September, October, November; doctors (medical, 83), (dentists, 31), osteopaths, 6); number of wired houses, 10,460; gas, natural and artificial; electric current, alternating; water, hard.

See announcement page 159

FREEPORT, N. Y.

(Nassau County)

1920 Population, 8,599. (1925, est. 15,000).

Native Whites, 66%; Negroes, 5%; Foreign Born, 29%; Industrial Workers, 1%; English Reading, 85%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1.

Banks: National, 2; State, 1.

Theatres: Moving Pictures and Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000.

Location: On south shore of Long Island, on Montauk Division of Long Island R. R.; 28 miles from New York. On Long Island Traction Co. trolley from Jamaica to Mineola. To New York by railroad, 45 minutes; by auto, 1¼ hours.

Principal Industries: One foundry.

Manufacturing Establishments: Columbian Bronze Co.

Special Information: Purely residential village. Rapidly becoming a city, but will be residential city with small industrial center when the change takes place.

Residential Features: Mainly one and two-family houses. Small business section rapidly growing. Homes average $6,000. About 3,000 homes in village. Trolley and bus service available.

Retail Shopping Section: Extends from railroad tracks south for several blocks and north not so far. Main St. and Merrick Road at right angles divide shopping district.

Trading Area: About 10 miles east, taking in Bellmore, Wantagh, Merrick and Seaford. West five miles to Baldwin and Roosevelt.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 1; automobile accessories, 3; automobile tire agencies, 1; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 4; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 4; garages (public), 3; grocers, 8 (chain, 5); hardware, 8; jewelry, 2; meat markets, 25 (chain, 2); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, May to October; doctors (medical, 31), (dentists, 16), (osteopaths, 1); number of wired houses, 2,400; street car service; gas, artificial; electric current, alternating; water, hard.

GENEVA, N. Y.

(Ontario County)

1920 Population, 14,648.

City and Suburban Estimate, 45,000.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 4; High, 2; Parochial, 2; Number of pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; Trust Company, 1; Savings Bank, 1; Per. Loan & Saving Assn., 1; Total Resources, $12,441,000; Savings Bank Deposits Total, $2,252,191.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Main line Lehigh Valley, one line west, two branches to the southeast, one to Ithaca, one through Trumansburg uniting at Sayre with branches east to Seneca Falls and southwest to Naples; the Auburn branch of the New York Central, east and west; Pennsylvania, division of the New York Central, north and south; Barge Canal and 40 miles of navigable lake waters (short haul to Pennsylvania coal fields); main state highway Buffalo to New York; five bus lines radiating in all directions; fast trolley to Rochester; interurban trolley to Waterloo and Seneca Falls. A trading center easily accessible to and from large fields of consumption and supplies located at the foot of Seneca Lake which is the largest of the Finger lakes.

Principal Industries: Stoves (coal, gas, combination), boilers, radiators, preserved goods, optical machinery, cutlery, mill products (cereals, corn products and paste), enamel ware, commercial bodies for autos, wagons, razor strops, marine engines and boats, foundry supplies, steel type for typewriters, glass ware, mills for grinding to the molecular stage (products invisible under the microscope) and for mixing materials—of use in over 200 of the leading industries—nursery stock in great quantities for home and foreign trade, job printing, cinder and clay bricks, paper mill, coke, manufactured gas distributed over an area of twenty-five miles each way, machine shop, mineral waters, head machine shop of the American Can Company, ice cream, cold storage, tin ware.

Manufacturing Establishments: 30. Leading firms: Standard Optical Co., Summitt Foundry, Phillips and Clark Stove Co., Geneva Preserving Co., American Can Co., List Manufacturing Co., Hulse Mfg. Co., U. S. Radiator Corp., Geneva Cutlery Co., Seneca Kraut and Pickling Co., Geneva Wagon Co., Patent Cereals Co., Fay and Bowen Engine Co., Geneva Ice Cream Co., Rice Bros. Co., Nursery, T. W. Rice Nursery, W. & T. Smith Nursery Co., Geneva Glass Products Co., Cathpole Foundry, Vance Boiler Works, Allegretti Razor Strop Co., Geneva Times Printing Plant, Stead Optical Co., Empire Gas and Electric Co., Empire Coke Co. Total value of yearly output of factories estimated at $8,550,482.

Special Information: Midway between Rochester and Syracuse and main highways from every direction lead into city. City is exit to southern tier states. Home of Hobart and William Smith. Colleges for higher education. State experiment station for the study of agricultural problems and the development of new varieties of fruits connected with Cornell University. Much inherited wealth.

Residential Features: Mostly one-family houses with small percentage of double houses, all parts of city residence section well kept. On South Main Street are some of the oldest and most beautiful residences in this part of the state. New residential section on Castle Heights being built up. Factories and other industries not located in residential sections: South Main Street one of the five most beautiful streets in the United States.

Retail Shopping Section: Exchange street five blocks, Castle Street 2 blocks, Seneca street 2 blocks, Main Street 1 block, Linden Lane.

Trading Area: Radius of 20 miles including some nine or ten small villages and towns in this vicinity. Serves a large farming population being located in the heart of very fertile farming country.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 2 (solely commercial), automobile accessories, 23; automobile tire agencies, 24; bakers, 8; cigar stores and stands (including hotels), 16; confectioners (including hotels), 16; delicatessen, 2; dressmakers, 47; druggists, 5; dry goods, 13; department stores, 3; electrical supplies, 4; florists, 5; fruits, 10; furniture, 3; furriers, 2; garages (public), 41; grocers, 59; hardware, 3; jewelry, 4; meat markets, 13; men's furnishings, 8; men's clothing, 18; merchant tailors, 15; milliners, 13; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 23; shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 8.

GLENS FALLS, N. Y.

(Warren County)

1920 Population, 16,638.

City and Suburban Estimate, 45,000.

Native Whites, 88.7%; Negroes, .01%; Foreign Born, 11.1%; Industrial Workers, 5.25%; English Reading, 90%; Families, 4,289.

Schools: High, 1; Parochial, 2; Number of pupils, 5,402.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Adventist, Wesleyan, French Catholic, Friends.

Banks: National, 2; State, 1; Total Resources, $16,895,248.98. Total amount in savings departments of National and State Banks, $9,040,589.29. (No Savings Bank exclusively.)

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,380.

Location: Served by the Delaware & Hudson Railway. Canal system that affords direct shipment of goods to New York Bus lines from outlying villages. Trolley service from Albany and Troy, Schenectady and points north. Located on the Hudson River 60 miles north of Albany.

Principal Industries: Shirt factories, news print paper, Portland cement, color works, silk mills, wood, flour, wall paper, paper mill machinery, chemicals.

Manufacturing Establishments: 23. Leading firms: Yorke Shirt Co., McMullen-Leavens Shirt Co., Arrow Grip Mfg. Co., Union Wood Flour Co., Tait Color Works, Clarke Bros. Silk Mill, Champlain Silk Mills, Ames Chemical Co.

Special Information: Supplies villages withi a radius of twenty-five miles.

Residential Features: Mostly one and two family houses. Excellent streets. Exceptionall fine residences.

Retail Shopping Section: Extends north fro Bank Square two blocks, then west two block on South Street; Park, Warren and Ridge St with their terminus at Bank Square each hav two blocks of retail establishments. There ar many small grocery stores in the outlyin sections.

Trading Area: Glens Falls location makes the logical trading center for all villages withi a radius of twenty-five miles. Bus lines be tween these villages and Glens Falls are main tained so that much regular trade is derive from them.

Wholesale Houses: Groceries, 1; meats, 2 fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Ad vertised Products: Passenger automobile ager cies, 15; commercial auto. agencies, 8; automo bile accessories, 28; automobile tire agencies, 15 bakers, 5; cigar stores and stands (includin hotels), 31; confectioners (including hotels), 18 delicatessen, 1; dressmakers, 43; druggists, 8 dry goods, 9; department stores, 6; electric supplies, 8; florists, 4; fruits, 12; furniture, 6 furriers, 2; garages (public), 27; grocers, 86 hardware, 3; jewelry, 7; meat markets, 23 men's furnishings, 8; men's clothing, 8; mer chant tailors, 7; milliners, 8; opticians, 3 photographers, 4; pianos (and miscellaneou musical instruments) 5; radio supplies, 3; res taurants (including hotels), 23; shoes, 14; spor ing goods, 1; stationers, 1; womens' apparel, 1

GLOVERSVILLE & JOHNSTOWN, N. Y.

(Fulton County)

1920 Population: Gloversville, 22,075; Johnstown, 10,908.

City and Suburban Estimate: 50,000.

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 80%; English Reading, 95%; Families, Gloverville, 4,70 Johnstown, 2,400.

Schools: Public Grade, G'ville, 10; J'town 6; High, G. 1, J. 1; Parochial, G. 1, J. Number of Pupils, Gloversville, 4,167; Johnstown, 2,000.

Churches: Baptist, G. 2, J. 1; Christian Science, G. 1, J. 1; Congregational, G. 1; Episcopal, G. 1, J. 2; Hebrew, G. 1; Methodist, G. J. 2; Presbyterian, G. 2, J. 2; Roman Catholic G. 2, J. 2; Miscellaneous, 12.

Banks: National, G. 2, J. 1; State, G. 1, J. Total Resources, G. $12,380,270.09, J. $6,75 000; Savings Bank Deposits Total. (Each ba has a savings department.

The Morning Herald

Published daily in

Gloversville and Johnstown, N. Y.

The only Paper which covers FULTON COUNTY in Entirety. Reaches TWO Cities and EIGHT Towns. The total suburban circulation EXCEEDS By 2,161 the next nearest paper in the towns covered.

For the six months ending Sept. 30, 1925

The Morning Herald

GAINED Over 1,300 daily subscribers, making a net paid daily circulation of 6,351.

Our policy appeals to people who read and think.

We are not standing still—Place your advertising with us and see it grow—Inquiries invited.

The Morning Herald

Gloversville and Johnstown, N. Y.

Complete Associated Press, Consolidated Press And N.E.A. Services

NEW YORK (Cont'd)

Theatres: Legitimate, G. 1; J. 1; Moving ictures, G. 2; Vaudeville (at both legitimate). otal number of seats, 5,020.

Location: Gloversville and Johnstown are estled in the first range of the Adirondack lountains twenty miles from state forest pre-erve. Near the heart of the Empire State and bout six hours by rail and ten by motor from ew York City. It is really in the Mohawk iver valley and about ten miles back from the iver. Both cities are connected with the ew York Central lines at Amsterdam, Schenec-tdy and Fonda over electric road and freight y steam to Fonda. To nearest large city by ailroad, 3 hours; by trolley, 2½ hours; by auto, hours.

Principal Industries: Glove manufacturers, eather tanners, silk mills, knitting mills and ood product factories. The Knox Gelatine ictory is located in Johnstown .

Manufacturing Establishments: 285. Leading rms, Louis Meyers & Sons, Bachner Moses ouis Co., Daniel Hays Co., Fownes Co., Hutch-ison & Potter, Windsor Northrup Glove Fac-ories, Surpass Leather Co., Wood & Hyde Co., evors and Maylander Bros., Leather tanners, ormandie and Kingsboro Silk Mills and Glov-rsville Knitting Co. Total value of yearly out-ut of factories estimated at: G. $38,918,000, . $17,502,000.

Special Information: The two glove cities are he focus point for travelers between Schenec-tdy and Utica. They are a gathering place for hose from the Mohawk valley and from the vast ountainous district which is connected to the wo cities by good roads, thus making a trading lace for people miles around in this territory. ohnstown is known for its historical sites. he Sir William Johnson Hall and Fort are lo-ated here as well as a number of other histor-al places.

Residential Features: Eighty per cent of the ndustrial workers of the two cities are home wners and properties are kept in fine condition. wo family houses are in the majority.

Retail Shopping Section: Gloversville's shop-ng section extends from the corner of Main nd Fulton streets north to First avenue, south o Forest street, west to Cayudutta street, and ast to Judson street. Johnstown's shopping ection extends west from the corner of Main nd Perry streets to Melcher street, east to E. tate street, north to Miller street and south o Clinton street.

Trading Area: Extends north to Speculator 30 iles, northwest to Lake Pleasant 30 miles, outh to Fultonville 8 miles, east to Hagedorn ills 12 miles, southwest to Paletine Bridge 15 iles, west to St. Johnsville 18 miles, north-ast to Batchelerville 16 miles, giving an aver-ge trading radius of about 18 miles.

Wholesale Houses: Groceries, G. 2; J. 1; eats, G. 1; fruits, G. 4; J. 1; Miscellaneous nes, confectionery, G. 2.

Number of Retail Outlets for Nationally Adver-sed Products: Passenger automobile agencies, ; commercial auto. agencies, 8; automobile ccessories, 8; automobile tire agencies, 7; bak-s, 17; cigar stores and stands (including ho-ls), 18 (chain, 3); confectioners (including otel stands), 45; delicatessen, 4; dressmakers, ; druggists, 15 (chain, 1); dry goods, 14; epartment stores, 7; electrical supplies, 14; rists, 7; fruits, 24; furniture, 16; furriers, 6; rages (public), 24; grocers, 139 (chain, 24); rdware, 7; jewelry, 9, meat markets, 44; en's furnishings, 13; men's clothing, 22; erchant tailors, 9; milliners, 21; opticians, 6; otographers, 7; pianos (and miscellaneous usical instruments), 8; radio supplies, 6; res-urants (including hotels), 33; shoes, 18; sport-g goods, 8; stationers, 9; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 grees; average number of rainy days per elve months, 100; most pleasant months, June, ly, August, September, October; doctors edical, 38), (dentists, 18); number of wired uses, 4,500; street car service; gas, arti-ial; electric current, alternating; water, soft.

See announcement columns 3 and 4

HERKIMER, N. Y.

(Herkimer County)

1920 Population, 10,453.

City and Suburban Estimate, 15,000.

Native Whites, 77%; **Negroes,** .02%; **Foreign rn,** 22.8%; **Industrial Workers,** 20%; **Eng-h Reading,** 85%; **Families,** 2,531.

Schools: 4; **Number of pupils,** 2,400.

Churches: 11.

Banks: 2; **Total Resources,** $4,440,000.

Theatres: 3; **Total number of seats,** 2,800.

Residential Features: One-family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 10-mile radius.

Number of Retail Outlets for Nationally Ad-rtised Products: Passenger automobile agen-es, 6; commercial auto. agencies, 2; automo-le accessories, 7; automobile tire agencies, 7; kers, 6; cigar stores and stands (including tels), 9; confectioners (including hotel nds), 9; dressmakers, 15; druggists, 5; dry ods, 1; department stores, 1; electrical sup-es, 4; florists, 2; fruits, 3; furniture, 2; rages (public), 7; grocers, 59; hardware, 2; welry, 3; meat markets, 17; men's furnish-s, 4; men's clothing, 7; merchant tailors, 2; lliners, 2; opticians, 2; photographers, 1; anos (and miscellaneous musical instruments), radio supplies, 3; restaurants (including tels), 9; shoes, 3; sporting goods, 1; station-s, 1; women's apparel, 4.

HORNELL, N. Y.

(Steuben County)

1920 Population, 15,025. (1,925 state census, 15,784).

City and Suburban Estimate, 35,000.

Native Whites, 87½%; **Negroes,** ½%; **Foreign Born,** 12%; **Industrial Workers,** 75%; **English Reading,** 98%; **Families,** 4,000.

Schools: Public Grade, 5 High, 1; Junior High, being established; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; States, 1; Total Resources, $8,058,511; Savings Bank Deposits Total $7,-001,722.93.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,000.

Location: Junction point Erie Railroad, main line; 90 miles southeast of Buffalo; 65 miles south of Rochester; 333 miles from New York. Excellent bus service to all rural communities; bus service to Rochester; trolley to Canisteo. To nearest large city by railroad, 4 hours; by auto, 2½ hours.

Principal Industries: Erie railroad shops, silk glove and hosiery mfg., coffee mills and meat grinders mfg., wood-working and furniture factories.

Manufacturing Establishments: 16. Leading firms: Erie railroad shops, Merrills Silk Co., De Witte Boag Silk Co., Merrills Hosiery Co., Julius Kayser Co., W. R. Geary, Inc., Huguet Silk Co., A. J. Deer Co., James Elgar, Inc.

Special Information: The city is one of the most important points on the Erie Railroad, its mechanical shops are now being centered here. Erie railroad has 3,500 people on its payroll in Hornell. Hornell is in the heart of the most fertile farming section in New York State. Hornell is the terminal of the Shawmut railroad.

Residential Features: Hornell has mostly one and two family houses; 75 per cent of the people own their own homes. There are no enormously wealthy families in Hornell. The business section is in the heart of Hornell. The residential streets branch out from the business section.

Retail Shopping Section: Extends three blocks on Main street, two blocks each on Canisteo street and Broadway, where all prominent stores are located. Also two blocks up Seneca street (where post office is located) and three blocks on Loder street.

Trading Area: Thirty miles in all directions. Hornell is natural trading center because of fine trolley and railroad service, frequent schedule of bus lines and five main highways running through city.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 14; bakers, 8 cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 19; dressmakers, 27; druggists, 10 (chain, 1); florists, 3; fruits, 4; garages (public), 10; grocers, 58 (chain, 4); hardware, 7; jewelry, 5; meat markets, 18; men's clothing, 10; merchant tailors, 2; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 29; shoes, 14; sporting goods, 5; stationers, 12; women's apparel, 12.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 65; most pleasant months, June, July, August, Sept., Oct.; doctors (medical, 22), (dentists, 12), (osteopaths, 2); number of wired houses, 3,000; street car service; gas, natural; electric current, alternating; water, hard.

HUDSON, N. Y.

(Columbia County)

1920 Population, 11,745.

City and Suburban Estimate, 42,000.

Native White, 85%; **Negroes,** 5%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 2,500.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $25,000,000; Savings Bank Deposits Total, $7,617,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 1,700.

Location: East Shore of Hudson River at head of deep-water navigation. Served by three river lines. On main line of N. Y. C. R. R. and branch of B. & A., connecting with main line at Chatham, 17 miles northeast. To nearest large city by railroad, 1 hour; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Cement, ginger ale, knit goods, ice tools, conveying machinery, marine life saving equipment, power presses, auto bodies.

Manufacturing Establishments: 50. Leading firms: Atlas Portland Cement, Gifford-Wood Co., Stewart-Davit Equipment Corp., V. & O. Press Co., Holbrook Co., Union Mills, Inc., Thermo Mills, Inc., Knickerbocker Cement Co., Canada Dry Ginger Ale, Inc.

Special Information: Hudson offers excellent manufacturing and distribution facilities. Has the advantage of economical water transportation. Rail rate basis on parity with N. Y. City. Natural gateway to New England. Cement plants and ginger ale widely advertised.

Residential Features: Largely a city of private homes, early type of brick construction predominates. Unlimited area for residential territory development available. Average rental runs from $25 to $50 per month. Civic Housing Corp. has constructed several residences on tract purchased for development. Three large real estate developments under way.

Retail Shopping Section: Confined for distance of about a mile to Warren Street, which extends east from river front to easterly limits, bisecting city.

Trading Area: 25 mile radius, reached by ferry across the Hudson River. Splendid state highways and frequent bus service as well as high speed electric service northerly 33 miles to Albany, including a shopping population in Columbia and Greene County of about 50,000.

Wholesale Houses: Groceries, 1; meats, 1 drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commerical auto. agencies, 3; automobile accessories, 13; automobile tire agencies, 3; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 35; delicatessen, 1; dressmakers, 20; druggists, 6; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 5; fruits, 10; furniture, 7; furriers, 1; garages (public), 13; grocers, 83 (chain, 8); hardware, 6; jewelry, 6; meat markets, 22 (chain, 2); men's furnishing, 12; men's clothing, 8; merchant tailors, 11; milliners, 8; opticians, 1; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 21; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, June, July, August; doctors (medical, 15), (dentists, 9), (osteopaths, 1); number of wired houses, 1,700; street car service; gas, artificial; electric current, alternating; water, soft.

ITHACA, N. Y.

(Tompkins County)

1920 Population, 17,004. (1925 est., 20,000).

City and Suburban Estimate, 24,000 (including student population).

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 3,500 (estimated).

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils (517 in Parochial School).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources $5,476,405.19; Savings Banks Deposits Total, $6,233,272.85.

Theatres: Legitimate, 1; Moving Picture, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,731.

Location: L. V. R. R. direct to New York 250 miles east, and Buffalo, 144 miles west; two branches of L. V. R. R. connecting with nearby cities; Delaware, Lackawanna & Western have branch terminal here; bus lines in all directions; terminal of the New York State Barge Canal system; improved highways all directions. Ithaca is situated on the southern end of Lake Cayuga, one of the Finger lakes. To nearest largest city (Elmira) by railroad, 3 hours; by auto, 2 hours.

Principal Industries: Guns, aeroplanes, chains, furniture, toys, bags, shirts, adding machines, advertising signs, cement, salt, etc.

Manufacturing Establishments: 14. Leading firms: Morse Chain Co., Ithaca Gun Co., Thomas-Morse Aircraft Corporation, Remington Salt Co., Stanford-Crowell Co.

Special Information: Ithaca is pre-eminently an education center. There are seven educational institutions located here, including Cornell University, Ithaca Conservatory of Music with its seven branch schools, Empire State School of Printing, etc. Unrivaled scenic advantages and its location in the heart of the Finger Lakes region attract thousands of tourists yearly. 150 acres parks and playgrounds.

Residential Features: Mostly one and two family houses. Limited section devoted to student rooming houses and dormitories. Number of fraternity houses. Private homes predominate.

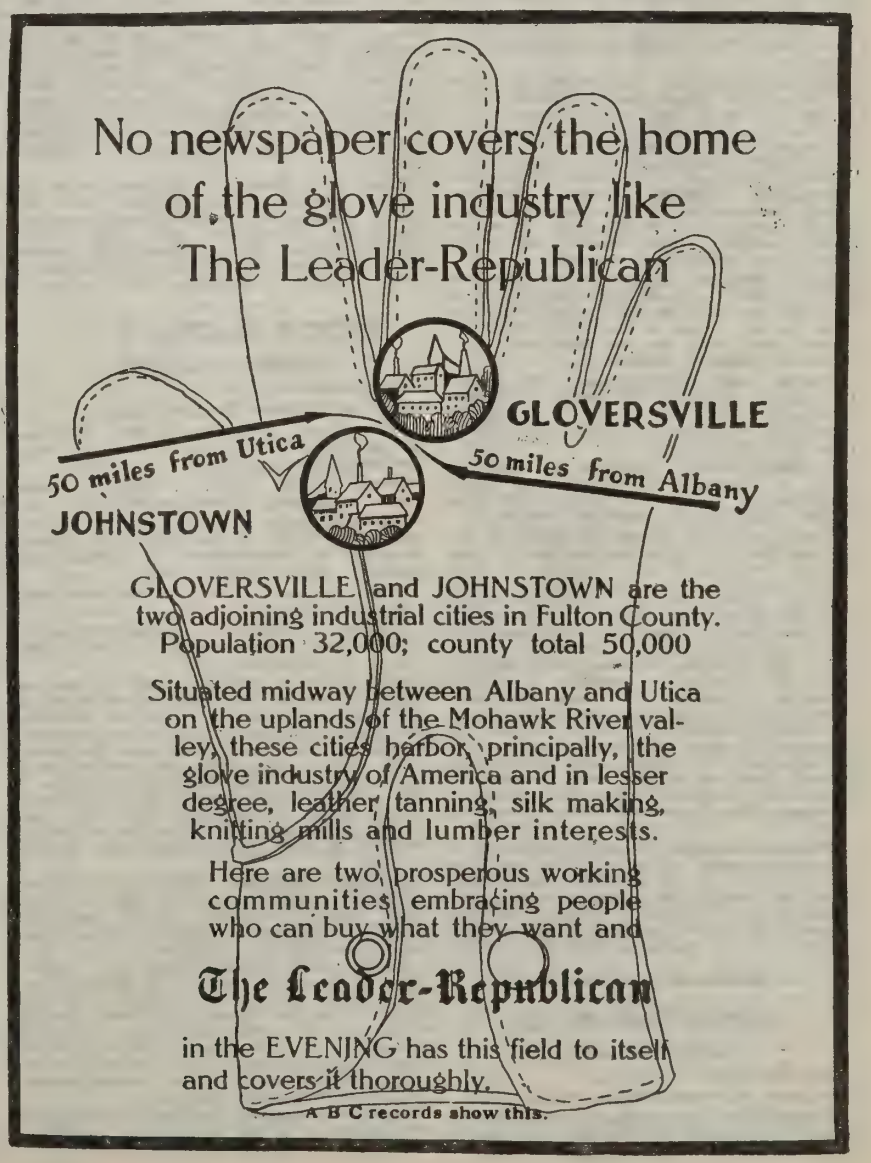
Retail Shopping Section: East State Street is the principal business street with several business blocks on the following streets: Tioga and North Tioga Streets, South Cayuga, North Cayuga, South Aurora, East and West Green Streets, College Avenue, Dryden Road. Several smaller neighborhood sections with the usual grocery, confectionery and small shops.

Trading Area: Center of perhaps 20 miles radius, with population of 40,000.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 35; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 25; delicatessen, 3; dressmakers, 39; druggists, 9; dry goods, 7; department stores, 1; electrical supplies, 7; florists, 3; fruits, 4; furniture, 9; furriers, 3; garages

Continued on page 162



NEW YORK (Cont'd)

Ithaca (con't)

(public), 6; grocers, 70 (chain, 19); hardware, 4; jewelry, 12; meat markets, 20; men's furnishings, 12; men's clothing, 12; merchant tailors, 30; milliners, 11; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 47; shoes, 14; sporting goods, 5; stationers, 8; women's apparel, 6.

Miscellaneous Data: Average temperature, 47.4 degrees; average number of rainy days per twelve months, 160; most pleasant months, May, June, Sept., Oct.; doctors (medical, 41), (dentists, 17), (osteopaths, 1); number of wired houses, 2,500; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 159

JAMESTOWN, N. Y.

(Chautauqua County)

1920 Population, 38,917. (1925 State Census, 43,414).

City and Suburban Estimate, 100,000.

Native Whites, 70%; Negroes, 1%; Foreign Born, 29%; Industrial Workers, 30%; English Reading, 94%; Families, 10,206.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 8,704.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 14.

Banks: National, 4; State, 3; Total Resources $39,829,368.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.) 1.

Location: On main line of the Erie R. R., Terminus of Buffalo & Southwestern. Warren & Jamestown traction line to Warren. Chautauqua Traction. Jamestown, Westfield & Northwestern to Westfield, connecting with New York Central; also freight connections with Pennsylvania R. R. at Mayville, and the Lake Shore and Nickel Plate at Westfield. Seventy miles from Buffalo at foot of Chautauqua Lake. To nearest larger city (Buffalo), by railroad, 2 hours; by trolley, 4 hours; by auto, 2 hours.

Principal Industries: Wood and metal furniture, textiles, automatic voting machines, washing machines, veneer, auto parts.

Manufacturing Establishments: 263. Art Metal Construction Co., Salisbury Axle Co., Broadhead Worsted Mills, Jamestown Worsted Mills, Empire Case Goods Co., Jamestown Table Co., Atlas Furniture Co., Bailey Table Co., Maddox Table Co., Jamestown Lounge Co., Dahlstrom Metal Door Co., Jamestown Car Parts Mfg., Co., Automatic Registering Machine Co.

Special Information: Jamestown is known as one of the largest wood furniture manufacturing cities in the United States, and it has one of the largest metal manufactories. Jamestown is the trading center for approximately 60,000 Chautauqua Lake summer visitors, including attendants at the original Chautauqua.

Residential Features: Being an industrial town, Jamestown is a city of small but substantial homes, 75% of which are owned by their occupants. Broad streets, all paved, mostly brick owing to steep grades.

Retail Shopping Section: Main business section extends 4 blocks east from the corner of Third and Main Streets, south 6 blocks on Main Street. West 4 blocks on West 3rd Street. One block nor on Main; also seven residential shopping districts.

Trading Area: Extends for a distance of 20 miles: Westfield, 27 miles northwest; Warren, Pa., 22 miles south; Randolph, 17 miles east; State Line, 29 miles west; Cassadaga, 20 miles north.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 3; Miscellaneous Lines, Confectionery, 3; flour, 1; hardwood, 1; automobile accessories, 1; cigars and tobacco, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 11; bakers, 19; cigar stores and stands (including hotels), 15 (chain, 3); confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 52; druggists, 12 (chain, 3); dry goods, 11; electrical supplies, 16; florists, 2; fruits, 8; furniture, 7; furriers, 2; garages (public), 21; grocers, 125 (chain, 25); hardware, 6; jewelry, 11; meat markets, 58 (chain, 1); men's furnishing, 19; men's clothing, 22; merchant tailors, 7; milliners, 17; opticians, 4; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 19; restaurants (including hotels, 46; shoes, 21; sporting goods, 4; stationers, 22; women's apparel, 18.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, July, Aug., Sept.; doctors (medical, 51); (dentists, 32); (osteopaths, 1); number of wired houses, 8,000; street car service; gas, natural; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

KINGSTON, N. Y.

(Ulster County)

1920 Population, 26,668.

City and Suburban Estimate, 74,979.

Native Whites, 87.5%; Negroes, 2.1%; Foreign Born, 10.4%; Industrial Workers, 21%; English Reading, 97%; Families, 6,800.

Schools: Public Grade, 8; High, 1; Parochial, 4; Number of Pupils, 5,216.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 2; Methodist, 6; Presbyterian, 2; Roman Catholic, 6; Miscellaneous, 7.

Banks: National, 4; State, 1; Total Resources, $13,555,361.01; Savings Bank Deposits Total, $18,000,000.00.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 1; Total number of seats, 4,605.

Location: On the west bank of the Hudson River, 88 miles from New York City. Served by the West Shore, New York Central, Ontario & Western, Ulster & Delaware, and Wallkill Valley R.Rs. Excellent bus service on all roads leading out of Kingston, N. Y. To nearest larger city, by railroad, 2½ hours; by auto, 2½ hours.

Principal Industries: Cigar, shirts, brick, road machinery, light hardware, hotel equipment magnetos, woodworking, beds, foundry work, pajamas and women's garments, lace curtains, silk.

Manufacturing Establishments: 121. Leading firms: Van Slyke & Horton, American Cigar Co., F. Jacobson & Sons, Universal Road Machinery Co., U. S. Lace Curtain Mills, Ulster Foundry Co., L. Barth & Sons, Katherman & Mitchell Silk Mills. Total value of yearly output of factories estimated at $16,000,000.

Special Information: City widely scattered, industries widely varied. Center of road system to all parts of county. Heavy tourist traffic, owing to topography, must pass through city to get from one part of county to another.

Residential Features: Unusual percentage owns homes. No tenements. No slums. No congestion of population. Many fine views from hilltops.

Retail Shopping Section: Three sections, Rondout; Strand, 3 blocks; Broadway, 8 blocks; Hasbrouck Ave., 4 blocks and Ferry St., 2 blocks. Central section: Broadway, 8 blocks; Railroad Ave., 1 block and Thomas St., 1 block. Uptown section: Wall St., 2 blocks; Fair St., 2 blocks; Main St., 2 blocks; John St., 2 blocks; North Front St., 4 blocks; Washington Ave., 3 blocks and Clinton Ave., 1 block.

Trading Area: Extends to north, 22 miles; northwest, 75 miles; south, 25 miles; southwest, 25 to 35 miles and east, 5 miles. The small area to the east is due to the fact that Kingston has the Hudson River on the east.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 3; hardware, 1; Miscellaneous Lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 5; automobile accessories, 22; automobile tire agencies, 12; bakers, 17; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 67; delicatessen, 3; dressmakers, 76; druggists, 14 (chain, 1); dry goods, 26; department stores 3; electrical supplies, 17; florists, 4; fruits, 15; furniture, 7; furriers, 8; garages (public), 31; grocers, 126 (chain, 12); hardware, 5; jewelry, 12; meat markets, 41 (chain, 2); men's furnishing, 15 men's clothing, 10; merchant tailors, 3; milliners, 12; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 36; shoes, 18; sporting goods, 6; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, July, Aug., Sept., Oct.; doctors (medical, 47); (dentists, 23); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, soft.

LITTLE FALLS, N. Y.

(Herkimer County)

1920 Population, 13,029.

City and Suburban Estimate, 25,000.

Native Whites, 74%; Foreign Born, 20%; Industrial Workers, 40%; English Reading, 80%; Families, 3,000.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 1; Number of pupils, 3,165.

Churches: Baptist, 1; Universalist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4 (Evangelical, Lutheran, Greek Catholic, Zion).

Banks: National, 1; State, 1; Total Resources, $8,970,786.27.

Theatres: Legitimate, 4; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 6,300.

Location: It is the gateway of the Mohawk Valley in central New York, midway between New York and Buffalo, with Mohawk River and Erie Canal coursing through its fertile valley. Served by New York Central, and West Shore R.Rs. and the Little Falls and Dolgeville railway, also New York State trolley service to the west. Excellent bus service to Dolgeville on the north; St. Johnsville, Fort Plain, and Canajoharie, east. To nearest larger city by railroad, ¾ hour; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Knit goods, tannery, leather dressing, bicycles, bookcases, dairy supplies, knitting machines, tissue paper mills, milking machinery, art stencil, leather stamping, hammer factory, felt shoes.

Manufacturing Establishments: 40. Leading firms: D. H. Burrell & Co., H. P. Snyder Bicycle Co., Gilbert Knitting Co., Phoenix Underwear Co., Rex Knitting Mills, Little Falls Manufacturing Co., (knit goods and boxes); C. J. Lundstrom Mfg. Co., (book cases), Hansen's Laboratory, Burrows Paper Co., Mohawk Valley Paper Co., Barnet Leather Co., Cheeney Hammer Co., Little Falls Felt Shoe Co.

Special Information: Location of the city and its proximity to the fine dairying section of

Continued on page 163

To Cover Jamestown, N. Y.

Use

The Jamestown Evening Journal

Aside from its advantages as an evening paper, it has more circulation in the city than its morning contemporary. The Evening Journal's circulation is concentrated in the Jamestown buying zone. There is no waste.

For the widest circulation in this field, the Evening Journal (city) and Tri-Weekly Journal (rural) in combination offer over 12,000 paid circulation with absolutely no duplication at a combination rate of 5 cents a line under contract to use 5,000 lines of total space.

C. L. HOUSER COMPANY

National Advertising Representative

1 West 47th St., New York, N. Y.

123 West Madison St., Chicago, Ill.

In Jamestown

— *IT'S* —

The Morning Post

LEADS—In Circulation

Jamestown Morning Post 11,696
Second Paper 8,437

(October 1, 1925, Publishers' Government Sworn Statements.)

LEADS—in City Net Paid.
LEADS—in Suburban Net Paid.
LEADS—in Country Net Paid.

LEADS—In Display Advertising

Jamestown Morning Post . . . . 5,005,083 lines
Second Paper . . . . . 4,811,264 lines

(First nine months of 1925 according to De Lisser Bros. reports.)

LEADS—In Classified Advertising

Jamestown Morning Post . . . . . 662,376 lines
Second Paper . . . . . 626,774 lines

(First nine months of 1925 according to De Lisser Bros. reports.)

PAUL BLOCK, INC.

Advertising Representative

NEW YORK, BOSTON, PHILADELPHIA, CHICAGO, DETROIT

NEW YORK (Cont'd)

Little Falls (con't)

Herkimer County, and central New York, with one of the finest municipal waterworks and excellent transportation facilities, gives Little Falls advantages as a manufacturing center.

Residential Features: Mostly one- and two-family houses. Private homes predominate.

Retail Shopping Section: Extends through central part of Main Street, which is the main artery of travel for traffic between New York and Buffalo, with a few side streets convergent into this central Main Street section. There are also outlying retail business sections, and several smaller neighborhood sections with the usual grocery, confectionery, meat market, and small shops.

Trading Area: Extends about twenty miles north, south, and east. Intermittent business is secured from people living at a greater distance because of the fine trolley, and bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 40 (chain, 2); confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 6; druggists, 5 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 5; grocers, 30 (chain, 5); hardware, 5; jewelry, 5; meat markets, 12 (chain, 1); men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 8.

Miscellaneous Data: Most pleasant months, June to October; doctors (medical, 12); (dentists, 5); number of wired houses, 2,000; street car service; gas, artificial; electric current, alternating; water, hard and soft.

LOCKPORT, N. Y.

(Niagara County)

1920 Population, 21,308. (1925 State Census, 21,676).

City and Suburban Estimate, 45,000.

Native Whites, 84.3%; **Negroes,** 0.5%; **Foreign Born,** 15.2%;

Schools: Public Grade, 12; High, 1; Parochial, 4. Number of pupils, 5,000.

Churches: 23 churches with 10,000 members and 12,000 seating capacity.

Banks: National, 2; Savings, 2; Total Deposits, $27,000,000. Savings Bank Deposits, $10,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,500.

Location: 1. On Rochester-Niagara Falls branch of N. Y. Central R. R. 2. International R. R. Co.;—to Buffalo, Niagara Falls, Olcott Beach, about 100 miles. 3. Lockport-Wilson Bus Line—Lockport to Wilson on Lake Ontario, about 20 miles. 4. 56 miles west of Rochester 25 miles east of Buffalo and Niagara Falls. To nearest large city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: 61 manufactories, principal being flour, cotton, veneer, auto radiators, pulley blocks, wall board, textiles, saws and steel manufacturing, paper manufacturing.

Special Information. Abundant cheap Niagara Falls power. Heart of one of the greatest fruit belts in the east. Assessed valuation in 1923, $19,577,480. Three hotels. Public library with 14,000 volumes. Hospital with 75 beds. 30 clubs. 40 miles of paved streets and 150 miles of sidewalks. Western Union and Postal Telegraph, American Railway Express. County seat of Niagara county. Paid fire department with motorized apparatus. Metropolitan system of police with flashlight signals. Water supply owned by the city, gas manufactured by the Lockport, Light, Heat & Power Co., Niagara Hydro Electric Co. Lowest rate per H. P. for power in New York State.

Trading Area: 20 miles in extent; 14 miles to the east, 7 miles to the west, 10 miles to the south and 14 miles to the north. Wholesale trading area, 20 miles in radius.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 9; cigar stores, 12 (chain, 1); confectioners (including hotel stands), 12; druggists, 9 (chain, 3); department stores, 4; grocers, 90 (chain, 8); hardware, 7; meat markets, 10 (chain, 2); hardware, 7; restaurants, 8.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months April to November; number of wired houses, 4,500; street car service; gas, artificial; electric current, alternating and direct; water, medium.

MALONE, N. Y.

(Franklin County)

1920 Population, 7,556.

City and Suburban Estimate: 35,000 within circle of trading radius.

Native Whites, 96%; **Foreign Born,** 4%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 1,700.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 1,976.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; Trust Co., 1; Total Resources, $5,625,389.18; Savings Bank Deposits Total, $2,300,000.00.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,400.

Location: On the New York Central and Rutland Railroads. Bus service in all directions. To nearest large city, by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Woolen clothing manufacturing, tanned leather, bronze powder, two railroad shops, iron foundry, ice cream manufacturing.

Manufacturing Establishments: 6. Leading firms: Lawrence Webster Co., J. O. Ballard & Co., Thos. Garner Co., Malone Bronze Powder Works, Kirk-Maher Co. Total value of yearly output of factories estimated at $12,000,000.

Special Information: Situated at the foothills of the Adirondacks Malone is a center for tourists. Malone is the center of a rich agricultural section, dairying being the predominating branch of the industry. The town has never yet experienced a business depression of any consequence.

Residential Features: Mostly one family houses. Private homes predominate. Acknowledged in the North Country to be one of the most desirable residential towns in the Adirondacks. In the past two years 100 new homes have been built by home owners themselves.

Retail Shopping Section: Extends ten blocks east and west on Main Street. 85 per cent of the business is done in this section. There are five outlying "neighborhood" sections with the usual grocery stores and small shops.

Trading Area: Extends approximately 30 miles east, west and south and 17 miles to the north. State roads lead to village from five separate directions.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 3; Miscellaneous Lines, Bakeries, 2; ice cream, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 21; automobile tire agencies, 17; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands, 28; delicatessen, 5; dressmakers, 14; druggists, 5; dry goods, 10; department stores, 6; electrical supplies, 6; florists, 5; fruits, 6; furniture, 3; furriers, 2; garages (public), 23; grocers, 41 (chain, 3); hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 10; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 75; most pleasant months, June, July, Aug., Sept.; doctors (medical, 12); (dentists, 6); (osteopaths, 1); number of wired houses, 2,524; gas, artificial; electric current, alternating; water, soft.

MECHANICSVILLE, N. Y.

(Saratoga County)

1920 Population, 8,166.

City and Suburban Estimate, 12,000.

Native Whites, 81%; **Negroes,** .05%; **Foreign Born,** 18.05%; **Industrial Workers,** 26%; **English Reading,** 85%; **Families,** 1,874.

Schools: 6; Number of pupils, 1,600.

Churches: 7.

Banks: 2; Total Resources, $4,500,000.

Theatres: 2; Total number of seats, 800.

Residential Features: One and two-family houses.

Retail Shopping Section: Six blocks.

Trading Area: Radius 10 miles

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 9; druggists, 3; dry goods, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 9; grocers, 23; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 9; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 2.

MEDINA, N. Y.

(Orleans County)

1920 Population, 6,011.

City and Suburban Estimate, 10,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 28%; **English Reading,** 90%; **Families,** 1,581.

Schools: 5; Number of pupils, 1,140.

Churches: 7.

Banks: 2; Total Resources, $4,200,000.

Theatres: 2; Total number of seats, 1,400.

Residential Features: Mostly one family houses.

Retail Shopping Section: Five blocks.

Trading Area: 18 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 14; grocers, 15; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 4; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

MIDDLETOWN, N. Y.

(Orange County)

1920 Population, 18,420. (1925 State Census, 20,412.)

City and Suburban Estimate, 65,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 50%; **English Reading,** 98%; **Families,** 4,200 (estimated).

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Pupils, 4,190.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $20,000,000; Savings Bank Deposits Total, $9,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,500.

Location: Main line Erie and Ontario & Western. Quick service, north, south, east and west. To nearest large city, by railroad, 1½ hours; by auto, 1 hour.

Principal Industries: Saw, files, wrapping machines, hides, hats, silk, printers' supplies.

Manufacturing Establishments: 19. Leading firms: Clemson Bros., Morgan & Wilcox, O. & W. car shops, Howell-Hinchman Co. Total value of yearly output of factories estimated at $5,000,000.

Special Information: Middletown is the center of a rich farming territory and enjoys a big retail trade. As the name indicates Middletown is in the heart of things—geographically in the center of the very rich county of Orange, with a population of 130,000. Orange County fair held here every summer.

Residential Features: One-family houses predominate with many fine homes.

Retail Shopping Section: North, 5 blocks; James, 2 blocks; West Main, 1 block; East Main, 1 block; King, 1 block; Depot, 1 block.

Trading Area: An elliptical zone, 20 miles wide, east and west, 40 miles north and south.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 12; auto. accessories, 14; auto. tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 37; delicatessen, 2; dressmakers, 32; druggists, 16 (chain, 2); dry goods, 13; department stores, 4; electrical supplies, 18; florists, 4; fruits, 7; furniture, 4; furriers, 3; garages (public), 25; grocers, 84 (chain, 8); hardware, 4; jewelry, 10; meat markets, 38 (chain, 1); men's furnishings, 12; men's clothing, 10; merchant tailors, 11; milliners, 10; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 18; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 24.

Miscellaneous Data: Average temperature, 73 degrees; average number of rainy days per twelve months, 65; most pleasant months, Aug., Sept., Oct.; doctors (medical, 35); (dentists, 15); (osteopaths, 1); number of wired houses, 4,500; gas, artificial; electric current, alternating; water, soft.

MOUNT VERNON, N. Y.

(Westchester County)

1920 Population, 42,726; (1925, 50,382.)

City and Suburban Estimate, 100,000.

Schools: Public Grade, 13; High, 2; Number of Pupils, 9,460.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 4; Methodist, 4; Presbyterian, 1; Roman Catholic, 5; Lutheran, 3; Miscellaneous, 14.

Banks: National, 2; State, 2; Total Resources, $38,410,500; Savings Bank Deposits Total, $22,122,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Stock, 1; Miscellaneous (auditoriums, etc.), 1. Total number of seats, 8,000.

Location: Northeast of New York City. Harlem Division of N. Y. Central, N. Y., N. H. & H., and N. W. Westchester & Boston Railway. To New York, by railroad, 28 minutes; by trolley, 1¼ hours; by auto, 45 minutes.

Principal Industries: Not a manufacturing city, but the home of a number of nationally known companies. The manufacturing includes soaps, dyes, optical lenses, electric motor vehicles, electrical devices, pin tickets, stage scenery, and office filing supplies, etc.

Manufacturing Establishments: General Optical Co., Lee Lash Studios, Noesting Pin Ticket Co., Ward Leonard Co., Ward Motor Vehicle Co.

Special Information: Its proximity to New York City makes this a "City of Homes" with a steadily increasing population, 28 minutes by rail from heart of N. Y. City. Since Jan. 1, 1920, 550 one-family dwellings, 306 two-family dwellings, 10 three-family dwellings and 3 four-family dwellings and 30 apartment houses, with accommodations for 976 families have been erected.

Residential Features: Mostly fine one-family houses in beautiful resident section. Increasing number of modern apartments. Three seven story buildings and eight of 5 stories opened in 1925. Two new 7-story buildings being erected besides a score of smaller structures. Limited foreign section.

Retail Shopping Section: Extends on South Fourth Avenue from First Street to Third Street; on First Street from Second Avenue to Fourteenth Avenue; on Third Street from Ninth Avenue to Columbus Avenue.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 12; automobile accessories, 30; automobile tire agencies, 9; bakers, 32; cigar stores and hotel stands, 24 (chain, 2); confectioners (including hotel stands), 44; delicatessen, 30; dressmakers, 44; druggists, 26 (chain, 1); dry goods, 33; department stores, 1; electrical supplies, 5; florists, 12; fruits, 35; furniture, 17; furriers, 2; garages (public), 36; grocers, 138 (chain, 36); hardware, 19; jewelry, 14; meat markets, 72 (chain, 1); men's furnishings, 11; men's clothing, 6; merchant tailors, 57; milliners, 12; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 14; restaurants (including hotels), 54; shoes, 19; sporting goods, 5; stationers, 13; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, Sept., Oct.; doctors (medical, 70); (dentists, 41); (osteopaths, 1); number of wired houses, 17,000; street car service; gas, artificial; electric current, alternating; water, soft.

NEWBURG, N. Y.

(Orange County)

1920 Population, 30,366.

City and Suburban Estimate: 80,000 (including Beacon, 20,000) 100,000.

Native Whites, 81%; **Negroes,** 2%; **Foreign Born,** 16%; **Industrial Workers,** 27%; **English Reading,** 92%; **Families,** 7,647.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of pupils, 5,776; Public Grade, 3,885; High School, 891; Parochial Schools, 1,000.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 3; Methodist, 4; Presbyterian, 8; Roman Catholic, 4; Miscellaneous, 7.

Banks: National, 4; State, 2; Total Resources, $33,494,340; Saving Bank Deposits Total, $23,290,243.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; (Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,000.

Location: On the west bank of the Hudson River on the West Shore and Erie Railroads, connected by ferry with New York Central and N. Y. N. H. & H. and but four miles from the eastern terminus of the N. Y. O. & W. Ocean tidewater transportation to its docks, but 60 miles from New York City. Excellent state highways to New York, Albany, Binghamton and Boston make it very accessible by roads. Nearly 50 busses daily carry thousands in and out of town. To nearest larger city, by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Artificial leather, clothing, textiles, lawn mowers, machinery engines, boilers, spiral pipe and plaster.

Manufacturing Establishments: 101. Du Pont Fabrikoid plant, Coldwell Lawn Mower Co., Sweet-Orr & Co., Keystone Pants and Overalls, Ide & Excello Shirts, S. Strock & Co., plush and felt plants, Lazelle Perfumer, Betsy Ross Flag Co., Layman-Berkwitz Co., Men's Clothing. Total value of yearly output of factories estimated at $100,000,000.

Special Information: Located just outside the suburban trading radius of New York City. The stores of Newburgh cover a market of 100,000 people extending for 15 miles up and down the Hudson River and west 12 miles to the Wallkill Valley. In this zone is the celebrated Hudson River Fruit Belt and the Wallkill Valley, famous for its fruit, dairy and farm products.

Residential Features: There are many fine homes in the City, and the suburban area contains the estates of some wealthy and notable persons. Most of the city homes are one-family type and are owned by the business and working men of the City.

Retail Shopping Section: Takes in over 2 miles on six principal business streets, Water Street, 4 blocks; Colden Street, 1 block; Broadway, 16 blocks; Liberty Street, 11 blocks; William Street, 8 blocks, and South Street, 4 blocks.

Trading Area: Fully two-thirds of Orange County that portion east of the main line of the Erie R. R. is in the Newburgh trading radius. There are 15 towns, some having 10,000 population in this area. Beacon, a city of 12,000 across the Hudson, buys everything but its foodstuffs in Newburgh, the same is true of Chelsea, Fishkill, Cold Spring, Garrison, and other Dutchess county towns.

Wholesale Houses: Groceries, 7; meats, 5; fruits, 12; hardware, 3; Miscellaneous lines, confectionery, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto. agencies, 4; automobile accessories, 77; automobile tire agencies, 19; bakers, 23; cigar stores and stands (including hotels), 24 (chain, 1); confectioners (including hotel stands), 114; delicatessen, 13; dressmakers, 60; druggists, 19 (chain, 2); dry goods, 37; department stores, 1; electrical supplies, 12; florists, 12; fruits, 15; furniture, 11; furriers, 4; garages (public), 55; grocers, 141 (chain, 42); hardware, 7; jewelry, 16; meat markets, 57 (chain, 1); men's furnishings, 18; men's clothing, 18; merchant tailors, 6; milliners, 16; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio sup-

Continued on page 164

NEW YORK (Cont'd)

Newburgh (con't)

plies, 6; restaurants (including hotels), 46 (chain, 1); shoes, 28; sporting goods, 4; stationers, 4; women's apparel, 15.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 80; most pleasant months, May to November; doctors (medical, 36); (dentists, 23); (osteopaths, 2); number of wired houses, 3,840; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement page 159

NEW ROCHELLE, N. Y.

(Westchester County)

1920 Population, 36,213.

City and Suburban Estimate, 50,000.

Native Whites, 69.3%; **Negroes,** 7.3%; **Foreign Born,** 23.4%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 7,725.

Schools: 10; Number of pupils, 8,200.

Churches: 27.

Banks: 5; Total Resources, $19,220,000.

Theatres: 4; Total number of seats, 5,500.

Location: On main line of N. Y. N. H. & H. R. R. and New York, Westchester and Boston Railroad.

Residential Features: Mostly one and two family houses and a few apartment houses .

Retail Shopping Section: About 15 blocks in center of city and a few neighborhood sections.

Trading Area: Fifteen miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 23; automobile tire agencies, 17; bakers, 17; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 29; delicatessen, 9; dressmakers, 52; druggists, 15; dry goods, 20; department stores, 4; electrical supplies, 8; florists, 18; fruits, 20; furniture, 9; furriers, 3; garages (public), 24; grocers, 95; hardware, 11; jewelry, 11; meat markets, 34; men's furnishings, 10; men's clothing, 10; merchant tailors, 17; milliners, 16; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels), 24; shoes, 16; sporting goods, 3; stationers, 5; womens' apparel, 4.

NEW YORK CITY

Foreword

The Greater New York market, colossal as it is, is still a well-defined quantity and is surveyed and chartered by boroughs. The pertinent facts have been gathered and brought up to date and the quantitative analysis is made under the standardized arrangement used in all EDITOR & PUBLISHER Space Buyers' Chart.

This market, one of the greatest in the world, rapidly changes and its influence is widespread and affects the markets of the entire country.

New York is the most important city, industrially, commercially and financially, as well as in population, in this country. It manufactures one-twelfth of all products made in the United States and handles one-half of the country's foreign commerce.

As a market it towers above every other business center in the world. With a population of over 8,000,000 in and around the city it is the largest single market in the world and influences all markets of the nation.

POPULATION

1910 U. S. Census	4,766,882
1915 U. S. Census	5,253,885
1920 U. S. Census	5,620,048
Borough of Manhattan	2,284,103
Borough of Brooklyn	2,018,356
Borough of Bronx	732,016
Borough of Queens	469,042
Borough of Richmond	116,531

Analysis of Population for City

Native White	61.7%
Foreign Born	35.4%
Negroes	2.7%
English Reading	83%
Industrial Workers	11.5%
Families	1,278,341
City and Suburban Estimate	9,000,000
1920 U. S. Census Metropolitan District	7,910,415
1925 State Census (total city)	6,251,817
Borough of Manhattan	2,405,676
Borough of Brooklyn	2,235,886
Borough of Bronx	902,560
Borough of Queens	573,851
Borough of Richmond	133,844

The New York Metropolitan District includes, in addition to the five counties of Greater New York, Nassau County in Long Island, and Westchester and Rockland Counties, New York. In New Jersey, the following counties are included: Bergen, Essex, Hudson, Middlesex, Passaic, Union, Monmouth, Morris, Somerset.

New York

	1920 U.S. Census
Nassau County	126,120
Westchester	344,436
Rockland	45,548

New Jersey

Bergen	210,703
Essex	652,089
Hudson	629,154
Middlesex	162,334
Passaic	259,174
Union	200,157
Monmouth	104,925
Morris	82,694
Somerset	47,991

Color or Race, Nativity and Sex of Population
1920 U. S. Census

Country of Birth	The City	Man.
England	71,404	29,817
Scotland	21,545	8,687
Wales	1,510	783
Ireland	203,450	116,749
Norway	24,500	3,595
Sweden	33,703	11,841
Denmark	9,092	2,942
Belgium	3,467	2,132
France (incl. Als.-Lor.)	23,020	14,359
Luxemburg	302	158
Netherlands	4,750	2,164
Switzerland	9,233	4,802
Germany	194,154	70,836
Poland	145,679	64,514
Austria	126,739	65,603
Hungary	64,393	40,644
Czecho-Slovakia	26,437	18,681
Jugo-Slavia	5,271	3,350
Russia	479,797	193,775
Finland	10,240	4,885
Lithuania	7,475	1,521
Portugal	1,026	417
Spain	10,980	7,502
Italy	390,832	184,546
Greece	21,455	17,209
Bulgaria	308	201
Roumania	38,139	16,714
Turkey, Europe	1,754	1,507
Other Europe	528	309
Armenia	3,779	2,168
Syria	4,485	923
Asia	12,764	6,061
Africa	1,125	611
Australia	1,023	545
Canada, French	1,757	893
Canada, other	23,514	11,390
Newfoundland	1,403	324
Cuba et al. W. Ind. exc. P. Rico	8,722	5,210
Mexico	2,487	1,843
Central America	879	674
South America	5,742	3,853
Atlantic Islands	414	180
Pacific Islands	226	143
At sea	205	86
Country not specified	103	24

	Bronx	B'klyn
England	8,624	25,003
Scotland	2,511	7,534
Wales	137	421
Ireland	18,679	53,660
Norway	974	17,505
Sweden	3,108	15,488
Denmark	797	4,201
Belgium	234	726
France (incl. Als.-Lor.)	2,121	3,861
Luxemburg	33	51
Netherlands	471	1,672
Switzerland	1,255	1,765
Germany	29,719	56,778
Poland	19,008	51,928
Austria	23,638	31,981
Hungary	10,644	8,795
Czecho-Slovakia	1,878	2,639
Jugo-Slavia	332	1,088
Russia	87,345	189,421
Finland	1,309	3,219
Lithuania	465	4,985
Portugal	39	485
Spain	257	2,902
Italy	39,519	138,245
Greece	957	2,700
Bulgaria	34	63
Roumania	8,519	12,109
Turkey, Europe	102	125
Other Europe	54	115
Armenia	419	746
Syria	102	3,405
Asia	836	5,230
Africa	90	358
Australia	82	300
Canada, French	164	442
Canada, other	2,083	7,694
Newfoundland	90	827
Cuba et al. W. Ind. exc. P. Rico	423	2,614
Mexico	75	472
Central America	22	154
South America	254	1,395
Atlantic Islands	30	170
Pacific Islands	10	57
At sea	24	72
Country not specified	25	37

	Queens	Richm'd
England	6,047	1,913
Scotland	2,060	753
Wales	107	62
Ireland	10,618	3,744
Norway	844	1,582
Sweden	2,373	893
Denmark	795	357
Belgium	284	91
France (incl. Als.-Lor.)	2,241	438
Luxemburg	56	4
Netherlands	329	114
Switzerland	1,172	239
Germany	32,446	4,375
Poland	7,778	2,451
Austria	4,678	839
Hungary	3,555	755
Czecho-Slovakia	2,958	281
Jugo-Slavia	353	148
Russia	7,627	1,629
Finland	455	372
Lithuania	485	19
Portugal	45	40
Spain	157	162
Italy	19,794	8,728
Greece	401	188
Bulgaria	8	2
Roumania	734	68
Turkey, Europe	14	6
Other Europe	38	12
Armenia	421	25
Syria	42	13
Asia	559	78
Africa	54	12
Australia	75	21
Canada, French	199	59
Canada, other	1,608	739
Newfoundland	108	54
Cuba et al. W. Ind. exc. P. Rico	334	141
Mexico	68	29
Central America	15	14
South America	141	99
Atlantic Islands	23	11
Pacific Islands	12	4
At sea	17	6
Country not specified	11	6
Population under 7 years of age		780,375
Population 7 years to 13 years		720,933
Population 14 years to 15 years		176,728
Population 16 years to 17 years		182,073
Population 18 years to 20 years		283,897
Citizens 21 years of age and over male		1,737,043
Citizens 21 years of age and over female		1,738,999

Analysis of Population, 1920 U. S. Census

	Total City	Bronx
Total population	5,620,048	732,016
Male	2,802,638	364,208
Female	2,817,410	367,808
Native white	3,467,916	460,019
Male	1,703,127	226,292
Female	1,764,789	233,727
Native white, native parent	1,164,834	132,770
Native white, foreign parent	1,873,013	268,380
Native white, mixed parent	430,069	58,869
Foreign born, white	1,991,547	266,971
Male	1,020,090	135,456
Female	971,457	131,515
Negro	152,467	4,803
Male	72,351	2,269
Female	80,116	2,534
Indian, Chinese, Jap., etc.	8,118	223

	Brooklyn	Manhat.
Total population	2,018,356	2,284,103
Male	1,007,859	1,135,708
Female	1,010,497	1,148,395
Native white	1,325,666	1,246,826
Male	649,747	610,080
Female	675,919	636,746
Native white, native parent	456,240	388,279
Native white, foreign parent	703,417	720,454
Native white, mixed parent	166,009	138,093
Foreign born, white	659,287	922,080
Male	341,527	468,506
Female	317,760	453,574
Negro	31,912	109,133
Male	15,197	51,912
Female	16,715	57,221
Indian, Chinese, Jap., etc.	1,491	6,064

	Queens	Richmd
Total population	469,042	116,531
Male	233,440	61,423
Female	235,602	55,108
Native white	351,985	83,420
Male	173,866	43,142
Female	178,119	40,278
Native white, native parent	149,342	38,203
Native white, foreign parent	147,400	33,362
Native white, mixed parent	55,243	31,533
Foreign born, white	111,676	31,533
Male	57,132	17,469
Female	54,544	14,064
Negro	5,120	1,499
Male	2,238	735
Female	2,882	764
Indian, Chinese, Jap., etc.	261	79

SCHOOLS

For the entire city: Public Schools	647
Kindergarten registration	42,321
Kindergarten extension and First year	106,029
Junior high	77,355
All others	634,844
Total elementary, 593, registration	860,549
High schools, 37, registration	129,423
Training, 3, registration	3,799
Vocational, 4, registration	4,548
Total registration all day schools	998,557
Bronx—Elementary schools	80
Kindergarten registration	6,401
Kindergarten extension and First year	16,629
Junior high	15,775
All others	99,151
Total elementary	137,956
High schools, 5, registration	18,064
Total all day schools	156,020
Brooklyn—Elementary schools	208
Kindergarten registration	16,238
Kindergarten extension and First year	43,548
Junior high	24,629
All others	261,734
Total elementary	346,149
High schools, 14, registration	51,760
Training, 1, registration	1,549
Vocational, 1, registration	820
Total all day schools	400,278
Manhattan—Elementary schools	146
Kindergarten registration	12,949
Kindergarten extension and First year	29,254
Junior high	36,266
All others	172,660
Total elementary	251,129
High schools, 10, registration	40,988
Training, 1, registration	1,140
Vocational, 3, registration	3,728
Total all day schools	296,985
Queens—Elementary schools	118
Kindergarten registration	5,566
Kindergarten extension and First year	13,568
All others	83,428
Total elementary	102,562
High schools, 6, registration	15,737
Training, 1, registration	1,110
Total all day schools	119,409
Richmond—Elementary schools	41
Kindergarten registration	1,167
Kindergarten extension and First year	3,030
All others	17,871
Total elementary	22,068
High schools, 2, registration	2,874
Total all day schools	24,942

Parochial Schools

	Number	Registration
For the entire city,	336	167,612
Total elementary,	292	159,190
High schools and academies,	36	7,401
Business schools,	8	1,021
Bronx		
Total elementary,	36	19,239
High schools and academies,	6	678
Brooklyn		
Total elementary,	109	64,804
High schools and academies,	7	3,045
Business schools,	3	800
Manhattan		
Total elementary,	99	56,283
High schools and acadamies,	17	3,126
Business schools,	5	221
Queens		
Total elementary,	34	15,501
High schools and acadamies,	2	62
Richmond		
Total elementary,	14	3,363
High schools and acadamies,	4	490

Manhattan and Bronx—Barnard College, 990 students; College of the City of New York, 19,000 students; Columbia University, 34,823 resident students; Fordham University, 6,316 students, including all departments; Hunter College, 2,703 day, 4,647 evening, 1,600 high day, 978 high evening, 1,612 all other departments; Manhattan College, 934 students; New York University, 22,022 students, including all departments and branches. St. John's College (Brooklyn), 1,498, including all departments.

Other Schools: 44 Preparatory schools; 10 Technical schools; 27 Business schools; 20 Medical schools; 15 Music schools.

Queens—9 Preparatory and private schools.

Richmond—8 Preparatory and private schools.

Brooklyn—5 Colleges, 31 Preparatory schools, 10 technical schools, 30 business schools, 32 music schools.

To measure the city as an educational center there are over 80,000 students in the colleges, 998,557 students in the public grade and high schools. In the 186 private, preparatory and business schools it is estimated there are 106,000 students. There are 167,612 in the parochial grade and high schools.

Based on the figures of the Board of Education, the Superintendent of the Parochial Schools, the colleges and the estimated figure on private schools, we have a grand total of 1,346,000 students.

Among the most important places of general educational interest in the City are the Metropolitan Museum of Art, with its magnificent exhibits of paintings, sculpture, tapestries, potteries, laces, antiquities and miscellaneous objects of art, the American Museum of Natural History with its unique collections and exhibits of mammals, birds, minerals and other objects of scientific interest, the Aquarium with its thousands of living specimens of fresh and salt water fishes and other aquatic animals, Bronx Park with its Zoo and its beautiful Botanical Gardens, the New York Public Library, the Brooklyn Institute Museum, the Hispanic Museum, and the Museum of French Art.

CHURCHES

Brooklyn: Baptist, 54; Catholic, 128; Christian, 2; Christian Science, 5; Congregational, 29; Disciples of Christ, 4; Friends, 2; Hebrew, 51; Lutheran, 68; Methodist Episcopal, 53; Methodist Free, 2; Methodist Primitive, 2; Methodist, Protestant, 2; Nazarene, 4; Presbyterian, 35; Presbyterian United, 4; Protestant Episcopal, 57; Reformed, 26; Reformed Episcopal, 2; Seventh Day Adventist, 4; Swedenborgian, 2; Unitarian, 4; Universalist, 3; Miscellaneous, 21.

Bronx: Baptist, 11; Catholic, 51; Christian Science, 2; Congregational, 4; Hebrew, 37; Lutheran, 23; Methodist Episcopal, 16; Moravian, 1; Presbyterian, 19; Protestant Episcopal, 20; Reformed, 7; Seventh Day Adventist, 2.

Manhattan: Baptist, 31; Catholic, 128; Calvinistic Methodist, 1; Christian Scientist, 12; Congregational, 16; Catholic Apostolic, 2; Disciples of Christ, 2; Friends, 2; Hebrew, 81; Lutheran, 28; Methodist Episcopal, 39; Moravian, 1; Presbyterian, 43; Presbyterian Reformed, 2; Presbyterian United, 2; Protestant Episcopal, 59; Reformed, 20; Seventh Day Adventist, 2; Unitarian, 1; Universalist, 19.

Queens: Baptist, 11; Catholic, 63; Christian, 1; Christian Science, 6; Congregational, 9; Disciples of Christ, 2; Evangelical, 4; Hebrew, 8; Lutheran, 30; Methodist Episcopal, 25; Presbyterian, 22; Protestant Episcopal, 31; Reformed, 16; Miscellaneous, 10.

Richmond: Baptist, 6; Catholic, 28; Christian Science, 3; Congregational, 1; Hebrew, 4; Lutheran, 13; Methodist Episcopal, 17; Moravian, 6; Presbyterian, 3; Protestant Episcopal, 13; Reformed, 6; Miscellaneous, 10.

BANKS.

Savings Banks, 65.		Resources
Bronx	4	$ 103,237,089
Brooklyn	25	848,248,590
Manhattan	27	1,944,575,061
Queens	7	80,528,299
Richmond	2	20,018,933
Total		$2,996,608,472

Continued on page 166

First *in the* Greatest Market

ADVERTISERS seeking greater markets for their products find that the purchasing power of the New York metropolitan area, the nation's industrial, financial and residential capital, is more quickly and inexpensively reached through the columns of The New York Times than through any other medium.

The New York trading area has 8.5% of the United States population and 11.5% of the national income.

The New York Times is the foremost newspaper in the New York market.

The Times publishes the largest volume of advertising of any New York newspaper—more than 25,500,000 lines in eleven months of 1925—approximately 8,700,000 lines more than the next New York newspaper.

Subjecting all advertising to a censorship to exclude the false and misleading, The Times maintains the highest standards for whatever is admitted to its columns.

The New York Times circulation of 382,005 copies, average daily and Sunday, represents the largest group of intelligent, discriminating and substantial readers ever assembled by a newspaper and exceeds that of any other New York morning newspaper of standard size.

NEW YORK (Cont'd)

New York City (con't)

National Banks, 43.		
Bronx	1	$ 7,195,370
Brooklyn	5	55,923,540
Manhattan	22	2,743,843,866
Queens	10	30,044,572
Richmond	5	7,904,770
Total		$2,834,912,118
Trust Companies, 29.		
Bronx	1	$ 10,709,376
Brooklyn	4	175,650,934
Manhattan	24	3,817,179
Total		$200,179,489
State Banks, 55.		
Bronx	3	$ 19,094,739
Brooklyn	9	93,511,839
Manhattan	40	1,282,340,129
Queens	2	1,727,368
Richmond	2	3,572,116
Total		$1,400,246,191
Private Bankers, 50.		
Bronx	1	$ 159,462
Brooklyn	7	4,276,294
Manhattan	41	29,256,456
Queens	1	353,165
Total		$34,045,377
Savings and Loan Associations, 85.		
Bronx	4	$ 1,266,178
Brooklyn	26	17,518,956
Manhattan	29	47,209,592
Queens	13	2,618,342
Richmond	19	18,605,118
Total		$87,218,186

The amount of money on deposit with the Postal Savings System is more than $53,200,000.

Deposits in New York Savings banks within twenty-five years have multiplied nearly four times.

The depositors of 1920 had an average savings account of $432.51, while the 3,031,185 depositors of today in New York City show an average savings deposit of $1,231.55. Total deposits in 65 savings banks, on January 1, 1925 were $2,557,763,696.

The clearing house transactions for the year ending Sept. 30, 1925 were:

Exchanges	$276,873,934,638.08
Balances	29,721,103,273.49
Total Transactions	$306,595,037,911.57

The Clearing House Association is now composed of 14 national banks, 9 state banks, and 11 trust companies. The Federal Reserve Bank of New York and the Clearing House City Collection Department also make exchanges at the Clearing House, making 36 institutions clearing direct. There are 6 banks and trust companies in the city and vicinity, not members of the association, that make their exchanges through banks that are members.

THEATRES

In the city there are 741 theatres seating 747,567.

	Exclusive Motion Pictures	Seating
By Boroughs—		
Bronx	71	66,743
Brooklyn	225	171,096
Manhattan	183	153,838
Queens	71	59,887
Richmond	12	6,596
	All Others	Seating
By Boroughs—		
Bronx	13	25,935
Brooklyn	42	72,055
Manhattan	118	175,774
Queens	8	13,089
Richmond	4	4,742

These include 179 open air theatres; 63 motion picture and vaudeville, 11 vaudeville, 79 houses devoted to productions, 14 burlesque houses and 9 concert halls.

The average seating capacity of all the motion picture theatres is 905. The average of vaudeville houses is 1,507, burlesque, 1,394, productions, 1,305. The average seating capacity of all classes of theatres is 705.

The largest motion picture theatre is the Capitol, seating 4,624 people comfortably. The Hippodrome seats 5,190 people and has lately been changed to a vaudeville house. The Strand, Rialto and Rivoli theatres, devoted to motion pictures exclusively, seats 2,989, 1,960 and 2,122 respectively. The E. F. Albee Theatre, recently constructed in Brooklyn and devoted exclusively to vaudeville seats 3,256 persons.

The home of Grand Opera is the Metropolitan Opera House. More recently The Manhattan Opera House, the Lexington Avenue Theatre and the Century are also used for Grand Opera at times.

The most widely known carnival, exhibition, circus and sport arena is the New Madison Square Garden.

Carnegie Hall and Aeolian Hall are two of the most famous auditoriums devoted to classical concerts.

LOCATION AND TRANSPORTATION

New York City is located in the extreme southeastern corner of New York State, being situated around the mouth of the Hudson River.

New York City consists of the extreme southeastern corner of the mainland of New York State, together with two islands in New York Harbor and a portion of the extreme end of Long Island.

New York is the terminus of thirteen great railroad systems: New York Central R.R., New York, New Haven & Hartford R.R., Pennsylvania R.R., Baltimore & Ohio R.R., Central R.R. of New Jersey, Erie R. R., Lackawanna R.R., Lehigh Valley R.R., Long Island R.R., New York, Ontario & Western R.R., West Shore R.R., New York, Susquehanna & Western, and Philadelphia & Reading R.R. These lines extend to and connect with lines extending to all parts of the United States.

A belt line connecting all railroads by car floats, lighters and steamers is maintained in the interest of the general public by the Municipal and Federal governments. This is the most extensive complete interior belt line in the world, the maintenance of which does not fall on the users.

In the City of New York there are eight terminals of the State Barge Canal. These terminals place all of the advantages of the $150,000,000 deeper and wider State Barge Canal at the disposal of the shippers of New York City, and materially reduce the cost of transportation of raw materials and manufactured products.

There are fifteen electric surface railway companies and two motor bus companies serving New York City.

Three subway systems serve New York's local passenger traffic. The B. M. T. System, consisting of three lines, the Fourth Avenue Line, the Broadway line and the Queensboro line, runs through the lower part of Manhattan and connects this borough with Brooklyn and Queens, by means of tubes under the East River. The Interboro Subway System is made up of two lines, the East Side and West Side lines with connections between both lines in Manhattan and Brooklyn. These lines run through Manhattan, and The Bronx and are also connected with Brooklyn and Queens by means of tubes under the East River. The third subway system is the Hudson and Manhattan Railway Company which runs through the lower part of Manhattan, connecting it with Jersey City, Hoboken and Newark in New Jersey by means of two sets of tubes under the Hudson River. These subway systems, therefore, provide rapid transit from the extreme northern points of Manhattan, Bronx and Queens to the extreme eastern points of Brooklyn.

Another highly efficient source of rapid transit is afforded by the city's elevated systems of which there are two, the Interborough and the New York Rapid Transit Company. The Interborough operates four elevated lines between Manhattan and the Bronx. The New York Rapid Transit Company operates an elevated line which connects Brooklyn with all the outlying districts of Richmond Hill, Jamaica, Brighton Beach, Canarsie and Coney Island. All of the subway systems, except the Hudson and Manhattan run on elevated structures in the outlying districts of the city.

Nine municipal and twenty-nine privately owned ferry lines serve to connect Manhattan and The Bronx with Brooklyn, Queens, Richmond (Staten Island), New Jersey and the various islands in the harbor, and four great bridges over the East River, Brooklyn, Williamsburg, Manhattan and Queensboro, connect Manhattan with Brooklyn and Queens.

PRINCIPAL INDUSTRIES

The stupendous totals in the following list of manufacturing lines show New York's industrial importance. The significant figures are the percentages of total production in the United States which this city manufactures.

The essential facts concerning New York City's manufacturing industries are shown in the following table:

1920 U. S. Census

Number of establishments	32,590
Persons engaged in mfg. industries	825,056
Proprietors and firm members	35,101
Salaried officers, supts. and mgrs.	36,894
Clerks, male	71,179
Clerks, female	43,107
Wage earners	638,775
Capital	$3,038,557,492
Salaries and wages	1,131,994,192
Officials	151,357,191
Clerks, etc.	174,814,550
Wage earners	805,822,451
Principal materials	2,801,619,388
Fuel and rent of power	59,856,730
Value of products	5,260,707,577
Value added by manufacture	2,399,231,459

Summary by Boroughs

Bronx: Establishments, 1,370; total persons engaged, 25,150; wage earners (aver. number), 20,036; salaries, $8,280,025; wages, $23,658,433; value of products, $114,975,501; capital, $96,124,561.

Brooklyn: Establishments, 6,738; total persons engaged, 203,021; wage earners (aver. number), 166,724; salaries, $65,281,669; wages, $201,232,510; value of products, $1,184,973,144; capital $729,166,203.

Manhattan: Establishments, 22,981; total persons engaged, 519,647; wage earners (aver. number), 386,907; salaries, $230,192,469; wages, $502,042,139; value of products, $3,525,574,539; capital, $808,764,796.

Queens: Establishments, 1,249; total persons engaged, 56,918; wage earners (aver. number), 47,222; salaries, $17,784,933; wages, $54,282,704; value of products, $331,285,294; capital, $310,682,294.

Richmond: Establishments, 252; total persons engaged, 20,320; wage earners (aver. number), 17,886; salaries, $4,632,645; wages, $24,606,665; value of products, $103,899,099; capital, $93,819,638.

Of the 32,590 manufacturing establishments in New York City, 14,921 are owned by individuals; 8,696 by corporations; 973 by all others.

Of the 638,775 wage earners, 102,607 work in plants owned by individuals; 409,035 in plants of corporations; and 127,133 in all other plants.

Of the total value of products ($5,260,707,577), plants of individuals contributed $754,135,789; and plants of corporations, $3,287,177,364.

Of the 32,590 industrial plants in the city, 769 have a production averaging $1,000,000 or more per plant; 1,121 were in the $500,000 to $1,000,000 class; 6,326 in the $100,000 to $500,000 class; 11,254 in the $20,000 to $100,000 class; 8,477 in the $5,000 to $20,000 class; and 4,643 each turn out products worth less than $5,000.

Of the plants making $1,000,000 or more of products, the Bronx have 21; Brooklyn, 183; Manhattan, 492; Queens, 55; Richmond, 18.

The city's manufacturing plants have 184,589 engines or motors; with 2,936,530 total horsepower, divided as follows: steam, 1,299,548 h.p.; water wheels and turbines, 343,023 h.p.; electric, 1,683,838 h.p.

U. S. Census of Manufacturers—1923

Number of establishments	27,493
Average number of wage earners	579,005
Yearly wages	$851,186,143
Value of yearly product	$5,349,077,172

Principal industries for which separate figures are available arranged according to groups and value of products are as follows:

1923 Census

Industry	Number of Establishments	Average Number of Wage Earners	Value of Yearly Products
Apparel industries	11,743	194,646	$2,202,721,853
Food and beverage products	3,111	51,140	545,260,663
Printing and publishing	2,546	47,095	488,880,939
Metal industries	1,938	70,663	377,345,881
Chemicals, drugs and allied lines	642	15,478	221,912,847
Wooden products	904	26,238	160,622,907
Leather industries	874	25,975	151,722,392
Textiles and allied lines	579	15,255	131,457,469
Tobacco products and allied lines	554	13,743	123,849,671
Paper products	694	21,089	106,098,043
Jewelry and kindred lines	749	6,632	65,825,682
Vehicles and allied lines	234	13,377	58,291,814
House furnishing goods	470	5,707	47,214,036
Stone, clay and glass products	362	6,101	39,955,594
Miscellaneous industries	2,093	65,866	627,917,301
All industries	27,493	579,005	$5,349,077,002

New York City manufactures more clothing, millinery and lace goods, feathers and plumes, fur goods, tobacco pipes and cigar and cigarette holders, hat and cap materials and artificial and preserved flowers and plants, than all of the rest of the country combined, according to the 1923 Census of Manufacturers.

The same census, which is the last one for which complete figures are available, shows that the New York output exceeds that of all of the rest of the country in lapidary work, hair work, and music printing and publishing.

Those who are accustomed to think of New York only in terms of skyscrapers, banks, theatres and shopping centers, will be surprised to learn that approximately 14 per cent of the country's manufacturing establishments are located in New York City, and that in 1923 these establishments produced more than one-twelfth of the country's total manufactured products.

The value of the products manufactured in New York City in 1923 was $5,349,077,002, which is greater than the combined value of the manufactured goods produced in all of the New England States together except Connecticut, or in all of the States west of the Mississippi together except California, Texas, Minnesota and Missouri, in that year.

New York's 27,493 manufacturing establishments employed an average of 579,000 workers during 1923, which is more than the total population of such cities as Pittsburgh, Buffalo, San Francisco and Los Angeles, according to the last census figures.

Where New York Leads All

It is not generally appreciated that New York leads the country in the production of many items in common use and manufactures a very large proportion of many others. The extent to which certain industries are concentrated in New York City is shown on the accompanying table:

Table Showing Industries Which Are Concentrated in New York City, Taken From U. S. Census of Manufactures, 1923

Industry	Value of Products M'f'd in N. Y. City	Percentage of Total U. S. Production
Feathers and Plumes	$ 7,207,068	91.6
Fur goods	155,267,779	78.4
Lapidary work	6,750,340	75.5
Hat and cap materials	15,128,106	73.7
Hair work	8,267,950	73.4
Artificial and preserved flowers	14,138,841	71.9
Tobacco pipes and cigar and cigarette holders	6,910,475	71.2
Millinery and lace goods	193,968,280	65.1
Clothing, men's and women's	1,528,365,400	59.1
Music printing and publishing	7,761,491	53.1
Hats and caps, cloth, leather and silk	16,642,803	38.8
Perfumery, cosmetics and toilet preparations	38,255,440	38.1
Men's furnishing goods	36,968,991	35.9
Dental goods	11,559,333	35.6
Gas and electric fixtures	21,211,431	34.9
Bookbinding and blank book making	26,024,348	33.8
House furnishing goods	23,069,978	33.2
Jewelry and instrument cases	3,475,767	33.0
Shirts	78,764,670	32.6
Toys, games and playground equipment	18,151,100	32.3
Jewelry	54,595,802	31.3
Straw hats	9,901,962	30.4
Lithographing	26,862,302	29.5
Pianos	32,905,068	29.4
Inks, printing and writing	10,118,666	28.4
Sterotyping and electrotyping	5,497,366	26.6
Corsets	20,289,974	25.9
Cork products	4,021,167	25.8
Engravers' materials	592,676	25.7
Engraving and die-sinking	2,330,665	25.2
Mucilage, paste and other adhesives	2,474,120	23.3
Pens, fountain, stylographic and gold	5,089,329	22.8
Mirror and picture frames	4,202,010	22.5
Statuary and art goods	1,697,362	22.4
Trunks, suitcases and bags	14,017,441	22.3
Printing and publishing newspapers and periodicals	281,236,055	22.1
Mirrors, framed and unframed	7,386,537	22.0
Instruments, professional and scientific	13,896,618	22.0
Gas machines and gas and water meters	7,090,879	20.7
Printing and publishing, book and job	148,867,642	20.1
Piano and organ materials	7,346,404	19.5
Gas, illuminating and heating	81,903,188	18.1
Buttons	5,728,985	17.4
Electroplating	2,070,338	16.9
Labels and tags	4,399,085	16.9
Paints and varnishes	66,730,392	16.5
Hand stamps and stencils	1,813,722	16.4
Chocolate and cocoa products	15,363,467	16.0
Paper boxes	40,825,491	15.8
Bread and bakery products	176,540,616	15.7
Aircraft and parts	2,016,258	15.5
Paper goods not elsewhere classified	18,041,612	14.9
Ship and boat building and repairing	31,670,530	14.8
Patent medicines and compounds	35,006,306	14.7
Brushes other than rubber	7,452,313	14.7
Models and patterns not including paper patterns	4,410,905	14.6
Confectionery	54,025,584	14.7
Tobacco, cigars and cigarettes	116,666,064	14.2
Gold and silver leaf and foil	505,413	14.1
Knit goods	116,617,613	13.7
Card cutting and designing	814,935	13.6
Glass cutting, staining and ornamenting	3,385,877	13.5
Baskets and rattan and willow ware	1,987,320	13.5
Coffee and spice roasting and grinding	39,059,588	13.1
Cutlery and edge tools	9,389,212	12.9
Lamps and reflectors	7,394,928	12.9
Men's collars	5,255,927	12.3
Mattresses and bed springs	11,076,641	10.3
Soap	28,572,931	10.3
Signs and advertising novelties	6,763,484	10.0

Analysis of Important Industries' Latest Figures Available 1920.

Printing and Publishing: Book and job; engraving and die sinking; engraving, steel and copper plate, engraving, wood; lithographing; newspapers and periodicals; photo engraving; 3,167 factories; 81,454 persons engaged; $390,615,477 yearly products.

Drugs, Chemicals, Paint and Varnish: Blacking, stains and dressing; bluing; chemicals; cleansing and polishing preparations; dyestuffs and extracts—natural; enameling; grease and tallow, not including lubricating greases; ink, printing; ink, writing; japanning; mucilage, paste and other adhesives, not elsewhere specified; oil, not elsewhere specified; paints; patent medicines and compounds; perfumery and cosmetics; soap; varnishes; 825 factories; 26,379 persons engaged; $242,482,973 yearly product.

Leather Goods: Belting, leather; boot and shoe cut stock; boot and shoe findings; boots and shoes, not including rubber boots and shoes; gloves and mittens, leather; leather goods, not elsewhere specified; leather, tanned, curried and finished; saddlery and harness; trunks and valises; 833 factories; 24,399 persons engaged; $123,280,584 yearly product.

Wooden Products: Baskets and rattan and willow ware; billiard tables; bowling alleys, etc.; cigar boxes, coffins, etc.; cooperage; furniture, wood; furniture, rattan and willow; lumber planing mill products; organs; packing boxes; pianos; phonographs and graphophones; refrigerators; shipbuilding, wooden; wood, turned and carved; wood novelties; miscellaneous wooden goods; 1,005 factories; 30,821 persons engaged; $141,282,753 yearly product.

Women's Wear: Women's clothing; corsets; fur goods; gloves and mittens, cloth; knit goods; millinery and lace goods; 8,091 factories; 169,954 persons engaged; $1,173,440,341 yearly product.

Men's Wear: Men's clothing; collars and cuffs; furnishing goods; hats and caps; suspenders, garters and elastic woven goods; 3,322 factories; 83,731 persons engaged; $671,323,701 yearly product.

Food Products and Tobacco: Bread and other bakery products; cheese; chewing gum; chocolate and cocoa products; coffee and spice, roasting and grinding; confectionery and ice cream; cordials and flavoring syrups; flavoring extracts; food preparations, not elsewhere specified; ice, manufactured; pickles, preserves and sauces; poultry, killing and dressing not done in slaughtering and meat packing establishments; sausage, not made in slaughtering and meat packing establishments; slaughtering and meat packing; pipes, tobacco; tobacco, chewing and smok-

Continued on page 168

Leadership Built On Results

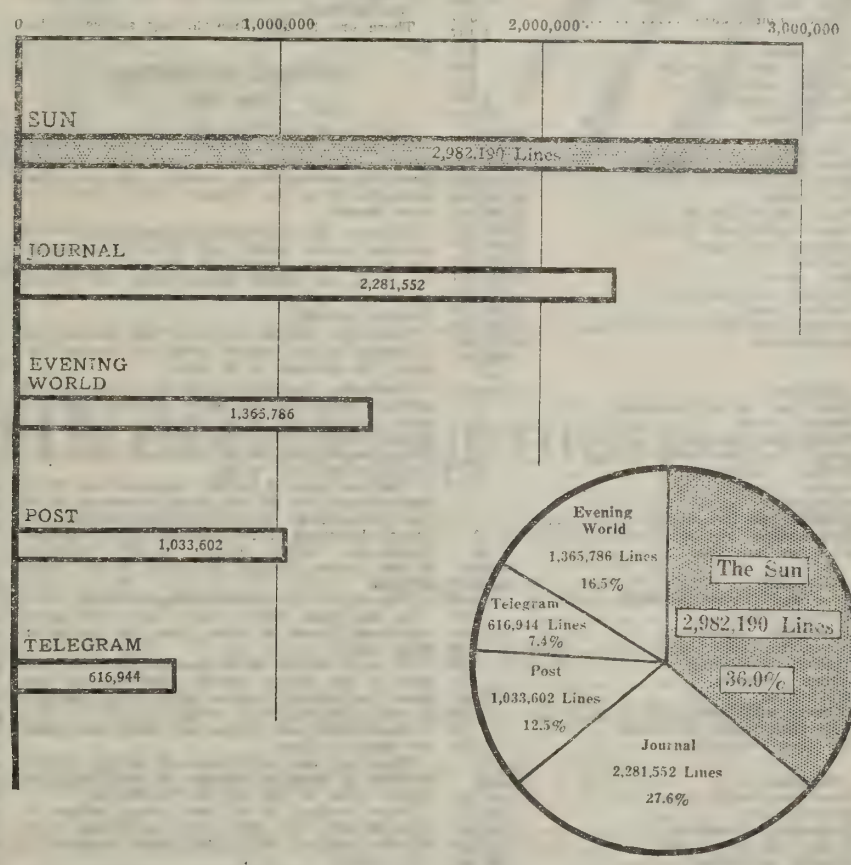
In Metropolitan New York where the sales opportunities are larger than in any other market in the world, The Sun is recognized as the most effective sales producer for merchandise of good quality.

Year after year and month after month, National Advertisers use far more space in The Sun to sell their products to the people of this territory than they use in any other New York evening newspaper.

RECORD OF NATIONAL ADVERTISING

NEW YORK EVENING NEWSPAPERS

AGATE LINES — FIRST TEN MONTHS OF 1925.



The Sun's GAIN in National Advertising during the first ten months of 1925—a gain of 592,976 lines—was larger than the COMBINED GAINS of all the other New York evening newspapers.

The Sun's superior ability to produce results for advertisers is based on its large, high-class and unusually responsive circulation.

The Sun

280 BROADWAY NEW YORK

NEW YORK (Cont'd)

New York City (con't)

ing, and snuff; tobacco, cigars and cigarettes; 5,006 factories; 82,677 persons engaged; $749,886,241 yearly product.

Miscellaneous Industries: Textiles; jewelry; notions and novelties; vehicles; housefurnishing goods; stone, clay and glass products; paper products; dental goods; photographic materials; rubber tires, tubes and rubber goods; toys and games, umbrellas and canes, and 128 other lines.

Metals and Metal Products: Babbitt metal and solder; brass, bronze and copper product; cash registers and calculating machines; copper, tin and sheet iron work; cutlery and edge tools; electrical machinery, apparatus and supplies; electroplating; engines (steam, gas and water); metal novelties; foundry and machine shop products; furniture, metal; gas and electric fixtures; gas machines and gas and water meters; hardware; instruments, professional and scientific; iron and steel bolts, nuts, washers, etc.; iron and steel doors and shutters; iron and steel, temporary and welding; machine tools; needles, pins and hooks and eyes; plated ware; pumps, not including power pumps; pumps, steam and other power; scales and balances; sewing machines; shipbuilding, steel; springs, cars and carriage; stamped and enameled ware, not elsewhere specified; steam fittings and steam and hot water heating apparatus; stereotyping and electrotyping; stoves and hot air furnaces; stoves, gas and oil; structural iron work, not made in steel works or rolling mills; textile machinery and parts; tinware, not elsewhere specified; tools, not elsewhere specified; typewriters and parts; wire work, including wire rope and cable, not elsewhere specified; 2,614 factories; 113,021 persons engaged; $435,930,943 yearly product.

Leading Industries With Stastistics by Boroughs 1920 U. S. Census

	Number of factories
Bronx:	
Bread and bakery products	257
Women's clothing	56
Metal and metal products	77
Knit goods	31
Millinery, laces, embrodiery, etc.	196
Musical instruments, pianos, etc., and piano material	37
Printing and publishing	72
Tobacco, cigars and cigarettes	177
Men's clothing	13
All other industries	454
	Persons engaged
Bronx:	
Bread and bakery products	1,558
Women's clothing	799
Metal and metal products	948
Knit goods	911
Millinery, laces, embroidery, etc.	4,174
Musical instruments, pianos, etc., and piano material	2,897
Printing and publishing	638
Tobacco, cigars and cigarettes	582
Men's clothing	224
All other industries	12,419
	Value of product
Bronx:	
Bread and bakery products	$11,197,988
Women's clothing	2,465,948
Metal and metal products	4,123,681
Knit goods	5,351,837
Millinery, laces, embroidery, etc.	14,524,068
Musical instruments, pianos, etc., and piano material	14,054,362
Printing and publishing	2,218,941
Tobacco, cigars and cigarettes	1,341,184
Men's clothing	995,225
All other industries	58,702,167
	Number of factories
Brooklyn:	
Boots and shoes	143
Bread and bakery products	837
Men's clothing	507
Women's clothing	558
Metal and metal products	723
Wooden products	204
Drugs, chemicals, paints and varnish	210
Knit goods	241
Tobacco, cigars and cigarettes	418
Miscellaneous	2,907
	Persons engaged
Brooklyn:	
Boots and shoes	9,735
Bread and bakery products	6,062
Men's clothing	13,115
Women's clothing	8,345
Metal and metal products	43,483
Wooden products	7,502
Drugs, chemicals, paints and varnish	8,664
Knit goods	6,702
Tobacco, cigars and cigarettes	2,950
Miscellaneous	196,463
	Value of product
Brooklyn:	
Boots and shoes	$45,158,936
Bread and bakery products	39,397,797
Men's clothing	35,680,348
Women's clothing	26,695,969
Metal and metal products	171,021,097
Wooden products	31,127,243
Drugs, chemicals, paints, varnish	88,345,560
Knit goods	43,185,419
Tobacco, cigars and cigarettes	35,761,932
Miscellaneous	668,598,843
	Number of factories
Manhattan:	
Bread and bakers products	976
Men's wear	1,747
Metal and metal products	1,403
Fur goods	1,088
Jewelry	632
Women's wear	4,425
Millinery and laces, etc.	1,568
Printing and publishing	2,612
Slaughtering and meat packing	48
Shirts	180
Tobacco, cigars and cigarettes	724
Miscellaneous	7,578
	Persons engaged
Manhattan:	
Bread and bakery products	16,188
Men's wear	44,222
Metal and metal products	32,868
Fur goods	11,701
Jewelry	6,816
Women's wear	109,641
Millinery and laces, etc.	30,408
Printing and publishing	69,661
Slaughtering and meat packing	4,875
Shirts	4,994
Tobacco, cigars and cigarettes	15,258
Miscellaneous	173,015
	Value of product
Manhattan:	
Bread and bakery products	$104,685,487
Men's wear	443,362,957
Metal and metal products	119,971,996
Fur goods	126,669,590
Jewelry	58,929,512
Women's wear	834,787,476
Millinery and laces, etc.	149,524,390
Printing and publishing	348,578,462
Slaughtering and meat packing	153,807,609
Shirts	69,397,169
Tobacco, cigars and cigarettes	105,251,132
Miscellaneous	1,010,618,768
	Number of factories
Queens:	
Metal and metal products	120
Paint and varnish	20
Sick goods	18
Drugs and chemicals	21
Bread and bakery products	201
Tobacco and cigars	98
Foodstuffs	36
Knit goods	75
Printing and publishing	45
Leather goods	8
Woolen products	34
Miscellaneous	573
	Persons engaged
Queens:	
Metal and metal products	6,163
Paint and varnish	792
Sick goods	1,838
Drugs and chemicals	1,601
Bread and bakery products	3,929
Tobacco and cigars	940
Foodstuffs	1,137
Knit goods	942
Printing and publishing	300
Leather goods	271
Woolen products	1,160
Miscellaneous	37,845
	Value of product
Queens:	
Metal and metal products	$24,680,170
Paint and varnish	8,620,235
Sick goods	12,655,415
Drugs and chemicals	8,563,911
Bread and bakery products	16,384,475
Tobacco and cigars	3,648,556
Foodstuffs	5,151,834
Knit goods	5,490,931
Printing and publishing	872,923
Leather goods	1,252,451
Woolen products	4,239,190
Miscellaneous	239,725,203
	Number of factories
Richmond:	
Bread and bakery products	48
Women's wear	14
Shipbuilding (wooden)	11
Cooper, tin, sheet iron	15
Printing, publishing	22
Lumber products	5
Shipbuilding (steel)	3
Millinery and lace goods	5
Confectionery and ice cream	9
All other industries	120
	Persons engaged
Richmond:	
Bread and bakery products	296
Women's wear	244
Shipbuilding (wooden)	1,568
Copper, tin, sheet iron	49
Printing, publishing	112
Lumber products	231
Shipbuilding (steel)	10,405
Millinery and lace goods	42
Confectionery and ice cream	37
All other industries	7,324
	Value of product
Richmond:	
Bread and bakery products	$1,844,262
Women's wear	422,214
Shipbuilding (wooden)	6,444,741
Copper, tin, sheet iron	169,509
Printing, publishing	323,041
Lumber products	440,366
Shipbuilding (steel)	30,300,293
Millinery and lace goods	197,497
Confectionery and ice cream	141,351
All other industries	63,615,825

PORT OF NEW YORK.

The total land and water area within the Port District depends upon the boundary one chooses to give it. Within a 50-mile radius of the lower end of Manhattan there are 8,290 miles. Within the area chosen by the Russell Sage Foundation for their Greater New York and "Its Environs Study," which includes 10 counties in New York and 11 in New Jersey, there are 5,522 square miles. Within the area used by the consulting engineer of the New York Transit Commission in his Metropolitan Plan, there are 3,766 square miles. The Port of New York Authority's boundary encloses 1,463 square miles. The Metropolitan District, defined by the United States Government in its last census of the City itself and all minor civil divisions in the suburban territory within 10 miles of the city boundaries that have a population of 150 or more per square mile, contains 1,193 square miles.

Of the area enclosed by the Port Authority's boundary, 368 square miles are covered by surface water (of which some 250 square miles are sheltered).

Improved shore front in New York aggregates 53 miles, or 20% of the total. New Jersey improvements aggregate 30 miles, or 15% of the total.

Of the 483 miles of shore front, 277 are in New York and 206 in New Jersey. The New Jersey mileage includes the potentially navigable parts of the Raritan, Passaic and Hackensack Rivers. The waterfront measured around the piers totals approximately 615 miles.

Area in square miles and the length of shore fronts in miles for the waters navigable, and potentially navigable included in the Port of New York Authority area:

	Water Area	Shore Line
Hudson River	24.0	56.0
Harlem River	1.2	15.0
East River	4.0	17.5
Passaic River	15.0	50.0
Hackensack River		43.5
Raritan River		27.0
Arthur's Kill	5.2	26.5
Kill van Kull	1.2	8.5
	49.6	244.0
Upper Bay	20.0	17.0
Lower Bay	101.2	43.5
Newark Bay	7.2	15.5
Jamaica Bay	28.0	22.0
L. I. Sound	45.0	105.0
	201.4	203.0
Total Rivers and Estuaries	49.6	244.0
Total Bays and Long Island Sound.	201.4	221.0
Open Sea in Port Authority area..	149.0	18.0
Grand Total	400.0	483.0

Of the 483 miles of shore front, approximately 277 miles are in New York and 206 miles in New Jersey.

Lines operating from the port:
97 Lines to Northern and Western Europe.
68 Lines to points in the Mediterranean Sea.
47 Lines to South American ports.
34 Lines to West Indies, Central America and Caribbean Sea.
29 Lines to Asiatic and Australian ports.
16 Lines to east and west coast of Africa.
14 Coastwise lines to New England.
8 Lines to Hudson River points.
6 Coastwise lines to South Atlantic and Gulf ports.
2 Barge lines to Philadelphia and Baltimore.
2 Barge lines to Buffalo via New York State Barge Canal.

There are 12 rail lines having access to the port.

GENERAL INFORMATION

The City

The City of New York comprises five boroughs —Manhattan, Bronx, Brooklyn, Queens and Richmond. Manhattan covers New York County, Brooklyn covers Kings County, and the other boroughs cover the counties from which they were named.

The city (five boroughs) of New York has an extreme length, north and south, of 36 miles, and an extreme breadth of 16½ miles, measuring from the North River along 23d Street, Manhattan and thence to the easterly border of Queens Borough.

From the western border of the Borough of Richmond to the eastern border of Queens Borough, the distance is 25 miles.

Manhattan Borough is 12½ miles long; and its extreme breadth is 2½ miles; Bronx, length 8.1 miles, breadth 9.2 miles; Brooklyn, length 11.5 miles, breadth 10.3 miles; Queens, length 15.1 miles, breadth 13.7 miles; Richmond, length 15.5 miles, breadth 7.0 miles.

The total area of the five boroughs and of the incorporated City of New York, according to the Tax Department, is 314.75 square miles. By acres, the areas of the boroughs as as follows: Manhattan, 14,038; Bronx, 26,017; Brooklyn, 49,709; Queens, 75,082; Richmond, 36,000; total, 201,446.

The city is the world's financial center.

In the whole country there are 2,900 export merchants listed, of these 2,400 are located in New York.

It is one of the three greatest furniture centers of the United States, especially in high grade and special designs, which trade amounts to what virtually is a monopoly.

More shirts and collars are made here than are made in Troy.

There are more establishments with a greater number of employes engaged in the metal industry than in the city of Pittsburgh.

Paper products in all lines yearly amount to $100,000,000. It is the largest publishing center of the country, with 3,286 firms engaged in these lines.

More shoes are produced here than in St. Louis, Lynn, or any other city except Brockton.

New York, with its trading population totaling in the city and suburbs 9,207,466, with 13,000,000 within a 100-mile radius and 23,000,000 in a 200-mile radius, is the greatest consuming market in the world and of the widest variety of goods.

Using a traffic year of 340 days, the Transit Commission's figures for 1924 showed an average of 728,307 daily commuting trips in and out of New York City, while the total daily traffic averaged 989,617 passengers. The Commission estimated from these figures the number of commuters as 364,153 and the number of daily visitors, including some from the commuting zone who paid full fare, at 130,650.

During 1924 the travel into and out of New York City totaled 385,410,632 passengers, of which the railroads carried 243,589,271.

The travel originating within 40 miles of the ity in 1923, in the so-called metropolitan district, was 289,000,000 passengers, of which 146,000,000 were railroad commuters, 44,000,000 were other railroad passengers, 56,000,000 came and went by ferries, and the Hudson and Manhattan tubes handled 43,000,000.

Of the 190,000,000 railroad passengers, 60,000,000 were from Long Island, 33,000,000 from Westchester and Connecticut, and 97,000,000 from New Jersey.

In a day, 2,440 railroad trains enter the city, of which 327 bring commuters from 8 A. M. to 9 A. M.

New York City uses more electricity than twelve European countries with a combine population of 109,000,000. This City uses in year approximately five billion kilowatt hou of electricity, whereas, the combined productio of all the generating plants in Greece, Denmark Latvia, Jugo-Slovakia, Poland, Hungary, No way, Rumania, Turkey, Switzerland, Swede and the Netherlands last year was slightly les than 5,000,000,000 kilowatt hours.

The circulation of books from public librarie in New York City was approximately 20,000,0 volumes last year.

A recent survey of the density of urban popu lation shows that New York City has more tha 19,000 population to the square mile, not allow ing for commuters and transients. It ha 17,786 population to the square mile in 191 In Manhattan there are 103,045 to the squa mile.

The fact that New York City is one of th greatest summer resorts in the world is ofte overlooked even by New Yorkers themselves.

New York City has over 500,000 automobile

The city has appropriated $20,500,000 for th purpose of constructing terminal markets i Bronx, Manhattan and Brooklyn. These wi serve as storage houses and distributing cente for foodstuffs arriving in New York from a parts of the country.

Fuel Consumed in 1919 in Manufactures, New York City

City and Boroughs	Coal Anthracite Tons 2,240 Pounds	Coal Bituminous Tons 2,000 Pounds	Coke Tons 2,00 Pounc
New York City	2,169,218	2,037,155	235,0
Bronx Borough	78,862	163,715	4,0
Brooklyn Boro	922,205	678,764	63,3
Manhattan Boro.	626,812	293,310	113,1
Queens Borough.	453,370	753,639	49,6
Richmond Boro	87,969	147,727	4,7

City and Boroughs	Fuel Oils Barrels	Gasoline and Other Volatile Oils Barrels	Gas 1,000 Cubic Feet
New York City	5,009,999	33,818	1,990,8
Bronx Borough	298,485	1,079	51,9
Brooklyn Boro	1,930,178	19,940	667,4
Manhattan Boro.	1,091,837	5,487	1,147,8
Queens Borough.	1,634,888	6,461	109,6
Richmond Boro	54,611	851	13,9

Principal Occupations, New York City

Occupation	Male	Fema
All occupations	1,839,683	691,7
Actors	5,053	5,0
Artists, sculptors, teachers of art	5,095	3,1
Authors, editors, reporters	4,461	1,5
Bakers	15,510	2
Bankers, brokers, money lenders	14,615	2
Barbers, hairdressers, manicurists	15,448	3,6
Bookkeepers, cashiers, account's	42,449	40,2
Brick and stone masons	9,985	
Carpenters	42,478	
Chauffeurs	49,185	2
Clergymen	4,037	
Clerks, except in stores	137,283	68,9
Clerks in stores	26,114	12,1
Compositors, linotypers, typeset's	20,823	6
Draymen, teamsters, expressmen	28,785	
Dressmakers and seamstresses	157	22,7
Electricians and elec. engineers	21,445	
Elevator tenders	9,134	1,0
Engineers, stationary	17,470	
Firemen, except locomotive and fire department	11,709	
Foremen and overseers, mfg	12,143	4,5
Guards, watchmen, doorkeepers	11,714	
Janitors and sextons	9,123	9,6
Laborers, building, general	22,959	3
Laborers, porters, helpers in stores	11,655	9
Lawyers, judges and justices	11,246	2
Longshoremen and stevedores	37,050	2
Machinists, millwrights, toolmakers	42,664	
Managers and supts., mfg	15,819	8
Manufacturers and officials	37,755	1,1
Musicians and teachers of music	10,160	5,2
Painters, glaziers and varnishers	25,438	
Physicians and surgeons	9,449	5
Plumbers, gas and steamfitters	19,354	
Policemen	11,725	
Retail dealers	114,671	7,0
Salesmen and saleswomen	91,625	27,6
Semi-skilled operatives	88,248	31,7
Servants and waiters	54,970	94,6
Stenographers and typewriters	7,146	72,5
Tailors and tailoresses	46,932	3,2
Teachers, school	6,048	27,5
Telephone operators	1,351	20,0
Trained nurses	409	12,1

What New York Eats.

The authorities of the Port of New York est mate, in the territory constituting the port, t approximate food consumption based on 8,000,0 population, allowing for children and infant as equivalent to 6,240,000 adults, to be annuall

	Pounds
All meats, including provisions and poultry	1,401,983,2
Fish	178,464,0
Milk	1,921,328,0
Cheese	63,184,0
Eggs	205,920,0
Butter	174,160,2
Vegetables	2,285,712,0
Fruits	923,680,0
Sugar	377,520,0
Tea and coffee	102,960,0

Nearly 3,240,000 quarts of milk are consume daily.

It is estimated in addition 1,000,000 cases evaporated milk and 1,200,000 cases of co densed milk are used.

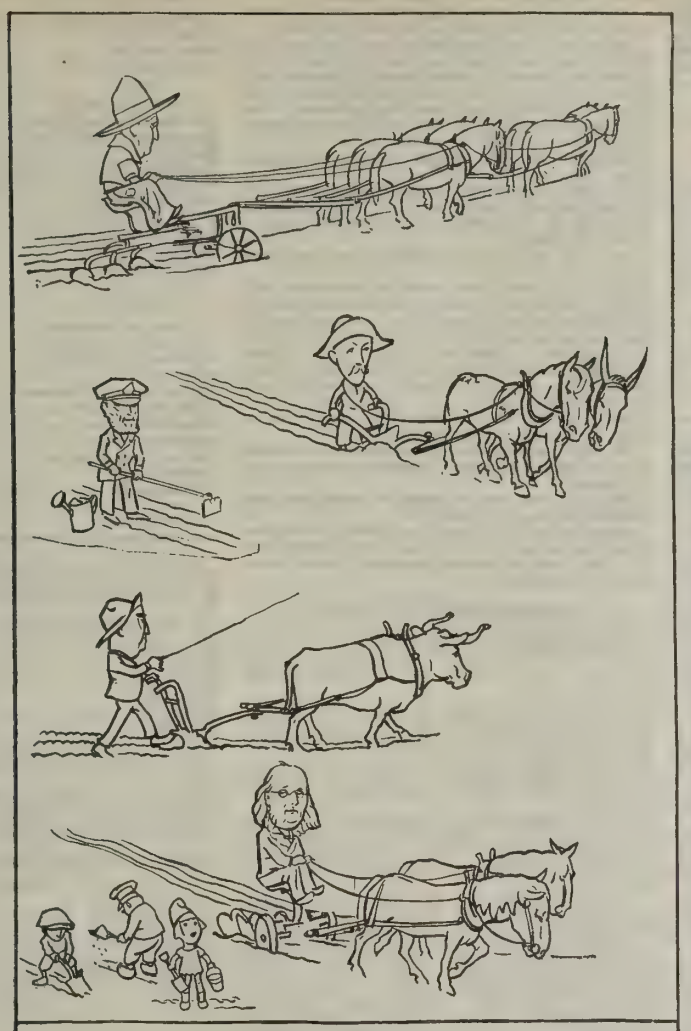
The city is one of the important live stoc markets of the country, being fourth in t number of animals slaughtered.

The meals for the city require 1,800 ca daily to transport its foodstuffs.

To haul the food necessary annually would r quire a freight train of 4,000 miles in lengt

The provision trade estimated there are 15 791,869 dozen eggs used annually.

Continued on page 170



Cultivating
the New York Market



—properly

WHY expect pigmies to do gigantic jobs?

Nine million people cannot be reached, covered told or sold by small circulations! America's greatest, richest market deserves and repays maximum selling and advertising effort. The national advertiser in New York needs The News first and most—because it covers the market with the largest* circulation ❦ because it reaches all kinds and classes of people in all parts of the city and suburbs ❦ because the small page and tabloid paper get the copy seen ❦ because it affords more advertising at less cost ❦ ❦ Get the facts!

* Six Months Averages
Period ending Sept. 30, 1925

DAILY - - - - 920,956
(The Largest Daily Circulation in America)

SUNDAY - - - 1,122,065
(The Largest Sunday Circulation in America)

THE NEWS
New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

NEW YORK (Cont'd)

New York City (con't)

Metropolitan New York consumes on an average 513,916 pounds of citrus fruit annually. The orange is shown to be New York's favorite fruit, the average annual consumption being estimated at 361,627,500 pounds, or about 60 pounds per capita of population. In 1922 the receipts of this fruit were 8,050 carloads, while in 1923 they were 12,133 carloads. The demand for grapefruit grew even more rapidly, increasing from 2,134 carloads in 1922 to 3,681 carloads in 1923.

Estimated by the Department of Health of New York City—Staple foods consumed annually:

	Pounds
Wheat flour	1,576,254,950
Bread	900,420,000
Potatoes (white)	600,000,000
Sugar	525,000,000
Pork	450,000,000
Bananas	435,000,000
Beef	350,000,000
Oranges	275,000,000
Apples	275,000,000
Poultry (live and dressed)	251,173,669
Fish (fresh and frozen)	150,000,000
Rye	122,494,848
Butter	120,000,000
Eggs	120,000,000
Lard	116,000,000
Evaporated and condensed milk	110,000,000
Grapes	105,000,000
Coffee	90,000,000
Onions	85,000,000
Rice	67,500,000
Cantaloupe	61,000,000
Miscellaneous fruits	60,000,000
Watermelon	55,000,000
Potatoes (sweet)	55,000,000
Dried beans and peas	55,000,000
Grapefruit	50,000,000
Veal	50,500,000
Spinach	46,000,000
Tomatoes	45,000,000
Cucumbers	45,000,000
Cabbage	43,000,000
Pears	42,000,000
Lettuce	40,000,000
Dried fruits	40,000,000
Mutton and lamb	40,000,000
Miscellaneous vegetables	85,000,000
Fish (dried, smoked and spiced)	36,625,000
Peppers	32,000,000
Barley	31,117,824
Beans	30,250,000
Cheese	30,000,000
Vegetable oils and compounds	27,000,000
Carrots	21,000,000
Strawberries	18,751,500
Tea	20,000,000
Peas	20,250,000
Cauliflower	13,105,463
Turnips	11,000,000
Pineapple	10,140,000
Corn	7,619,477
Kale	7,494,671
Eggplant	7,358,063
Miscellaneous berries	10,000,000
Cherries	6,985,470
Peaches	7,000,000
Tangerines	5,882,037
Lemons	6,000,000
Asparagus	5,446,125
Plums	5,000,000
Beets	4,099,117
Radishes	4,095,718
Mushrooms	3,287,651
Artichoke	3,102,923
Squash	1,613,444
Brussels sprouts	1,393,142
Currants	1,340,288
Escaroli	1,054,463
Romaine	810,971
Garlic	610,725
Okra	433,868
Parsley	425,616
Parsnip	139,050
Watercress	113,418
Pumpkin	92,932
Endive	62,033
Leeks	52,453

Suburban and Farm Districts.

The suburban section of New York includes the towns in the following counties:

Westchester 344,436, Rockland 45,548, Putnam 10,802, Orange 119,884, in New York State; Fairfield 320,936, in Connecticut; Bergen 210,703, Passaic 259,174, Essex 652,089, Union 200,175, Morris 82,694, Middlesex 162,334, Monmouth 104,925 and Hudson in New Jersey.

Within the adjacent sections of New Jersey, Connecticut, Westchester and Rockland counties, Long Island, there are many farms.

Some conception of the importance of farming in the territory surrounding New York City can be gained by a glance at the following list, showing the number of farms and acreage in the suburban area alone:

In New York State—	Farms	Acreage
Bronx	55	26,240
Kings	55	45,440
Queens	565	69,120
Richmond	121	36,400
New York	5	14,080
Nassau	935	175,360
Orange	3,591	533,760
Westchester	1,538	286,720
Rockland	831	117,120
In New Jersey—		
Bergen	1,012	151,680
Essex	375	81,280
Hudson	98	27,520
Middlesex	1,383	199,680
Monmouth	2,445	306,560
Morris	1,333	304,000
Passaic	475	125,440
Union	390	65,920
In Connecticut—		
Fairfield	3,874	151,680

The Italian Market of Greater New York.

The Italian population of Greater New York amounts to 390,832, according to the last census. This constitutes 19.6% of the foreign born white population among the 36 foreign countries represented. Within the metropolitan area there are appoximately 850,000 Italians.

This population is distributed by boroughs as follows:

Bronx	39,519
Brooklyn	138,245
Manhattan	184,546
Queens	19,794
Richmond	8,728

Most of the Italian population is engaged in gainful pursuits and every trade, business and profession has its Italian principals and Italian trade. The baking, stove and machinery trades employ the greatest number of Italians.

The Italian sections of the city are defined in the sixteen following outlines:

From Park St. to Christopher St. and from the Bowery to West Broadway.

From Madison and Roosevelt Sts. to 16th St., Bowery to river front.

From 26th St. and 7th Ave. to 40th St. and 11th Ave.

From 90th St. and First Ave. to 128th St. and river front, above 105th St. from Lexington Ave., to river.

From 14th St. and Morris Ave. to 156th St. and Morris Ave.

From 180th St. and Third Ave. east to Southern Boulevard up to 200th St.

Williamsbridge section, from 200th to 228th Sts. and White Plains Ave.

Williamsburg section.

South Brooklyn, principally Union, Columbia and President Sts.; Borough Park from 38th St. to 62d St.

Entire Bensonhurst section.

Queens, from Third to 11th Sts. on Manhattan Ave.

Staten Island, St. George.

The Ozone Park section of Queens.

A section of Astoria and throughout Corona.

These sections are among the most thickly populated in the city.

There are 6,000 Italian grocery stores in New York and vicinity catering to both American and Italian trade.

There are 1,000 of these catering exclusively to the Italian trade.

In all other lines of merchandise the stores cater to a general trade.

There are 1,700 Italian bakers. In this connection in the American bakeries Italian bakers lead all others among the number of employees.

In the wholesale business on all products in food and other lines from Italy and other countries, the Italian jobbers sell the people of the entire nation.

The largest number of depositors in the savings and postal savings banks are of the Italian race.

The Jewish Market of New York

Next to the American market the Jewish is probably the most important and most lucrative in New York City. More than 1,600,000 Jews live and work in the Metropolis. They are concentrated in several distinct sections. About 668,000 live in Manhattan, 215,000 in the Bronx, and 555,000 in Brooklyn.

More than 5,000 grocery, dairy and delicatessen stores, 1,200 drug stores, several thousand dry goods and specialty shops are located in the Jewish sections and cater exclusively to Jewish trade.

There are twenty Yiddish theatres in Greater New York. There are 12 Jewish banks with 50 branches in the Jewish sections and have a total resources of more than four hundred million dollars, of which about seventy-five millions are savings accounts.

The Jews of New York are engaged largely in mercantile and professional pursuits, a large number of them are skilled artisans employed in the needle, shoe and textile industries. These trades are highly unionized and the workers employed earn proportionately higher wages than workers in other industries.

Because of its compactness, the Jewish market is easily accessible to the American advertiser and can be merchandised at a proportionately low cost.

Bronx—Special Information

The Bronx covers an area of 42 square miles and has a water frontage on three sides. The water front at Port Morris, a section of The Bronx, touches water deep enough to accommodate trans-Atlantic liners, and in time it is expected that The Bronx will serve as terminus for trans-Atlantic trade.

More pianos and musical instruments are made in The Bronx than in any other part of the United States. The vast plants of the Estey and Welte-Mignon Piano companies are located here.

The Bronx is also the home of the Fleischman Yeast Company, one of the largest of its kind.

Dr. Posner's Scientific Shoes are made in The Bronx. This is one of the leading shoe manufacturing concerns in the country.

The Bronx has a wonderful system of parks and parkways, the total acreage amounting to 4,000 acres. The famous Bronx Park Botanical and Zoological Gardens are located here.

Recent monthly totals of expenditures for new business and residential structures in the Bronx amount to $12,000,000 to $15,000,000.

Brooklyn—Special Information

Brooklyn leads the world in the manufacturing of wedding rings. Brooklyn has more children in school than any other city with the exception of Chicago.

Brooklyn ranks first in the world as a coffee importing and distributing center. Over 60% of the coffee used in the United States passes through Brooklyn.

Brooklyn leads the United States in the importation and preparation for distribution of olives, importing over 3,000,000 gallons per year.

Brooklyn has more warehouses than all the other boroughs of New York combined.

The extent of wharfage from the 111 commercial piers in Brooklyn is over 25 miles.

Newtown Creek, having a length of less than four miles, is known as one of the world's busiest waterways. More cargo is shipped over Newtown Creek in one year than is shipped over the entire Mississippi River in the same time.

Brooklyn has one of the largest floating dry docks in the world.

Brooklyn has one of the longest commercial piers in the world.

Brooklyn has the greatest single dock system in the country, the New York Dock Company, including 34 piers, covering a water front of over two miles.

Over 700 ships claim Brooklyn as their home port.

The most up-to-date terminal warehouse system is the Bush Terminal, which has seven of the largest piers in the U. S., and in addition has 14 manufacturing buildings with a total area of over 7,000,000 square feet. These buildings occupy practically 300 acres, having almost 300 different tenants employing over 25,000 people.

Brooklyn is fourth from the standpoint of industry in the United States.

It has approximately one-quarter million workers engaged in 10,000 manufacturing establishments.

Brooklyn has 84 financial institutions, and over 30,000 retail stores.

Ships leave our Brooklyn docks for almost every important port in the world, whether it be Asia, Africa, South America, North America, or Australia.

Queens—Special Information

The Borough of Queens occupies an area of 117 square miles, or 37.4 per cent of the total area of New York City. The assessed valuation of land in the borough for 1925 was $1,163,360,145.

Queens has ten miles of beaches on the Atlantic Ocean, Long Island Sound and Jamaica Bay, and has twenty parks, with a total area of 1,180 acres.

Queens ranks among the first fifteen cities in the United States in importance of manufacturing.

It is connected with Manhattan by three tubes under the Hudson River and by the Queensboro Bridge. It is also connected with the Bronx by New York Railroad Bridge over Hell Gate.

Queens Borough is made up of 64 smaller communities.

Building activities in Queens are progressing at a tremendous rate. During the first nine months of 1925, plans were filed for 19,946 new buildings, including private homes, private garages, apartment houses, public buildings, office buildings, stores, schools, churches and theatres. The cost of these buildings amounts to $135,242,435.

There are 200 miles of trolley tracks and 50 miles of elevated tracks in the borough.

Richmond—Special Information

The Borough of Richmond is located on Staten Island in New York Bay. It is fourteen miles long, seven miles wide and embraces an area of 57 square miles. It is connected with Brooklyn and Manhattan by municipal ferries, and The Bronx, Queens and adjacent suburban territory can be reached from Richmond by subway through Brooklyn and Manhattan. It is also served by ferries to New Jersey towns.

It is mainly a home community, having an area three times as large as Manhattan, with one-twentieth of the population. There are, however, a number of important industries located here, such as Borden's Farm Products Co., U. S. Gypsum Co., American Linseed Co., Standard Varnish Works, Tottenville Hat Works, Sun Soap Products, Inc., West New Brighton Iron Works, National Dry Dock & Repair Co., Rubsan & Hormann Brewing Co., Empire State Silk Label Co. and Hudson Waist Co.

Richmond has thirty-five miles of water front and twenty-one piers, each one thousand feet in length and equipped with most modern freight-handling devices. These piers are capable of handling over 12,000,000 tons of goods per year.

There are 326 miles of good roads in Richmond. Of these, 294 miles are paved, 30 miles being constructed of reinforced concrete.

The park system of Richmond embraces 175 acres, and there are five miles of modern bathing beaches along the shore front.

Transportation is furnished throughout the island by electric trolley systems, and one electric railroad and one steam railroad run from one end of the island to the other.

Nine steamship companies dock their ships at Richmond.

The increase in the value of real estate in Richmond over 1917 is 79.63%.

RESIDENTIAL FEATURES

The city is one of change. The residential section of Fifth Ave. has become a shopping section as far north as 59th St.

Riverside Drive is changing from a street of one-family residences to one of apartments both large and small.

Park Avenue has grown to be the center of the exclusive apartment house section.

Sub-divisions have developed rapidly in Brooklyn consisting mainly of one-family houses.

Queens is a borough of detached houses and homes though there are some apartments in Corona and other sections.

Richmond is a section of one and two-family houses.

The Bronx is changing to an apartment house area.

Number of Buildings in New York City

Class of Building	Manhattan	Bronx
One-family dwellings	21,740	17,049
Two-family dwellings	4,182	10,812
Tenements	38,435	12,126
Hotels and apt. houses	2,525	87
Warehouses, dept. stores, lofts	8,156	141
Office buildings	919	90
Factories	1,264	575
Stables and garages	2,264	4,50
Theatres	189	3
Miscellaneous	3,547	3,59
Total	83,203	49,05

Class of Building	Brooklyn	Queens
One-family dwellings	80,623	70,28
Two-family dwellings	63,816	26,16
Tenements	5,523	6,98
Hotels and apt. houses	330	13
Warehouses, dept. stores, lofts	1,764	20
Office buildings	193	12
Factories	3,387	1,43
Stables and garages	12,673	23,02
Theatres	141	4
Miscellaneous	8,103	5,10
Total	222,553	133,52

Class of Building	Richmond	Total*
One-family dwellings	23,114	212,81
Two-family dwellings	3,585	108,55
Tenements	572	109,64
Hotels and apt. houses	77	3,15
Warehouses, dept. stores, lofts	111	10,37
Office buildings	40	1,36
Factories	431	7,09
Stables and garages	4,360	46,85
Theatres	8	41
Miscellaneous	1,548	21,89
Total	33,846	522,18

*Totals for five boroughs.

Apartments in tenements—Manhattan, 545,640; Bronx, 173,617; Brooklyn, 303,415; Queens 36,703; Richmond, 1,672; whole city, 1,061,047.

Approximate Number of Wired Homes.

Total for city	925,00
Bronx	11,75
Brooklyn	400,00
Manhattan	300,00
Queens	193,80
Richmond	20,00

This tabulation includes apartment houses and each separate apartment is considered a home.

Home owners for the city, 350,102; by boroughs, Brooklyn, 196,10; Queens, 67,345; Manhattan, 42,255; Bronx, 31,092; Richmond, 13,316

Excess of Families Over Dwellings in New York City

(U. S. Census figures, as of Janury 1, 1920.)

The following table shows the number of families in the City of New York that have no separate dwelling for their own occupancy, but occupy a home in common with others.

	Dwellings.	Families.	Excess of Families Over Dwellings. Number.	Pct. Total Families.
New York City	365,963	1,278,341	912,378	71.
Bronx	33,985	166,260	132,275	79.
Brooklyn	173,847	453,587	279,740	61.
Manhattan	75,534	525,154	449,620	85.
Queens	64,323	109,559	45,236	41.
Richmond	18,274	23,781	5,507	23.

The word "dwelling," as used in U. S. Census tables, means any building or structure in which one or more persons regularly sleep. It may not be a house in the usual sense of the term.

An entire apartment house constitutes but one dwelling.

The word "family," as used in U. S. Census tables, means a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table.

Thus, one person living alone is counted as a family, and all the people in the hotel, boarding house or institution constitute but one family.

RETAIL SECTIONS

We briefly outline the location of principal shopping centers, but a more careful analysis of New York City through the aid of the newspaper merchandising departments will reveal to any manufacturer or distributor of nationally advertised products that the retail possibilities are in no way confined to these eighty centers.

Principal retail shopping districts of Manhattan:

Broadway at Cortlandt St. and vicinity.
Broadway at 6th St. and vicinity.
Broadway at 14th St. and vicinity.
Seventh Ave. at 14th St. and vicinity.
Seventh Ave. at 23rd St. and vicinity.
Broadway and 23rd St. and vicinity.
Third Ave. at 23rd St. and vicinity.
Broadway at 34th St. and vicinity.
Third Ave. at 34th St. and vicinity.
Broadway at 42d St. and vicinity.
Third Ave. at 42d St. and vicinity.
Broadway at 59th St. and vicinity.
Third Ave. at 59th St. and vicinity.
Broadway at 66th St. and vicinity.
Broadway at 72d St. and vicinity.
Broadway at 79th St. and vicinity.
Broadway at 86th St. and vicinity.
Broadway at 103d St. and vicinity.
Broadway at 110th St. and vicinity.
Broadway at 116th St. and vicinity.
Broadway at 125th St. and vicinity.
Broadway at 145th St. and vicinity.
Broadway at 181st St. and vicinity.
207th St. from 10th Ave. to Broadway.
Eighth Ave. at 125th St. and vicinity.
Lenox Ave. at 145th St. and vicinity.
Lenox Ave. at 135th St. and vicinity.
Lenox Ave. at 125th St. and vicinity.
Lenox Ave. at 116th St. and vicinity.
Third Ave. at 125th St. and vicinity.
Third Ave. at 116th St. and vicinity.
Third Ave. at 110th St. and vicinity.
Third Ave. at 96th St. and vicinity.
Third Ave. at 86th St. and vicinity.
Third Ave. at 77th St. and vicinity.

NEW YORK (Cont'd)

Third Ave. at 68th St. and vicinity.
Fifth Ave. from 23d St. to 59th St.
East Broadway and Division St.

Broadway, Manhattan, undoubtedly one of the longest avenues of trade in the world, is nothing more or less than a series of shopping centers joined by an almost continuous line of small retail establishments of every known character.

The extreme southern end of this avenue is devoted principally to office buildings familiarly known as "New York's skyscrapers," but even in this center of finance and international trade, there is an unbroken chain of retail establishments. From this point north, Broadway is a combination of retail and wholesale establishments of various sizes. In mentioning the principal retail shopping districts as briefly outlined here, we merely refer to the "heart" of a district. The national advertiser will find avenues of trade leading into each of these centers from all sides, varying in length according to the location and character of the residents in each neighborhood.

Of course, the most widely known retail section is the famous Fifth Ave. shopping district, which extends from 23d St. to 59th St.

A brief outline of New York City's retail sections would not be complete without reference to the East Side, where congestion causes retail conditions quite different from anything found elsewhere. The heart of this trading district is on East Broadway, Division St., the Bowery and neighboring streets such as Orchard, Essex, Grand, Henry, Madison and others. It is here that retail trade has reached beyond the limits of housing facilities and the famous East Side pushcart merchant has become a close rival to the shopkeeper.

The pushcart markets, however, extend all over the Greater City, not being confined to the lower East Side, where, however, they are thickest. A recent survey shows that there are 58 open air public markets in the city. Of these, 38 are in Manhattan, 2 in the Bronx and 18 in Brooklyn. Over 7,860 pushcart peddlers are licensed by the city government to do business in these markets. They sell articles of food and wearing apparel, and the average sale price is fifteen cents. The gross business for one year in the markets approximates $45,500,000.

The public markets are located in centers of population five times as intensive as in any other part of the city. They serve a total of more than 1,500,000 people. The markets supply a means of support for 31,000 dependents of whom 89 per cent are foreign born or of foreign parentage, 6 per cent are native born whites and 5 per cent are Negroes. At least two-thirds of all this number are either Jewish or Italian. Sixty-eight per cent of the venders deal in fruits and vegetables with a retail value of approximately $35,000,000 annually; 4 per cent deal in other foods with an annual value of about $1,500,000; and 28 per cent retail merchandise worth about $9,000,000 per year. Seventy-two per cent of the venders are Jewish, 22 per cent Italian, and the remaining 6 per cent is divided among German, Irish, Russian, Spanish and American. But 63 per cent are citizens.

Eleven per cent of all the fruits and vegetables supplying the city are retailed through the pushcarts. Some of these open air markets extend for a distance of 15 blocks. It is further reported that half the sales are on Saturday and a third on Thursday.

Principal Shopping Districts of Bronx

In the Borough of the Bronx there are many neighboring sections which afford wide distribution for nationally advertised products, especially in the food line.

The principal shopping centers of this borough are six in number, each of which presents exceptional marketing possibilities. In several instances the shopping centers are even larger than many retail sections of the average American city. These six shopping districts are located at Third Ave. and 139th St., Third Ave. at 149th St., Prospect Ave. at 160th St., Southern Boulevard at 163d St., Tremont Ave. at Prospect Ave. to Boston Post Road, University Ave. to Third Ave. on Fordham Road.

Principal Shopping Districts of Brooklyn

In South Brooklyn the principal shopping district is on Fifth Ave. for many blocks. In Brooklyn proper the "Borough Hall Section" represents the heart of the retail district, the principal avenues of trade are Fulton St., Flatbush Ave. and adjoining streets. Flatbush Ave. extends out to the Flatbush section and is the principal avenue of retail trade in this section. Kings Highway is also an important shopping avenue for Flatbush. In the Williamsburg and Bushwick sections Broadway is the main avenue of retail trade. Stores and shops of every description from complete department stores to the smallest specialty shops are found along the highway of trade extending from the Williamsburg Bridge Plaza east for a distance of more than thirty blocks. Two particularly busy centers along this highway are at Broadway and Flushing Ave. and Broadway and Lexington Ave. Other important avenues of trade in these two sections are Ralph Ave., Reid Ave., Throop Ave., Tompkins Ave., and Nostrand Ave. which extend for quite a distance. Nostrand Ave. extends out to the Bedford section and together with Franklin Ave. forms the main retail section of this part of Brooklyn. In the Greenpoint section, Manhattan Ave. is the main channel of retail trade.

Principal Shopping Districts of Queens

As this borough has grown from the gradual uniting of popular neighborhood sections, it is natural that each of these districts should have a trading center such as Woodhaven, Richmond Hill, Jamaica, Whitestone, College Point, Flushing, Corona, Astoria, Long Island City and Ridgewood.

Jamaica Ave. is almost a continuous shopping street from Elder's Lane in Woodhaven, through Woodhaven, Richmond Hill Jamaica and beyond to Harvard Ave.

In Whitestone there are two sections—150th St. from Sixteenth Road to 11th Ave., 14th Ave. from 148th St. to 152d St.

In College Point the retail districts are at 122d St. from 15th Ave. to 26th Ave., and 15th Ave. from 118th St. to 125th St.

In Corona the shopping district is Jackson Ave. from 26th St. to 32d St.

In Astoria the main channel of retail trade is along Fulton Ave., Main St. and Astoria Ave.

Long Island City, at Vernon Ave. from Borden Ave. to Mott Ave., and Jackson Ave. from Borden Ave. to Barn St.

Ridgewood, at Metropolitan Ave. from Newtown Creek to Collins Ave., Grand St. from Newtown Creek to Broad St.

Far Rockaway, at Rockaway Boulevard from 25th St. to Mott Ave., and Mott Ave. from Regina Boulevard to 20th St.

The possibilities of sales promotion in New York City are unrivalled. The manufacturer has represented in this single market every advantage for sales creation and every facility for the distribution of his product. The manufacturer need not go beyond the city limits to experiment with or encounter every known difficulty in the promotion of his goods.

Many manufacturers visualize New York City's retail possibilities as centering principally upon Manhattan Island. There are marketing possibilities in each section and the importance of newspaper circulation in each corner of New York City warrants no small amount of investigation.

The merchandising and promotion departments of leading newspapers can furnish in detail many facts and features of each borough which cannot be outlined to their full extent in this limited space.

Principal Shopping Districts of Richmond

In Richmond Borough (Staten Island) there are at least eight retail centers which are increasing in sales possibilities as rapidly as other boroughs of New York City. These centers are Port Richmond, West New Brighton, New Brighton, Tompkinsville, Stapleton, Rosebank, New Dorp and Tottenville. Each of these is a city or town in itself. In fact, the buying characteristics and sales possibilities of each community warrants individual study on the part of the distributor of merchandise.

The above mentioned shopping centers of New York City must not be considered the limits of distribution when planning a sales campaign in this great market. In addition to these centers of retail trade, the advertiser must take into consideration the hundreds of scattered or neighborhood districts. Careful analysis of the market on the part of national advertisers warrants close study of EDITOR & PUBLISHER'S Space Buyers' Chart, together with the accumulation of data from New York City newspapers.

Trading Area

The daily and weekly trading zones were secured after an investigation of the sales, delivery and mail order departments of three of the largest department stores in the city.

This investigation showed that one-third of the parcels mailed were delivered within 50 miles of New York, and slightly less than two-thirds were within 100 and 150 miles.

Seventy and one-half percent of all mailed packages were in the first and second parcel post zones.

The daily zone boundary line extends on the east on Long Island to Long Beach, from which point it swings north through Rockville Center, Garden City, Westbury, Roslyn and Glen Cove. Northeast the furthermost point is Stamford in Connecticut, including Greenwich. To the north the general description would be the whole of Westchester County, which includes, Ossining, Scarboro and Tarrytown on the east bank of the Hudson River, Mount Kisco, Briarcliff, Mount Pleasant, Armonk and Pleasantville inland; on the west bank of the Hudson, Nyack and Piermont. To the northwest the daily zone includes Paterson, Passaic, Hackensack, Arcola, Ridgewood, Park Ridge and Pompton Lake, all in New Jersey.

To the west it reaches its furthermost point at Morristown. Some of the large towns in this district are Newark, Orange, Rutherford, Montclair, Chatham and Bloomfield.

On the south, Perth Amboy and South Amboy, in New Jersey and Tottenville on Staten Island, New York, are the southern points within the daily trading area.

Within this daily zone nearly all the large retail stores in New York City have a daily free delivery system.

The weekly zone area extends to the east as far as West Hampton on the south side of Long Island, then swings north across the Island and includes Manorville and Wading River. In Connecticut it extends to about halfway between Milford and New Haven, within this zone is Bridgeport, Milford, South Norwalk and Norwalk. This zone swings northwest including Danbury, Brookfield and Newton. The furthermost point north is Chelsea on the Hudson River, which is about midway between Beacon and Poughkeepsie

From this point on the east bank of the Hudson the weekly zone carries west. Included in this district is Newburgh, Cornwall, Highland Falls, West Point, Gardner Town, Walden and Middletown, which is in the general direction northwest from New York City.

The zone now swings southwest to Port Jervis, and is the furthest point in the weekly zone northwest of New York City. On the west the territory extends to a point beyond Hackettstown, this district includes Stillwater, Stanhope, Lebanon and Clinton, all in New Jersey.

On the Southwest the weekly zone extends as far as Trenton, and, swinging in a half circle and then east, we come to the Atlantic Coast, with the furthest point just south of Point Pleasant. This includes Sea Girt, Lake Como, Ocean Grove, Asbury Park and Long Beach.

Continued on page 172

New York, America's Greatest Jewish City

The Forward

America's Largest Jewish Daily

Contemplate 1,643,000 men, women, children. Visualize their daily needs of food, clothing, shoes and all other things essential to life's daily comforts. Think of the thousands of Jewish retail stores that cater exclusively to the three hundred thousand Jewish families, think of the many millions of dollars' worth of goods they absorb and you will realize that here is a ready and receptive market, of vast virgin territory, concentrated, compact, easily merchandised.

It will cost but a fraction of the advertising appropriation to cover this market, and with the sales cooperation the Forward Merchandising department renders to its advertisers there is every assurance of a successfully productive campaign.

The Forward is America's largest Jewish home paper, is read by approximately half the total Yiddish reading population and is admitted to be the most dominant force in the life of American Jewry.

We shall be pleased to submit to any advertiser a detailed merchandising-advertising plan which has been used very successfully by other national advertisers.

JEWISH DAILY FORWARD

The Gateway To The Jewish Market

Eastern Plant
175 East Broadway
New York City

Western Plant
Kedzie Ave., at 13th St.
Chicago, Ill.

NEW YORK (Cont'd)

New York City (con't)

Wholesalers

The wholesalers and jobbers of New York are purveyors to the entire nation as well as to the city and vicinity and New York is the largest distributing center in the United States, if not in the world.

Bakers	283
Boots and shoes	256
Butter and eggs	594
Cheese	67
Chemicals	626
Commission merchants	475
Confectionery	1,016
Clothing	1,327
Cloaks and Suits	399
Dental supplies	190
Drugs	348
Dry goods	983
Dye stuffs	218
Fish	167
Fruits and vegetables	1,458
Food product brokers	375
Grocers	666
Hardware	249
Hats and caps	372
Hosiery	320
Iron and steel	278
Jewelers	375
Manufacturers' agents	484
Meat	298
Men's furnishings	97
Millinery	490
Merchandise brokers	236
Milk depots	197
Oil	611
Olive oil	123
Produce	252
Provisions	221
Rubber goods	59
Silk	1,933
Teas and Coffees	142
Waters, carbonated, etc.	126
Woolens	1,147

According to an estimate of the purchasing power of the cities in the country, as made by the Domestic Distribution Department of the Chamber of Commerce of the United States, the wholesale business of New York City, in the city itself and adjacent territory, is estimated at $1,368,438,145, and the retail business, $1,824,584,193.

In this area it is estimated $913,735,000 was expended for food in 1923, $435,264,940 for clothing, $100,691,705 for furniture and furnishings, $198,841,932 for fuel and light and $176,050,616 for miscellaneous articles.

Retail Outlets for Nationally Advertised Products in Greater New York.

	Manhattan	Bronx	Brooklyn and Queens	Richmond
Automobile makes of passenger cars	180	97	121	13
Auto trucks	275	35	42	5
Auto tires	149	105	610	..
Accessories	740	248	1,765	..
Bakers	1,836	600	2,042	77
Cigar stores	1,690	673	1,600	70
Cloaks and suits	1,435	372	594	14
Clothiers	1,173	308	582	15
Confectioners	4,390	2,200	3,721	210
Delicatessen	1,417	681	2,667	50
Dressmakers	2,300	648	2,500	23
Druggists	1,342	550	1,928	71
Dry Goods	3,060	450	1,290	101
Department stores.	23	5	35	7
Electrical supplies.	1,170	335	600	30
Fish	470	225	755	16
Florists	735	363	370	12
Furniture	1,353	143	695	23
Furriers	1,200	340	420	..
Fruits	1,700	600	1,600	70
Grocers' chain	5,000 all boroughs			
Grocers	6,900	1,578	9,622	610
Hardware	450	170	425	42
Hats and caps	475	70	91	23
Jewelers	1,580	410	690	14
Ladies' tailor	1,000	500	275	15
Meat markets	3,400	1,900	6,313	145
Men's furnishings	3,800	600	975	34
Merchant tailors	1,650	400	674	25
Millinery	1,200	150	1,125	20
Opticians	750	300	375	14
Photographers	950	306	470	12
Pianos	290	103	112	6
Restaurants	7,035	1,100	6,184	420
Radio	1,600 all boroughs			
Shoe dealers	1,847	395	1,320	114
Stationers	1,200	320	535	27

Note.

The information in this chart was secured by EDITOR & PUBLISHER from the following sources: New York Clearing House, Bureau of Foreign and Domestic Commerce, Department of Health, Bureau of Licenses, Department of Taxes and Assessments, Port of New York Authority, Board of Education, State Bank Commissioner, Brooklyn Chamber of Commerce, Merchants Association, Bureau of Buildings and other reliable sources.

See announcements pages 165, 167, 169, 171

NIAGARA FALLS, N. Y.

(Niagara County)

1920 Population, 50,760 (1925 est. 67,348).

City and Suburban Estimate, 117,000.

Native Whites, 64%; Negroes, 1%; Foreign Born, 35%; Industrial Workers, 25%; English Reading, 84%; Families, 14,667.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 8; Number of Pupils, 16,441.

Churches, 35: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 3; Methodist, 4; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 10.

Banks: National, 2; State, 6; Total Resources, $43,000,000; Savings Bank and Loan Association Deposits Total $14,362,018.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 3; Miscellaneous (Auditorium, etc.), 9. Total number of seats, Theatres, 13,000; auditoriums, 2,000.

Location: Northwestern part of N. Y. State on Niagara River, 22 miles northwest of Buffalo. Served by Erie, N. Y. C., L. V., West Shore, M. C., P. M., Canadian National, International Railways, Canadian Steamships, Ltd. At the end of navigation on Niagara River, and accessible to barge canal. Excellent paved roads with truck lines to every part of the country. To nearest large city, by railroad, 40 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Electro chemicals, flour, paper, graphite, batteries, shredded wheat, corsets, alloys. Niagara Falls is the home of the greatest power development in the world and power is available at a low cost for industries.

Manufacturing Establishments, 186. Leading firms: Carborundum Co., Kimberly Clark Paper Co., Cellucotton Products Co., International Paper Co., General Abrasive Co., Aluminum Co. of America, Oldbury Chemical Co., Regan Safety Device Co., Hooker Electro-chemical Co., National Carbon Co., Mathieson Alkali Co., U. S. Light & Heat Co., Spirella Corset Co., Republic Carbon Co., American Magnesium Co., Titanium Alloy Mfg. Co., Acheson Graphite Co., Niagara Metal Stamping Co., Visor Knitting Co., Rowe Paint and Varnish Co., Niagara Falls Power Co., Niagara Reedcrafts, Certainteed Products Co., American Sales Book Co., Wm. A. Rogers Co. Total value of yearly output of factories estimated at $140,000,000.

Special Information: Niagara Falls is one of the fastest growing cities in the country, jumping in population from 30,345 in 1910 to 67,348 in 1925. There are 28,165 actual male and 26,840 female buyers in Niagara Falls, of which over 40 per cent had incomes sufficient to report in 1924. These buyers spent in excess of $45,000,000 in the stores of the city in 1924. Niagara Falls is situated in one of the most favored spots in the world for industrial progress. It is a great railroad center, connecting with all the principal cities of the U. S. and Canada. Within a radius of 500 miles are found nearly three-fourths of the population of the two countries. Climate moderate, rarely below zero in winter and rarely exceeding 85 in the summer.

Residential Features: Mostly one and two-family houses. Only a small portion is given over to the lower class of tenements. Homes are mostly owned by occupants and a large number of new homes are erected annually. Rents about the average for cities of this class as are also living costs.

Retail Shopping Section: Extends from the State Reservation eastward for 8 blocks and then out Main Street to the North End, where are located some 10 blocks of large stores. Two distant shopping centers together with several neighborhood sections.

Trading Area: Extends for a radius of about 10 miles. In addition to the amount spent by residents, Niagara Falls derives a considerable retail trade from tourists who number some 2,000,000 annually.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; radio, 2; Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 29; automobile tire agencies, 6; bakers, 17; cigar stores and stands (including hotels), 374 (chain, 2); confectioners (including hotel stands), 475; delicatessen, 6; dressmakers, 27; druggists, 28 (chain, 6); dry goods, 38; department stores, 7; electrical supplies, 14; florists, 5; fruits, 12; furniture, 20; furriers, 5; garages (public), 45; grocers, 290 (chain, 35); hardware, 22; jewelry, 20; meat markets, 98, (chain, 4); men's furnishings, 25; men's clothing, 52; merchant tailors, 40; milliners, 17; opticians, 5; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 83; shoes, 31; sporting goods, 5; stationers, 8; womens' apparel, 34.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 161; most pleasant months, June, July, Aug., Sept., Oct., Nov.; doctors (medical, 57); (dentists, 46); (osteopaths, 4); number of wired houses, 11,093; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 173

NORTH TONAWANDA, N. Y.

1920 Population, 15,482.

City and Suburban Estimate, 40,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 27%; English Reading, 85%; Families, 5,811.

Schools: 18; Number of Pupils, 5,680.

Churches: 27.

Banks: 3; Total Resources, $14,000,500.

Theatres: 4. Total number of seats, 2,500.

Location: On New York Central R. R., Lehigh Valley, Erie, and Grand Trunk. To nearest large city by railroad, 30 minutes; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: Box board, steel, shipbuilding, musical instruments, bolts and nuts, paper, fibre board, pig iron, visible index systems, amusement park apparatus.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: 7 blocks in North Tonawanda and 5 blocks in Tonawanda.

Trading Area: About 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 10; automobile accessories, 16; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 20; druggists, 10; dry goods, 13; department stores, 3; electrical supplies, 6; florists, 5; fruits, 20; furniture, 4; garages (public), 12; grocers, 55 (chain, 3); hardware, 10; jewelry, 6; meat markets, 25; men's furnishings, 9; men's clothing, 14; merchant tailors, 5; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 12; shoes, 8; sporting goods, 5; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 47; average number of rainy days per twelve months, 90; most pleasant months, May to November; street car service.

NORWICH, N. Y.

(Chenango County)

1920 Population, 8,268.

City and Suburban Estimate, 11,240.

Native Whites, 90%; Negroes, 40 people; Foreign Born, 10%; Industrial Workers, 18%; English Reading, 95%; Families, 1,400.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,024.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; Total Resources, $6,132,206.74; Savings Bank Deposits Total in National Banks, $4,408,353.67.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,300.

Location: On main line of Ontario & Western and Utica Division of D. L. & W. Bus lines to Utica, Syracuse, Binghamton and to rural communities in all directions.

Principal Industries: O. & W. railroad shops, hammers, knit underwear, pharmaceuticals.

Manufacturing Establishments: 14. Leading firms: Norwich Pharmacal Co., Norwich Knitting Co., Maydole Hammer Co., Norwich Wire Works, Borden Co.

Special Information: Norwich is the county seat of Chenango County. The largest American plant of the Borden Co. Norwich Pharmacal Co. second largest in U. S. Trading center for a large rural population.

Residential Features: Mostly single homes owned by workers. No mill or restricted districts. Workers live in all sections of the city.

Retail Shopping Section: From city square for 2 blocks on S. Broad, 4 blocks on N. Broad, 1 block on W. Main and 3 blocks on E. Main. Small grocery and markets in residential sections. One block on Mechanic Street and 2 blocks on Lackawanna Avenue.

Trading Area: Extends 20 miles north, 19 south, 12 east and 15 on west. Good improved highways reach most of the farmers living in this area. Bus lines also run to all of this section.

Wholesale Houses: Groceries, 1; fruits, 1. feed and grain, 1; candy, 1; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 2; fruits, 5; furniture, 4; garages (public), 6; grocers, 30; hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 8; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 7; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 10.

NYACK, N. Y.

(Rockland County)

1920 Population, 4,444.

City and Suburban Estimate, 5,000.

Native Whites, 84%; Negroes, 7%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 90%; Families, 1,207.

Schools: 2; Number of Pupils, 1,200.

Churches: 7.

Banks: 2; Total Resources, $5,920,000.

Theatres: 2; Total number of seats, 1,200.

Residential Features: Mostly one family houses.

Retail Shopping Section: About 4 blocks.

Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 17; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 4; fruits, 5; furniture, 3; garages (public), 9; grocers, 22; hardware, 2; jewelry, 3; meat markets, 9; men's furnishings, 3; men's clothing, 4; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 2.

OGDENSBURG, N. Y.

(St. Lawrence County)

1920 Population, 14,609 (1925 est. 8,000.)

City and Suburban Estimate, 20,000.

Native Whites, 86%; Negroes, None; Foreign Born, 14%; Industrial Workers, 30%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 9; High, 1; Parochial, 4; Number of Pupils, 3,028.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, $8,581,800; Savings Bank Deposits Total $1,580,203.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,853. There are four theatres. In one vaudeville, legitimate and pictures are shown.

Location: On the south shore of the St. Lawrence River at the mouth of Oswegatchie River. Served by N. Y. Central and Rutland Railroad; railroad ferry and passenger ferry connects Ogdensburg with Grand Trunk and Canadian Pacific railroads. Excellent bus service to central and western parts of the state. Bus line operates summer and winter. Bus lines east during summer and open portions of winter. New bus line recently secured franchise. Connects Ogdensburg with all important western New York cities, and important cities to east for 175 miles. To nearest large city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Newsprint, brass, wooden rolls for window shades, flour, steel mill, boiler mfg., ship yards, silk mill, gloves, printing, cotton goods, iron ore, paint, lumber, stained glass and church windows, pumps, mattresses and marine motors, boats, proprietary medicines, "fruititives," shipping.

Manufacturing Establishments: 34. Leading firms: Algonquin Paper Corporation, Manhattan Silk Co., Newell Mfg. Co., Standard Shade Roller Corporation. McIntosh Glove Co., Rossie Iron Ore Paint Co., Robinson-Pearson Co., McGuire Woolen Mills, Coplan Steel Foundry, Bill, Bell & Co., mills, Ogdensburg Roller Mills, McEwen Milling Co., Fitzgibbons Roller Works, George Hall Corporation, shipyards. Total value of yearly output of factories estimated at $15,000,000.

Special Information: Ogdensburg is the only city in St. Lawrence County, the largest county in the state. Nearest city, 79 miles distant. Famous Roosevelt Highway runs through the city bringing thousands of tourists annually. Terminal of Rutland R. R. Has huge grain elevators with storage capacity of 500,000 bushels. One of the largest ferry crossings between Montreal and Buffalo. St. Lawrence Hospital for Insane located here. Large quantities of pulp for newsprint landed here and distributed to nearby mills. If the deeper St. Lawrence River project, which is under consideration, becomes a reality, Ogdensburg will become an important inland port. It will be the last river port in the United States before ships enter the great lakes. Being the terminal of the Rutland Railroad, its location will be important to shipping.

Residential Features: Mostly one family houses; one ward consists chiefly of industrial workers. Many beautiful private residences. Alexandria Bay, main point to reach the Thousand Islands, a short distance west. Due to location on St. Lawrence River many wealthy citizens reside here. Assessed valuation $5,535,325. This is 50 to 60 per cent of full valuation.

Retail Shopping Section: Ford Street is principal shopping center; runs from Lake Street easterly to Rutland R. R. bridge, consists of 24 blocks, 3 blocks, principal shopping district. Many small stores on same street for about 10 blocks. Lake Street, continuation of Ford, 2 blocks, on which are located stores of moderate priced merchandise. State Street crossing Ford is the center of business section, 4 blocks. State and Ford both served by street car lines running full length. Two other outlying retail sections. The usual small confectionery and groceries scattered throughout the city.

Trading Area: Radius of area and 8 largest towns included in trading territory of 25 miles are Canton, Heuvelton, Morristown, Madrid, Potsdam, Norwood, Hammond and De Kalb Junction. Excellent bus service all year, also good railroad facilities. Trolley service does not extend beyond city limits. Trading area, city and suburban, 35,000. Ferry service connects Prescott, Canada, across the river, bringing many Canadian shoppers to the city. At least 30 per cent of shopping from Canada. Certain lines are hindered by duty.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 3; hardware, 1; dry goods, 2; Miscellaneous lines, confectionery, 2; cigars and tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 16; automobile tire agencies, 16; bakers, 12; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 21; druggists, 5; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 3; fruits, 13; furniture, 4; furriers, 4; garages (public), 13; grocers, 96 (chain, 4); hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 11; men's clothing, 11; merchant tailors, 10; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 21; shoes, 11; sporting goods, 3; stationers, 8; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve month, 80; most pleasant months, April to November; doctors (medical, 17); (dentists, 10); (osteopaths,1); number of wired houses, 2,200; street car service; gas, artificial; electric current, alternating; water, hard.

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National Advertising Gain in September..... 19,938 lines
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NEW YORK (Cont'd)

OLEAN, N. Y.

(Cattaraugus County)

1920 Population, 20,506.

City and Suburban Estimate, 24,000.

Native Whites, 84.2%; Negroes, 1.2%; Foreign Born, 14.6%; Industrial Workers, 24%; English Reading, 96.9%; Families, 4,848.

Schools: Public Grade, 11; High, 1; Parochial, 2; Number of Pupils, 4,868.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 2; Trust, 1; Total Resources, $10,618,349; Interest Deposits, $5,680,278.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,200.

Location: Southwest section of N. Y. State on the Allegheny River, Erie, P. S. & N. and Pennsylvania railroads. Excellent electric and bus service to surrounding towns. To nearest larger city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Petroleum refining, railroad shops, machinery, leather, glass, paving blocks and tile.

Manufacturing Establishments: 80. Leading firms: Pennsylvania railroad shops, Vacuum Oil Co., Clark Bros. Co., Union Cutlery Co., Cattaraugus Tanning Co., England-Walton Co., Myrick Machine Co., Acme Milling Co., Sterling Brick Co., Carley Heater Co.

Residential Features: Mostly one family houses. No tenements. Private homes predominate. One of the most beautiful sections of the state located on south side of the city. Homes in latter section average $7,000 to $25,000.

Retail Shopping Section: Olean is the metropolis for a trading area about 25 miles north, 75 miles south, 38 east and 30 west. Retail shopping area extends from corner of Union and State Streets, 6 blocks north and 10 blocks west. One large outlying retail section in eastern end of city and several smaller ones.

Trading Area: See above.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 24; delicatessen, 1; dressmakers, 32; druggists, 12 (chain, 1); dry goods, 6; department stores, 7; electrical supplies, 3; florists, 7; fruits, 2; furniture, 9; furriers, 1; garages (public), 11; grocers, 88 (chain, 10); hardware, 5; jewelry, 7; meat markets, 11 (chain, 1); men's furnishings, 11; men's clothing, 12; merchant tailors, 1; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 37; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 41 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, July, Aug., Sept.; doctors (medical, 29); (dentists, 19); (osteopaths, 6); number of wired houses, 3,000; street car service; gas, natural; electric current, alternating; water, soft.

ONEONTA, N. Y.

(Otsego County)

1920 Population, 11,582. (1925 est. 12,500.)

City and Suburban Estimate, 13,500.

Native Whites, 95%; Negroes, ½%; Foreign Born, 4½%; Industrial Workers, 12%; English Reading, 99%.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,129.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; Total Resources, $9,538,502.25; Savings Banks Deposits Total, $3,529,153.51.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: Delaware & Hudson, Ulster & Delaware, Southern Electric Bus Lines to Worcester, Cooperstown, Stamford, Binghamton, Morris, make Oneonta the center for retail trade, wholesale jobbing, manufacturing and distributing for Otsego, Delaware, Schoharie and part of Chenango Counties. On the Susquehanna River and in the foothills of the Catskill Mountains, and connected by state roads with all principal cities. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Delaware & Hudson shops, automobile and radio batteries, silk and cotton cloth, silk, cotton and knit gloves, silk-tailored ladies underwear, milk products, cigars, wooden barrels, overalls, soft drinks, ice-cream, candy.

Manufacturing Establishments: 6. Leading firms: Oneonta Storage Battery Corp., Paragon Silk, Quality Silk Mills, Nestles Food Co., International Cooperage Co., Baliston Knit Glove Co.

Special Information: On the direct route by state road to the Catskill, Adirondacks, Albany, and points East, and Binghamton and points West. Exceptional public camp grounds and an exceptional residential city, having no slums. Well diversified industries with ideal labor conditions. State Normal School located here. Having enrollment of 590 students, used as teachers training school with enrollment of 600 teachers.

Residential Features: An exceptionally fine residential section of one-family private homes, large old trees and well paved streets. There are no tenements or slums in the city and only a few apartments, mostly all residential buildings, being private one and two family homes.

Retail Shopping Section: Extends from Grove Street, one block from Interurban Trolley and Bus stops; four blocks east to Elm Street on Main Street; one block on Dietz Street from Main; two blocks on Chestnut Street; one on Broad Street, and about ten residential shopping districts throughout the city.

Trading Area: Extends about twenty-two miles west, twenty-five miles east, thirty miles north, and forty miles south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines, Bakeries, 3; crockery, 1; radio, 1;

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 12; druggists, 8 (chain, 1); dry goods, 5; department stores, 1; electrical supplies, 4; florists, 5; fruits, 5; furniture, 5; furriers, 1; garages (public), 20; grocers, 47 (chain, 17); hardware, 4; jewelry, 3; meat markets, 16; men's funishings 9; men's clothing 9; merchant tailors 2; milliners, 12; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 18; shoes, 10; sporting goods, 2; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 49.9 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, Aug., Oct.; doctors (medical, 22); (dentists, 9); (osteopaths, 2); street car service; gas artificial; electric current, alternating and direct; water, hard and soft.

OSSINING, N. Y.

(Westchester County)

1920 Population, 10,739.

City and Suburban Estimate, 16,000.

Native Whites, 77.3%; Negroes, 4.1%; Foreign Born, 18.5%; Industrial Workers, 30%; English Reading, 89%; Families, 2,364.

Schools, 9; Number of pupils, 2,500.

Churches: 12.

Banks: 3; Total Resources, $8,450,000.

Theatres: 2; Total number of seats, 1,500.

Location: On New York Central R. R.

Residential Features: One and two family houses.

Retail Shopping Section: 7 blocks.

Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 12; druggists, 5; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 4; fruits, 5; furniture, 3; furriers, 1; garages (public), 5; grocers, 50; hardware, 2; jewelry, 3; meat markets, 13; men's furnishings, 6; men's clothing, 6; merchant tailors, 10; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 6.

OSWEGO, N. Y.

(Oswego County)

1920 Population, 23,626.

City and Suburban Estimate, 26,000.

Native Whites, 84.4%; Negroes, 0.3%; Foreign Born, 15.3%; Industrial Workers, 20%; English Reading, 97.3%; Families, 5,623.

Schools: Public Grade, 10; High, 1; Parochial, 4; Number of Pupils, 5,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, $5,783,558; Savings Bank Deposits Total, $13,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 2. Total number of seats, 9,000.

Location: N. Y. C., D. L. & W., N. Y. O. & W. railroads, Empire State Railways (electric), steamers between Chicago and Ogdensburg touch here. McDougall line of lake steamers between Duluth, Minn., and New York operate via Oswego and the New York State Barge Canal. Heavy coal trade with Canada centers here via steamers. Shipping center with imports and exports to Canada. Standard Oil Co. Great Lakes oil fleet operates out of Oswego as a base. Located on south shore of Lake Ontario. Terminus of New York State Barge Canal. Bus lines operate in several directions. To nearest large city (Syracuse) by railroad, 1¾ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Matches, boilers of all types, knit goods, textiles, gloves, confectionery, shade cloth, car building shops, toys, chocolate, peanut butter, baked goods, brass goods, canned goods, furniture novelties, tools, flour, paper-boxes, dresses, children's boots and shoes, silk goods, food products.

Manufacturing Establishments: 69. Leading firms: Conway Knitting Mills, Diamond Match Co., Pierce, Butler & Pierce, Stuart Hartshorn Co., Hayes Textile Co., Conde Knitting Mills, Oswego Tool Works, Long's Chocolate Works, Oswego Candy Works, Oswego Preserving Co., Oil Well Supply Co., Kingsford Boiler & Machine Co., Fitzgibbons Boiler Works, Last Long Underwear Co., Pevny Glove Co., Standard Oil Box Co., Sawyer Brass Works. Total value of yearly output of factories estimated at $25,211,643.

Special Information: City is an educational center with Oswego State Normal School and new modern $700,000 high school attracting many foreign students. City has million dollar hotel. Extensive patronage from summer tourists. Normal summer camp annually attracts 1,000. N. Y. State maintains $1,500,000 grain elevator here with storage capacity of 1,000,000 bushels, and federal government a $5,000,000 harbor.

Residential Features: A city of home owners, only relatively small number of industrial workers are renters. Many stately mansions date from the Civil War period. Homes in best residential section average $15,000 to $25,000. Many dwellings of brick.

Retail Shopping Section: West First Street, 3 blocks; West Bridge, 4 blocks; West Second Street, 1 block; East Bridge Street, 6 blocks; East First Street, 3 blocks; East Second, 2 blocks.

Trading Area: 25 miles west, 25 miles east, 20 miles south. Buses, railroads and trolley lines with good roads bring a large volume of out of town trade.

Wholesale Houses: Groceries, 2; meats, 2; hardware, 2; dry goods, 2; tobacco, 4; Miscellaneous Lines, Candy, 4; canned goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 5; automobile accessories, 22; automobile tire agencies, 15; bakers, 13; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 38; delicatessen, 1; dressmakers, 35; druggists, 9; dry goods, 11; department stores, 4; electrical supplies, 6; florists, 6; fruits, 6; furniture, 4; furriers, 4; garages (public), 24; grocers, 115 (chain, 12); hardware, 11; jewelry, 8; meat markets, 29; men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 23; shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 46 degees; average number of rainy days per twelve months, 124; most pleasant months, May, June, July, Sept., Oct.; doctors (medical, 29); (dentists, 17); (osteopaths, 3); number of wired houses, 5,500; street car service; gas, artificial; electrical current, alternating; water, soft.

PEEKSKILL, N. Y.

(Westchester County)

1920 Population, 16,868. (1925 est. 18,000).

City and Suburban Estimate, 37,500.

Native Whites, 82%; Negroes, 8%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 90%; Families, 5,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Savings, 1; Total resources, $14,000,000; Savings bank deposits total assets, $6,573,891.

Theatres: Moving Pictures and Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,200.

Location: On east bank of Hudson River, N. Y.; Peekskill-Hudson River Bridge open for traffic. Four miles from deep water at Verplanck Point; freight line to New York; Bus lines to east and north; connection with Hudson River Day Line at Indian Point Park half mile below village; ferry from Verplanck Point to west shore for cars and passengers. To New York, by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Stoves, ranges, underwear, men's clothing, yeast, vinegar, Sanitas, Meritas oilcloth, fire bricks, marble and granite quarries.

Manufacturing Establishments: Leading firms: Fleischmann Mfg. Co., Standard Textile Products Co., Union Stove Works, Peoples Stove Works, Hudson Clothing Co., Peekskill Clothing Co., M. Konski Clothing Co., Bailey Underwear Co., New York Trap Rock Co., New York Sand & Gravel Co.

Special Information: Location makes shopping convenient. Good connections with west shore over Peekskill-Bear Mountain Bridge and King's Ferry. Several branch factories have already selected sites here. Over 7,000 automobiles registered in this village. Large yeast plant.

Residential Features: Extends from Main and Nelson Avenues through to the north; also in Hillcrest Park from South Street to the south; from James Street to the east; from South Street through Depew Street. Zoning plan under consideration. Usual neighborhood stores. Many private houses averaging $1,200 a room.

Retail Shopping Section: On South Street from Smith to Division; on Division from Cortlandt to Crompond Road; on Main Street from Spring to James; Central Avenue from Division to Depew Street; Union Avenue and Nelson from South to Main Street.

Trading Area: Extends 25 miles to the north, east and south, and 8 miles west.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, Ice cream, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 4; bakers, 12; cigar stores and stands (including hotels, 12 (chain, 2); confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 10; druggists, 6 (chain, 1); dry goods, 13; department stores, 5; electrical supplies, 3; florists 3; fruits, 12; furniture, 10; furriers, 2; garages (public), 18; grocers, 89 (chain, 20); hardware, 5; jewelry, 4; meat markets, 23 (chain, 1); men's furnishings, 12; men's clothing, 10; merchant tailors, 10; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 31; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, June, Sept., Oct., Nov.; doctors (medical, 16); (dentists, 12); (osteopaths, 1); number of wired houses, 3,150; street car service; gas, artificial; electric current, alternating; water, soft.

PLATTSBURG, N. Y.

(Clinton County)

1920 Population, 10,909.

City and Suburban Estimate, 24,600.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 75%; Families, 2,468.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 2; Number of pupils, 2,247.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 3; Total Resources, $12,715,000; Savings Banks Deposits Total, $2,160,000.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 4,600.

Location: On west shore of Lake Champlain, 24 miles from Canadian boundary. Served by Delaware & Hudson R. R. and Lake Champlain Transportation Co. Steamers and fine bus service to all points.

Principal Industries: Wall paper, machinery, pulp and paper, printing, railroad shops, piston rings, shirts, radio.

Manufacturing Establishments: 28. Leading firms: Plattsburg Wall Paper Co., Lake Champlain Pulp & Paper Co., Plattsburg Shirt Co., Thermodyne Radio Corp. Total value of yearly output of factories estimated at $6,000,000.

Special Information: Situated in the center of a large summer resort section and farming community. Fine climate, good roads and city rapidly improving in every way.

Residential Features: Mostly one and two family houses; private homes predominate. There is practically no tenement district. A large number of very beautiful homes and numerous cozy dwellings.

Retail Shopping Section: Extends from head of Bridge Street, which is the center of city to D. & H. station which is about four blocks, and on Margaret Street between Broad and Elm, eight blocks; all of Clinton Street, all of River Street, two blocks on Brinkerhoff Street, all of Charlotte Street.

Trading Area: Extends about one-half mile east, and one and one-half miles north, south and west, and a good trade is received from nearby points on account of good bus service.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 2; dry goods, 1; Miscellaneous lines, shoes, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 18; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 1; fruits, 6; furniture, 6); furriers, 2; garages (public), 23; grocers, 27; hardware, 3; jewelry, 5; meat markets, 14; men's clothing, 5; merchant tailors, 2; milliners, 7; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 27; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 9.

PORT CHESTER, N. Y.

(Westchester County)

1920 Population, 16,573, (1925 est. 20,000).

City and Suburban Estimate, 38,000.

Native Whites, 73%; Negroes, less than 1%; Foreign Born, 26%; Industrial Workers, 63%; English Reading, 89%; Families, 4,203.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Private, 1; Business, 1; Number of pupils, 5,856.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Lutheran, 2.

Banks: National, 1; State, 1; Savings, 1; Total Resources, $9,364,290.15.

Theatres: Moving Pictures, 1; Vaudeville, 2; Legitimate and Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 12,100.

Location: On the N. Y., N. H. & H. R. R., 26 miles from New York. Situated at the mouth of the Byram River on Long Island Sound, excellent freight service by boat to New

NEW YORK (Cont'd)

York City and points west. Exceptional bus service connecting with White Plains (the county seat) and all Hudson River cities. Large fleets of motor trucks and passenger busses plying daily between New York and Port Chester and all cities east to Boston. To New York by railroad, ½ hour; by trolley, 1 hour; by auto, ½ hour.

Principal Industries: Bolts and nuts, wire, electric fans, York furnaces and gas and coal ranges, soil pipe, plumbers' supplies, sheets and pillow cases, clothing, automobile mirrors, brushes, mattresses, metal and aluminum castings, candy, oil burners, bottle washing machines, mechanical toys and ham boilers.

Manufacturing Establishments: Russell, Burdsall and Ward Bolt and Nut Co., Life Savers, Inc., Abendroth Foundry, Alexander Mirrorscope Co., P. R. Mallory & Co., Empire Foundry, S. & K. Clothing Co., Simons Manufacturing Co. (Fruit of Loom Products), Port Chester Brush Factory, Port Chester Plumbers' Supply, O'Neill Wire Works, Hamann Bottle Machine Co., E. D. Anderson, Inc., Ham Boiler Corp., Port Chester Aluminum Foundry.

Special Information: Surrounded by a number of small residential townships, Port Chester is the shopping center of southeastern Westchester County, and the home of many prominent persons. Port Chester has a large bolt and nut factory and a very large shirt factory. Has a good harbor on Long Island Sound between New York and Bridgeport. Has an exceedingly large number of home owners. Exceptionally fine roads. On the Boston Post Road, which is one of America's most historic and traveled highways.

Residential Features: Mostly one and two-family houses. Very strict zoning ordinances protect residential sections. Private homes predominate. Has many fine residential sections. The estates of many prominent people border the outskirts. Homes in general average between $9,000 and $20,000.

Retail Shopping Section: Extends from public center north for seven blocks on North Main Street and south for four blocks on South Main Street and west for three blocks on Westchester and Irving Avenues. All streets branching off are almost entirely devoted to stores and business enterprises. There are five small neighborhood shopping centers in various parts of the town.

Trading Area: Extends about nine miles south, six miles west, six miles east covering in all eight small towns. Excellent train, trolley and bus service, making transportation a simple matter.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 2; Miscellaneous lines, confectionery, 2; paper twine, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commerical, auto. agencies, 10; automobile accessories, 47; automobile tire agencies, 32; bakers, 10; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 82; delicatessen, 11; dressmakers, 31; druggists, 11 (chain, 1); dry goods, 28; department stores, 4; electrical supplies, 7; florists, 6; fruits, 26; furniture, 8; furriers, 6; garages (public), 22; grocers, 105 (chain, 16); hardware, 7; jewelry, 7; meat markets, 35; men's furnishings, 30; men's clothing, 24; merchant tailors, 15; milliners, 14; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 9; radio supplies, 12; restaurants (including hotels), 30 (chain, 1); shoes, 18; sporting goods, 10; stationers, 22; women's apparel, 52. (Some stores included in more than one of the above classifications.)

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 50; most pleasant months, April to October; doctors (medical, 16), (dentists, 15), (osteopaths, 2); number of wired houses, 3,300; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement column 4

PORT JERVIS, N. Y.

(Orange County)

1920 Population, 10,171. (1925 State Census, 10,507.)

City and Suburban Estimate, 25,000.

Native Whites, 78%; **Negroes,** 2%; **Foreign Born,** 20%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,719.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; Total Resources, $5,375,429.73; Savings Bank Deposits, 4 building and loan associations with resources over $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,600.

Location: On main line of Erie Railroad above point of navigation on Delaware River. Branch line of Ontario & Western Railroad. 88 miles from port of New York, which gives good shipping facilities. To nearest large city by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Erie Railroad terminal shops, silk, glass, underwear, ladies' garments, blouses, saws, gloves, stoves and ranges, overalls, malt extracts, silver-plate ware, cut glass.

Manufacturing Establishments: 25. Leading firms: Katterman & Mitchell, Gillinder Bros., Vaucanson Silk Mill (Bianchini & Farrier), Hugo S. Adam Co., Jennings & Griffin Co., Swinton & Co., Deerpark Brew Co., Orr Jr. Mfg. Co., W. B. Chant & Son, Knickerbocker Silver Co. Total value of yearly output of factories estimated at $7,500,000.

Special Information: Port Jervis is called the Tri-States city, being at the junction of New York, Pennsylvania and New Jersey. It is the center of a large summer resort section, and on the main highways linking these three states. Fine educational system, new modern hotel, new hospital, sanitarium, amusement park with fine bathing. "Sky-line Drive" over the mountains fronting the city.

Residential Features: Small one-family houses predominate. Due to activities of building and loan associations, these are mostly owned by those who live in them.

Retail Shopping Section: Pike St. (6 blocks), Front St. (3 blocks), Jersey Avenue (2 blocks), Sussex St. (2 blocks), Ball St. (1 block).

Trading Area: Extends 40 miles west, 20 miles south, 8 miles east and north. Small scattering towns.

Wholesale Houses: Meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, tobacco, 1; bread, 1; confectioners, 2; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; accessories, 22; auto. tire agencies, 17; bakers, 6; cigar stores and stands (including hotels), 55 (chain, 1); confectioners (including hotel stands), 67; delicatessen, 2; dressmakers, 21; druggists, 7 (chain, 1); dry goods, 13; department stores, 6; electrical supplies, 7; florists, 2; fruits, 27; furniture, 5; garages (public), 17; grocers, 51 (chain, 16); hardware, 5; jewelry, 4; meat markets, 18 (chain, 1); men's furnishings, 12; men's clothing, 8; merchant tailors, 7; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 17; shoes, 12; sporting goods, 6; stationers, 11; women's apparel, 9.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, May to October; doctors (medical, 13), (dentists, 6), (osteopaths, 3); number of wired houses, 2,100; gas, artificial; electric current, alternating and direct; water, soft.

POUGHKEEPSIE, N. Y.

(Dutchess County)

1920 Population, 35,000. (1925 State Census, 35,670.)

City and Suburban Estimate, 150,000.

Native Whites, 85%; **Negroes,** 2½%; **Foreign Born,** 12½%.

Schools: Public Grade, 11; High, 1; Parochial, 4.

Churches: Baptist, 3; Christian Science, 2; Congregational, 1; Episcopal, 4; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 16.

Banks: National, 5; State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: New York Central; Central New England Division of New York, New Haven & Hartford R. R., one of the most important freight lines of the New Haven System. Bus lines within a radius of twenty miles. To nearest larger city (New York) by railroad, 2 hours; by auto, 3½ hours.

Principal Industries: Farm Implements bearings, auto parts, accessories, buttons, women's and men's clothing, chemicals, electrical supplies, cigars, piano hammers, machine parts, hardware, elevators, paper boxes, horseshoes, boilers, varnishes, cough drops, auto trucks.

Manufacturing Establishments, 81. Leading firms, De Laval Separator Co., Hoe Corp., Schatz Mfg. Co., R. W. Delapenha Co., Trussell Mfg. Co., A. C. Deeten Lumber Co., Gartex Co.

Special Information: Total employment, 5,500 payroll, $150,000 (70% normal). The city is ideally located half-way between New York and Albany on the Hudson River. The principal industry is the manufacture of the De Laval Cream Separator. Poughkeepsie is the county seat of Dutchess County; the home of Vassar College and Eastman Business College. Its public school system is splendid.

Residential Features: Beautiful shade trees; fine pavements; easy acess to shopping district; great many apartment houses, two-family houses and private homes.

Retail Shopping Section: Main Street between N. Clinton and South Clover Streets, Market Street, Academy Street. Business district extends two blocks north and south of Main street. There are about 350 retail mercantile establishments, including all lines of trade.

Trading Area: An average radius of twenty miles on either side of the Hudson River.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 4; Miscellaneous lines, bakers, 7; confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 12; automobile tire agencies, 10; bakers, 25; cigar stores and stands (including hotels), 30 (chain, 3); confectioners (including hotel stands), 40; delicatessen, 13; dressmakers, 79; druggists, 16 (chain, 1); dry goods, 22; department stores, 4; electrical supplies, 18; florists, 8; fruits, 23; furniture, 17; furriers, 8; garages (public), 40; grocers 207 (chain, 32); hardware, 10; jewelry, 21; meat markets, 35 (chain, 1); men's furnishings, 15; men's clothing, 15; merchant tailors, 42; milliners, 13; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 9; radio supplies, 8; restaurants (including hotels), 49 (chain, 1); shoes, 23; sporting goods, 4; stationers, 7; women's apparel, 20.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 74), (dentists, 47), (osteopaths, 2); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement page 159

ROCHESTER, N. Y.

(Monroe County)

1920 Population, 295,750. (1925 State Census, 316,786.)

City and Suburban Estimate, 650,000.

Native Whites, 75%; **Negroes,** .005%; **Foreign Born,** 24.995%; **Industrial Workers,** 43%; **English Reading,** 98%; **Families,** 73,347.

Schools: Public Grade, 50; High, 5; Junior High, 4; Parochial, 34; Number of Pupils, 71,211.

Educational facilities include University of Rochester, one of the best equipped institutions in the country; and Rochester Athenaeum and Mechanics Institute, fourth greatest trade school in the country. Eastman School of Music, combines school of music and motion picture symphony concert auditorium; gift of George Eastman to citizens of Rochester, to be administered by the University of Rochester.

Churches: Baptist, 15; Christian Science, 2; Congregational, 2; Episcopal, 13; Hebrew, 14; Methodist, 14; Presbyterian, 20; Roman Catholic, 32; Miscellaneous, 36.

Banks: National, 1; State, 11; Total Resources, $347,123,794. Savings Bank Deposits Total, $111,412,837.

Theatres: Legitimate, 1; Moving Pictures, 27; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 45,000.

Location: Rochester is located in the heart of one of the richest orchard and farming districts on the continent. To the manufacturer, Rochester's transportation facilities compare most advantageously. Five steam railroads serve it; New York Central; Buffalo, Rochester and Pittsburgh; Lehigh; Pennsylvania, and Erie. The New York State "1000-ton" Barge canal, with a magnificent harbor, extending to within 300 yards of Main Street, passes along the southern edge of the city. There are also five interurban lines leading into Rochester as well as numerous bus lines. Lake Ontario is but seven miles away, with Port of Rochester for shipping facilities to the Great Lakes. To nearest large city by railroad, 1½ hours; by trolley, 2½ hours; by auto, 2½ hours.

Principal Industries: Number of establishments, 1,421; persons engaged, 81,271; proprietor and firm members, 1,178; salaried employees, 4,189; wage earners (average number), 74,483; capital invested, $281,311,199; salaries and wages, $109,671,981; salaries, $26,861,542; wages, $82,810,429; cost of materials, $181,672,549; value of products, $397,670,551; cameras, films and photographic accessories, optical goods, thermometers, enameled steel tanks, office equipment, shoes, men's clothing, typewriter ribbons, furniture, etc.

Manufacturing Establishments: 1,421. Leading firms: Eastman Kodak Co., Bausch & Lomb Optical Co., Yawman & Erbe Mfg. Co., Pfaudler Co, General Ry. Signal Co., Levy Bros. & Adler, Stein-Bloch Co., Fashion Park, Taylor instrument Co., Todd Protectograph Co., Gleason Works, North East Electric Co., Stromberg Carlson.

Residential Features: The majority are one-family houses. There are no tenement districts. The streets are all well lighted and paved. Few cities can equal Rochester in the matter of residences. It has been truly called a city of beautiful homes. Over 45% of people own their own homes.

Retail Shopping Section: Extends along East and West Main Sts., State St., St. Paul St., Clinton Ave., north and south, and on East Ave. There are six neighborhood shopping sections with the usual number of grocery, drug, hardware, meat markets, and miscellaneous stores.

Trading Area: Extends 40 miles east and west of the city, and 55 miles south. This area is intimately linked to Rochester by improved roads, railroads, electric and bus lines. Rochester is the natural center of distribution for this rich trading territory.

Wholesale Houses: Groceries, 18; meats, 7; fruits, 17; hardware, 3; dry goods, 5; Miscellaneous lines, drugs, 2; tobacco and cigars, 18.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; commercial auto. agencies, 20; automobile accessories, 141; automobile tire agencies, 32; bakers, 164; cigar stores (including hotels), 189 (chain, 12); delicatessen, 51; dressmakers, 228; druggists, 110 (chain, 5); dry goods, 187; department stores, 5; electrical supplies, 38; florists, 47; fruits, 95; furniture, 82; furriers, 30; garages (public), 192; grocers, 1,224 (chain, 224); hardware, 81; jewelry, 100; meat markets, 288; men's furnishings, 45; men's clothing, 100; merchant tailors, 405; milliners, 78; opticians, 39; photographers, 53; pianos (and miscellaneous instruments), 30; radio supplies, 25; restaurants (including hotels), 366 (chain, 20); shoes, 130; sporting goods, 11; stationers, 21; women's apparel, 32.

Miscellaneous Data: Average temperature, 47.4 degrees; average number of rainy days per twelve months, 167; most pleasant months, May to November; doctors (medical, 460), (dentists, 230), (osteopaths, 13); number of wired houses, 70,715; street car service; gas, artificial; electric current alternating and direct; water, hard and soft.

See announcement page 159

ROME, N. Y.

(Oneida County)

1920 Population, 26,341.

City and Suburban Estimate: 32,000 in city and suburbs. 50,000 in Rome's trading area.

Native Whites, 80%; **Negroes,** less than 1%; **Foreign Born,** 20%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 5,000.

Schools: Public Grade, 8; High, 1; Private Schools, 3; Parochial, 3; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 1; Trust, 1; Savings, 2; Total Resources, $18,484,243; Savings Bank Deposits Total, $7,340,256.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville and Burlesque, 1; (Auditoriums, etc.), 6; Total number of seats, 2,300.

Location: On Mohawk River, barge canal. Served by N. Y. Central, N. Y. Ontario & Western R. R., Rome, Watertown & Ogdensburg R. R., New York State Railways (trolley) with eight or nine well-equipped and supported auto bus lines radiating in every direction from city.

Principal Industries: Brass and copper working, wire drawing, hollow wire and tube making, locomotive rebuilding, radiator, tea kettle and bedstead making, knitting mills, cigar factories, canning factories. One-tenth of all the copper used in the United States is manufactured here.

Manufacturing Establishments: 35. Leading firms: Rome Brass & Copper Company, Rome Wire Co., Rome Mfg. Co., Spargo Wire Co., Rome Metallic Bedstead Co., American Can Co. Plant, Kent Vacuum Cleaner Co., Rome Iron Mill, Rome Textile Co. Total value of yearly output of factories estimated at $30,000,000.

Special Information: Rome contains 72 square miles. Five square miles are inside the corporation tax district, the other 67 miles enjoying a lower tax rate. Rome is on the site of Old Fort Stanwix, "the fort that never surrendered." Here occurred the defeat and destruction of St. Ledger's forces during the Revolutionary War, the defeat having much to do with the eventual freedom of the Colonies. The American flag was first unfurled in battle in the face of the enemy at Old Fort Stanwix. Rome is extremely prosperous and progressive.

Residential Features: Eight or ten of the principal residential streets comprised one of the finest sections of homes to be found in any city in the State. Beautiful side streets and avenues, well paved, beautifully shaded with giant elms nearing century old. 85 per cent own their own homes. 80 per cent of residence are one-family houses, with spacious grounds, all well kept. Ordinary homes range in value from $6,000 to $11,000 while elaborate residences run up to hundreds of thousands.

Retail Shopping Section: Consists of four blocks on W. Dominick Street, one on E. Dominick, four on N. James Street, two on S. James, one on N. Washington Street. Many retail stores are scattered in all parts of city, with several groups of retail trading. Centers in different section, each with its meat market, grocery, barber shop, etc.

Trading Area: 10 miles west, 20 miles north, 10 miles east, 10 miles south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 3; Miscellaneous lines, 240.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 16; automobile tire agencies, 14; bakers, 17; cigar stores and stands (including hotels), 37; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 13; druggists, 11; dry goods, 7; department stores, 5; electrical supplies, 7; florists, 3; fruits, 83; furniture, 5; furriers, 9; garages (public), 23; grocers, 123; hardware, 3; jewelry, 7; meat markets, 18; men's furnishings, 18; men's clothing, 16; merchant tailors, 12; milliners, 7; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 87; shoes, 11; sporting goods, 6; stationers, 5; women's apparel, 7.

See announcement page 159

SALAMANCA, N. Y.

(Cattaraugus County)

1920 Population, 9,276.

City and Suburban Estimate, 11,000.

Native Whites, estimated 75%; **Foreign Born,**

Continued on page 176

Share in Westchester County's Big Boom, Now Reaching Its Height

PORT CHESTER DAILY ITEM

published at

Port Chester, New York

fully covers this territory

(Member A B C)

Read by 20,000 persons daily

NEW YORK (Cont'd)

Salamanca (con't)

25%; Industrial Workers, 90%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats about 2,000.

Location: On Allegany River, 60 miles south of Buffalo. Served by Erie, Buffalo, Rochester & Pittsburgh and Pennsylvania railroads, and Olean, Salamanca & Bradford Ry. (electric). A divisional terminal point, residence of many railroad employees. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 40 minutes.

Principal Industries: Furniture manufacturing, tanneries, veneer, plate glass, railroad shops, woolen mills.

Manufacturing Establishments: 25. Leading firms: Salamanca Furniture Co., Sterling Furniture Co., Fancher Furniture Co., Ashworth Odell Worsted Co., Union Tanning Co., Moench & Sons Tanning Co.

Special Information: Salamanca is the gateway to Allegany State Park, the newest addition to New York's state park system, containing about 65,000 acres of mountainous woodland. Dairying country to north.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Main Street, four blocks; River Street, one block; Atlantic Street, one block; Wildwood Avenue, one block; Broad Street, two blocks. Neighborhood stores at East End and West End.

Trading Area: Extends about 20 miles west and north and ten miles east and south.

Wholesale Houses: Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 22; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 8; druggists, 5 (chain, 1); dry goods, 3; department stores, 2; electrical supplies, 5; florists, 3; fruits, 12; furniture, 2; furriers, 1; garages (public), 9; grocers 32 (chain, 8); hardware, 3; jewelry, 5; meat markets, 23; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 8; sporting goods, 1; stationers, 5; women's apparel, 4.

Miscellaneous Data: Average temperature, 47.7 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, Sept., Oct.; doctors (medical, 8), (dentists, 5), (osteopaths, 3); number of wired house, 2,000; street car service; gas, natural; electric current, alternating; water, soft.

SARATOGA SPRINGS AND BALLSTON SPA, N. Y.

(Saratoga County)

1920 Population, 13,181. (1925 State Census, 13,834; 1925 State Census, Ballston Spa, 5,010.)

City and Suburban: This market, including Ballston Spa, Corinth, Schuylerville, Mechanicsville and Stillwater, and other small communities, together with health seekers and cottagers, gives Saratoga Springs a city and suburb population of 59,521.

Native Whites, 85%; Negroes, 4%; Foreign Born, 11%; Industrial Workers, 26%; English Reading, 92%; Families, 4,000.

Schools: Public Grade, 5; High, 1; Parochial, 2; Private Schools, 2; Colleges, 1; Pupils, 3,630.

Churches: 16.

Banks: 2. Deposits, $14,794,405.70.

Theatres: Legitimate, 2; Moving Pictures, 2; Total number of seats, 3,100.

Location: On Delaware & Hudson R. R., Boston & Maine R. R., two trolley lines into city. Four well equipped auto bus lines, running on hourly schedules, cover all villages, towns and suburbs in our trading area.

Principal Industries: Silk gloves and underwear, manufacturing chemists, machine shops and castings, wall paper, State of New York Tree Nursery, bottled spring waters, bank supplies, printing, etc.

Manufacturng Establishments: The Van Raalte Co., the Harvey Co., the Baker Manufacturing Corp., the Decorative Co., Clark Bros., the Saratoga State Waters Corp., the Vichy Spring Co., the Lawrence Bank Supply Co., the Excelsior Spring Co., the Saratogian Printing Service, the Saratoga Racing Association.

The weekly payroll of the above concerns will exceed $27,500. Add to this the weekly payrolls of the D & H. R. R., and the B. & M. R. R., and the Metropolitan Life Insurance Co. Sanitarium, making a total payroll of $48,000 weekly. Employing over 1,550, the total yearly output of factories is estimated from $10,000,000 to $15,000,000.

Special Information: Saratoga Springs is noted for its famous springs and its wonderful parks.

Continued on page 177

In Schenectady

—the most prosperous community in Eastern New York—it's

The UNION-STAR

Dominant in the HOME —and in the EVENING

The newspaper that has shown a substantial GAIN in both NATIONAL and LOCAL Advertising EVERY month of the year 1925, over corresponding months of 1924—and 1924 was a record year.

Leads in Local News, Foreign News, Market News, Feature News, Automotive News, Radio News—Comics.

—Weekly payroll of General Electric Company and American Locomotive Co. more than $1,000,000.00 —1924 Christmas Clubs—$1,300,000.00.

Where a "Try-Out" Campaign Succeeds.

CHAS. H. EDDY CO., National Representative

New York Chicago Boston

CIRCULATION COMPACTNESS

The percentage of circulation of the Schenectady Gazette to population in its A.B.C. territory is 20.53%. The population of the trading territory is 110,496 and the circulation of the Gazette within that territory on March 31, 1925, was 22,689. Since that date it has grown considerably. This is the highest percentage of circulation to population of any single newspaper of The 100,000 Group in the State of New York.

SCHENECTADY GAZETTE

Schenectady's Foremost Newspaper

Foreign Representatives — Benjamin & Kentnor Company

NEW YORK (Cont'd)

Saratoga Springs and Ballston Spa (con't)

Macadam state roads radiate from the city in all directions.

The dozens of conventions—the Racing, the State Mineral Springs, the Skidmore College functions—have for fifty years stamped this city as the shopping and entertainment center.

Saratoga Springs is the highway to the Adirondacks, the great north woods of New York State, and thousands of tourists and sportsmen throughout the year stop en route.

The month's racing in August each year brings thousands of wealthy and money spending people, who leave millions of dollars in return for their health and enjoyment.

Residential Features: Saratoga Springs beautiful drives, stately shade trees and magnificent homes are the envy of the entire state. A large percentage own their homes, which range in value from $6,000 to $15,000. Some of the more costly residences run into six figures. Part of the city is in what is known as the "Outside Tax District," which has a much smaller city tax rate than the section known as the "Inside Tax District."

Retail Shopping Section: About 30 blocks in the business section proper exclusive of about 12 blocks in western part of city which is a complete shopping section in itself, have grocers, butchers, restaurants, department stores, garages, etc.

Trading Area: 15 miles radius. This includes Ballston Spa, Mechanicville, Stillwater, Corinth, Hadley, Schuylerville, Victory Mills and Greenwich.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; candy, 2; tobacco, 2; paper and wooden ware, 1; chemicals, 1; miscellaneous.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 10; automobile accessories, 71; automobile tire agencies, 36; bakers, 20; cigar stores and stands (including hotels), 29; dressmakers, 25; druggists, 6; dry goods, 14; department stores, 2; electrical supplies, 7; florists, 3; fruits, 15; furniture, 9; furriers, 3; garages (public), 31; hardware, 6; jewelry, 11; meat markets, 32; grocers, 80; men's furnishings, 12; men's clothing, 20; merchant tailors, 21; milliners, 12; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 67; shoes, 26; sporting goods, 3; stationers, 5; woman's apparel, 10.

SAUGERTIES, N. Y.

(Ulster County)

1920 Population, 4,013.

City and Suburban Estimate, 10,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 1,054.

Schools: 3. Number of Pupils, 612.

Churches: 6.

Banks: 3. Total Resources, $3,740,000.

Theatres: 2. Total number of seats, 1,600.

Location: On West Shore R. R.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Five blocks.

Trading Area: 12 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 3; dry goods, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 1; furriers, 1; garages (public), 15; grocers, 13; hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

SCHENECTADY, N. Y.

(Schenectady County)

1920 Population, 88,723. (1925 State Census, 92,786.)

City and Suburban Estimate, 120,000.

Native Whites, 62%; **Negroes,** ½%; **Foreign Born,** 37½%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 20,000.

Schools: Public Grade, 24; High, 1; Junior High, 2; Parochial, 7; Number of Pupils, 21,808.

Churches: Baptist, 6; Christian Science, 2; Congregational, 2; Episcopal, 4; Hebrew, 6; Methodist, 10; Presbyterian, 5; Roman Catholic, 14; Miscellaneous, 33.

Banks: National, 2; State, 5; Trust Companies, 3; Total Resources, $71,109,974; Savings Bank Deposits Total, $33,151,374.33.

Theatres: Legitimate, 1; Moving Pictures, 18; Vaudeville, 2; Burlesque, 1; Total number of seats, 12,500.

Location: Located on the Mohawk River, accessible by New York State Barge Canal with good harbor and terminal buildings. Served by the New York Central, Delaware, & Hudson River, Boston & Maine and West Shore Railroads. The Schenectady Railway Company operates excellent trolley service to Albany, Saratoga, Troy and points between. Also bus service is very efficient.

Principal Industries: Electrical machinery, locomotives and electrical supplies.

Manufacturing Establishments: 12. Leading firms: General Electric Company, American Locomotive Company, Weber Electric Co., Mica Insulator Works, Thos. Wilson Co. Total value of yearly output of factories estimated at $65,000,000.

Special Information: Here is to be the Great Western Gateway Bridge, the key to all western bound traffic. Transportation facilities are excellent in Schenectady. This is evidenced by the fact that the Federal Government located its huge warehouses here during the World War and has seen fit to maintain them as permanent warehouses. Located within easy reach of many fine summer resorts in the Adirondacks, Berkshires and beautiful Susquehanna Valley. Within four hours of New York City by train. Its prosperity is shown by the number of automobiles here.

Residential Features: Mostly one and two-family houses. Private homes predominate. These are owned by industrious workingmen. The entire northeastern section of the city is composed of fine homes. Here also is located Union College with its beautiful grounds and buildings.

Retail Shopping Section: The heart of the business section is from the 100 block to the 600 block on State Street, the main thoroughfare. There are a number of cross town business streets such as Ferry Street, Broadway, S. Center Street, Jay Street and Lafayette Street. There are two outlying sections that are really individual neighborhood sections, and about 6 smaller sections, with grocery, confectionery, meat and other small shops.

Trading Area: Extends about 12 miles west, north and east and about 20 miles south.

Wholesale Houses: Groceries, meats, 6; fruits, 2; hardware, 1; Miscellaneous lines, confectionery, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; commercial auto. agencies, 6; automobile accessories, 28; automobile tire agencies, 20; bakers, 42; cigar stores and stands (including hotels), 23 (chain, 2); confectioners (including hotel stands), 125; delicatessen, 10; dressmakers, 99; druggists, 42 (chain, 2); dry goods, 41; department stores, 6; electrical supplies, 7; florists, 15; fruits, 15; furniture, 18; furriers, 13; garages (public), 79; grocers, 385 (chain, 5); hardware, 23; jewelry, 30; meat markets, 121 (chain, 1); men's furnishings, 26; men's clothing, 30; merchant tailors, 107; milliners, 31; opticians, 15; photographers, 15; pianos (and miscellaneous musical instruments), 11; radio supplies, 17; restaurants (including hotels), 119 (chain, 3); shoes, 29; sporting goods, 7; stationers, 6; women's apparel, 28.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 121), (dentists, 58), (osteopaths, 3); number of wired houses, 17,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 176

SYRACUSE, N. Y.

(Onondaga County)

1920 Population, 171,717. **1925 State Census,** 182,003.)

City and Suburban Estimate, 250,000.

Native Whites, 80%; **Negroes,** 2%; **Foreign Born,** 18%; **Industrial Workers,** 22%; **English Reading,** 90%; **Families,** 45,500.

Schools: Public Grade, 35; High, 3; Junior High, 6; Parochial, 15; Number of Pupils, 35,600.

Churches: Baptist, 8; Christian Science, 1; Congregational, 5; Episcopal, 9; Hebrew, 8; Methodist, 17; Presbyterian, 10; Roman Catholic, 16; Miscellaneous, 28.

Banks: National, 4; Total Resources, $190,631,590.14; Savings Bank Deposits Total, $52,940,719.00. Trust Cos., 3; Savings Banks, 2.

Theatres: Legitimate, 1; Moving Pictures, 34; Vaudeville, 2; Miscellaneous (Auditoriums, etc,), 5; Total number of seats, 51,449.

Location: Central part of New York State on N. Y. C., Lackawanna and West Shore Railroads. Served by six electric railroads. Motor freight and passenger service on all radiating highways. Barge Canal Port. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 3 hours.

Principal Industries: Iron, steel, automobiles, and parts, machinery supplies, furniture, soda ash and by-products, china and crockery, shoes, food products, candles, typewriters, conveying systems, washing machines, electric goods, agri. implements, heating apparatus, clothing, electrical appliances, tools and castings.

Manufacturing Establishments, 750. Leading firms: H. H. Franklin Auto Co., Syracuse Washer Co., Brown-Lipe-Chapin Co., Brown-Lipe Gear Co., Solvay Process Co., A. E. Nettleson Shoe Co., L. C. Smith Typewriter Co., Onondaga Pottery Co., Crouse-Hinds Electrical Co., The Lamson Co., The Bonheur Co., Will & Baumer Candle Co., C. C. Bradley & Son, Globe Malleable Iron & Steel Co., Halcomb Steel Co., Merrill Soule Co., U. S. Hoffman Machinery Co., Elgin A. Simonds Furn. Co. Annual output, $225,000,000.

Special Information: The ideal convention city of the east. Distributing point for merchandise for central and northern New York. Home of Syracuse University with about 6,000 students. New York State Fair annually. Automobiles in county, over 40,000.

Residential Features: One and two-family houses, with many large modern apartments. Several high class residential sections. Street car and bus service to outlying sections.

Retail Shopping Section: Extends from Clinton Square, which forms heart of business sec-

Continued on page 178

Mr.—Mrs.—or Miss

SPACE BUYER

Ask any successful merchant in Syracuse which newspaper brings the best results and nine out of ten will say THE HERALD.

THE SYRACUSE HERALD

Circulates among a reading public that has buying power—and power to buy.

These facts are reflected in the local and national linage figures.

1924 (DISPLAY) ADVERTISING COMPARISONS

	HERALD	Post Standard	Journal	Telegram
Local Adv.	7,100,646 li.	4,092,949 li.	5,140,471 li.	2,216,081 li.
National Adv.	1,450,400 li.	1,249,675 li.	974,190 li.	328,860 li.
Automotive Adv.	841,449 li.	643,580 li.	447,076 li.	300,916 li.
TOTAL ADV.	9,392,495 li.	5,986,204 li.	6,561,737 li.	2,845,857 li.

FIRST 9 MONTHS 1925 (DISPLAY) ADVERTISING COMPARISONS

	HERALD	Post Standard	Journal	Telegram
Local Adv.	4,957,967 li.	2,777,628 li.	3,618,902 li.	1,449,504 li.
National Adv.	1,063,251 li.	953,813 li.	657,027 li.	265,419 li.
Automotive Adv.	711,746 li.	649,593 li.	456,302 li.	298,410 li.
TOTAL ADV.	6,732,964 li.	4,381,034 li.	4,732,231 li.	2,013,333 li.

THE SYRACUSE HERALD

SYRACUSE, NEW YORK

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

New York	Boston	Chicago	Seattle	Los Angeles	San Francisco
270 Madison Ave.	Globe Building	Steger Building	Leary Building	Chamber of Commerce Bldg.	507 Montgomery St.

NEW YORK (Cont'd)

Syracuse (con't)

tion and terminal for suburban trolley and bus lines. for 8 blocks north and 10 blocks south on Salina St. Retail section includes 5 blocks on Clinton St., 8 on Warren St., 7 on Genesee St., 5 on Fayette, 3 on Jefferson, 5 on Onondaga, 3 on James, 3 on State and several blocks on other streets. Four large outlying neighborhood sections in addition to usual grocery and small shops.

Trading Area: About 35 miles in all directions. Intermittent business from people at greater distances, because of fine trolley and bus service. Convention, fairs, and large sales draw crowds from points beyond usual trading area.

Wholesale Houses: Groceries, 15; Meats, 8; Fruits, 21; Hardware, 5; Dry Goods, 6; Miscellaneous lines: Dairy Supplies, 5; Confectioners, 17; Tobacco, 11; Drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; Commercial auto, agencies, 10; automobile accessories, 78; automobile tire agencies, 36; bakers, 115; cigar stores and stands (including hotels), 570 (chain, 19); confectioners (including hotel stands), 160; delicatessen, 14; dressmakers 238; druggists, 94 (chain, 2); dry goods, 95; department stores, 5; electrical supplies, 46; florist, 30; fruits, 180; furniture, 70; furriers, 20; garages (public), 120; grocers, 896 (chain, 70); hardware, 35; jewelry 59; meat markets, 148 (chain, 4); men's furnishing, 60; men's clothing, 30; merchant tailors, 193; milliners, 48; opticians, 17; photographers, 40; pianos (and miscellaneous musical instruments), 29; radio supplies, 24 restaurants (including hotels), 276 (chain, 4); shoes, 60; sporting goods, 15; stationers, 8; women's apparel, 48.

Miscellaneous Data: Average temperature, 46.9 degrees; average number of rainy days per twelve months, 65; most pleasant months, May, June, July, Sept., Oct.; doctors (medical 394), (dentists, 124), (osteopaths, 12; number of wired houses, 39,000; street car service; gas, artificial; electric current, alternating; water, hard.

TARRYTOWN, N. Y.

(Westchester County)

1920 Population, 5,807.

City and Suburban Estimate, 22,500.

Foreign Born, 60%; English Reading, 85%.

Schools: Public Grade, 5; High, 2; Parochial, 1; Number of Pupils, 4,200.

Churches: Baptist, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 5.

Banks: National, 2; Savings, 1; Total Resources, $11,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1.

Location: Local New York Central Main line, Putnam Division Railroad, ferry line crossing Hudson to Nyack, three large boats, capacity 46 automobiles, 20 minute service. Mostly all shipping within radius of 50 miles is direct by automobile truck. On deep water of Hudson River. To New York, by railroad, 45 minutes; by auto, 1 hour.

Principal Industries: Chevrolet Motor Co., C. M. S. Corp., builders of ovens for Automobile Industry. Three automobile body building corporations. Fisher Bodies Corporation. Home of Pierson Nurseries, Pottery Works, Tarrytown Terminal Corp., Narco Car Co.

Special Information: Is the home of Marymount College for girls; Castle School for Girls; Highland Manor Girls' School; Irving and Hackley Boys School; home of the nationally famous Rockwood Golf Club and of the Rockefeller's, the Goulds, etc. The assessed valuation of Tarrytown is $26,000,000. Exempt valuation about $7,000,000.

Residential Features: Divided into two sections. North Tarrytown mostly two, three and four family apartment houses with limited residential section. Tarrytown mostly residential. Single family houses average about $8,000. Values very high due to close proximity to New York City.

Retail Shopping Section: Broadway, Main street upper and lower, Depot Square, Plaza, Orchard street, Cortland street and Beekman avenue. Four outlying small shopping districts.

Trading Area: About five miles. Center for Irvington, Dobbs Ferry, Hastings, Ardsley, Elmsford, Ossining, East View, Glenville, Nyack three miles to the west.

Wholesale Houses: Fruits, 3; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto agencies, 6; automobile accessories, 5; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 14; delicatessen, 4; druggists, 7; dry goods, 5; department stores, 1; electric supplies, 5; florists, 6; grocers 28 (chain, 13); hardware, 4; jewelry, 3; meat markets, 18; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 1; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 15; shoes, 4; sporting goods, 6; stationers, 13; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct.; doctors (medical, 15), (dentists, 7), (osteopaths, 1); number of wired houses, 3,500; street car service; gas, artificial; electric current, alternating; water, soft.

TROY, N. Y.

(Renssalaer County)

1920 Population, 72,013. (1925 state census, 72, 223).

City and Suburban Estimate: 130,000.

Native Whites, 83.2%; Negroes, 9%; Foreign Born, 15.9%; Industrial Workers, 23%; Families, 14,402.

Schools: Public Grade, 18; High, 3; Parochial, 11; Number of Pupils, 11,838.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 8; Hebrew, 3; Lutheran, 5; Methodist, 9; Presbyterian, 13; Roman Catholic, 14; Unitarian, 1; Miscellaneous, 9.

Banks: National, 5; Total Resources, $49,753,020.85; Savings Banks Deposits Total, $14,500,000.00; Trust Co., 1; $3,750,000.00.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 4; Total number of seats, 16,400.

Location: On the east side of the Hudson River, 150 miles from New York City. Shipping center of the Delaware & Hudson, New York Central and Rutland Railroads, and terminal of the Boston & Maine R. R., at the head of navigation on the Hudson River with direct water route to N. Y. City. Eastern terminus of N. Y. State Barge Canal System. Converging point for four interurban electric railways serving communities within a radius of 60 miles. Regular bus service to points in Massachusetts and Vermont. Location of Troy makes it the Hub of a radiating system of varied methods of freight distribution, 150 miles by rail or water to New York; 300 miles by rail or barge canal to Buffalo; 250 miles by rail to Montreal, and 190 miles by rail to Boston. To nearest large city (Albany) by railroad, 25 minutes; by trolley, 35 minutes; by auto, 20 minutes.

Principal Industries: Manufacture of shirts and collars, bells, brushes, boilers, chains, coke, fire hydrants, flour, furnaces, horseshoes, malleable iron and steel rail joints and valves. Ford Motor Co. located directly across the Hudson River. Abrasives, blowers and fans, cord, cotton waste, fire brick, hydro-extractors, handkerchiefs, knit goods, merchant iron, metal store front bars, marine engines, rail joints, scales, stamped tinware, thermometers, towels, washcloths, underwear and other products.

Manufacturing Establishments: Approximately, 375. Leading firms, Cluett-Peabody & Co. Inc.; Geo. P. Ide & Co.; Lion Collars, Inc.; Hall-Hartwell & Co.; Hudson Valley Coke & Iron Products Corp.; C. W. Ferguson Collar Co., Inc.; Van Zandt's, Inc.; Burden Iron Co.; Ludlow Valve Mfg. Co.; W. & L. E. Gurley; Troy Malleable Iron Co.; Manning Abrasive Co.; Meneely Bell Co.; Fuller & Warren; Tolhurst Machine Works; Continuous Rail Joint Co. Total value of yearly output of factories estimated at more than $60,000,000.

Special Information: Manufactures 90 per cent of the collars and cuffs made in the U. S.

Residential Features: Mostly one and two family type houses. Private homes predominate.

Retail Shopping Section: There are nearly three miles of stores and shops in the retail center, on River street, Congress street, Broadway, Fourth street, King street, Fulton street, Third street and intersecting streets.

Trading Area: Has a radius of approximately 30 miles, embracing a population of 500,000. Business from cities and towns further north is also brought to Troy, because of excellent trolley, train and bus service.

Wholesale Houses: Groceries, 8; Meats, 6; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Drugs, 2; Confectioner, 5; Shoes, 1; Tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 15; automobile accessories, 98; automobile tire agencies, 45; bakers, 43; cigar stores and stands (including hotels), 31 (chain, 3); confectioners (including hotel stands), 80; delicatessen, 10; dressmakers, 97; druggists, 38 (chain, 1); dry goods, 36; department stores, 6; electrical supplies, 24; florists, 20; fruits, 40; furniture, 23; furriers, 13; garages (public), 57; grocers, 299 (chain, 27); hardware, 12; jewelry, 24; meat markets, 95 (chain, 5); men's furnishings, 30; men's clothing, 43; merchant tailors, 82; milliners, 30; opticians, 10; photographers, 12; pianos (and miscellaneous musical instruments), 10; radio supplies, 13; restaurants (including hotels), 72 (chain, 7); shoes, 38; sporting goods, 5; stationers, 14; women's apparel, 38.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 137; most pleasant months, May to October; doctors (medical, 123), (dentists, 42), (osteopaths, 7); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

Opportunities for Buyer and Seller are listed on our Classified page. If you don't find what you want this week, insert a small advertisement stating your needs.

EDITOR & PUBLISHER

has a record as a result producer.

INFORMATION FOR SPACE BUYERS

TROY, N.Y., RECORD

TRY IT OUT IN TROY

Advertisers seeking test cities consider the advantages offered by Troy.

LOCATION—At the head of navigation on the Hudson, the eastern terminus of the State Barge Canal, and has the following rail lines—New York Central, Delaware & Hudson, Rutland, Boston & Maine.

ACCESSIBILITY—It is 150 miles from New York City by rail or water, 300 miles by rail or barge canal to Buffalo and the Great Lakes, 250 miles from Montreal, and 190 miles from Boston.

POPULATION—Greater Troy, which is composed of Troy, Watervliet, Green Island, Cohoes, and Waterford, has a population of 118,141, of which 83.2% are whites; 15.9% foreign born whites; 1% negroes, and 2.6% illiterate. This population is confined within a radius of four miles from Troy City Hall, and served by local trolley at one 7c. fare.

CIRCULATION—The Troy Record circulates 22,653 net paid daily as shown by last A. B. C. Statement. Practically the entire circulation is confined to the 7c. car zone, or four mile radius, giving very complete coverage of the market.

INDUSTRIES—Troy is the collar city. 90% of the collars and cuffs made in the U. S. are manufactured here. Troy is the home of nationally known collar firms, Cluett, Peabody & Co., and Geo. P. Ide & Co. Nearly 100 other diversified products are manufactured in Troy. Foremost among them are bells, boilers, chains, coke and its by-products, fire hydrants, furnaces, horseshoes, laundry machinery, malleable iron and steel, rail joints and valves. This city is the home of such well known firms as Fuller & Warren Stove Co., Burden Iron Co., Ludlow Valve Co., Continuous Rail Joint Co., and Hudson Valley Coke and Products Co. The Ford Motor Co. is located directly across the Hudson River.

BANKS—There are five national banks, a savings bank, a trust company, and three building and loan associations. The total bank deposits are over $50,000,000.

BUYING POWER—The buying power of Greater Troy is shown by the fact that 28.45 per cent of all families have an earned income in excess of $1800.

OUTLETS—The city has 32 wholesale houses, six department stores, 291 retail grocers, 34 retail druggists, 22 furniture and 32 dry goods stores.

LOW RATE—The rate in the Record is 6c. per agate line, flat, covering both morning and evening issues. All local advertising runs in both issues.

ADVANTAGES—The advantages of Troy as a try-out city are—118,000 population, condensed in four mile radius, typical industrial city; accessibility to New York, Boston and Buffalo; live and progressive merchants, and modern retail stores; complete coverage through Troy Record at low cost (10,000 lines only $600).

SPECIFIC DATA—Any specific information or data required will be gladly furnished upon request.

TRY it OUT in TROY the TRY-OUT CITY.

CHAS. H. EDDY CO.

NEW YORK (Cont'd)

UTICA, N. Y.

(Oneida County)

1920 Population, 94,156. (1925 state census, 101,604.

City and Suburban Estimate: 300,000.

Native Whites, 78,000; **Negroes,** few; **Foreign Born,** 20,000; **Industrial Workers,** 20,000; **English Reading,** 80%; **Families,** 25,000.

Schools: Public Grade, 24; High, 1; Parochial, 7; Number of Pupils, 18,251.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 9; Hebrew, 5; Lutheran, 5; Methodist, 6; Presbyterian, 5; Roman Catholic, 16; Miscellaneous, 12.

Banks: National, 3; State Banks and Trust Companies, 5; Total Resources, $100,000,000; Savings Bank Deposits Total, $50,000,000.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 30,000.

Location: In central New York in the Mohawk Valley. 200 miles from Buffalo. 235 miles from New York City, on the New York Central, West Shore, R. W. & O., D. L. & W., and Ontario & Western railroads. Barge canal, state highways. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Textiles and metal products. Clothing, underwear, outerwear, cotton, wool and silk, sheets, pillow cases, heating apparatus, brass and iron beds and springs, sweaters, caps, etc. Automobile shields, mufflers, compressors, radiators, washing machines, fire fighting equipment, firearms, etc. Paper boxes, compressors, lead pipe, tools, tire fabric.

Manufacturing Establishments: Leading firms, Utica Knitting Co.; Foster Bros. Mfg. Co.; Utica Steam & Mohawk Valley Cotton Co.; McLaughlin Textile Co.; International Heater Co.; Kincaid & Kimball; Roberts-Wicks Co.; Brunner Mfg. Co.; Drop Forge Tool Co.; Savage Arms Co.; Foamite-Childs Co.

Special Information: Utica has remarkable advantages in its location. The Mohawk Valley is the great east and west transportation route. Fifty miles north are the Adirondacks, from which come water and power in abundance. 100 miles south are the Pennsylvania coal mines. The city is splendidly equipped with churches, schools, hotels, theatres, hospitals, orphan asylums, etc. It is the natural trading center for an extensive region including many prosperous smaller cities and villages. Many national concerns have branches here.

Residential Features are noticeably fine. Many beautiful streets and homes. Extensive park system. Much building activity in suburban districts. Excellent trolley service all directions. Single fares carry passengers 5 to 8 miles. All important streets paved. Kept very clean. Water supply excellent. City lighted by electricity from Trenton Falls 15 miles northward.

Retail Shopping Section: Genesee street, 1 mile; Columbia street, ½ mile; Lafayette street, ¼ mile; Bleecker street, 1 mile; Blandina, 2 blocks; Devereaux, 1 block; Bank Place, 1 block; Liberty, 3 blocks; Elizabeth, 3 blocks; Washington, 4 blocks; Seneca, 3 blocks; Hotel, 2 blocks; John, 4 blocks.

Trading Area: 25 to 30 miles at all seasons. In summer 50 miles on account of use of automobiles. Utica is in the very center of New York State, with seven steam roads, extensive trolley lines to suburban towns and state highways in all directions.

Wholesale Houses: Groceries, 21; Meats, 15; Cigars and Tobacco, 7; Confectionery, 15; Fruits, 12; Hardware, 7; Dry Goods, 5; Miscellaneous Lines, 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto. agencies, 8; automobile accessories, 39; automobile tire agencies, 28; bakers, 58; cigar stores and stands (including hotels), 82 (chain, 3); confectioners (including hotel stands), 82; delicatessen, 10; dressmakers, not listed; druggists, 43 (chain, 2); dry goods, 73; department stores, 5; electrical supplies, 26; florists, 34; fruits, 14; furniture, 40; furriers, 10; garages (public), 78; grocers, 441 (chain, 30); hardware, 25; jewelry, 30; meat markets, 134 (chain, 2); men's furnishings, 40; men's clothing, 63; merchant tailors, 58; milliners, 27; opticians, 17; photographers, 19; pianos (and miscellaneous musical instruments), 15; radio supplies, 35; restaurants (including hotels), 101 (chain, 3); shoes, 46; sporting goods, 9; stationers, 9; women's apparel, 55.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 159), (dentists, 58), (osteopaths, 7); number of wired houses, 27,046; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement page 159 and column 4 of this page

WATERTOWN, N. Y.

(Jefferson County)

1920 Population, 31,285, (1925 state census, 32,836).

City and Suburban Estimate: Within 40 mile radius, 140,000.

Native Whites, 25,342, 81%; **Negroes,** ½ of 1%; **Foreign Born,** 18½%; **Industrial Workers,** 7,890; **English Reading,** 97.1%; **Families,** 7,835.

Schools: Public Grade, 11; High, 1; Parochial, 3; Number of pupils, 7,107.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal 3; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 9.

Banks: National, 4; State, 1; Total Resources, $42,063,181.26; Savings Bank Deposits Total, $15,409,333.15. (Loan Assn. Deposits of $559,321,85.)

Theatres: Moving Pictures, 5; Vaudeville, 1; Total number of seats, 6,109.

Location: On Black River, 11 miles from Lake Ontario, on New York Central Railroad. Excellent bus service. To nearest larger city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Paper and wood pulp, foundry and machine shop products, silks, plumbers' supplies, flour and grist mill products, bags, knit goods, auto bodies, electrical machinery, clinical theromometers, power governors.

Manufacturing Establishments: 70. Leading firms: St. Regis Paper Co., Knowlton Bros., Harman Machine Co., H. H. Babcock, Toohey Silk Mill, Bagley & Sewell, Shaughnessy Knitting Co., Taggart Bros., Watertown Silk Mfg. Co., Hinde & Dauche Paper Co., J. B. Wise, Inc., Eager Electric Co., Faichney Instrument Co., N. Y. Air Brake Co. Total value of yearly output of factories estimated at $25,336,719.

Residential Features: One and two family houses predominate, a great many private residences. A very fine residential section.

Retail Shopping Section: Public Square, 6 blocks; Washington Street, 1 block; Stone Street, 1 block; Court Street, 6 blocks; Arsenal Street, 2 blocks; State Street, 4 blocks; Mill Street, 2 blocks; Main Street, 4 blocks.

Trading Area: Bordered by Lake Ontario and St. Lawrence River on the northwest and 40 miles on south and east.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 11; Miscellaneous lines: auto accessories, 9; bakers, 4; drugs, 1; confectioners, 5; paper, 4; jewelry, 1; lumber, 2; hardware, 3; tobacco, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 15; automobile accessories, 9; automobile tire agencies, 22; bakers, 15; cigar stores and stands (including hotels), 19 (chain, 2); confectioners (including hotels and department stores), 9; druggists, 16 (chain, 2); electrical supplies, 13; florists, 5; fruits, 9; furniture, 12; furriers, 6; garages (public), 27; grocers,, 162 (chain, 2); hardware, 4; jewelry, 18; meat markets, 20 (chain, 1); men's furnishings and clothing, 10; merchant tailors, 23; milliners, 14; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 10; radio supplies, 11; restaurants (including hotels), 39 (chain, 4); shoes, 20; sporting goods, 6; stationers, 8; women's apparel, 21.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 130; most pleasant months, May to October; doctors (medical, 57); (dentists, 27); (osteopaths, 2); number of wired houses, about 7,000; street car service; gas, artificial; electric current, alternating; water, soft.

WELLSVILLE, N. Y.

(Allegheny County)

1920 Population, 4,996.

City and Suburban Estimate, 7,500.

Native Whites, 91%; **Negroes,** 2%; **Foreign Born,** 7%; **Industrial Workers,** 26%; **English Reading,** 98%; **Families,** 1,388.

Schools: 6; **Number of pupils,** 1,400.

Churches: 6.

Banks: 2; Total Resources, $4,240,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: Mostly one family houses.

Retail Shopping Section: About 4 blocks.

Trading Area: 8 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 2; furniture, 3; garages (public), 11; grocers, 15; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 16; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

WHITE PLAINS, N. Y.

(Westchester County)

1920 Population, 21,031.

City and Suburban Estimate, 50,000 present estimate.

Native Whites, 82%; **Negroes,** 8%; **Foreign Born,** 16%; **English Reading,** 90%.

Schools: Public Grade, 12; High, 2; Parochial, 2; Academies, 4; Number of pupils, 6,249.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 3; Methodist, 7; Presbyterian, 2; Roman Catholic, 2; Lutheran, 2; Community, 1; Miscellaneous, 3.

Banks: State, 4 (one savings bank); Total Resources, $34,238,626.80; Savings Bank Deposits Total, $8,761,659.16.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 5,000. One vaudeville theatre with 2,500 seats under construction.

Location: In the center of Westchester County midway between the Long Island Sound and the Hudson River, served by the Harlem Division of the New York Central and the White Plains Branch of the New York. Westchester & Boston R.R. Excellent Bus service to all surrounding towns.

Residential Features: Private homes predominate. Many new apartments. One of the finest residential cities in the State of New York. Homes average in value $25,000 to $30,000.

Retail Shopping Section: Extends from Bronx River Parkway (which forms main section of business district and terminal for trolley and bus lines) for 10 blocks along Main Street, including all side streets between Main Street and Martine Avenue, also a business street. There are three "Neighborhood" sections devoted to business consisting of small shops.

Trading Area: Extends south to Crestwood, east to Mamaroneck and Port Chester, north to Brewster, west to Tarrytown. Train, bus and trolley service to all points.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 6; automobile accessories, 25; automobile tire agencies, 20; bakers, 17; cigar stores and stands (including hotels), 16 (chain, 4); confectioners (including hotel stands), 26; delicatessen, 9; dressmakers, 37; druggists, 14 (chain, 1); dry goods, 23; department stores, 4; electrical supplies, 6; florists, 5; fruits, 16; furniture, 8; furriers, 5; garages (public), 16; grocers, 91 (chain, 16); hardware, 14; jewelry, 5; meat markets, 42; mens' furnishings, 12; men's clothing, 14; merchant tailors, 40; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 38; shoes, 14; sporting goods, 5; stationers, 8; women's apparel, 19.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct.; doctors (medical, 48); (dentists, 26); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, hard.

YONKERS, N. Y.

(Westchester County)

1920 Population, 100,176 (1925 est. 113,000).

Native Whites, 66%; **Negroes,** 10%; **Foreign Born,** 24%; **Industrial Workers,** 25 to 30%; 4,245 illiterates; **Families,** 28,800.

Schools: Public Grade, 23; High, 3; Junior High, 3; Parochial, 9; Trade School, 1; Number of pupils, Public, 22,215; Parochial, about 5,000.

Churches: Baptist, 7; Christian Science, 2; Congregational, 1; Episcopal, 10; Hebrew, 4; Methodist, 11; Presbyterian, 6; Roman Catholic, 16.

Banks: National, 2; Trust Companies, 2; State, 4; Total Resources, $35,500,000 (July 1, 1925); Savings Bank Deposits Total People's and Yonkers banks, $36,906,788, (July 1, 1925).

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1.

Location: N. Y. Central & H. R. R. R. Main Line, New York Central Putnam Division, New York Central. New York & Harlem. Yonkers Railroad (trolley) Third Avenue System, Bus lines. To New York by railroad, 35 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Elevators, carpets, sugar, spark plugs, wire and cable, celluloid, textiles, motion pictures, women's dresses and underwear.

Manufacturing Establishments: 50 approximately. Leading firms: Alex Smith & Sons (carpets); Otis Elevator Co.; Federal & National Sugar Refineries; Campbell Hat Co.; and Habirshaw Cable Works, New York Engineering Co.

Residential Features: Extensive apartment house development now in progress. Six fine residential sections. North Broadway, Ludlow, Nepperhan Heights, Homeland, Park Hill and Crestwood developments, where only private residences are located. "South Yonkers" most rapidly growing section of city.

Retail Shopping Sections: Centers around Getty Square. South Broadway, Palisade Avenue, New Main Street and Main Street, Manor House Square, North Broadway, Warburton Avenue, Riverdale Avenue. A rapidly growing retail shopping district in south end of city.

Trading Area: 20 miles to the north, 10 miles to the east and west across Hudson River via Alpine-Yonkers ferry.

Wholesale Houses: Groceries, 6; meats, 5; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; automobile accessories, 34; automobile tire agencies, 11; bakers, 52; cigar stores and stands (including hotels), 53 (chain, 3); confectioners (including hotel stands), 100 retail, 8 wholesale; delicatessen, 38; dressmakers, 77; druggists 50 (chain, 2); dry goods, 80; department stores, 3; electrical supplies, 5; florists, 20 furniture, 20; furriers, 6; garages (public), 80; grocers, 387 (chain, 78); hardware, 22; jewelry, 24; meat markets, 160; men's furnishings, 25; men's clothing, 41; merchant tailors, 1; milliners, 24; opticians, 6; photographers, 14; pianos (and miscellaneous musical instruments), 7; restaurants (including hotels), 12; shoes, 32; sporting goods, 6; stationers, 46.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 105); (dentists, 65); (osteopaths, 10); number of wired houses, 17,000; street car service; gas, artificial; electric current, alternating; water, soft.

UTICA, N.Y.

Population 101,604

by

1925 State Census

Over 300,000 within Thirty Mile Radius

Utica Daily Press

(Established 1882)

Long Recognized as the Leading Newspaper, it is the Only Morning Publication in this Important Trading Center and Circulates far beyond—throughout Central New York.

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UTICA DAILY PRESS

NORTH CAROLINA Market Surveys

ASHEVILLE, N. C.

(Buncombe County)

1920 Population, 28,504 (1925 est. 42,216).

City and Suburban Estimate, 65,250.

Native Whites, 73%; Negroes, 25%; Foreign Born, 2%; Industrial Workers, 5%; English Reading, 80%; Families, 9,068.

Schools: Public Grade, 16; High, 1; Parochial, 2. Number of Pupils, 10,000.

Churches: Baptist, 27; Christian Science, 1; Congregational, 1; Episcopal, 7; Hebrew, 2; Methodist, 22; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 4; Total Resources, $19,700,000. Savings Bank Deposits Total, $4,869,846.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,800.

Location: Asheville is located in the Southern Appalachians on the Asheville Plateau, 2,250 feet above sea level. It is on the Southern Railway lines radiating in four directions, with 28 passenger trains daily; through Pullman service to principal cities and freight service of equal merit. It is on the Dixie, Southern National, Appalachian, Central and other leading highways. To nearest larger city by auto, 5 hours.

Principal Industries: Lumbering, live stock, horticulture, furniture, minerals, caskets and tanneries, cotton, and cotton mills.

Manufacturing Establishments, 7 Leading firms: Beacon Mfg. Co., French-Broad Mfg. Co., Carolina Woods Products Co., Asheville Cotton Mills, The Hans Rees' Sons Tannery Co., The National Casket Co., The Asheville Mica Co., The Asheville Foundry and Machine Co.

Special Information: Widely known as all year resort. Especially noted for water, climate and scenery. Highest peak east of the Rockies is 6,711, known as Mt. Mitchell, one of Asheville's leading attractions. Another is the famous Chimney Rock. Also one of the leading convention centers of the South. Has one of the largest mica manufacturing plants in the world.

Residential Features: Mostly one- and two-family houses. Private homes predominate. A number of apartment houses. Three very exclusive residential sections, Northern, Northeastern and Southern parts of city. Homes in the latter section average in value, $20,000 to $50,000.

Retail Shopping Section: Extends from Paek Square (which forms heart of business section and terminal for suburban trolley and bus lines) for 8 blocks on Patton, 4 blocks on Haywood, 4 on Broadway, 3 on College and 2 on Biltmore and also Battery Park Square. There are ten outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends 40 miles. Trading population, 200,000.

Wholesale Houses: Groceries, 12; meats, 3; fruits, 8; hardware, 1; dry goods, 2; Miscellaneous lines, confectionery, 6; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 18; automobile accessories, 14; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 23; delicatessen, 3; dressmakers, 25; druggists, 30 (chain, 2); dry goods, 18; department stores, 8; electrical supplies, 5; florists, 5; fruits, 8; furniture, 23; furriers, 2; garages (public), 9; grocers, 230; hardware, 10; jewelry, 12; meat markets, 40 (chain, 3); men's furnishing, 8; men's clothing, 8; merchant tailors, 13; milliners, 13; opticians, 5; photographers, 11; piano and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 54; shoes, 11; sporting goods, 3; stationers, 8; women's apparel, 18.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months, 80; most pleasant months, May, June, Sept., Oct.; doctors (medical, 99), (dentists, 29), (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement top columns 3 and 4

BURLINGTON, N. C.

(Alamance County)

1920 Population, 5,952. (1925, est. 8,750.)

City and Suburban Estimate, 20,000.

Native Whites, 90½%; Negroes, 9%; Foreign Born, ½%; Industrial Workers, 65%; English Reading, 99%; Families, 2,340.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,834.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 2; Miscellaneous, 5.

Banks: National, 1; State, 3. Total Resources, $12,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,920.

Location: Burlington is served by the Greensboro Goldsboro branch of the Southern Railway. Its 10 passenger trains every 24 hours give it a 17 hour schedule to New York, 10 hours to Washington and 11 hours to Atlanta, Ga. Fast bus service is furnished to all parts of the state. To nearest large city by railroad, 45 minutes; by auto, 45 minutes.

Principal Industries: Cotton goods, men's and women's hose, woodworking plants, sawmills, lumber mills, yarn mills, dye works, finishing mills, coffin factories, spinning mills, flour mills, ice and ice cream plants.

Manufacturing Establishments, 48. Aurora Cotton Mills, May Hosiery Mills, National Dye Works, Elmira Mills, Burlington Coffin Co., Burlington Mills, Inc., Keystone Finishing Mill, Whitehead Hosiery Mills, Sellars Hosiery Mill, Hico Milling Co., Chapin-Sacks Corp.

Special Information: Burlington has a population of 8,750 according to the last count. Over $280,000 was spent in 1922-23 for municipal improvements, weekly payroll of $85,000. It has 15 miles of hard surfaced streets. There is over $8,000,000 invested in manufacturing plants. 24,000,000 yards of gingham and 8,000 000 pairs of hose manufactured annually; $350,000 hotel recently constructed. It has 3 building and loan associations, 1 modern co-operative creamery, 1 ice cream plant, 2 ice plants, 30 miles of concrete sidewalks and 20 miles of water mains.

Residential Features: Burlington has an unusually large percentage per capital home ownership, it being 70%, 2 residential parks are now being developed on the outer edge of the city. One of these is in the vicinity of the County Club and Golf Links.

Retail Shopping Section: South Main (4), Davis (3), Front (3), Spring (1), Worth (2). The main retail shopping center is on Main and Davis, 2 blocks off Main and 2 blocks off Davis. There are retail centers at each mill section with drug store, general merchandise and meat market for each.

Trading Area: The northern section extends soe 15 miles, southern section 20 miles, western section 5 miles, eastern section 13 miles. The city is surrounded by numerous small towns and there are 10 of these within a radius of 5 miles with a population of 6,000 total.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 2; hardware, 4; dry goods, 6; miscellaneous lines: feed stores and produce.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 5; automobile accessories, 7; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 6; dry goods, 6; department stores, 5; electrical supplies, 1; florists, 1; fruits, 2; furniture, 5; furriers, 1; garage (public), 6; grocers, 7 (chain, 3); hardware, 5; jewelry, 2; meat markets, 1; men's furnishing, 5; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months, 80; most pleasant months, Sept., Oct., Nov.; electric current, alternating.

CHARLOTTE, N. C.

(Mecklenberg County)

1920 Population, 46,338.

City and Suburban Estimate, 85,000.

Native Whites, 67,3%; Negroes, 31.6%; Foreign Born, 1.1%; Industrial Workers, 23%; English Reading, 89%; Families, 16,360.

Schools: Public Grade, 18; Pupils, 10,553. High, 4; Pupils, 2,062. Parochial, 1; Pupils, 155. Colleges, 2; Pupils, 530. Number of Pupils, 13,300.

Churches: Baptist, 23; Christian Science, 1; Episcopal, 7; Hebrew, 1; Lutheran, 4; Methodist, 30; Presbyterian, 20; Reformed, 1; Catholic, 1; Seven Day Adventist, 2; 10 of other varied denominations.

Banks: Savings, 1; Resources, $445,336; Trust Companies, 4; Resources, $24,265,000; National, 5; Resources, $21,850,000; State, 7; Resources, $3,548,000. Total Resources, $50,108,000.

Theatres: Legitimate, 1; Moving Picture, 6; Motion Picture and Vaudeville, 1; Total number of seats, 7,900.

Location: Charlotte is located on the lines of the Southern, the Norfolk Southern, and the Seaboard Air Line railroads with lines radiating in eight different directions, making it an ideal distributing center for this section of the South. Motor express deliveries daily are being made up to 100 miles from the city. The city has ample trackage space for warehouses and manufacturing plants. It is the largest distributing point for automobiles and automobile accessories. An electric interurban line runs to Gastonia. To nearest larger city (Atlanta), by railroad, 10 hours; by auto, 16 hours.

Principal Industries: Among the industries are cotton yarn, cottonseed oil, tobacco, peanuts, kaolin, wood pulp, lumber, flour, asbestos, manufacturing, automobiles, automobile accessories, automobile tires, bricks, burlap, cotton, machinery, hosiery, chemicals and dyestuffs, clothing, silk goods, agricultural instruments. The surrounding territory, where not industrially developed, is devoted to dairying and raising of sweet potatoes, peanuts, cotton, strawberries, peaches and apples.

Continued on page 181

Asheville, North Carolina

A City of Wealth and Class

There is no other city of comparable size the country over with more palatial homes or hotels.

This is reflected in the high grade merchandise in Asheville's stores.

Aside from local manufacturing, wholesaling, retailing, farming, fruit growing and stock raising, the "crop" most indicative of the territory is the "tourist crop" yielding millions of dollars a year.

ASHEVILLE IS NATURALLY A MORNING PAPER CITY

Asheville is isolated high in the Blue Ridge mountains of southwestern North Carolina. It is so situated that papers from other cities cannot get in until the news is stale. And no evening paper in Asheville can get far out into the territory until the next morning.

The Asheville (Morning) Citizen has this natural advantage in addition to its news and feature services and sound management which combine to make it one of the south's most representative newspapers.

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is the most *substantially progressive* of all Southern States, paying more Federal taxes than ALL OTHERS combined, Texas excluded.

Charlotte

is the center of the most prosperous and progressive section of the Carolinas—the Piedmont plateau. Charlotte is the center and the home of the world's largest hydro-electric development. More textile mills are located within 100 miles of Charlotte than in any like territory. Charlotte has a population exceeding 65,000; more than 600,000 people live within a radius of 50 miles and more than 2,000,000 live within a hundred mile radius. This happy and prosperous throng of buyers reaches Charlotte over four railroads and eight hard-surfaced highways—the kind for which North Carolina is noted.

The Charlotte News

published week-day afternoons and Sunday mornings, is the heart of Charlotte, the heart of the Carolinas.

More people in Charlotte pay for The News than pay for city water.

Merchants who are on the spot and know the field place the bulk of their advertising with The News.

The News offers you more than 10,500 city circulation; more than 17,000 week-days and more than 18,000 Sundays.

But don't accept these figures without getting the latest information, for The News is growing so rapidly that "magazine" advertising giving circulation figures is obsolete before it comes from the press. You can address:

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NATIONAL REPRESENTATIVES

NORTH CAROLINA (Cont'd)

Charlotte (con't)

Special Information: Charlotte is the center of one of the largest hydro-electric developments in the United States. It is the textile center of North and South Carolina. It is also an educational center with Ardyne school, Baird School for Boys, Charlotte University School, O'Donoghue Hall, Queens College for Girls, St. Peter Convent School, Southern Industrial School, Bethel School, Biddle University, St. Michael's Parish School and St. Paul's School.

Residential Features: 15,507 dwellings, mostly of the one-family type, house the 16,360 families of Charlotte. They are modern in most instances, with all improvements; many residences and other buildings are under construction.

Retail Shopping Section: The main business streets are Tryon and Trade. Stores, shops, hotels and theatres cover 38 blocks on these two streets. North College has a retail section. Church St., Fourth St. and Fifth St. encompass the remaining business section. South College is the wholesale center. Dilworth as one of the outlying neighborhood centers. There are many stores scattered through the city.

Trading Area: The trading area takes in a wide section of North Carolina and a considerable part of South Carolina. Excellent rail facilities and hard-surfaced highways in eight directions, makes the area extensive not only in bringing retail trade to the city, but also in distributing as a wholesale center. On the northwest it extends to Hickory, on the west to Blacksburg, S. C., on the south to Lancaster and Chester, S. C., and on the east to Rockingham. The section includes only the retail trading area.

Wholesale Houses: Groceries, 15; meats, 4; fruits, 9; shoes, 2; dry goods, 3; produce, 6; hardware, 3; confectioners, 3; drugs, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 16 (chain, 3); confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 38; druggists, 25 (chain, 2); dry goods, 14; department stores, 4; electrical supplies, 10; florists, 4; fruits, 6; furniture, 19; furriers, 1; garages (public), 22; grocers, 309 (chain, 46); hardware, 7; jewelry, 9; meat markets, 41; men's furnishings, 16; men's clothing, 22; merchant tailors, 20; milliners, 14; opticians, 4; photographers, 8; pianos (and miscellaneous musical intruments) 6; radio supplies, 9; restaurants (including hotels), 47 (chain, 1); shoes, 18; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 124; most pleasant months, May, June, Sept., Oct.; doctors (medical, 121), (dentists, 34), (osteopaths, 1); number of wired houses, 12,698; street car service; gas-artificial; electric current, alternating; water, soft.

See announcement bottom of columns 3 and 4 Page 180

CONCORD, N. C.

(Cabarrus County)

1920 Population, 9,903.

City and Suburban Estimate, 15,000.

Native Whites, 80%; **Negroes,** 20%; **Industrial Workers,** 60%; **English Reading,** 100%.

Schools: Public Grade, 4; High, 2; Junior High, 1. Number of Pupils, 2,482. College for Negro women, 1.

Churches: Baptist, 8; Episcopal, 1; Lutheran, 1; Methodist, 8; Presbyterian, 9; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, $7,250,306.49; Savings Bank Deposits Total, $4,837,257.22.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: In the center of Cabarrus County in the southern part of the State, on the main line of the Southern Railroad. Excellent bus service to all parts of the State and South Carolina. To nearest larger city (Atlanta, Ga.), by railroad, 7 hours.

Principal Industries: Manufacture of cotton goods and hosiery.

Manufacturing Establishments, 50. Leading firms: Cannon Mills, Gibson Mfg. Co., Kerr Bleaching & Finishing Works, Locke Cotton Mill, Brown Mill, Hoover Hosiery Co., Hartsell Mill, National Lumber Co., White-Parks Mill. Total value of yearly output of factories, estimated, $40,000,000.

Special Information: A big industrial center situated in the center of a splendid farming country, with direct railroad connections with the north, south and west.

Residential Features: Mostly one-family houses; limited section devoted to workingmen's tenements; private homes predominate; majority of private homes, attractive modern houses.

Retail Shopping Section: Extends one block north and three blocks south of the public square, on Union and Church Streets, one block east and three blocks west on Depot, Corbin, Means and Barbrick Streets. There are several smaller neighborhood sections, with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends 10 miles north, south, east and west and is also a trading area for a splendid country district.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; miscellaneous line, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 2; automobile accessories, 10; automobile tire agencies, 4; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 6; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 6; grocers, 47 (chain, 3); hardware, 3; jewelry, 4; meat markets, 8; men's furnishing, 9; men's clothing, 9; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 15; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 124; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 12), (dentists, 7), (osteopaths, 1); number of wired houses, 2,100; gas, artificial; electric current, alternating; water, soft.

DURHAM, N. C.

(Durham County)

1920 Population, 21,719. (1925, special government census, 42,258.)

City and Suburban Estimate, 150,000.

Native Whites, 64%; **Negroes,** 35%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **Families,** 4,832.

Schools: 10. Number of Pupils, 5,580.

Churches: 15.

Banks: 9; Total Resources, $18,000,000.

Theatres: 7; Total number of seats, 5,100.

Location: About 25 miles northwest of Raleigh in geographical center of North Carolina. Served by Southern Railway, Seaboard Air Line Ry., Norfolk & Western Ry., Durham & Southern Ry., and Norfolk Southern R. R. These railways radiate in seven different directions.

Principal Industries: Cigarettes, tobacco, hosiery, cotton goods, flour, sport goods, blank books castings and iron products, wagons, overalls, mattresses, building materials and proprietary medicines.

Manufacturing Establishments: Bull Durham Tobacco Co., Duke's Mixture Tobacco Co., Piedmont, Chesterfield, Lucky Strike and Sweet Caporal Cigarette Companies, Durham Hosiery Mills, Golden Belt Mfg. Co., Occoneechee, Peerless and Climax Flour Companies.

Special Information: Home of Duke University with endowment of $15,000,000 and enrollment for 1924 1,200 men and women. University of North Carolina also located here with enrollment for 1924 of 2,300. Durham has golf course, tennis courts, two parks containing swimming pools.

Residential Features: Single and two-family houses.

Retail Shopping Section: About 10 blocks on principal street and 10 blocks on side streets.

Trading Area: Radius of about 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 6; automobile accessories, 6; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 20; druggists, 17; dry goods, 25; department stores, 4; electrical supplies, 2; florists, 4; fruits, 7; furniture, 14; furrier, 1; garages (public), 7; grocers, 167; hardware, 5; jewelry, 5; meat markets, 20; men's furnishings, 4; men's clothing, 21; merchant tailors, 3; milliners, 9; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 25; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 124; most pleasant months, May, June, Sept., Oct.; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

EDENTON, N. C.

(Chowan County)

1920 Population, 2,777. (1925 est. 3,775.)

City and Suburban Estimate, 5,000.

Native Whites, 75%; **Negroes,** 25%; **Foreign Born,** 2%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 922.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,060.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 2; Total Resources, $2,200,000; Savings Bank Deposits Total, $1,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: On Edenton Bay, connecting with Albemarle Sound which leads to the Ocean south of Cape Hatteras and with Norfolk by inland waterways. Edenton is served by the Norfolk & Southern Railroad, Albemarle Steam Navigation Co., Norfolk, Baltimore & Carolina Line, Salmon Creek Line, Edenton, Mackeys Ferry, Chowan-Colerain Ferry, Coastal Highway Ferry, Edenton-Avoca Ferry, Part of Route No. 30. Coastal Highway. To nearest larger city (Norfolk, Va.), by railroad, 3 hours; by auto, 2½ hours.

Principal Industres: Cotton mill, 2 peanut cleaning factories, hosiery mill, sawmills, woodworking plants, veneering mill, cottonseed oil mill, fertilizer factory, cotton and peanut storage warehouse.

Manufacturing Establishments, 5. Leading firms: Edenton Cotton Mill, Farmers Peanut Co., M. G. Brown Lumber Co., Wilkes Veneer Co., Eastern Cotton Oil Co., Edenton Lumber Co., Edenton Peanut Co., Southern Products Co. (packing plant), Edenton Ice & Cold Storage Co.

Special Information: Edenton was the first capital under British Protectors; was the home of Gov. Eden; of Joseph Hewes, a signer of the Declaration of Independence; of the noted "Parson" Pettigrew and Daniel Earl; of Gov. Johnson and other noted men of early Colonial days; many of the buildings brought from England such as the "Cupola House," are still standing in this section. Also important section for shad, rock and N. C. herring fishing; 36 miles of hard-surfaced roads in the county touching every section.

Residential Features: Private homes predominate situated facing beautiful Edenton Bay, or on 100 foot thoroughfare running 1½ miles through center of the city. Mill workers houses and other tenement property are in other sections.

Retail Shopping Section: Broad St. (known as Main), King, Queen and Church Sts. within limited area.

Trading Area: Comprises all of Chowan County in which Edenton is located; the eastern part of Bertie County; the southeastern section of Gates County, and southern part of Perquimans County—25 miles limit.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines, packing plant, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 4; automobile tire agencies, 5; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 3; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 1; fruits, 5; furniture, 3; garages (public), 5; grocers, 14 (chain, 2); hardware, 2; jewelry, 1; meat markets, 3; men's furnishing, 4; men's clothing, 4; milliners, 3; photographers, 1; radio supplies, 1; restaurants (including hotels), 2; shoes, 5; sporting goods, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 80; most pleasant months, April, May, June, Sept., Oct., Nov.; (doctors (medical, 4), (dentists, 1), (osteopaths, 1); number of wired houses, 825; electric current, alternating and direct; water, hard and soft.

ELIZABETH CITY, N. C.

(Pasquotank County)

1920 Population, 8,925.

City and Suburban Estimate, 13,000.

Native Whites, 70%; **Negroes,** 30%; **Foreign Born,** ¼ of 1%; **Industrial Workers,** 17%; **English Reading,** 90%; **Families,** 3,500.

Schools: Public Grade, 6; High, 2; Number of Pupils, 3,457.

Churches: Baptist, 8; Episcopal, 2; Methodist, 4; Presbyterian, 2.

Banks: National, 1; State, 4; Total Resources, $8,000,000; Savings Bank Deposits Total, $3,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

Location: On the banks of the Pasquotank River, served by Norfolk-Southern and Suffolk-Carolina Railways, steamship lines to Norfolk and Albemarle Sound points, and by independent power and sail boats. Bus service is maintained with Norfolk, Hertford and Edenton. Paved road from Elizabeth City to Edenton. To nearest larger city, by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Hosiery and cotton products, lumber, boxes, barrels, brick, mine props, fertilizer, cottonseed oil, candy, soy bean harvesters, marine railways, machine shops, fish shipping and meat packing.

Manufacturing Establishments, 16. Leading firms:: Elizabeth City Brick Co., Chesson Mfg. Co., Kramer Bros. Co., Lambert Bros., Scott Sales Co., Albemarle Fertilizer Co., Globe Fish Co., Elizabeth City Cotton Mills, Elizabeth City Hosiery Co., Griggs-Forbes Furniture Co., Pasquotank Hosiery Co., Standard Mfg. Co., Foreman-Derrickson Veneer Co. Foreman-Blades Lumber Co., Eastern Cotton Oil Co., Elizabeth City Iron Works. Total value of yearly output of factories estimated at $8,000,000. Industrial payroll, $1,000,000.

Special Information: This city is the center of trade for the Albemarle district of 12 counties, comprising one of the richest agricultural soils in the world. Climatic conditions enable farmers to grow three crops a year. The Elizabeth City district ships approximately one-half of the entire potato output of the state. Two-thirds of this stock loaded at Elizabeth City. It is the center of the great game and fishing section of this State.

Residential Features: Mostly one-family houses. Private homes rule, with the exception of two small apartment houses. Homes are attractive and the majority are of the better class.

Retail Shopping Section: Extends on Main St., from Water west to Road, 6 blocks; on Poindexter from Church north to Burgess, 5 blocks; on Water from Front north to Camden Ferry Bridge, 4 blocks; on Matthews from waterfront west to Road. Scattering business houses on adjacent streets and several grocery and other stores located in the residential and suburban section.

Trading Area: Eastward, 50 miles; north, 25 miles; west, 40 miles, and south, 60 miles. Population, 100,000.

Wholesale Houses: Groceries, 9; meats, 1; fruits, 2; hardware, 4; dry goods, 2; miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 7; automobile accessories, 15; automobile tire agencies, 13;

Continued on page 182

The Durham Morning Herald

DURHAM • NORTH CAROLINA

Offers 100% Coverage Of Piedmont North Carolina's Key Market

The Market—Durham is the recognized *Center of Industry and Education* in North Carolina. Here are located the world's largest Tobacco, Hosiery, and Cotton Sheeting factories. Durham's industrial pay-roll ranks second among the cities of the Carolinas.

Durham is the home of *Duke University*—endowed with Seventy Million Dollars. A $17,000,000 enlargement program is now in progress on the campus. The great University of North Carolina is located eleven miles from Durham and is connected with Durham by a concrete boulevard.

Durham's building permits in the month of September ranked fifth in the entire South.

Durham has a population of 42,258 (U. S. Census Bureau), and is the fourth city in size in North Carolina. Durham is the richest city, per capita, in the Carolinas. Durham has everything that a good market for advertised products should have.

The Medium—The Durham Morning Herald has more home-delivered (carrier) city circulation than any other morning daily in the Carolinas. By covering its own field to the point of saturation The Herald has made Durham void of coverage by outside newspapers.

During the first nine months of 1925 The Herald published 84c out of every dollar's worth of *Local* advertising placed with Durham's newspapers. The Herald, in the same period, published 313% more *National* advertising than the second paper.

The Herald is the only Associated Press paper in Durham, and is the only Durham member of the Audit Bureau of Circulations.

The Herald enjoys a prestige in the Durham territory unlike that of any other newspaper. It offers the only vehicle for reaching the homes of Piedmont North Carolina's Key Market.

Include *Durham* and *The Herald* on Your 1926 List

National Representatives

E. KATZ

Special Advertising Agency

Atlanta, New York, Chicago, Detroit, Kansas City, San Francisco.

TOTAL NET PAID 10659 — COUNTRY BEYOND TWENTY-FIVE MILE RADIUS — 25 MILE SUBURBAN TRADING AREA — CITY 7534 — 2872 — 250

Each Newspaper on your "list" must cover one trading unit. The Durham Herald DOES cover Durham and its trade unit—and most completely.

M. F. MURDAUGH

Advertising Manager

NORTH CAROLINA (Cont'd)

Elizabeth City (con't)

bakers, 3; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 6; dressmakers, 10; druggists, 7; dry goods, 15; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 11; grocers, 125 (chain, 2); hardware, 5; jewelry, 2; meat markets, 6; men's furnishing, 9; men's clothing 10; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 11), (dentists, 6), (osteopaths, 1); number of wired houses, 2,000; gas, artificial; electric current; alternating and direct; water, hard.

FAYETTEVILLE, N. C.

(Cumberland County)

1920 Population, 8,877.

City and Suburban Estimate, 15,500.

Native Whites, 66⅔%; Negroes, 33⅓%; Industrial Workers, 25%; English Reading, 100%; Families, 3,600.

Schools: Public Grade, 4; High, 2; Number of Pupils, 2,876.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, $5,713,240.73.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,600.

Location: On Cape Fear River at head of navigation. Served by Atlantic Coast Line, Norfolk-Southern and Aberdeen & Rockfosh railroads. Trolley line from city to Fort Bragg, handling passhengers, freight and express. Bus service to principal cities of the State. To nearest larger city, by railroad, 4 hours; by auto, 2 hours.

Principal Industries: Cotton yarn mills, gingham mills, silk mill, box factories, lumber plant, veneer works, turpentine, brick works.

Manufacturing Establishments, 35. Leading firms: Jackson Bros., Holt-Williamson Mfg. Co., Victory Mfg. Co., Holt-Granite-Puritan Mfg. Co., West Box & Lumber Co., Citizens' Lumber Co., Rankin & Brown Veneer Co., Hawthorn Silk Co., Poe Brick Works, Georgia Pine Turpentine Co. Total value of yearly output of factories estimated at $14,000,000.

Special Information: Surplus of power at reasonable rates. Site of Fort Bragg, largest permanent artillery post in the world. With roads radiating in all directions, Fayetteville enjoys a large trading area throughout this section of the State and parts of South Carolina.

Residential Features: Primarily one-family houses, with family homes predominating. Practically all industrial workers live in excellent communities close to plants. Several new and excellent subdivisions for residences being opened up.

Retail Shopping Section: Extends from old Market House in center of city on Hay St. to bottom of Haymount Hill, and on Person St. for two blocks. Also on several side streets for about two blocks in southern direction.

Trading Area: Extends about 22 miles west; 50 miles north; 10 miles east, and about 50 miles south.

Wholesale Houses: Groceries, 12; meats, 2; fruits, 3; hardware, 2; dry goods, 1; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 21; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 22 (chain, 1); confectioners (including hotel stands, 35; delicatessen, 2; dressmakers, 8; druggists, 8; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 14; furniture, 3; garages (public), 18; grocers, 72 (chain, 8); hardware, 5; jewelry, 3; meat markets, 10; men's furnishing, 12; men's clothing, 12; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotel), 16; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 80; most pleasant months, April, May, Oct., Nov., Dec.; doctors (medical, 12), (dentists, 5), (osteopaths, 1); number of wired houses, 2,550; gas, artificial; electric current, alternating; water, soft.

GASTONIA, N. C.

(Gaston County)

1920 Population, 12,871.

City and Suburban Estimate, 48,500.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 60%; English Reading, 98%; Families, 5,213.

Schools: Public Grade, 10; High, 1; Number of Pupils, 6,000.

Churches: Baptist, 4; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 4; Miscellaneous, 6.

Banks: National, 3; State, 2; Total Resources, $3,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Southern Railway, Maine Line (Washington to Atlanta).

Principal Industries: Textile.

Manufacturing Establishments, 49. Leading firms: Manville-Jenks (Loray Division), Armstrong Mills, Gray-Separk Mills.

Residential Features: Large number of moderate priced dwellings occupied by owners; 10,000 operatives live in houses furnished by the textile corporations.

Retail Shopping Section: Mainly on principal business street, Main Ave., 6 blocks; large number of small retail stores in industrial suburb.

Trading Area: Twelve mile radius.

Wholesale Houses: Groceries, 4; fruits, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 2; automobile accessories, 4; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 12; druggists, 8; dry goods, 20; department stores, 4; electrical supplies, 2; florists, 1; fruits, 6; furniture, 6; garages (public), 10; grocers, 31; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

GOLDSBORO, N. C.

(Wayne County)

1920 Population, 11,296.

City and Suburban Estimate, 16,000.

Schools: 5. Number of Pupils, 2,528.

Churches: 10.

Banks: 5; Total Resources, $8,000,000.

Theatres: 2. Total number of seats, 1,650.

Residential Features: One-family houses.

Retail Shopping Section: About 5 blocks in center of city.

Trading Area: Radius of 18 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 16; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 16; druggists, 8; dry goods, 20; department stores, 2; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; garages (public), 12; grocers, 55; hardware, 4; jewelry, 7; meat markets, 4; men's furnishings, 5; men's clothing, 9; merchant tailors, 2; milliners, 9; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 14; shoes, 8; sporting goods, 1; stationers, 2; women's apparel, 4.

GREENSBORO, N. C.

(Guilford County)

1920 Population, 19,861 (U. S. Census, 1923, 43,525).

City and Suburban Estimate, 48,500.

Native Whites, 73.2%; Negroes, 26.8%; Industrial, 30%; English Reading, 95.4%; Families, 8,788.

Schools: Public Grade, 23 High, 1; School Children, White, 7,300; Colored, 2,365; Four Colleges. Number of Pupils, 4,968.

Churches: Baptist, 25; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 23; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 27.

Banks: National, 1; State, 5; Total Resources, $29,477,199.76; Bank Deposits Total, $21,934,213.57.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 2,200.

Location: Greensboro is located in the northern part of North Carolina and in the center of Guilford County, served by Southern (main line) and Atlantic & Yadkin railroads; motor bus routes to all points in the Carolinas. To nearest larger city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Cotton manufacturing, one of the largest denim mills in the world, overalls, cigars, shades, brick, woodworking machinery, terra cotta, fertilizers, fabricated steel, elastic webbing, chemicals, print cloths, flannels, silks, furniture.

Manufacturing Establishments, 62. Leading firms: Revolution, Proximity, White Oak Cotton Mills Pomona Terra Cotta Co., Vick Chemical Co., Blue Bell Overall Co., El Reeso Cigar Co., Seidenberg & Co., Rees Mitchell, Pomona Cotton Mills, Pomena Terra Cotta Co., Vick Chemical Webbing Mills, Proximity Print Works. Total value of yearly output of factories estimated, $66,000,000.

Special Information: Greensboro is South's insurance center. It is the home office and headquarters for five life and five fire insurance companies. Greensboro's location and its rail connections with important shipping points and seaports, make it the natural headquarters for shipping and traveling North Carolina, Virginia and South Carolina; 68 passenger trains daily. Hourly and half hourly bus service in every direction.

Residential Features: A home-owning city, private homes predominating; a few one and two-family residences, apartments. Several new residential projects now under way.

Retail Shopping Section: Elm St. 9 blocks, Davie St. 6 blocks, Market St. 4 blocks, Sycamore St. 4 blocks, Washington St. 2 blocks.

Trading Area: 600,000 people living within a radius of 50 miles.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 3; hardware, 1; dry goods, 3; drugs, 2; auto tires, 2; auto accessories, 3; confectioners, 4; paper, 2; electric appliances, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto agencies, 4; automobile accessories, 10; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 22; druggists, 22 (chain, 1); dry goods, 10; department stores, 7; electrical supplies, 7; florists, 7; fruits, 3; furniture, 15; furriers, 1; garages (public), 6; grocers, 200 (chain, 15); hardware, 7; jewelry, 8; meat markets, 25; men's furnishings, 9; men's clothing, 17; merchant tailors, 14; milliners, 11; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 2; restaurants (including hotels), 25; shoes, 14; sporting goods, 2; stationers, 5; women's apparel, 19.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per 12 months, 80; most pleasant months, April, May, Oct., Nov.; doctors (medical, 61), (dentists, 28), (osteopaths, 1); number of wired houses, 8,551; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement page 183

GREENVILLE, N. C.

(Pitt County)

1920 Population, 5,772.

City and Suburban Estimate, 10,000.

Schools: 4; Number of Pupils, 1,663.

Churches: 6.

Banks: 3; Total Resources, $5,000,000.

Theatres: 2; Total number of seats, 1,380.

Residential Features: One and two family houses.

Retail Shopping Section: Five blocks center of town.

Trading Area: About 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 5; dry goods, 11; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 4; garages (public), 5; grocers, 44; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 12; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

HENDERSON, N. C.

(Vance County)

1920 Population, 5,222.

City and Suburban Estimate, 11,500.

Native Whites, 75%; Negroes, 24½%; Foreign Born, ½%; Industrial Workers, 20%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 2,512.

Churches: Baptist, 4; Episcopal, 1; Methodist, 4; Roman Catholic, 1.

Banks: National, 1; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Eastern part of North Carolina, center of cotton and tobacco (bright leaf) belt. Served by main line of Seaboard Air Line, and Southern Railway, branch line. Daily bus service to all parts of North Carolina.

Principal Industries: Cotton manufacturing, bags, trucks, furniture and fertilizer.

Manufacturing Establishments: 27. Leading firms: American Agricultural Chemical Co., Corbitt Motor Co., Henderson Bagging Co., Henderson Cotton Mills.

Special Information: Largest bagging mill in the world. Big wholesale center. Cement roads lead into city from four directions.

Residential Features: Two nice residential sections. All streets of any importance paved.

Retail Shopping Section: Garnett St. is the leading retail section and extends 7 blocks. Eight streets devoted to wholesale and small shops, garage, etc. Two mill districts with trading sections.

Trading Area: Twelve miles south and east; 20 to 40 miles west and north on account of hard surface roads.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1; miscellaneous lines, radio, 1; coat hangers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 8; dry goods, 2; department stores, 6; electrical supplies, 3; florists, 2; fruits, 2; furniture, 4; grocers, 50; hardware, 4; jewelry, 2; meat markets, 6; men's furnishing, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 3.

HICKORY, N. C.

(Catawba County)

1920 Population, 5,076 (1925. est. 6,500).

City and Suburban Estimate, 14,000.

Native Whites, 91%; Negroes, 9%; Industrial Workers, 20%; English Reading, 100%; Families, 1,600.

Schools: Public Grade, 6; High, 3; Junior High, 1; Number of Pupils, 3,138.

Churches: Baptist, 5; Episcopal, 1; Methodist, 4; Presbyterian, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $3,671,839.53; Savings Bank Deposits Total, $325,000; 2 Building and Loan Associations; Resources, $350,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,100.

Location: In Piedmont, North Carolina at foot of Blue Ridge Mountains. Served by Southern Railway and Carolina & Northwestern Railway. On State Highway No. 10, running from coast to Tennessee line. Center of excellent highway system. Served by five bus schedules in all directions.

Principal Industries: Furniture, wagons, building materials (wood), hosiery, overalls, textiles, cordage, machine shop products, pumps.

Manufacturing Establishments: 60. Leading firms: Piedmont Wagon Works, Brookford Mills, Elliott Knitting Mills, Hickory Chair Co., Hickory Furniture Co., Martin Furniture Co., Southern Desk Co., National Ball Bearing Works, Catawba Creamery Co. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Lowest fire insurance rate in State. Under city manager form of government, being second city in the United States to adopt this form. Low tax rate, $1.60 per hundred on 66⅔ valuation.

Residential Features: Mostly one-family homes, several small apartment houses. Private homes, owned by tenants, predominate. Mill villages owned by mills.

Retail Shopping Section: Is confined to four blocks adjacent to public square, which is in center of city. Several smaller business sections in suburbs of West Hickory, Brookford, Highland and Longview.

Trading Area: Extends for 30 miles in each direction, including portions of adjacent counties connected by excellent roads. Is trading center for farming population of 30,000.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 3; bakers, 2; cigar stores and stands (including hotels), 2; dressmakers, 5; druggists, 4; dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 4; garages (public), 5; grocers, 6; hardware, 2; jewelry, 2; meat markets, 3; men's furnishing, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; stationer, 1; women's apparel, 1.

See announcement below

HIGH POINT, N. C.

(Guilford County)

1920 Population, 14,302 (Special Government Census 1923, 22,279).

City and Suburban Estimate, 35,000.

Native Whites, 79.3%; Negroes, 20.1%; Foreign Born, .6%; Industrial Workers, 8,891; English Reading, 100%.

Schools: Public Grade, 7; High, 2; Number of Pupils, 6,000.

Churches: Miscellaneous, 38.

Banks: National, 1; State, 4; Total Resources, $35,335,510.89.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 3,000.

Location: High Point is located at almost the exact geographical center of the state. Served by the Southern, Norfolk & Western, and Atlantic Coast Line, High Point, Thomasville & Denton R. R. Southern Ry. main line 302 miles south of Washington—338 miles north of Atlanta. Also on High Point, Randleman, Asheboro & Southern which gives the city con-

The Fastest Growing Daily Newspaper in the Carolinas

THE HICKORY DAILY RECORD

PRACTICALLY DOUBLED ITS CIRCULATION IN SIX MONTHS AND STILL GOING.

REASON

One of the two daily newspapers in eleven counties in Western N. C., in a progressive industrial and agricultural community, with a trade territory of over forty thousand thrifty people.

Foreign Representatives:

FROST, LANDIS & KOHN

NORTH CAROLINA (Cont'd)

nection with the Seaboard Air Line and Norfolk Southern. To nearest larger city by railroad, 1 hour; by auto, 45 minutes.

Principal Industries: Furniture, woodwork and textile manufacturing.

Manufacturing Establishments: 140. Leading firms: Amos Hosiery Mills, Cloverdale Cotton Mill, Durham Hosiery Mills, High Point Hosiery Mills, Bar Spring Co., Glenola Brick Co., Guilford Machine Co., P. A. Thomas Car Works, Alma Furniture Co., Ault Mfg. Co., Acme Furniture Co., Continental Furniture Co., Hayworth Furniture Co., Kearns Furniture Co., J. A. Lindsay Furniture Co., Myrtle Desk Co., Southern Chair Co. Total value of yearly output of factories estimated at $35,000,000.

Special Information: High Point makes the broad claim that it has a larger number of manufactures than any other city its size in the United States. The annual output of its factories is approximately $35,000,000 with a total of 8,891 workers. The annual payroll amounts to over $7,500,000. The output of furniture and wood-working plants is estimated at over $22,000,000 annually. The textile manufactured output is $13,000,000 annually, with more than $125,000 paid weekly to employes.

Residential Features: Mostly one and two-story residences. Private homes predominate. 90% of the population own their homes. High Point has a number of high class residential developments with houses ranging in value from $7,000 to $100,000.

Retail Shopping Section: Main Street section, 5 blocks between Green and Richardson. Wrenn Street section, 5 blocks between Green and Richardson. All cross streets between Main and Wrenn or a total of 27 additional blocks used for retail and wholesale purposes.

Trading Area: East, 25 miles; west, 15 miles; north, 10 miles; south, 20 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 2; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; auto. tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 150; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 12; druggists, 10; dry goods, 11; department stores, 4; electrical supplies, 5; florists, 2; fruits, 6; furniture, 12; garages (public), 8; grocers, 200 (chain, 6); hardware, 4; jewelry, 6; meat markets, 21 (chain, 1); men's furnishing, 20; men's clothing, 12; merchant tailors, 20; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 16; restaurants (including hotels), 16; shoes, 26; stationers, 2; women's apparel, 23.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 30), (dentists, 8), (osteopaths, 1); number of wired houses, about 4,000; street car service: gas, artificial; electric current, alternating and direct; water, soft.

KINSTON, N. C.

(Lenoir County)

1920 Population, 9,771.

City and Suburban Estimate, 12,000.

Native Whites, 60%; **Negroes,** 39%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 100%; **Families,** 1,856.

Schools: Public Grade, 4; High, 1; Parochial, 3; Number of Pupils, 5,638.

Churches: Baptist, 5; Christian Science, 1; Disciples, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks; National, 2; State, 2; Total Resources, $4,818,873.56.

Theatres: Moving Pictures, 2. Total number of seats, 1,200.

Location: On Neuse River, served by Atlantic Coast Line and Norfolk-Southern, Kinston-Carolina, Carolina Railway Co., bus service to western Carolina, east to New Bern, north to Greenville and Washington. To nearest larger city by railroad, 1 hour; by auto, 45 minutes.

Principal Industries: Cotton milling, fertilizer milling, tobacco market, hosiery mill, lumber plants, ice plants, brick mills, ice cream plants, iron and mantle works, mattress factory, meat packing plant.

Manufacturing Establishments: 58. Leading firms: Kinston Cotton Mills, Caswell Cotton Mills, Hines Bros. Lumber Co., Hines Ice Cream Co., Orion Knitting Mills. Total value of yearly output of factories estimated at $7,750,000.

Special Information: Kinston serves about 75,000 people in trade area, is county seat; has barge lines up river during one third of year to carry fertilizer, etc.; has $4,000,000 invested in industry; farm products valued at $11,000,000 marketed here annually; is the third largest tobacco market in the State; assessed valuation in 1921 was: City, $11,200,000; county, $27,000,000. Is the leading trade center of eastern Carolina east of Goldsboro and north of Wilmington. Every foot of highway to adjacent county lines is hard surfaced with 18 ft. roadway; has excellent water system, gas, electric light and sewerage.

Residential Features: Most homes owned by occupants, fully ¾. Mostly one-family homes. Fine residential districts developing towards west. Negro homes segregated.

Retail Shopping Section: Extends from South Queen to North Queen, 9 blocks; Heritage from Caswell to Norfolk-Southern Railway, 6 blocks, and one block off both of these streets in each direction. There are a number of smaller suburban business developments in the city and just outside.

Trading Area: Twenty-five miles in each direction. During tobacco season this area is about doubled.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; hardware, 3; dry goods, 2; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 14; bakers, 1; cigar stores and stands (including hotel), 6; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 7; dry goods, 8; department stores, 1; electrical supplies, 4; florists, 4; fruits, 10; furniture, 4; furriers, 1; garages (public), 6; grocers, 36 (chain, 3); hardware, 4; jewelry, 1; meat markets, 10; men's furnishing, 8; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 62.4 degrees; average number of rainy days per twelve months, 80; most pleasant months, March, April, May, June, Sept., Oct., Nov.; gas, artificial; electric current, alternating and direct; water, soft.

LEAKSVILLE, N. C.

(Rockingham County)

1920 Population, 1,606.

City and Suburban Estimate, 4,000.

Native Whites, 79%; **Negroes,** 20%; **Foreign Born,** 1%; **Industrial Workers,** 70%; **English Reading,** 99½%; **Families,** 1,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2.

Banks: National, 1; State, 2; Total Resources, $1,300,000; Savings Bank Deposits Total, $60,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Total number of seats, 1,580.

Location: Danville & Western Ry.

Principal Industries: Bedspread Mill, Axminster Rug Mill, Carolina Cotton & Woolen Mills Co.

Manufacturing Establishments: 5. Leading firms: Carolina Cotton & Woolen Mill Co., Marshal Field Mills Corp. Annual output $1,500,000.

Residential Features: Mostly 1 and 2 family houses, private homes predominating.

Retail Shopping Section: Washington St., 3 blocks, retail stores. Factory St., wholesale.

Trading Area: Fifteen miles in each direction. Business center is the only street between Leaksville and Spray, N. C., which has an industrial population of 12,000.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 2; dry goods, 4; miscellaneous lines, 22.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 2; automobile tire agencies, 2; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 4; furriers, 1; garages (public), 2; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 2; shoes, 1.

NEW BERN, N. C.

(Craven County)

1920 Population, 12,198.

City and Suburban Estimate, 50,000.

Native Whites, 60%; **Negroes,** 30%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 85%; **Families,** 2,500.

Schools: Public Grade, 5; High, 2; Junior High; Parochial, 2; Number of Pupils, 4,000.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 12.

Banks: National, 1; State, 2; Total Resources, $10,493,643.29; Savings Bank Deposits Total, $1,257,864.96.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,250.

Location: Norfolk-Southern Railway, 3 lines. Atlantic Coast Line, 2 steamer companies plying to Baltimore and Norfolk. To nearest larger city by railroad, 5 hours; by auto, 3 hours.

Principal Industries: Lumber, veneer, baseball bats, pants manufacturing company, brooms, barrels, cotton oil, fertilizer, poultry, hog raising, ice cream manufacturing.

Manufacturing Establishments: 12. Leading firms: Rowland Lumber Co., Pine Lumber Co., Munger & Bennett, Barber & Hunnings, Neuse Veneer & Box Co., North Carolina Veneer Co., New Bern Cotton Oil Co., E. H. & J. A. Meadows. Total value of yearly output of factories estimated at $50,000,000.

Residential Features: Many colonial homes which are noted for superior architecture. Humble homes of mill workers abound. Two sections, new, contain medium priced homes of clerks, skilled mechanics, etc. Big building boom now in progress. Wave of prosperity is here.

Retail Shopping Section: Extends five blocks in lower part of city; other retail sections for

Continued on page 184

GREENSBORO, NORTH CAROLINA

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NORTH CAROLINA (Cont'd)

New Bern (con't)

food supplies. Have all important chain stores, J. C. Penny, Woolworth's, Kress, A. & P., Penders, and one of the largest department stores in North Carolina.

Trading Area: Radius of 50 miles, extending over five counties, with paved roads leading into New Bern.

Wholesale Houses: Groceries, 14; meats, 2; fruits, 10; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotel), 8; confectioners (including hotel stands), 5; dressmakers, 20; druggists, 6; dry goods, 12; department stores, 3; electrical supplies, 2; florists, 3; fruits, 24; furniture, 5; garages (public), 14; grocers, 56 (chain, 4); hardware, 5; jewelry, 3; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 23), (dentists, 4), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft.

RALEIGH, N. C.

(Wake County)

1920 Population, 24,418 (1925, est. 25,000).

City and Suburban Estimate, 300,000.

Native Whites, 65%; Negroes, 34%; Foreign Born, 1½%; English Reading, 100%; Families, 6,000.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 11; Number of Pupils, 12,000.

Churches: Baptist, 16; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 2; Miscellaneous 14.

Banks: National, 2; State, 6.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 9,100.

Location: On three trunk lines leading in all directions. Southern, Norfolk Southern and Seaboard, and on 5 highways. Midway between Washington and Atlanta on great Quebec-Miami highway. Bankhead and Capital to Capital highways. To nearest larger city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Cotton goods, yarns, hosiery, boilers, structural iron, agricultural implements, vehicles, cotton oil and fertilizer, phosphate, school supplies, printing, building materials, street paving materials, candy, railroad shops and headquarters for N. C. State Highway Commission shops.

Manufacturing Establishments: 67. Leading firms: Caraleigh Phosphate and Fertz Works, Hicks Capudine Co., Pilot Mills, Glenwood Mfg. Co., Royster Candy Co. Total value of yearly output of factories estimated at $1,341,454.05.

Special Information: Capital of the "Good Roads State."

Residential Features: Mostly one-family houses, owned.

Retail Shopping Section: Fayetteville St. 4 blocks, Wilmington St. 4, Salisbury St. 4. These three streets run parallel. Business section also includes cross street, Morgan, Hargett, Martin and McDowell east and west.

Trading Area: 50 miles north, south, east and west, network concrete roads.

Wholesale Houses: Groceries, 13; meats, 5; fruits, 2; drugs, 1; auto. accessories, 3; opticians, 1; tobacco, 1; candies, 2; feed, 1; plumbers' supplies, 2; bakery, 1; ice cream, 2; builders supplies, 3; mill machinery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 33; automobile accessories, 20; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 11; dressmakers, 37; druggists, 26; dry goods, 6; department stores, 11; electrical supplies, 4; florists, 4; fruits, 6; furniture, 14; garages (public), 20; grocers, 187 (chain, 15); hardware, 4; jewelry, 5; meat markets, 17; men's clothing, 13; merchant tailors, 15; milliners, 7; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 18; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 50), (dentists, 20), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, hard and soft.

See announcements this page

ROCKY MOUNT, N. C.

(Nash County)

1920 Population, 12,742.

City and Suburban Estimate, 20,000.

Native Whites, 60%; Negroes, 39%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 90%; Families, 2,000.

Continued on page 185

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NORTH CAROLINA (Cont'd)

Rocky Mount (con't)

Schools: Public Grade, 4; High, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 3; State, 2; Total Resources, $8,500,000. Savings Bank Deposits Total, $1,780,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 3,100.

Location: The center of East North Carolina on main line of A. C. L., New York to Jacksonville, Norfolk, Va., to Wilmington, N. C., on branch lines from Rocky Mount to Spring Hope, Plymouth. Bus service east and west with all important connections.

Principal Industries: A. C. L. Shops, called Emerson Shops, and yard and roundhouse A. C. L. division headquarters.

Manufacturing Establishments: 38. Leading firms: Rocky Mount Cotton Mills, Planters' Cotton Seed Oil and Fertilizer Co., Nash Brick Co., Farson Brick Co., Builders' Sash and Door Co., Tar River Lumber Co., Clark-Lynch Lumber Co., Southern Cotton Oil Co. (branch mill), Imperial Tobacco Co., Thorpe & Ricks, China-America Tobacco & Trading Co. Total value of yearly output of factories estimated at $26,000,000.

Special Information: This is the center of the well-known bright leaf tobacco section. Abundant yield in tobacco, cotton, corn, peanuts and other crops. Serves the center of Eastern North Carolina as a wholesale center. The A. C. L. branch lines leading out to east and west make it the gateway to Eastern North Carolina.

Residential Features: Town is 25 years old. With exception of one old street all homes are family style, new, the bungalow type predominating and residents own their homes mostly. Several suburban residential sections are growing fast with nice cottages and bungalows being erected.

Retail Shopping Section: Starts at Thomas and Main Sts. and extends on Main St. for five blocks. All side streets entering to Main are in business section for one block from Main St.; three blocks on Washington St., which is parallel with Main. Several streets leading off Washington St. to west and east are business from one to three blocks.

Trading Area: Sixty miles to east; 18 miles to south; 25 miles to north; 30 miles to west. During tobacco selling season, viz., Sept. 1 to March 15, this trading area is increased together with volume, as the farmers come to sell and buy. It is for 12 months the shopping center for this section.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 1; dry goods, 1; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 42; automobile tire agencies, 34; bakers, 4; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 169; delicatessen, 1; dressmakers, 16; druggists, 14; dry goods, 88; department stores, 9; electrical supplies, 4; florists, 2; fruits, 21; furniture, 7; garages (public), 12; grocers, 41; hardware, 5; jewelry, 4; meat markets, 11; men's furnishings, 18; men's clothing, 18; merchant tailors, 2; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotel), 14; shoes, 120; sporting goods, 4; stationers, 6; women's apparel, 72.

SALISBURY, N. C.

(Rowan County)

1920 Population, 13,884.

City and Suburban Estimate, 25,000.

Native Whites, 82%; **Negroes,** 15%; **Foreign Born,** 3%; **English Reading,** 100%; **Families,** 5,000.

Schools: Public Grade, 7; High, 1; Junior High, 7; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 10; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 7; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On Southern main line and three branches. Transfer sheds and shops located here.

Principal Industries: Railroad shops, cotton mills, aluminum, granite and farming, rubber plant, lumber, hosiery mills, and other small industries.

Manufacturing Establishments: 75. Leading firms: Salisbury Cotton Mills and Kesler Mill (a branch of the Cannon Mills), the largest towel mills in the world. The Cannon Mills at Kannapolis are partly located in this county.

Special Information: Largest railroad shops of the Southern R. R. in Spencer one mile away and virtually a part of Salisbury. Large granite quarries and aluminum works of the Mellon interests located at one end of branch R. R. out of Salisbury.

Residential Features: Mostly single family houses, with apartments beginning to be built. Five built and under construction at present.

Retail Shopping Section: Three blocks north and south of Square; two east and west crossing Main on side streets.

Trading Area: Twenty miles south and west; sixty miles to southeast; sixteen, north.

Wholesale Houses: Groceries, 12; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 8; dry goods, 30; department stores, 5; electrical supplies, 5; florists, 3; furniture, 5; garages (public), 6; grocers, 29; hardware, 6; jewelry, 5; meat markets, 6; men's furnishing, 9; men's clothing, 9; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 20; shoes, 6; sporting goods, 6; stationers, 2; women's apparel, 10.

SCOTLAND NECK, N. C.

(Halifax County)

1920 Population, 2,061.

City and Suburban Estimate, 5,000.

Schools: 2; Number of Pupils, 643.

Churches: 3.

Banks: 2; Total Resources, $1,300,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: Single houses.

Retail Shopping Section: About 3 blocks.

Trading Area: Ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; dressmakers, 4; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 5; grocers, 22; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

STATESVILLE, N. C.

(Iredell County)

1920 Population, 7,895.

City and Suburban Estimate, 11,000.

Native Whites, 79.5%; **Negroes,** 20%; **Foreign Born,** .5%; **English Reading,** 89%; **Families,** 1,661.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,865.

Banks: National, 2; State, 2; Total Resources, $3,500,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,900.

Location: On three routes of the State Highway System from Beaufort to Murphy, from Charlotte to Sparta, from Statesville to Taylorsville.

Principal Industries: Flour mills, foundries and machine shops, hosiery mills, cotton mills, furniture, veneer, tobacco factories, box shooks, sheet metal work.

Manufacturing Establishments: 32. Yearly value of output, $9,153,271; yearly payroll, $1,366,286.

Special Information: Statesville has 12 passenger trains daily. Through Pullman service from Eastern Carolina to Cincinnati and the west; also from New York, Philadelphia and Washington to all parts of the country.

Residential Features: Mostly one-family houses.

Trading Area: Extends 20 miles in each direction.

Wholesale Houses: 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; garages (public), 5; grocers, 38; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 2.

TARBORO, N. C.

(Edgecombe County)

1920 Population, 4,568.

City and Suburban Estimate, 10,000.

Native Whites, 50%; **Negroes,** 50%; **Industrial Workers,** 2%; **English Reading,** 90%; **Families,** 2,000.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 800.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $3,000,000; Savings Bank Deposits Total, $400,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,400.

Location: A. C. L. R. R. Co. and East Carolina Ry. Bus service to adjoining towns.

Principal Industries: Cotton mills, hosiery mills, Fertz factories, peanut mill, cottonseed oil mills, farming and trucking, veneer mill, lumber, etc.

Manufacturing Establishments: 10. Leading firms: Hart Cotton Mills, Pennsylvania Hosiery Mills.

Special Information: Three large cotton mills, three hosiery mills; all running at full speed the year round. Large fertilizer manufacturing and distributing plants. Farming backbone of this section. Hosiery, cotton, tobacco, peanuts, as chief money crops. Splendid farming section.

Residential Features: Mostly modest homes. Homes owned by tenants.

Retail Shopping Section: Extends from Town Commons to River; 6 blocks business houses on Main St. and 10 blocks on side streets.

Trading Area: 50 miles east of Tarboro, 20 miles south of Tarboro; 15 miles west and north.

Wholesale Houses: Groceries, 4; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 27; automobile tire agencies, 27; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 12; druggists, 5; dry goods 17; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 3; garages (public), 12; grocers, 24; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 12; men's clothing, 12; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 2; shoes, 12; sporting goods, 1; stationers, 5; women's apparel, 4.

WASHINGTON, N. C.

(Beaufort County)

1920 Population, 6,314 (1925, est. 9,000).

City and Suburban Estimate, 10,000.

Native Whites, 54%; **Negroes,** 45%; **Foreign Born,** 1%; **Industrial Workers,** 20%; **English Reading,** 85%; **Families,** 2,000.

Schools: 3; Number of Pupils, 2,100.

Churches: 8.

Banks: 3; Total Resources, $1,780,000.

Theatres: 3. Total number of seats, 2,500.

Location: In eastern part of state on paved state highways. To nearest large city by railroad, 5 hours; by auto, 4 hours.

Residential Features: Mostly one family houses.

Retail Shopping Section: 6 blocks.

Trading Area: 25 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 1; fruits, 6; furniture, 4; garages (public), 10; grocers, 39 (chain, 3); hardware, 8; jewelry, 3; meat markets, 17; men's furnishings, 8; men's clothing, 5; merchant tailors, 2; milliners, 8; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 15; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature 45 degrees; average number of rainy days per twelve months, 124; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical 11), (dentists 3), (osteopaths 1); number of wired houses, 2,500; gas, artificial; electric current, alternating; water, soft.

WILMINGTON, N. C.

(New Hanover County)

1920 Population, 33,372.

City and Suburban Estimate, approximately, 42,000.

Native Whites, 66⅔%; **Negroes,** 33⅓%; **Foreign Born,** ¼ of 1%; **Industrial Workers,** 25%; **English Reading,** 90%.

Schools: Public Grade, 12; both races; High, 1 White, 1 Colored; Parochial, 1 White, 1 Colored: Number of Pupils, White, 5,000; Colored, 3,250.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 4; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 1 White, 1 Colored; Miscellaneous, approximately, 10.

Banks: National, 1; State, 3; Total Resources, $27,657,859.60; Savings Bank Deposits Total, $7,356,424.54.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, approximately, 3,500.

Location: On Cape Fear River, eight miles from ocean to east, and 28 miles from mouth of river southward. Served by Atlantic Coast Line and Seaboard Air Line, and Wilmington, Brunswick and Southern railroads. Weekly Clyde Line service with New York. Five major highways of North Carolina converge at Wilmington.

Principal Industries: Fertilizers, amounting to approximately $17,000,000 yearly; lumber, petroleum products, molasses importation, concrete products, cotton goods and cotton exporting, total port volume about $70,000,000.

Manufacturing Establishments, approximately, 100. Leading firms: Delgado Cotton Mills, and twelve to fifteen of them largest fertilizer plants on southern coast. Total value of yearly output estimated at approximately $50,000,000.

Special Information: Wilmington with its desirable location as a port has excellent facilities for rail and water distribution to surrounding territory.

Residential Features: Principally one and two-story frame dwellings. Due to Wilmington's mild and equable climate there is no special necessity for steam heated houses, this type having been installed however during recent years. The houses are planned with an idea of space and comfort and as a residential city, Wilmington is most desirable. The city is a summer resort without an equal along the South Atlantic Coast, having several nearby beaches which attract several hundred thousand visitors each summer.

Retail Shopping Section: Front St., 8 blocks; Princess St., 3 blocks; Market St., 3 blocks; Dock St., 2 blocks; Second St., 5 blocks; Third St., 4 blocks, Castle St., 7 blocks, North 4th St., 10 blocks; Nixon St. 3 blocks.

Trading Area: Radius of approximately 100 to 150 miles.

Wholesale Houses: Groceries, 10; Meats, 6; Fruits, 3; Hardware, 4; Dry Goods, 6; Miscellaneous Lines, 12, with approximately 50 firms.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), approximately, 25; delicatessen, 1; dressmakers, 25; druggists, 22; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 6; garages (public), 5; grocers, 100; hardware, 5; jewelry, 5; meat markets, 15; men's furnishings, 10; men's clothing, 8; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 4.

WILSON, N. C.

(Wilson County)

1920 Population, 10,612. (1925 est., 15,000).

City and Suburban Estimate, 15,000.

Foreign Born: Only 62 in whole county.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 4; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 7; Total Resources, $10,200,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: In central part of North Carolina on the main lines of A. C. L. and N. & S. Railroads, with 26 passenger trains daily. On account of its location is the logical point for distributing houses and jobbers in this section of the state. To nearest larger city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Tobacco, cotton, knitting mills and one of largest wagon works in the south. Lumber mills.

Manufacturing Establishments, 8. Leading firms: Imperial Tobacco Co., Export Tobacco Co., Hackney Wagon Factory, Farmers Cotton Oil Mill, Williams Lumber Co.

Special Information: Large bright leaf tobacco market.

Retail Shopping Section: Nash, Goldsboro, Barnes, Tarboro and Spring Streets. Three outlying retail sections, and small retail groceries scattered throughout the city.

Trading Area: Extends about 20 miles, north, east, west and south. Wilson is center and metropolis of a vast territory that is being rapidly developed in which there are no large cities.

Wholesale Houses: Groceries, 5; Meats, 4; Fruits, 4; Hardware, 1; Miscellaneous Lines: Candy, Cigars.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto agencies, 9; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 9; dry goods, 18; department stores, 4; electrical supplies, 3; florists, 3; fruits, 5; furniture, 5; garages (public), 10; grocers, 30 (chain, 3); hardware, 5; jewelry, 5; meat markets, 8; men's furnishings, 3; men's clothing, 10; merchant tailors, 3; milliners, 8; opticians 4; photographers 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 15; shoes, 16; sporting goods, 2; stationers, 2; women's apparel, 23.

Miscellaneous Data: Average temperature 60 degrees; average number of rainy days per twelve months 80; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical 9), (dentists 6), (osteopaths 2); gas, artificial; electric current, alternating; water, hard.

WINSTON-SALEM, N. C.

(Forsyth County)

1920 Population, 48,395 (1925 est. 74,000).

City and Suburban Estimate, 95,000.

Native Whites, 62%; **Negroes,** 38%; **Foreign Born,** less than 1%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 12,500.

Schools: Public Grade, 16; High, 2; Number of Pupils, 13,000.

Churches: Baptist, 31; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 22; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 25.

Banks: National, 2; State, 5; Total Resources, $45,000,000. Savings Bank Deposits Total, $12,000,000.

Theatres: Legitimate, 1 White, 1 Colored; Moving Pictures, 7; Miscellaneous (Auditoriums, etc.), Memorial Auditorium (Municipal). Total number of seats, 7,500.

Location: Western Central part North Carolina, on Southern, Norfolk and Western, Winston-Salem Southbound Railroads. On eight highways of State system. More highways than any other city or town in the State.

Continued on page 186

NORTH CAROLINA and NORTH DAKOTA Markets in Standard Surveys

NORTH CAROLINA (Cont'd)

Winston-Salem (con't)

Principal Industries: Tobacco, cigarettes, furniture, underwear, knitted goods and wagons.

Manufacturing Establishments, 90. Leading firms: R. J. Reynolds Tobacco Co., P. H. Hanes Knitting Co., Chatham Mfg. Co., B. F. Huntley Furniture Co., Hanes Hosiery Mills, Brown-Williamson Tobacco Co., Forsyth Furniture Lines, Inc.

Special Information: World's largest manufacturer of tobacco products. One of country's largest manufacturers of heavy knit underwear, one of country's largest manufacturers of furniture. Seventh port of entry. Third greatest manufacturing city in the South based on value of products, and second by value added to raw products by manufacture.

Residential Features: Mostly one and two-family houses. Private homes predominate. Several new subdivisions recently opened giving impetus to building of private dwellings of the better class. Two higher class residential subdivisions being developed for more expensive types of homes.

Retail Shopping Section: Approximated location shown on city map attached. Two or three "Neighborhood" retail sections.

Trading Area: As far west to N. Wilkesboro and beyond, probably 75 miles. North as far as Martinsville, 47 miles. Due east shared with Greensboro. Southeast vicinity of Salisbury, about 47 miles. South to Mocksville and vicinity of Statesville. Territory embraces close to 300,000 people.

Wholesale Houses: Groceries, 15; Meats, 3; Fruits, 6; Hardware, 2; Dry Goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 10; automobile accessories, 12; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 27; delicatessen, 1; dressmakers, 13; druggists, 15; dry goods, 14; department stores, 7; electrical supplies, 9; florists, 6; fruits, 5; furniture, 22; garages (public), 11; grocers, 325 (chain, 10); hardware, 6; jewelry, 10; meat markets, 20 (chain, 3); men's furnishings, 18; men's clothing, 16; merchant tailors, 15; milliners, 14; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 22; shoes, 29; sporting goods, 4; stationers, 3; women's apparel, 17.

Miscellaneous Data: Average temperature, 57.8 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 65), (dentists, 31), (osteopaths, 4); number of wired houses, 7,890; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

Standard Surveys of NORTH DAKOTA

BISMARCK, N. DAK.

(Burleigh County)

1920 Population, 7,122.

City and Suburban Estimate, 15,000.

Native Whites, 88%; **Negroes,** 2%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 100%.

Schools: Public Grade, 5; High, 2; Parochial, 1; Number of Pupils, 200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 3; Total Resources, $5,500,000; Savings Bank Deposits Total, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

Location: Northern Pacific R. R. Soo Line. Benton Baker Boat Line. Auto Bus Lines to points, north and south, within a 100 mile radius.

Principal Industries: Lignite coal, flour mills.

Residential Features: Mostly residences on good sized lots owned by occupants. Homes are mostly of brick and stucco.

Retail Shopping Section: Covers four blocks east and west and four blocks north and south.

Trading Area: North 60 miles. East 45 miles. South 70 miles. West 100 miles.

Wholesale Houses: Groceries, 1; meats, 1; miscellaneous lines: automobile accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 12; delicatessen, 2; druggists, 4; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; fruits, 4; furniture, 2; furriers, 2; garages (public), 4; grocers, 26; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 2.

DEVILS LAKE, N. DAK.

(Ramsey County)

1920 Population, 5,140.

Native Whites, 92%; **Negroes,** 4%; **Foreign Born,** 4%; **English Reading,** 84%; **Families,** 1,750.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,583.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $2,564,673.77; Savings Bank Deposits Total, $500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: Great Northern R.R., branch line of the Soo Line. Bus line to Jamestown, North Dakota.

Principal Industries: Agriculture, dairying, mining.

Special Information: Six miles from Devils Lake, only good sized lake in the State. Railroad connections make it possible to centralize many activities of the State here.

Residential Features: Mostly one- or two-family houses, private homes predominate. About 25 buildings with flats.

Retail Shopping Section: Kelly Avenue with four blocks. Fourth Street with four blocks. Second, Third and Fifth Streets running parallel each have three blocks. In the outlying districts we have three "Neighborhood" shops. On the west side of the town there are about five small stores scattered about.

Trading Area: Extends for about 100 miles due to the highways and good roads and the greater per cent. of the people own cars, which makes it easy for them to come to a larger city.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies,; commercial automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 2; fruits, 6; furniture, 4; garages (public), 12; grocers, 15; hardware, 4; jewelry, 3; meat markets, 2; men's furnishing, 6; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 6.

FARGO, N. DAK.

(Cass County)

1920 Population, 21,961. (1925, 24,921.)

City and Suburban Estimate, 25,000.

Native Whites (1925), 22,595; **Negroes,** 44; **Foreign Born,** 2,282; **Families,** 9,854.

Schools: Public Grade, 12; Parochial, 2; Number of Pupils, 10,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 6; State, 2; Total Resources, $13,747,556.52; Savings Bank Deposits Total, $7,006,297.12.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Located on two transcontinental railways, the N. P. and G. N., both having branches reaching all parts of territory within a 200-mile radius; also branch of C. M. & St. P., and direct connection with the Soo Line. More than 36 passenger trains in and out of Fargo in 24 hours. These facilities make Fargo the distributing center for a vast territory in the Northwest. To nearest larger city, by railroad, 8 hours; by auto, 7 hours.

Manufacturing Establishments: Farm machinery, harness, meats and other food products, clothing, household articles. Total value of output of factories estimated at more than $7,000,000.

Special Information: Fargo is the location of the Child Health Demonstration Bureau, sponsored by the Commonwealth Fund, National Child Health Association, and was chosen out of 29 cities in the Mississippi valley. Fargo has a commercial club with the largest membership of any city in the U. S. of equal size.

Residential Features: Mostly homes.

Trading Area: Fargo has a trading area of 200 miles on all sides. It has a trading population of approximately 50,000. Fargo has six National Highway Trails passing through it.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4; miscellaneous lines, 30 different kinds.

Number of Retail Outlets for Nationally Advertised Products: Commercial automobile agencies, 14; automobile accessories, 6; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 16; druggists, 14; department stores, 6; electrical supplies, 6; florists, 3; fruits, 8; furniture, 6; furriers, 5; garages (public), 17; grocers, 94; hardware, 6; jewelry, 12; meat markets, 20; men's furnishings, 6; merchant tailors, 15; milliners, 10; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 44; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 107; most pleasant months, June, July, August, September, October, November; doctors (medical, 50), (dentists, 40), osteopaths, 4); number of wired houses, 5,000; street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

GRAND FORKS, N. DAK.

(Grand Forks County)

1920 Population: Grand Forks, 14,010. (East Grand Forks, 2,590.)

City and Suburban Estimates: 25,000. Our population are all practically English reading people, the foreign born being Scandinavian, mostly engaged in agriculture and its allied pursuits.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, Lutheran, 9; Evangelical, 1; Church of God, 2.

Banks: National, 3; State, 2; Total Resources, $8,892,495.74 (Grand Forks alone); Savings Bank Deposits Total, $3,011,127.35 (Grand Forks alone).

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, about 5,000.

Location: Great Northern and Northern Pacific Railroads. Bus and truck lines radiating in every direction from Grand Forks. To nearest larger city, by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Flour mills, packing plant, products, butter, brick, sweeping compound, candies, ice cream, blank book manufacturing, sugar manufacturing.

Manufacturing Establishments: Leading firms: Northern American Beet Sugar Co., Russell Miller Milling Co., North Dakota State Mill & Elevator Packing Co., Bridgeman & Russell Creamery Co., Grand Forks Creamery Co., Northern Produce Co., Red River Valley Brick Manufacturing Co., Congress Candy Co., Turner Sash & Door Factory, Anti Dust Manufacturing Co., Kroll's Cabinet Shop, Page Printing Co.

Special Information: Grand Forks, North Dakota, is a leading farmers' market center of North Dakota, furnishing a market for everything the farmer raises, including a beet sugar factory, which will take the 1926 crop. Grand Forks has long been a jobbing and distributing center for North Dakota, and the Commercial Club is aiming to make it a market center as well where the farmer can sell anything he raises. Report includes Grand Forks, North Dakota, and East Grand Forks, Minnesota, which is just across the river and part of Grand Forks to all intent and purposes.

Residential Features: 90 per cent of our residents are home owners. Most residences are moderate in cost and size, with no tenement sections of any kind. A few high-grade apartment houses supply a large percentage of our commercial travelers with homes.

Retail Shopping Section: Third Street, 6 blocks; DeMers Avenue, 10 blocks; Fourth Street, 6 blocks; balance scattered.

Trading Area: Trading radius of about fifty-seven miles. This includes such towns as Grafton, Mayville, Hillsboro, Langdon, Larimore, Warren, Minnesota, Thief River Falls, Minn., Crookston, Minn. The foregoing statement is taken from our A. B. C. report which limits rather than extends our territory.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 2; dry goods, 1; miscellaneous lines, auto accessories, 1; ice cream, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 15; automobile accessories, most garages handle; automobile tire agencies, 3; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 18; druggists, 6 (chain, 1); dry goods, 5; department stores, 5; electrical supplies, 5; florists, 4;

WINSTON-SALEM

North Carolina

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Space Buyers' Guide to Markets of NORTH DAKOTA and OHIO

NORTH DAKOTA (Cont'd)

fruits, 10; furniture, 5; furriers, 4; garages (public), 15; grocers, 65 (chain, 1); hardware, 5; jewelry, 7; meat markets, 12; men's clothing, 12; merchant tailors, 10; milliners, 8; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 28; shoes, 8; sporting goods, 3; stationers, 7; women's apparel, 10.

Miscellaneous Data: Average temperature, 38.3 degrees; average number of rainy days per twelve months, 80; most pleasant months, June July, August, September, October, November; doctors (medical, 23), (dentists, 22), (osteopaths, 1); number of wired houses, 5,294; street car service; gas, artificial; electric current, alternating; water, hard.

JAMESTOWN, N. DAK.

(Stutsman County)

1920 Population, 6,627.
City and Suburban Estimate, 25,000.
Native Whites, 85%; Foreign Born, 15%; Farm and Industrial Workers, 75%; English Reading, 75%; Families, 1,500; county, 5,000.
Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 3.
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 1; Total Resources, $2,000,000; Savings Bank Deposits Total, $500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,000.

Location: On main line of Northern Pacific R.R. Division headquarters. Branches north and south. Headquarters Midland Continental R.R. Most easily accessible city in state by railroads in all directions.

Principal Industries: Creamery, agriculture, electric power plant, gas plant, ice cream factory, butter condensary, distributing warehouse.

Manufacturing Establishments, 10. Leading firms: Bridgeman Russell Co. Annual output, $2,000,000.

Special Information: Located in the center of long established prosperous farming section and in that part of Dakota and within the belt designated by the U. S. Dept. of Agriculture as having the highest average natural fertility. Twenty miles freight trackage in the city.

Residential Features: Good homes of business and working people, railroad families.

Retail Shopping Section: Fifth Avenue, 6 blocks; Main Street, 4 blocks; Front Street, 4 blocks; Third Street, 4 blocks. Mostly modern up-to-date stores with good display fronts and well kept windows.

Trading Area: Good roads draw people from 50 miles west, north and south and 30 miles east. On Saturday and Sales Days many thousands come to Jamestown.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 3; hardware, 2; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 9; delicatessen, 5; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 3; fruits, 6; furniture, 4; furriers, 4; garages (public), 9; grocers, 12; hardware, 4; jewelry, 5; meat markets, 4; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 6.

MANDAN, N. DAK.

(Morton County)

1920 Population, 4,336. (1925 state census, 5,058.)
City and Suburban Estimate, 6,500.
Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 25%; English Reading, 80%; Families, 1,100.
Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,400.
Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 1.

Banks: National, 1; State, 1; Total Resources, $3,043,000; Savings Bank Deposits Total, $2,799,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,600.

Location: On main line Northern Pacific Railway. Passenger division point terminus, 2 branch lines to west and northwest and southwest serving territory in radius 150 miles in above directions, west of Missouri River. On National Parks highway, western terminus of only vehicular bridge across Missouri River for distance of 500 miles both ways. Exceptional service for shipping and distribution of merchandise. To nearest larger city, by railroad, 6 hours; by auto, 6 hours.

Principal Industries: Dairying, mixed farming, poultry, Northern Pacific shops, wholesaling, milling, lignite coal, brick, tile and gravel.

Manufacturing Establishments: 3. Leading firms, Russell-Miller Milling Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: Outlet for large lignite coal deposits of western North Dakota. Nearly $2,000,000 paid farmers of this section by local Creamery and Produce Co. for poultry and cream. Has large federal agricultural experimental station. Has third bank in state in point of deposits. Morton County (Mandan County seat) is a leader in dairying.

Residential Features: 75 per cent own their homes. Business section and largest part of residence section paved. Has natural parks under park board (a rarity in North Dakota).

Retail Shopping Section: Seven blocks on Main Street. Four blocks leading into Main Street. No shops in the residence section.

Trading Area: Extends 30 miles west, south and north. Our merchants do large business with residents of small towns in radius of 140 miles west, south, southwest, north and northwest. Nearest large trading point in either of above directions is 110 miles away. Good roads leading here from all above directions because of only means of crossing Missouri River.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, wholesale bakery, bottling works, county supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 6; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 7; florists, 1; furniture, 1; garages (public), 4; grocers, 15; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings and men's clothing, 6; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 1; stationers, 2; women's apparel included in department stores.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 80; most pleasant months, May to November; doctors (medical, 5), (dentists, 7); number of wired houses, about 950; gas, artificial; electric current, alternating; water, hard.

MINOT, N. DAK.

(Ward County)

1920 Population, 10,476. (1925, 12,245.)
City and Suburban Estimate, 16,500.
Families, 2,735.
Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,600.
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5 Lutheran and 7 others.

Banks: National, 2; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,850.

Location: Center of northwest North Dakota, a vast agricultural empire with great deposits of lignite coal which are rapidly being developed. To nearest larger city (Grand Forks), by railroad, 6 hours; by auto, 7½ hours.

Principal Industries: Railroad shops, auto repair, flour mills, creameries, lignite, briquetting plant. Because of the city's vast trading territory, retail and wholesale establishments are very important factors in the community. The briquetting industry is just starting and promises vast development because of the absence of fuel elsewhere in the northwest. There are 600,000,000,000 (billion) tons of lignite coal in western North Dakota.

Manufacturing Establishments: 6. Leading firms: Russell-Miller Milling Co., and Minot Flour Mills, also Armour Creameries, White Ice Cream Co., and Purity Ice Cream Co.

Special Information: With agriculture becoming a more stable industry and the fertile, low-priced land of northwest North Dakota affording opportunities to renters from states suffering land value inflation, northwest North Dakota can see the beginning of an influx of new settlers. As the territory develops, Minot grows for the section of a network of railroad branches and federal highways which center into Minot. It offers leadership to the entire northwestern part of the state and is a commercial center for this section. It is also becoming outstanding dairy center.

Residential Features: Minot is the business center of northwest North Dakota and is located in the Mouse River Valley. It is recognized as a city of fine residences, parks and good schools. It is one of the most attractively laid out cities of its size in the West. It is a terminal of the Great Northern Railway and a junction point of this road and the Soo line, two very important railroads. The vast lignite deposits of northwest North Dakota are near Minot. The city has 2,800 homes.

Retail Shopping Section: Main Street, four blocks; Central Avenue, four blocks; First Street, S. E., two blocks; First Street, S. W., two blocks; First Avenue, S. W. & S. E., three blocks.

Trading Area: Minot is the largest city in northwest North Dakota, a territory that has 581 miles of federal highway which are open winter and summer. This gives the city a trading territory extending from Harvey and Rugby on the east, west into the eastern part of Montana and north into the southern part of Saskatchewan. The city's territory is about 225 miles wide and 125 miles north and south, with Minot in the very center.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 3; miscellaneous lines, lumber, 2; building material, 2; tires, 3; creameries, 3; flour mills, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 15; druggists, 5; dry goods, 5; department stores, 6; electrical supplies, 4; florists, 2; fruits, 4; furniture, 5; furriers, 1; garages (public), 16; grocers, 35; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 12; men's clothing, 13; merchant tailors, 6; milliners, 7; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, July, August, September, October; doctors (medical, 16), (dentists, 9), (osteopaths, 1); number of wired houses, 1,900; electric current, alternating; water, hard.

Standard Surveys of OHIO

AKRON, OHIO

(Summit County)

1920 Population, 208,435.
City and Suburban Estimate, 280,000.
Native Whites, 79.1%; Negroes, 2.7%; Foreign Born, 18.2%; Industrial Workers, 26%; English Reading, 88%; Families, 44,195.
Schools: Public Grade, 31; High, 6; Parochial, 8; Number of Pupils, 43,052.
Churches: Baptist, 13; Christian Science, 2; Congregational, 4; Episcopal, 5; Hebrew, 6; Methodist, 19; Presbyterian, 3; Roman Catholic, 11; Miscellaneous, Evangelical, 6; Lutheran, 10; Reformed, 9; Miscellaneous, 63.

Banks: National, 1; State, 11; Total Resources, $101,457,540.

Theatres: Legitimate, 4; Moving Pictures, 30; Vaudeville, 2. Total number of seats, 20,000.

Location: Akron is 35 miles south of Cleveland on main line of Penn. R. R., Erie R. R., Akron, Canton & Youngstown R. R. and Baltimore & Ohio R. R. with connection leading to Wheeling & Lake Erie R. R. & New York Central. One traction line connecting to all northern Ohio points and bus lines. To nearest larger city by railroad, 1¼ hours; by trolley, 1½ hours; by auto, 1¼ hours.

Principal Industries: Rubber tires and rubber goods, belting, rubber working machinery, gasoline lamps and lighting systems, varnishes—japan and enamel, wagon gears, auto tops, zinc oxide, boilers, tanks, dies, molds, structural iron, lumber and mill work, salt, porcelain insulators, oil filters, sewer pipe, building blocks, fishing tackle, automobile rims, dynamos, marbles, acid proof stoneware, sulphur refining, rubber reclaiming, flour, feed, cereals, furnaces, well drilling machinery, chinaware, stoves, paper bags, twist drills, rubber toys, hard rubber goods, rubber footwear, balloons, hot water bottles, gloves.

Manufacturing Establishments: 332. Leading firms: Goodyear Rubber Co., B. F. Goodrich Co., Firestone Tire & Rubber Co.

Special Information: Akron has twelve large tire companies and ten other rubber companies in various lines of hard rubber goods: footwear, elastic bands, belting and sundries; 45,200 people are engaged in the rubber industry. Cereal mills and four clay product plants add an important variety to the industries. One of the largest sulphur refining plants in the world is located here, its production being largely taken up by the local rubber concerns. The captive balloons, free balloons and dirigibles are manufactured here. Rubberized fibre for rubber sponges made here. There are 1,000,000 pairs of boots, shoes and arctics made here yearly. In 1926 the output of rubber heels will reach 10,000,000 pairs. 4,500 miles of belting and 6,000 miles of rubber lace manufactured here yearly. In the tire industry 30,000,000 tires for automobiles are manufactured annually. There are 166 industries capitalized at $378,858,940. The industrial payroll amounted to $83,704,000 in 1924. The census shows 304 establishments with 65,054 employes of which 59,138 are men and 5,916 women; twenty-six establishments have output over $1,000,000. Akron manufactures $462,092,527 worth of rubber goods of which 83.8% of all this line is manufactured in the state.

Residential Features: On account of the rapid

Continued on page 188

Two Papers In One

The consolidation of the Akron Press and the Akron Times brought together two strong evening newspapers. The consolidated Times-Press retains all of the features and services of the two papers.

Average daily circulation of The Times-Press for the six month period ending October 1, 1925, was—

43,275

(A. B. C. Publisher's Statement)

The Times-Press offers the best contact with the homes of Akron at the lowest cost.

THE SUNDAY TIMES is the only Sunday paper in Akron. It offers the only opportunity to completely cover the field at one cost.

The consolidation of The Times and Press is one of the most successful on record—practically all of the circulation of the separate papers having been retained and new circulation being added steadily.

The Times-Press is definitely "first choice" for advertisers entering the national field.

The Akron Times-Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

OHIO (Cont'd)

Akron (con't)

growth of Akron, suburban sections have developed rapidly. Private residences one-family type predominate, though there has been a large number of flats and apartments put up in the past few years. Industrial housing areas were built up in the southern and eastern portion of the town.

Retail Shopping Section: West Market, South Main and South Howard Sts. for a distance of one and a half miles is the principal shopping section. In this section are located the principal stores, hotels, theatres and business blocks. Smaller shops and stores are located on the streets intersecting these. There is a trading center in East Akron on East Market St. and Case Ave. In South Akron, South Main St. is the trading center. Shops and stores and neighborhood sections are scattered throughout the city.

Trading Area: The trading area of Akron extends on the west as far as Sharon Center, south as far as Clinton and Aultman which is southeast, east as far as Ravenna and north as far as Twinsburg. This section has excellent transportation facilities in electric interurban line, steam railway, motor busses and improved highways. Throughout this section are numerous small towns and cities whose populace do most of their shopping in Akron, Cuyohoga Falls, Kenmore and Barberton surround the city and street car service is frequent. These three towns add 54,500 to Akron proper and a large majority of the populace work in Akron.

Wholesale Houses: Groceries, 7; meats, 18; fruits, 6; hardware, 4; dry goods, 2; Miscellaneous lines, drugs, 1; confectioners, 10; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 64; commercial auto. agencies, 25; automobile accessories, 82; automobile tire agencies, 58; bakers, 60; cigar stores and stands (including hotels), 188 (chain, 14); confectioners (including hotel stands), 263; delicatessen, 11; dressmakers, 78; druggists, 88 (chain, 29); dry goods, 5; department stores, 9; electrical supplies, 30; florists, 11; fruits, 36; furniture, 30; furriers, 5; garages (public), 51; grocers, 1,030 (chain, 112); hardware, 38; jewelry, 37; meat markets, 182 (chain, 13); men's furnishings, 98; men's clothing, 51; merchant tailors, 65; milliners, 31; opticians, 13; photographers, 30; pianos and miscellaneous musical instruments), 22; radio supplies, 35; restaurants (including hotels), 201 (chain, 17); shoes, 43; sporting goods, 18; stationers, 12; women's apparel, 19.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 215), (dentists, 138), (osteopaths, 11); number of wired houses, 38,504; street car service; gas, natural; electric current, alternating and direct; water, soft.

See announcements this page and page 187

ALLIANCE, OHIO

(Stark County)

1920 Population, 21,603. (1925 est. 25,762).

City and Suburban Estimate, 65,500.

Native Whites, 81.6%; Negroes, 8%; Foreign Born, 17.6%; Industrial Workers, 70%; English Reading, 90%; Families, 5,311.

Schools: Public Grade, 11; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 2; Savings Bank Deposits Total, $6,343,364.24.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,600.

Location: In Stark Co., on P. R. R. main line, N. Y. C., C. & P., A. N. A., Stark Electric, N. O. T. C. Electric line. Excellent business service both east and west To nearest large city by railroad, 1¾ hours; by trolley, 2¾ hours; by auto, 2¼ hours.

Principal Industries: Iron, steel, automobile, drop forgings, electric travelling cranes, machinery supplies, boiler works, automatic jack works, 5 potteries, 3 brick works, in fact the top of the world in clay products.

Manufacturing Establishments: 24. Leading firms, Morgan Engineering, Transue & Williams, Steel Forge Corp., American Steel Foundries, Alliance Machine Co., McCaskey Register Co., Reeves Bros. Co., (boilers), Buckeye Twist Drill Co., Electric Stove Works, Alliance Brass & Bronze Co., Woods Engrg. Co., Cleveland Implement Manufacturing Co., Alliance Brick Co., Alliance Vitreous China Co., Crescent China Co., Alliance Pottery & Glass Co. Total value of yearly output of factories estimated at $80,000,000.

Special Information: Stark County with its 150,000 population is the ninth richest agricultural county in the United States. Its excellent railroad facilities makes this an ideal manufacturing and shipping center.

Residential Features: Mostly one and two family houses. Limited section devoted to workingmen's tenements. Private homes predominate. One of the finest private residential sections is located in the western portion of the city, known as the Parkway Boulevard.

Retail Shopping Section: Extends from the Penn. R. R. stations, west to Union avenue. Numerous neighborhood stores are located throughout the residential section.

Trading Area: Extends a greater distance north and south with the fine trolley and bus service.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 14; bakers, 11; (chain, 2); cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 25; delicatessen, 2; druggists, 14; dry goods, 13; department stores, 1; electrical supplies, 12; florists, 5; fruits, 5; furniture, 12; garages (public), 34; grocers, 192 (chain, 8); hardware, 13; jewelry, 11; meat markets, 33; (chain, 2); men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 27; shoes, 17; sporting goods, 3; stationers, 1; women's apparel 14.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 21), (dentists, 16); (osteopaths, 1); number of wired houses, 7,000; street car service; gas, natural; electric current, alternating; water, hard.

See announcement page 189

ASHLAND, OHIO

(Ashland County)

1920 Population, 9,240 (1924, est. 13,400).

City and Suburban Estimates, 17,400.

Native Whites, 98%, Negroes, ⅛ of 1%; Foreign Born 3%; Industrial Workers, 20%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 20; High, 1; Junior High, 1; Number of Pupils, 5,500.

Churches: Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1; State, 4; Total Resources, $5,000,000; Savings Bank Deposits; Total, $2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 2,800.

Location: In north central Ohio on main line of Erie R. R., on Lorain, Ashland & Southern R. R. (branch of Pennsylvania R. R.); on Cleveland & Southwestern Electric. Daily Scheduled Bus Lines in every direction out of Ashland. To nearest larger city by railroad, 3 hours; by auto, 2½ hours.

Principal Industries: One of the largest pump and hay tool works in the world, large stock and poultry food laboratory; 4 balloon factories; 3 auto jack factories; bed springs, malleable Iron works; school play-ground apparatus, rubber druggists sundries and golf balls, rubber tires, furnaces, brass foundry, cement mixers, etc.

Manufacturing Establishments: 25, Leading firms, F. E. Myers & Bro. Co., The Faultless Rubber Co., Dr. Hess & Clark, The Eagle Rubber Co., Rybelt Heater Co., Improved Mfg. Co., Elite Mfg. Co., Mohican Rubber Co., Ashland Tire & Rubber Co., Toycraft Rubber Co., Ashland Mfg. Co., Ashland Malleable Co., Kauffman Mfg. Co., Garber Pub. Co.

Special Information: Ashland has great number of diversified industries of large volume. A leader in the manufacture of pumps and hay tools, toy balloons and rubber balls, auto jacks and stock and poultry foods.

Residential Features: City of homes. Nearly every one owns his own home. Every street is paved and streets are swept and kept clean.

Retail Shopping Section: Main street, Second street, Orange street, parts of Claremont avenue, parts of Center street, parts of Church street, part of Third street. There are several small outlying sections with general stores or grocery and meat stores.

Trading Area: Extends throughout Ashland county, and some of the adjacent parts of adjoining counties. Ashland has main roads radiating in every direction all of which are paved and this city enjoys a regular patronage from territory as far as 25 miles out.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 10; delicatessen, 8; dressmakers, 20; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 7; florists, 5; fruits, 3; furniture, 4; garages (public), 14; grocers, 36 (chain, 9;) hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 10; men's clothing, 10; merchant tailors, 7; milliners, 6; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 16; shoes, 9; sporting goods, 5; stationers, 3; women's apparel, 16.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 18), (dentists, 10), (osteopaths, 3); number of wired houses, 2,500; gas, natural; electric current, alternating; water, hard.

ASHTABULA, OHIO

1920 Population, 22,082. (1925 est., 25,098.)

City and Suburban Estimate, 70,000.

Native Whites, 78.3%; Negroes, 7%; Foreign Born, 21%; Industrial Workers, 28%; English Reading, 86%; Families, 5,314.

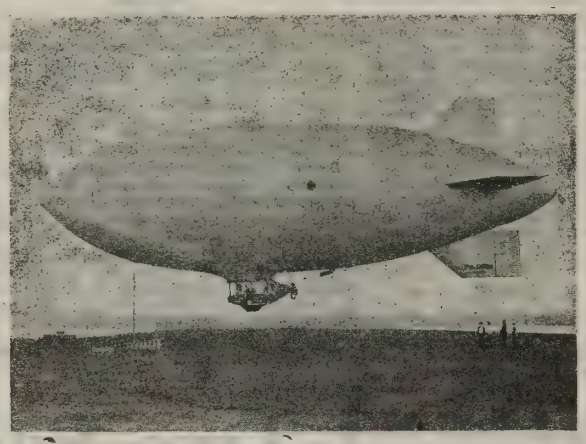
Schools: 17; Number of Pupils, 5,580.

Churches: 23.

Banks: 4; Total Resources, $11,870,000.

Theatres: 3. Total number of seats, 1,600.

Location: In Nort East part of state. Served



AKRON-MADE NAVY AIRSHIP

Upward!

This Progressive World Admires Conquest and Leadership

In Akron, Ohio

AKRON FACTS

A City of Progress.

The home of lighter-than-air-craft development. Center of America's Zeppelin, dirigible and balloon manufacture.

166 Factories.

25 Rubber Factories, floor area 500 acres.

110,000 tires produced per day.

500,000 pairs rubber heels per day.

15 miles rubber belting per day.

Other rubber products making total of 175 carloads, including 30,000 different products, shipped per day.

Payroll, 1924, $83,000,000.

Employes, 1924, 52,000.

Combined output, $433,000,000.

Capitalization, $380,000,000.

14th industrial city.

32nd in population.

Largest cereal mills, fishing tackle and clay products plants in United States.

44 per cent of families own their homes.

Population (1920 census), 208,435.

Ten banks having combined deposits of $77,000,000.

Population increase, 1910 to 1920, 201 per cent.

Eight thriving suburban cities and towns within radius of 17¾ miles.

Second in nation in postal receipts gain, 31.05 per cent, during October, 1925.

The Akron Beacon-Journal

Is the Progressive Leader

First in Advertising
First in Circulation

and Gaining

THE NET PAID CIRCULATION ONE YEAR AGO (Oct. Daily Average) WAS 43,498	OCTOBER, 1925 (Daily Average) 49,057

Reach Akron's Progressive Manufacturers and the Home Owners in Akron and Vicinity through

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Chicago, Ill.

OHIO (Cont'd)

by New York Central R. R.; Pennsylvania Lines, N. Y. Chicago & St. L. R. R. To nearest larger city by railroad, 2 hours; by trolley, 3 hours; by auto, 2½ hours.

Residential Features: One and two family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 25 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 19; bakers, 11; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 41; delicatessen, 1; dressmakers, 33; druggists, 10; dry goods, 14; department stores, 3; electrical supplies, 6; florists, 3; fruits, 4; furniture, 6; garages (public), 15; grocers, 101, (chain, 7); hardware, 9; jewelry, 8; meat markets, 25; men's furnishings, 10; men's clothing, 10; merchant tailors, 10; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 19; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, April, May, June, Sept. Oct.; doctors, (medical, 30), (dentists, 20), (osteopaths, 2); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, hard.

ATHENS-NELSONVILLE-GLOUSTER, OHIO

(Athens County)

1920 Population, 15,998. (Athens, 6,418; Nelsonville, 6,440; Glouster, 3,140.)

City and Suburban Estimate, 20,000.

Native Whites, 93%; **Negroes,** 2%; **Foreign Born,** 5%; **Industrial Workers,** 50%; **English Reading,** 94%; **Families,** 3,984.

Schools: Public Grade, 6; High, 3; Junior High, 2; Number of Pupils, 3,800.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Methodist, 7; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 3; State, 4; Total Resources, $6.212,000; Savings Bank Deposits Total, $826,000.

Theatres: Legitimate, 3; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,556.

Location: Athens-Nelsonville-Glouster, a three pointed city in southeastern Ohio, closely coordinated with paved roads, thirty minutes by auto, trolley or train takes you from Athens to "Farthest North." Alike they are served by B. & O., H. V. and Kanawa & Michigan. Red Star bus service to the north. To nearest larger city by railroad, 3 hours; by trolley, 4 hours; by auto, 3 hours.

Principal Industries: Coal mining, steel filing cabinets, gas fire places, shoes and bricks.

Manufacturing Establishments: 7. Leading firms, McBee Bindery, Grayson Mfg. Co.

Special Information: Within this territory are over 12,000 coal miners, earning $18,000,000 annually; 4,000 industrial workers, earning $3,000.000, students, faculty and employees of the oldest educational institution west of the Alleghenies (the Ohio University at Athens) spending $1,110,000; employes of State Hospital spending $100,000; hundreds of thousands realized from fruit stock and dairy products, make a buying power of over $20,000,000.

Residential Features: Mostly single houses, averaging $5,500, of which 40 per cent are owned.

Retail Shopping Section: Athens, Extends 3 blocks on Court street, crossed by Carpenter, State, Washington and Union streets, each 2 blocks. Nelsonville: 3 blocks on Washington and Columbus streets, parallel to Public Square. Glouster: 5 blocks on High street. Total of 23 blocks with numerous neighborhood stores.

Trading Area: Mostly within a radius of 19 miles surrounding Athens, which is the center of a network of good roads.

Wholesale Houses: Groceries, 3; meats, 2; Fruits, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 14; automobile accessories, 12; automobile tire agencies, 24; bakers, 8; cigar stores and stands (including hotels), 34; confectioners (including hotel stands), 14; druggists, 10; dry goods, 13; department stores, 3; electrical supplies, 8; florists, 6; fruits, 14; furniture, 7; furriers, 5; garages (public), 12; grocers, 36; (chain, 3;) hardware, 9; jewelry, 8; meat markets, 24; (chain, 8); men's furnishings, 11; men's clothing, 16; merchant tailors, 9; milliners, 9; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 19; shoes, 19; sporting goods, 7; stationers, 6; women's apparel, 14

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 22), dentists, 10), (osteopaths, 6); number of wired houses, 7,870; street car service; gas natural; electric current, alternating; water, hard.

BELLAIRE, OHIO

(Belmont County)

1920 Population, 16,258.

City and Suburban Estimate, 28,000.

Schools: Public Grade, 7; High, 1; Parochial, 1; Number of Pupils, 4,218.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $9,000,000; Building & Loan Associations, 2; Resources, $9,000,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,498.

Location: Situated on west shore of Ohio River, on Baltimore & Ohio main line, east to west, Pennsylvania Railroad north to south and east to west, Ohio River & Western Railroad west to Zanesville, Ohio. On Ohio River with excellent shipping facilities to all points northeast, south and west. To nearest larger city (Wheelin) by automobile, ½ hour; by trolley, ½ hour; by railroad, ½ hour.

Principal Industries: Bellaire is widely known as "The Glass City," having factories that manufacture every glass product except plate glass. Several steel mills and furnaces in and near Bellaire. Coal mines, foundries, enamelware factories, casket factory, slag factory, large fireworks factory, Penna. Ry. roundhouse, dairy products, ice cream, machine shops, ice plant, pattern works, and many small factories and shops. Also Grains of Health large factory and warehouse.

Manufacturing Establishments: 25. Leading firms: Carnegie Steel Mill and Furnaces, Rodefer Glass Co., manufacturers of glass specialties of every kind, Imperial Glass Co., Grains of Health Products Co., Belmont Casket Works, Standard Slag Co., Belmont Tumbler Works, Bellaire Stove Co.

Special Information: Most excellent banking facilities here. Largest bank in the county is here, also one of the largest Building & Loan Associations in the state. Each of these has resources of $7,000,000. Population now, 17,000, bank resources, $18,000,000 or average over $1,000 per capita. Good shipping by rail and by the Ohio River.

Residential Features: Mostly one and two-family houses, very few apartments.

Retail Shopping Section: Belmont Street, main business street, from 30th to 35th, Union Street, from 30th to 34th Street; Guernsey Street, from 32nd to 35th Street. Few business houses on cross streets, and several in residential sections.

Trading Area: North, 3 miles; east, some business from Benwood and McMechen, both of which are in West Virginia, across the Ohio River opposite Bellaire. West, 25 miles, and south, 20 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 4.

Number or Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile accessories, 6; automobile tire agencies, 3; bakers, 8; total cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 42; delicatessen, 19; dressmakers, 8; total druggists, 7 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 7; florists, 3; fruits, 5; furniture, 5; garages (public), 4; total grocers 91 (chain, 7); hardware, 4; jewelry, 7; total meat markets, 24 (chain, 1); men's furnishings, 13; men's clothing, 13; merchant tailors, 8; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 23; shoes, 17; sporting goods, 3; stationers, 3; women's apparel, 6.

Additional Facts: Average temperature, 47 degrees; average number of rainy days for year, 113; most pleasant months, April, May, June, September and October; doctors (medical, 13), (dentists, 9), (osteopaths, 3); number of wired houses, 2,900; street car service; gas, natural; electric current, alternating; water, soft.

BELLEFONTAINE, OHIO

(Logan County)

1920 Population, 9,336.

City and Suburban Estimate, 30,000.

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **Industrial Workers,** 35%; **English Reading,** 98%; **Families,** 2,400.

Schools, Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, $2,530,204.61; Savings Bank Deposits Total, $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous, (Auditoriums, etc.), 1. Total number of seats, 1,450.

Location: 55 miles n. w. Columbus. Terminal of N. Y. C. between Cleveland and Indianapolis, and between Cincinnati and Toledo. T. & O. C. and I. C. & E. traction line. Excellent bus service throughout the county connecting all smaller towns, as well as nearby cities, including Columbus, Dayton, Springfield and Lima. To nearest larger city by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Railroad terminal and shops, bridges, steel and brass, foundry and hearse manufacturers.

Manufacturing Establishments: 7; Leading firms; Bellefontaine Bridge & Steel Co., The Miller Hearse Co., Simpson Foundries, The Atlas Brass Co., Kaufman Metal Products Co. Total value of yearly output of factories estimated at $2,500,000.

Special Information: The leading railroad center in Ohio in proportion to population and located in the center of the state's richest farming community. Indian Lake, a public park and summer resort 12 miles from the city. It covers 5,000 acres, owned by the state and attracts

Continued on page 190

Alliance, Ohio

A $40,000,000 Market

ALLIANCE, OHIO

Population 25,000. Diversified industries, iron, steel, potteries, clay products, mining, agriculture.

TRADING AREA

10 to 18 miles radius—population 40,000. Score of small manufacturing, mining and agricultural communities closely connected with excellent paved roads, bus lines, interurbans and railroads.

THE REVIEW

Is the only daily published in this stable, thrifty market. It is the "Home Town Paper" in each community and exerts a powerful buying influence. 95% of the homes in this market depend solely on The Review for "Home Town" news and buying information.

A SEPARATE MARKET

The Alliance Market, like a score of others in Northeastern Ohio, can be reached through only one medium—the "Home Town Paper."

"LOOK BEFORE YOU LEAP INTO NORTHEASTERN OHIO"

Further information may be had from our service department or our representative,

ROBERT E. WARD, Inc., 5 So. Wabash Ave., Chicago, Ill.
501 Fifth Ave., New York, N Y.

"ALLIANCE'S ONLY DAILY NEWSPAPER"

The Review, Alliance, Ohio

OHIO (Cont'd)

Bellefontaine (con't)

thousands of vacationists annually. Over $1,638,000 was paid to railroad workers during past year and over $800,000 to other industrial workers.

Residential Features: Nearly all residences are one and two family, owners predominating. No workingmen's tenements. No exceptionally poor residential districts. A few apartments renting to the middle class. Indian Heights, finest residential district, is only four years old, but boasts nearly 100 new homes. Twenty minutes from center of city. Homes here average $6,000 to $10,000.

Retail Shopping Section: Four blocks surrounding public square, 3 blocks on Main St., 2 on Chillicothe Ave., 3 on Columbus Ave. and 2 on Detroit. Two outlying districts not including a number of neighborhood groceries, meat markets, &c. and shops, which will represent 12 groceries alone.

Trading Area: 12 miles north and west, 10 miles south and 15 miles east. Some unregular business is secured from a greater distance because of unusually large and progressive stores, offering more shopping advantages than some of the neighboring cities of similar population only a few minutes distance by bus and traction. During vacation months much new business comes from Indian Lake, attracting city people from as far as Cleveland and Cincinnati.

Wholesale Houses: Groceries, 1; Meats, 1; fruits, 1; Dry Goods, 1; Miscellaneous Lines, Confectioners, 1; Cigars-Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 7; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 3; fruits, 2; furniture, 3; garages (public), 4; grocers, 33, (Chain, 3); hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors, (medical, 19), (dentists, 7), (osteopaths 4); number of wired houses, 2,300; street car service; gas artificial; electric current, alternating; water, hard.

BELLEVUE, OHIO

(Huron County)

1920 Population, 5,776.

Native Whites, 89.5%; Negroes, 0.5%; Foreign Born, 10%; English Reading, 95%; Families, 1,591.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,637.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $3,501,642.05.

Theatres: Moving Pictures, 2. Total number of seats, 1,125.

Location: Situated in northern Ohio, fifteen miles from Lake Erie, on four railroads—New York Central, Pennsylvania, Wheeling & Lake Erie, Nickel Plate, also Lake Shore Electric Lines. Only fifty miles from Toledo.

Principal Industries: One of the best farming territories in this section.

Manufacturing Establishments: Leading firms: Ohio Cultivator Co., Klein Iron Structural Co., Bellevue Mfg. Co.

Residential Features: One-family homes.

Trading Area: 10 miles each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 10; confectioners (including hotel stands), 5; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 4; grocers, 9; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 4.

BOWLING GREEN, OHIO

(Wood County)

1920 Population, 5,788. (1925, est. 6,500.)

City and Suburban Estimate, 35,000.

Native Whites, 100%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 3; Total Resources, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: Northwestern part of state. Served by N. Y. C., B. & O. To nearest large city, by railroad, 45 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Pickles, tomatoes, etc.; Universal joints for automobiles, thermos jugs, garden tools, cut glass.

Manufacturing Establishments, 7. Leading firms: H. J. Heinz Co., Royal Mfg. Co., Detroit Stoker Co., Newton Glass Co., June Skies Powder Puff Co., Universal Machine Co.

Special Information: State Normal College, 1,500 students.

Residential Features: Mostly one-family houses with ample grounds. Moderate rents. Many beautiful homes. Ample shade from mammoth maple trees on practically every street.

Retail Shopping Section: Main St., 6 blocks; Wooster St., 4 blocks; Court St., 3 blocks. Neighborhood stores a feature.

Trading Area: 15 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 8; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public) 7; grocers, 30 (chain, 4); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 11; shoes, 3; sporting goods, 2; women's apparel, 3.

Miscellaneous Data: Average temperature 45 degrees; average number of rainy days per 12 months, 113; most pleasant months, May, June, Sept., Oct.; doctors (medical, 7), (dentists, 5), (osteopaths, 2); number of wired houses about 750; gas, natural; electric current, alternating; water, hard.

BUCYRUS, OHIO

(Crawford County)

1920 Population, 10,425.

City and Suburban Estimate, 13,000.

Native Whites, 83%; Negroes, 1%; Foreign Born, 16%; Industrial Workers, 40%; English Reading, 85%.

Schools: Public Grade, 2,000; High, 600; Junior High, 1,000; Parochial, 400; Number of Pupils, 4,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 4.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 9,000.

Location: P. R. R., T. & O. C. Traction lines, Cleveland and Southwestern and C. M. & C. Situated at junction of Ohio's two mainly traveled roads, the Lincoln Highway and the Scioto Trail.

Principal Industries: Clay machinery, bakery equipment, children's clothing, locomotive cranes, fire escapes, railroad shops.

Manufacturing Establishments, 6. Leading firms: Hadfield-Penfield Steel, Ohio Loco. Crane, Bucyrus Road Working Machinery.

Special Information: Lincoln Highway and Scioto Trail carries large marketing community in large center of farming trade.

Residential Features: All one- and two-family houses, 80% owned. Mostly working class of people of highest native born whites.

Retail Shopping Section: Sandusky Ave., 7 blocks; Walnut St., 4 blocks; Poplar St., 3 blocks; Charles St., 1 block; Warren St., 2 blocks; Neuselaer St., 3 blocks; Mansfield St., 2 blocks; Mary St., 2 blocks. Two smaller retail districts.

Trading Area: About 14 miles east and west, 12 south and 20 north.

Wholesale Houses: Groceries, 4; fruits, 2; miscellaneous lines, Bucyrus Candy Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 4; automobile accessories, 24; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 17; confectioners (including hotel stands, 13; delicatessen, 1; dressmakers, 2; druggists, 7; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; furriers, 2; garages (public), 15; grocers, 38; hardware, 5; jewelry, 3; meat markets, 11; men's furnishing, 5; men's clothing, 3; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels, 15 shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 6.

CAMBRIDGE, OHIO

(Guernsey County)

1920 Population, 13,104.

City and Suburban Estimate, 50,000.

Native Whites, 92.9%; Negroes, 2.7%; Foreign Born, 4.4%; Industrial Workers, 30%; English Reading, 98%; Families, 3,384.

Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 4,150.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Christian, 1; Miscellaneous, 6.

Banks: National, 3; State, 2; Total Resources, $5,480,000.

Theatres Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,900.

Location: 85 miles east of Columbus on main line of B. & O. R. R. and Penna. R. R. To nearest large city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Coal, gas, oil, salt, clay products, sheet and tin plate, iron bars, steam shovels, canvas and leather gloves, overalls and furniture.

Residential Features: One- and two-story frame dwellings and cottages frame and brick.

Retail Shopping Section: Nine blocks on Wheeling Ave., 3 blocks on 7th St., 2 blocks on 8th St., also intersecting streets.

Trading Area: About 20 miles radius.

Wholesale Houses: Groceries, 2; meats 2; fruits, 1; produce, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 12; druggists, 6; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 4; garages (public), 12; grocers, 80 (chain, 8); hardware, 3; jewelry, 4; meat markets, 70; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 51.8 degrees; average number of rainy days per 12 months, 90; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 30), (dentists, 16), (osteopaths, 2); number of wired houses, 2,830; street car service; gas, natural; electric current, alternating; water, hard.

CANTON, OHIO

(Stark County)

1920 Population, 87,091 (1925 estimate 106,351).

City and Suburban Estimate, 250,000.

Native Whites, 81.6%; Negroes, 1.5%; Foreign Born, 16.9%; Industrial Workers, 30%; English Reading, 63%; Families, 20,498 (1925, est., 25,005.)

Schools: Public Grade, 25; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 18,447.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 4; Methodist, 8; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 40.

Banks: National, 1; State, 8; Total Resources, $51,296,734.42; Savings Bank Deposits Total, $44,586,448.01.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 12,500 to 13,000.

Location: Almost midway between the ports of Lake Erie and the Ohio River and is on the main line of P. R. R. between N. Y. and Chicago. Also B. & O., W. & L. E., Northern Ohio Traction and Light and Stark Electric Ry. Ideally situated for commercial and industrial center. In coal mining region of northeastern Ohio and heart of a rich agricultural territory. To nearest larger city, by railroad, 55 minutes; by trolley, 1¼ hours; by auto, 45 minutes.

Principal Industries: Basic product steel and fabricated steel articles, finished and unfinished; other lines brick and tile, chemicals, paints, suction and vacuum sweepers, watch cases and movements, dental furniture, cleaning compound, cutlery, enameled ware, rubber goods, toys, etc.

Manufacturing Establishments, 300. Leading firms: United Alloy Steel Corp., Timken Roller Bearing Co., Diebold Safe and Lock Co., Republic Stamping and Enameling Co., Metropolitan Paving Brick Co., The Hoover Co., Superior Sheet Steel Co., Dueber Watch Case Mfg. Co., Canton Bridge Co., Arctic Ice Machine Co., Gilliam Mfg. Co., Canton Drop Forging & Mfg. Co., Gibbs Mfg. Co.

Special Information: The federal census of 1910 showed a population of 50,217, and in 1920, 87,091; since then the population increased to 106,351, or more than double since 1910. Aside from being in a coal mining belt, the territory surrounding Canton supplies 3 other basic materials—clay, shale and limestone. Coal mines near Canton an important factor in supplying coal for both domestic and industrial needs. Water supply good and ample. City has a 15,000,000 gallon distribution and equalization reservoir in addition to a receiving basin of 1,500,000 gallons capacity. City pumps have a daily capacity of 43,000,000 gallons.

Residential Features: One of the finest characteristics of Canton is its attractive residences and resident streets, almost all lined with beautiful shade trees. Unusually large percentage of homes owned. To care for large number of families constantly moving here, Canton's building program is unusually pretentious. New resident sections being developed and many residences under construction.

Retail Shopping Section: Market Ave. N. to 6th St., Tuscarawas St. E. about 6 blocks and W. for about 6 blocks. Cleveland Ave, N. W. for 6 blocks and S. W. for 1 or 2 blocks.

Trading Area: Canton is a natural distributing and jobbing center. Jobbing interests increasing with growth of the city and noticeable industrial expansion. Numerous interurban lines connect with large and small towns within a radius of 60 miles. County seat of Stark County. Trading area: E. 20 miles, N. 15, W. 12 to 15, S. 20.

Wholesale Houses: Groceries, 2; meats, 6; fruits, 4; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 44; commercial auto agencies, 16; automobile accessories, 33; automobile tire agencies, 44; bakers, 37; cigar stores and stands (including hotels), 60; confectioners (including hotel stands), 96; dressmakers, 26; druggists, 41 (chain, 18); dry goods, 24; department stores, 5; electrical supplies, 22; florists, 19; fruits, 15; furniture, 21; furriers, 6; garages (public), 45; grocers, 325 (chain, 63); hardware, 14; jewelry, 26; meat markets, 95 (chain, 16); men's furnishings, 29; men's clothing, 44; merchant tailors, 54; milliners, 24; opticians, 13; photographers, 11; pianos (and miscellaneous musical instruments), 12; radio supplies, 10; restaurants (including hotels), 93; shoes, 32; sporting goods, 13; stationers, 6; women's apparel, 11.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per 12 months, 140; most pleasant months, May, June, Sept., Oct.; doctors (medical, 113), (dentists, 67), (osteopaths, 6); number of wired houses, 20,000; street car service; gas, natural; electric current, alternating; water, hard.

CELINA, OHIO

(Mercer County)

1920 Population, 4,226.

City and Suburban Estimate, 12,000.

Native Whites, 99%; Negroes, 1%; Foreign Born, 9%; English Reading, 95%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $4,500,000.

Theatres: Moving Pictures, 2.

Location: C. & N. R. R., L. E. & W. R. R. Western Ohio fraction on two Main market hard surface roads, from east to west and north to south, traveled by tourists from all directions.

Principal Industries: Table factory (largest in U. S.), 2 chair factories, furniture factory, harponala factory, cement blocks, tank factory.

Special Information: Located on the banks of the Grand Reservoir, one of the largest artificial bodies of water in the world. Great place for summer tourists, fishermen, and hunters.

Residential Features: A number of fine resident properties. Private houses predominate. Finest court house in Ohio.

Retail Shopping Section: Main, Fayette and Market Streets, especially around Court House Square. Great farming community center.

Trading Area: Extends 15 miles north, south, east and west. Farmers make Celina their Saturday gathering point.

Wholesale Houses: Miscellaneous Lines. Tobacco, 3.

Number of Rtail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 1; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 10; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 1; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 2; radio supplies, 23; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; women's apparel, 4.

CLEVELAND, OHIO

(Cuyahoga County)

City Classed As

Cleveland is the largest city in Ohio and fifth city in population in the United States. One of the chief manufacturing districts of the country. It is the greatest iron ore market in the world. Cleveland has become a great distributing center for manufacturers, a great wholesale and jobbing market, and as a natural consequence a great banking center.

1910 Census	560,663
1910 Census, Metropolitan District	613,270
1920 Census	796,841
1920 Census, Metropolitan District	1,100,000

1924 directory census for Metropolitan District, 1,052,281.

1925 Chamber of Commerce estimate for Metropolitan District, 1,116,892 population; 257,852 families; 181,640 English reading families.

Native whites	65.6%
Negroes	4.3%
Foreign born	30.1%
English Reading	82%
Factory Workers	200,000
Families	182,692

Comparison of Cleveland's Population

	1910	1920
Total population	560,663	796,841
Male	289,262	413,398
Female	271,401	383,443
Native white, native parents	132,314	212,247
Native white, foreign parents	223,908	246,526
Foreign born, white	195,703	239,538
Negroes	8,448	34,451

Schools

Public Grade, 110; Number of Pupils, 97,487. Senior High Schools, 11; Number of Pupils, 16,605; Junior High Schools, 17; Number of Pupils, 20,427; Normal School, 1; Number of Pupils, 329; Parochial Elementary, 73; Number of Pupils, 40,100.

Universities, Western Reserve, Case School of Applied Science, St. Ignatius College, Carroll University.

During the school year nearly 12,500 grown-ups (young men and young women for most part) were enrolled in elementary night schools and night high schools, 5,220 of these were in the high school.

There were 10,000 students enrolled in night classes other than public in Cleveland during 1923. Of this number 74 per cent were in classes conducted by organizations not popularly known as schools and 26 per cent were students in evening classes of regular schools.

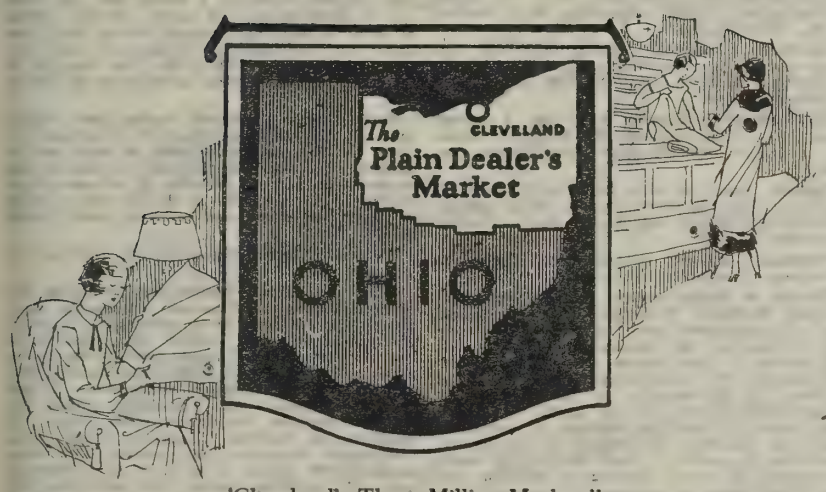
There are two girls' private schools in Cleveland, the best known are the Hathaway Brown School and the Laurel School.

There are two boys, private schools, the best known is the University School.

Over 2,200 students received commercial in-

Continued on page 192

In Cleveland and Northern Ohio
The Plain Dealer *has the* BUYERS



"Cleveland's Three Million Market," a book full of facts and figures about Northern Ohio and how to sell it, will be mailed to you upon receipt of a request on your business stationery. Address National Advertising Department.

—the people with the money to spend and the inclination to spend it—

For years and years the Cleveland Plain Dealer has appealed to that great prosperous group of Northern Ohio people who enjoy and believe in a GOOD newspaper. With women taking the same keen interest in affairs that men do, in the buying news as well as the topical, they demand that this morning newspaper stay in the home.

In Cleveland and Northern Ohio they read the Plain Dealer EVERY day. In fact, nine out of ten home-delivered Plain Dealers remain in the home all day for the women to read. That should interest all national advertisers.

It does interest many—over half the national advertisers using Cleveland newspapers restrict their message to Northern Ohio buyers to the Plain Dealer ALONE.

Invariably these advertisers have obtained sufficient dealer-distribution and aroused unusual reader-interest to justify their good judgment. For year after year the Plain Dealer carried **more** national advertising than ALL other Cleveland newspapers **combined.**

In this great Northern Ohio area of manufacturing centers, prosperous farms, good roads and industrial activity are 3,000,000 prosperous people. They can be reached and sold through the Plain Dealer ALONE. No other medium taps this great market.

The Cleveland Plain Dealer

in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

OHIO (Cont'd)

Cleveland (con't)

struction in the ten largest Cleveland commercial schools.

Churches

Baptist, 67; Christian Reformed, 2; Christian Science, 6; Church of God, 6; Congregational, 32; Disciple, 11; Episcopal, 25; Evangelical Lutheran, 43; German Evangelical, 15; Greek Catholic, 11; Greek Orthodox, 6; Hebrew, 39; Methodist Episcopal, 47; Presbyterian, 30; Reformed, 14; Catholic, 72; Independent Spiritualist, 12; Seventh Day Adventist, 3; Swedenborgian, 2; United Brethren, 5; United Evangelical, 1; United Presbyterian, 6; Universalists, 1; Miscellaneous, 45.

Banks

State Banks and Trust Companies, 16; Resources, $743,404,000; National Banks, 3; Resources, $105,785,000; Savings and Loan Associations, 35; Resources, $76,687,600.

Cleveland is the seat of the Fourth District Federal Reserve Bank.

Theatres

Motion Picture, 153; Motion Picture and Vaudeville, 5; Vaudeville, 1; Burlesque, 3; Production, 6; Miscellaneous, one auditorium municipally owned seats 13,400.

The average seating capacity of all motion picture theatres is 609, vaudeville houses, 3,450; burlesque, 1,184; production, 1,653. The total seating capacity of all theatres is 122,330. The vaudeville house is a Keith circuit seating 3,450.

Location

Cleveland is situated on the south shore of Lake Erie at the mouth of the Cuyahoga River. It is one of the largest inland ports. Ten miles of docks along the Cuyahoga River handle the immense tonnage of iron from the Great Lakes regions, 60 per cent of which comes through this port. There is 14 miles of lake front protected by a breakwater 6 miles in length. There are eight grain elevators and six ore docks.

The railroads, ten in number, are parts of or allied with the country's most important systems. They are Baltimore & Ohio, Nickel Plate, Toledo & Ohio Central, Wheeling & Lake Erie, Hocking Valley, New York Central, Pennsylvania, Erie, Big Four, Lake Erie & Western.

Each has its own terminal excepting the New York Central, Pennsylvania and Big Four, which together share the Union Depot.

All the above named railroads are connected by means of the Cleveland Short Line R. R., a belt line making a circuit of 19 miles around the city, intersecting each railroad at or near a freight yard, making it just that much easier for the switching and transferring of freight from one line to the other.

Five interurban lines operate in all directions to points as distant as Toledo.

There are three bus lines to Akron, two to Youngstown, others to Ashtabula, Conneaut, Warren, Elyria and Toledo, Lorain and Sandusky, Elyria, Medina, Beres and Lorain.

Eleven improved highways furnish easy access by motor to the surrounding sections.

Overnight vessel freight service to Detroit and Buffalo is given daily except during winter months by boats of the Detroit and Cleveland Navigation Co., and Cleveland & Buffalo Transit Co. The Great Lakes Transit Corp. also provides daily sailings to Chicago, Duluth and all intervening points on the Great Lakes. Two Canadian lines give frequent service.

Principal Industries

A total of about 3,000 establishments operate in Cleveland according to the 1920 Census of Manufacturers.

More than 14,000 different articles are manufactured.

The value of the products produced is estimated at over one billion, one hundred million dollars annually.

Approximately 180,000 wage earners are employed—160,000 male, 20,000 females—more than one-fifth of the wage earners of all Ohio.

More than $275,000,000 were expended in salaries and wages by manufacturers in 1919.

The industries of Cleveland, in order of their importance, are iron and steel, foundry and machine shop, automobiles, women's clothing, slaughtering and meat packing, printing and publishing, bread and bakery products, confectionery, cars and car shops, stoves and furnaces. Other products are boxes, brass and bronze, bricks and tile, chemicals, wooden goods, steel barrels, cutlery and tools, copper, tin, sheet iron, electrical mailing apparatus and supplies, furniture, refrigerators, gas and electric fixtures, lamps and reflectors, knit goods, hosiery, leather and leather goods, lumber, millinery, lace goods, patent medicines, tobacco and auto parts.

Manufacturing Establishments

Some of the larger firms, with the number of employees, are: American Steel & Wire Co., 7,500; White Motor Co., 6,000; Bourne Fuller, 4,500; Fisher Body Co., 4,000 (this is the largest single body plant in the world); Sherwin-Williams, National Acme, National Malleable Castings Co., Warner & Swasey, Nela Park, the experimental laboratory of the General Electric Co.; Cleveland Hardware Co., Chandler Motor Co., Cleveland Twist Drill Co., Cleveland Metal Products Co., Brown Hoisting Machinery Co., Printz-Biederman (women's cloaks and suits), Joseph & Feiss (men's clothing), Peerless Motor Co., Van Dorn Iron Works, Jordan Motor Co., Glidden Varnish, F. B. Stearns Co., The Cleveland Automobile Co., Baker R. & L. Co., The Rubay Co., The Rollin Motors Co.

Special Information

Cleveland's geographical location makes this city the meeting point of the coal from Ohio, Pennsylvania and West Virginia. The iron ore of the Great Lakes and the limestone quarries of Ohio tend to make this one of the greatest iron and steel markets in the world.

Cleveland outranks all American cities in the manufacture of nuts, bolts, wire, wire nails, malleable iron castings, steel forgings, vapor stoves, plumber supplies and electric carbon. It is the second city in America in variety of manufactures. It is second to New York in ready-to-wear clothing. There are 35 manufacturers in Garment Association. The value of clothing manufactured yearly is $50,000,000. Between five and six thousand are engaged in this industry.

Value of leading Cleveland manufactures and percentage of the manufactures in comparison with rest of state. In the county in which Cleveland is located there are 120,000 passenger automobiles registered in 1923; 1922 registration was 93,700. There are 23,000 trucks in 1923 registered, and 18,500 in 1922.

Residential Features

The fashionable residential sections of Cleveland are on par with those of any city in the country. The older and best known sections in particular Euclid avenue is giving away to trade and the newer sections in East Cleveland, Shaker Heights, Lakewood, Bratenahl are fast developing. The workingmen's homes one-third owned by the occupants are located near the industrial sections.

The workingmen's homes are located for the most part in districts known as Brooklyn, South Brooklyn, South Side, West Side and Collinwood. There are several sections of the city now being developed for the building of four room bungalows and seven room houses, this is for the encouraging of home ownership among wage earners.

Retail Section

The principal shopping district extends from the Public Square which forms the heart of the business section and is at the junction of Superior St., Euclid Ave. and Ontario St. From the Public Square for about 20 blocks on Euclid Ave. is the main business thoroughfare. Prospect and Superior Aves which parallel Euclid on either side are fast developing into retail shopping districts second only to Euclid Ave. On these and intersecting streets will be found merchandise from all parts of the globe.

The following are the principal outlying shopping centers and cannot be confined to the immediate area. The retail section will in some cases extend from two to six or eight blocks on the principal street mentioned.

Euclid Ave. and 55th St., Euclid Ave. and 105th St., St. Clair Ave. and 55th St., St. Clair Ave. and E. 105th St., St. Clair Ave. and E. 152nd St., Superior Ave. and E. 95th St., Superior Ave. and E. 105th St., Payne Ave. and E. 55th St., Hough Ave. and E. 79th St., Central Ave. and E. 55th St., Broadway and E. 55th St., Woodland and E. 55th St., Broadway and E. 93rd St., Detroit Ave. and W. 65th St., Detroit Ave. and W. 79th St., Detroit Ave. and West 117 St., West 25th St. and Lorain Ave., West 25th St. and Denison Ave.

Trading Area

The trading area of Cleveland is contributed to by a large and prosperous manufacturing section in the outlaying districts. Cleveland secures 98 per cent of its retail business in a radius of 35 miles. Good roads and the bus and interurban lines bring many people to this market, but the city does not enjoy a commuter business in proportion to most cities of its size.

Wholesale Houses

Groceries, 32; meats, 35; fruits, 57; confectioners, 46; shoes, 2; dry goods, 12; jewelry, 21; men's furnishings, 22; hardware, 4.

Retail Outlets for Nationally Advertised Products

Auto (passengers), 74; auto (truck), 38; auto (tires) agencies, 130; auto (parts) agencies, 402; bakers, 375; cigar stores, 374 (chain, 112); confectioners, 1,400; delicatessen, 118; dressmakers, 471; druggists, 588 (chain, 67); dry goods, 410; department stores, 5; electrical, 42; florists, 111; fruits, 213; furniture, 188; furriers, 33; garages, 220; grocers, 1,621 (chain, 363); hardware, 271; hats and caps, 27; jewelry, 228; ladies' tailors, 37; meat markets, 891 (chain, 112); men's furnishings, 231; men's clothing, 130; merchant tailors, 414; milliners, 222; opticians, 83; photographers, 124; pianos, 43; radio, 135; restaurants, 527 (chain, 156); shoe dealers, 298; sporting goods, 11; stationers, 23; women's apparel, 43.

Miscellaneous Data

Average temperature, 47.9 degrees; average number of rainy days per 12 months, 113; most pleasant months, May, June, Sept., Oct.; doctors (medical, 1,467), (dentists, 710), (osteopaths, 60); number of wired houses, 244,679; street car service; gas, natural; electric current, alternating; water, hard.

See announcements this page and pages 191 and 193

CHILLICOTHE, OHIO

(Ross County)

1920 Population, 15,831. (1924, est. 17,096).

City and Suburban Estimate, 42,000.

Native Whites, 91.5%; Negroes, 6.1%; Foreign Born, 2.4%; Industrial Workers, 10%; English Reading, 99%; Families, 5,000 (14,000 in county).

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 4,526 (6,000 in county outside city).

Complete Index on Pages 286, 287 and 288

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 4; State, 2; Total Resources, $12,000,000; Savings Bank Deposits Total, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,100.

Location: In south central part of state, served by B. & O., N. & W. To nearest large city, by railroad, 1¾ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Paper mills, sanitary ware, furniture, shoes, building tile, canning factory, flour mills, rubber tires. B. & O. terminal and shops.

Manufacturing Establishments, 35. Leading firms: Mead Pulp & Paper Co., Chillicothe Paper Co., Sears & Nichols Canning Co., Poston Furn. Co., Horton Pottery, Buckeye Tile Co., Union Shoe Co. Total value of yearly output of factories estimated at $11,000,000.

Special Information: Camp Sherman Military Reservation located here. Veteran's Bureau Hospital No. 97 located here. First capitol of Ohio. Important distributing point for south central Ohio. Mean temperature 52.6, rainfall 34.41, snowfall 20.5.

Residential Features: Mostly one- and two-story houses in practically entire city outside of business district, estimated 75% owned. No tenement district.

Retail Shopping Section: Paint St., 3 blocks; Main St., 3 blocks; Second St., 2 blocks; Water St., 2 blocks. Several small neighborhood centers.

Trading Area: At least 30 miles in each direction, with scattered business from greater distance due to bus and electric lines. Trading population, 55,000.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 1; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 3; automobile accessories, 25; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 6; druggists, 10 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 8; furniture, 5; grocers, 57 (chain, 4); hardware, 5; jewelry, 4; meat markets, 8; men's furnishings, 2; men's clothing 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 12; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 76; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 21), (dentists, 11), (osteopaths, 3); street car service; gas, natural; electric current, alternating; water, hard.

CINCINNATI, OHIO

(Hamilton County)

1920 Population, 401,247. (1925, est. 409,332.)

City and Suburban Estimate, 650,000.

Native Whites, 81%; Negroes, 7.4%; Foreign Born, 42,827; Industrial Workers, 106,000; Families, 106,239.

Churches: Baptist, 14 Christian Science, 2; Congregational, 5; Episcopal, 20; Hebrew, 15; Methodist, 39; Presbyterian, 37; Roman Catholic, 70; Miscellaneous, 40.

Schools: Public Grade, 103; High, 5; Junior High, 1.

Banks: National, 7; State, 23; Savings Banks, 3; Total Resources, $337,816,826.

Theatres: Legitimate, 3; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 20.

Location: Cincinnati is situated in the southwest corner of Ohio on the Ohio River. There are 11 rail lines radiating as follows: Ten through Ohio, six into Indiana, four to Kentucky and three to West Virginia. These roads are of the following systems: The Penn., B. & O., N. Y. C., L. & N., C. & O., N. & W. and M. E. & S. (Monon, Erie and Southern). There is also the water route on the Ohio River Packet service to Louisville and Charleston daily. To nearest large city, by railroad, 1⅓ hours; by trolley, 2½ hours; by auto, 2½ hours.

Principal Industries: Soap, clothing, machinery, machine tools, electric machines, woodworking, printing and publishing and radio.

Manufacturing Establishments: Leading firms: Procter & Gamble, U. S. Playing Card Co., American Tool Works, J. A. Fay & Egam Co., Globe Wernicke Co., Sayers & Scoville Co., Cincinnati Milling Machine Co., Cresley Radio Corp.

Special Information: City owns the Cincinnati Southern Railroad, only city owning a railroad. Has University of Cincinnati, one of the largest municipally owned universities in the U. S. Has water works from which water is delivered almost 100% pure; $10,000,000 General Hospital New Ohio Medical College, one of the finest and best equipped in state. One of the finest children's hospitals in the country, under construction at the present time.

Residential Features: Private houses predominate; many two apartment houses and large apartment buildings. But few workingmen's tenements; sections of workingmen's small houses of 3 and 4 rooms. Several suburbs, each having its own fine residential district, two having some of the finest houses in southern Ohio, and on two blocks of another are over two million and a half dollars worth of residences.

Retail Shopping Section: Large central shopping district extending 9 blocks east and west and 7 blocks north and south. Retail sections in each of the many suburbs having first class shops and delicatessen. There are retail districts in the other river cities. The majority of the people living in those cities work in Cincinnati.

Trading Area: Cincinnati trading area extends east and southeast, including all of southeastern Ohio. On the south it takes in a large part of northern Kentucky, on the west it takes in the southeastern part of Indiana; it extends nearly to Dayton on the north—in all, covering a radius of about 100 miles and reaching over 750,000 people.

Wholesale Houses: Groceries, 39; hardware, 8; dry goods, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 56; commercial auto agencies, 14; automobile accessories, 125; bakers, 275; cigar stores and stands (including hotels), 300 (chain, 1 system); confectioners (including hotel stands), 805; delicatessen, 8; druggists, 341 (chain, 2 systems); dry goods, 345; department stores, 13; electrical supplies, 35; florists, 159; fruits, 210; furniture, 70; furriers, 12; grocers, 2,200 (chain, 6 systems); hardware, 110; jewelry, 110; meat markets, 700 (chain, 1 system); men's furnishings, 125; merchant tailors, 254; milliners, 130; opticians, 37; photographers, 69; radio supplies, 250; restaurants (including hotels), 1,000 (chain, 1 system); shoes, 200; sporting goods, 32; stationers, 37.

Miscellaneous Data: Average temperature, 54.9 degrees; average number of rainy days per 12 months, 135; most pleasant months, May, June, Sept., Oct.; doctors (medical, 1,200), (dentists, 392), (osteopaths, 14); number of wired houses about 52,500; street car service; gas, natural; electric current, alternating; water, soft.

THE CLEVELAND TIMES

Prints more news and is read by more of the "buying power" of Cleveland than any other newspaper.

Friday circulation 105,000

Other days in excess of 35,000

THERE ARE OVER 100,000 POLISH speaking people in CLEVELAND

Take advantage of this Centered Market

WIADOMOSCI CODZIENNE

(Polish Daily News)

1017 Fairfield Ave. Cleveland, O.

The Cleveland News (Daily) made an increase of more than 300,000 lines in National Advertising during the first 10 months of 1925.

This was a greater increase than was made by any other Cleveland daily newspaper and nearly three times that of the other evening newspaper.

To Reach the Buyers in the Cleveland Market, Your 1925 Schedule Must Include—

Represented by
Geo. A. McDevitt Co.
250 Park Ave., New York.
People's Gas Bldg. Chicago

The Cleveland News
DAILY and SUNDAY
Ohio's Greatest Newspaper

OHIO (Cont'd)

COLUMBUS, OHIO

(Franklin County)

1920 Population, 237,031. (1925, 279,836; Greater Columbus, 298,540.)

City and Suburban Estimate, 300,000.

Native Whites, 259,175; **Negroes,** 23,310; **Foreign Born,** 16,055; **Industrial Workers,** 27,583; **English Reading,** 95%; **Families in Franklin County,** 67,225.

Schools: Public Grade, 47; High, 6; Junior High, 11; Parochial, 20. Number of Pupils, Public, 38,964; Parochial, 6,214; Colleges and Seminaries, 6; Enrollment, 1,585; Ohio State University, 11,535; Total, 58,298.

Churches: Baptist, 35; Christian Science, 2; Congregational, 6; Episcopal, 10; Hebrew, 5; Methodist, 55; Presbyterian, 19; Roman Catholic, 21; Miscellaneous, 153.

Banks: National, 7; State, 6; Total Resources, $127,163,735.95; Total Deposits, $103,956,301.41; Building and Loan Associations, 28; Total Resources, $87,550,429.28; Total Deposits, $73,232,335.48.

Theatres: Legitimate, 3; Moving Pictures, 37; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 20; Total number of seats, 95,100. Ohio State University Stadium seats, 72,000.

Location: B. & O., P. R. R., Big Four,, Erie, C. C. & O.; Federal Ry.; Hocking Valley; N. Y. C.; Nickel Plate; T. & O. C. Electric Lines: C. D. & M.; C. N. & Z.; C. U. & W.; I. C. & E.; Cols. & Xenia; Scioto Valley; Cols. Ry. Power & Light Co.; operating daily 185 cars. Motor Buses; passenger lines, 38; freight carriers, 19; operating 106 passenger cars, capacity 1,231; 44 trucks, capacity 100 tons. Approximate distance (in riding time) to next largest city: railroad, 3½ hours; trolley and bus, 5 hours; auto, 4 hours.

Principal Industries: Iron and steel, vehicle manufacturing, railroad shops, shoes, printing, glass, quarrying, fire apparatus, sporting goods, candies, bakery goods, furniture, extracts, store fixtures. Columbus is represented in 36 of 43 leading industries of the country.

Manufacturing Establishments: 690. Leading firms: Jeffrey Mfg. Co., Buckeye Steel Castings Co., Ralston, Steel Car Co., Federal Glass Co., J. P. Gordon Co., Marble Cliff Co., Casparis Co., Seagrave Co., U. S. Chain Mfg. Co., 775 different commodities. Iron and steel industries, $84,606,341; Building Construction, 443 firms, wages $9,160,331; Vehicle manufacturing, 15, wages, $4,593,252; Manufacturing group of 14 classifications, wages $40,670,294; Public utilities, 59; payroll, $6,933,499. Total value of yearly output of factories estimated at $110,000,000.

Special Information: Jobbing and wholesale center for Central Ohio. Exceptional railway facilities, 7 trunk lines, 17 divisions radiate in all directions; 59,995 motor cars and 8,627 trucks; total, 68,612. Union station, trains in 66, out, 67; N. Y. C. station, trains in 16, out 16. Capital engaged in manufacture, $102,977,000. Value of manufactured products, $184,022,000.

Residential Features: Private homes predominate. Bexley, Upper Arlington are exclusive residential sections averaging $15,000 to $100,000. Balance of city medium priced homes. South and part of west side—workingmen. Building operation, 1924 permits, 6,288; Valuation of buildings, $21,625,900.

Retail Shopping Section: Russell St. to Livingston Ave, 30 blocks, on High St., Front St., Third St., and Fourth St. and all intersecting streets. Six outlaying districts and many neighborhood sections with usual grocery, confectionery, and small shops.

Trading Area: The "Columbus Market" comprises the 19 central counties of Ohio, including Columbus and 600 other cities, towns and villages, 47 of which have a population of 1,000 or more. The population of this area nearly 1,000,000 (95% American born), total wealth more than $2,500,000,000; 40% invested in farms; 38.5% industry; 21.5% banking and loan institutions. Per capita wealth, $3,045. Annual purchasing power estimated, $350,000,000.

Wholesale Houses: Automobile accessories, 5; bakeries, 11; candy and soft drinks, 14; cigars and tobacco, 7; clothing, men's, 1; women's, 6; construction and building materials, 83; druggists, 8; dry goods, 9; electrical supplies and appliance, 3; groceries, meat foods, 49; fuel and ice, 33; furniture, 10; hardware, household goods, 30; jewelry, 16; novelties and toys, 3; oils and gasoline, 4; produce, 41; shoes and leather goods, 9; stationers and office supplies, 13.

Retail Outlets for Nationally Advertised Products: Automobiles, 64; accessories, 476; bakeries, 108; confectioners, 374; cigars and tobacco, 53 (chain, 8); clothing, men's, 130; women's, 91; construction and building materials, 42; delicatessen, 15; department stores, 14; dressmakers, 106; druggists, 173 (chain, 30); dry goods, 110; electrical supplies and appliances, 51; florists, 45; fruits, 101; furniture, 82; furriers, 8; general merchandise, 12; groceries, 918 (chain, 325); hardware, 49; jewelry, 107; meat markets, 232; musical instruments, 43; merchant tailors, 4; milliners, 45; novelties and toys, 57; oils and gasoline, 24; opticians, 26; photographers, 36; plumbers, 72; produce, 126; radio supplies, 5; restaurants (including hotels), 428; shoes and leather goods, 76; stationers and office supplies, 40. Chain stores: total grocery, 918, chain, 325; drug stores, 173, chain, 30; cigar stores, 53, chain, 8.

Additional Facts: Climate, average temperature, 52.2; average number of rainy days, 141; most pleasant months, Sept., Oct., Aug.; doctors (medical, 599), (dentists, 122), (osteopaths, 17); number of wired houses, 56,360; street car service; artificial gas; electric current, shopping district, direct; residential district, alternating; water, soft.

See announcement below

CONNEAUT, OHIO

(Ashtabula County)

1920 Population, 9,343 (1924 Census Bureau est. 11,296).

City and Suburban Estimate, 13,000.

Native Whites, 87½%; **Negroes,** .00½%; **Foreign Born,** 12%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 2,100.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: State, 2; Total Resources, $4,000,000; Savings Bank Deposits Total, $1,850,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 4,100.

Location: Northeastern corner of Ohio on southshore of Lake Erie on main transcontinental highway. Northern terminus of B. & L. E. R. R., connecting Conneaut and Pittsburgh. Division point of Nickel Plate main line, and on the main line of N. Y. C. Two ferries ply from Conneaut to Canadian ports. Hourly bus service east and west on highway. To nearest large city by railroad, 45 minutes; by bus, 1½ hours; by auto, 1 hour.

Principal Industries: Iron ore and coal port, railroad yards and shops, shovels, tin cans, machine tools and building tile, tannery, molding sand, cannery.

Manufacturing Establishments: 35. Leading firms: Conneaut Shovel Co., Conneaut Can Co., Conneaut Leather Co., Burke Machine Tool Co., Graham Clay Products Co., Cummins Canning Co., Peerless Sand Co. Total value of yearly output of factories estimated at $25,000,000.

Special Information: Conneaut is one of the two greatest iron ore ports in the world. Carnegie once said it was the point where ore, coal, etc., could be most cheaply brought together for manufacture of iron and steel. U. S. Steel Corporation now holds over 5,000 acres of land along the lake adjacent to city on the east. Conneaut's lake front is the summer fresh-water playground for Pittsburgh, Youngstown and other inland cities.

Residential Features: Practically all single-family residences, 66% owned. Very few two-family houses and only 4 apartment and terrace buildings. No tenements.

Retail Shopping Section: Main St. for 4 blocks; Broad St., 2 blocks; Washington and Harbor Sts., one block each, intersect Main St. Harbor business section 1½ miles north of main business section, has two blocks on Park Ave. and two blocks on Day St. Six outlying neighborhood business sections.

Trading Area: West, 8 miles; south, 15 miles; east, 12 miles. City extends to the Lake on the north.

Wholesale Houses: Groceries, 2; fruits, 1; paper and twine, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 4; druggists, 9; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 3; fruits, 3; furniture, 4; garages (public), 12; grocers, 60 (chain, 7); hardware, 5; jewelry, 4; meat markets, 15; men's furnishing, 8; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 22; shoes, 14; sporting goods, 4; stationers, 4; women's apparel, 1.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, June, July, August, Sept., Oct.; doctors (medical, 14), (dentists, 8), (osteopaths, 3); number of wired houses, 2,600; bus service; gas, artificial; electric current, direct; water, hard.

COSHOCTON, OHIO

(Coshocton County)

1920 Population, 10,847.

City and Suburban Estimate, 30,000.

Native Whites, 85%; **Negroes,** half of 1%; **Foreign Born,** 14½%; **Industrial Workers,** 40%; **English Reading,** 99%; **Families,** 2,750.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, $11,500,000; Savings Bank Deposits, $1,200,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,800.

Location: Located in the center of Ohio's coal, gas and oil fields and on main lines P. R. R., and W. & L. E. Seventy miles east of Columbus, 120 west of Pittsburgh and 110 south of Cleveland.

Principal Industries: Novelty advertising, enamel signs, china, pottery, straw paper, corrugated paper, glass ware, canvas gloves, foundries, tires, brick, thermometers, leather goods, phonographs, pianos, iron pipe.

Manufacturing Establishments: 28. Leading firms: American Art Works, Clow Pipe Works, Pope-Gosser China Co., H. D. Beach Co., Coshocton Glass Corp.

Special Information: Coshocton is the largest novelty advertising center in the country.

The Columbus Dispatch

FIRST IN OHIO

In Paid Advertising Volume

Published 17,363,857 lines first ten months, 1925. The Dispatch

Led Second Newspaper In State By 2,017,057 Lines

This State Wide leadership in advertising year after year is backed up with a great local leadership in circulation, which forcibly emphasizes the importance of the Columbus Dispatch to National Advertisers.

Daily Average Circulation of Dispatch is 103,526

The One Hundred Thousand Group Book will show advertisers in detail how the Dispatch covers a resourceful territory, including Columbus, a city of 300,000, and 47 sister cities, ranging in population from 1,000 to 32,000, having a combined

Purchasing Power of Over $350,000,000.00

The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

OHIO (Cont'd)

Residential Features: 75% homes owned. City noted for large number of well built middle class homes and finely kept lawns. Unusual number of apartments for renters.

Retail Shopping Section: 2nd to 7th St. on Main. Bulk of the automobile business is conducted on Walnut St. and the streets connecting that with Main. Best retail district of any city of its size in the state.

Trading Area: A trade exceptionally large embracing a radius of 35 miles in all directions, with Coshocton as a center.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; Miscellaneous lines, millinery, shoes, confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 10; automobile accessories, 22; automobile tire agencies, 22; bakers, 6; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 10; dressmakers, 15; druggists, 7; dry goods, 9; department stores, 4; electrical supplies, 5; florists, 4; fruits, 8; furniture, 5; garages (public), 7; grocers, 31; hardware, 6; jewelry, 5; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 7.

DAYTON, OHIO

(Montgomery County)

1920 Population, 152,599 (1925, est. 177,986).

City and Suburban Estimate, 175,000.

Native Whites, 85%; **Negroes,** 6%; **Foreign Born,** 9%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 38,138.

Schools: Public Grade, 30; High, 3; Junior High, 1; Parochial, 17; Number of Pupils, 33,989.

Churches: Baptist, 18; Christian Science, 2; Episcopal, 3; Hebrew, 3; Methodist, 11; Presbyterian, 7; Roman Catholic, 18; Miscellaneous, 76.

Banks: National, 4; State, 3; Total Resources, $64,084,540; Savings Bank Deposits Total, $46,133,987.70.

Theatres: Legitimate, 1; Moving Pictures, 27; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 25,602.

Location: In the fertile Miami Valley between Columbus and Cincinnati. Big Four, Penna., B. & O., Erie, Dayton & Union and C. L. & N. Seven traction lines, and good bus service in all directions. To nearest large city by railroad, 2 hours; by trolley, 2½ hours; by auto, 1¾ hours.

Principal Industries: Cash registers, farm lighting plants, automobile starting, lighting and ignition systems, computing scales, fare recording and indicating registers, authographic registers, hoisting jacks, shoes lasts, golf clubs, fire extinguishers, gasoline station pumps, toys, paper mill machinery, United States stamped envelopes, water systems for private homes.

Manufacturing Establishments: 441. Leading firms: National Cash Register, Delco Light, Egry Register, Standard Register, Computing Scale, Joyce Gridland Co., Crawford McGregor & Canby Co., Malleable Iron Works, Fire Fighter Co., Dayton Rubber Co., Ohmer Fare Register Co., Dayton Engineering Laboratories Co., Comer Co., Chrysler Motor Co., Seybold Machine Co. Total value of yearly output of factories according to 1923 government report, $187,933,516.

Special Information: Auto Registration 1923. Passenger cars 27,000, trucks 7,360. Taxicabs and jitneys 80.

Residential Features: Mostly one and two-family houses, approximately 34,000 homes privately owned. 350 flats and apartments scattered throughout the city. A few sections devoted for foreign born and negroes. Some beautiful private residetial sections in various parts of the city.

Retail Shopping Section: Extends east and west 3 blocks from St. Clair St. to Ludlow St. and north and south 5 blocks from Sixth to First St. Good sized business section located in west side and neighborhood sections in east, south, southeast and southwest part of city.

Trading Area: 35-mile radius. Excellent traction and bus service made this a most desirable trading center.

Wholesale Houses: Groceries, 4; meats, 9; fruits, 17; hardware, 1; dry goods, 3; Miscellaneous lines, drug, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 10; automobile accessories, 40; automobile tire agencies, 33; bakers, 69; cigar stores and stands (including hotels), 70 (chain, 5); confectioners (including hotel stands), 162; delicatessen, 36; dressmakers, 156; druggists, 78 (chain, 10); dry goods, 51; department stores, 6; electrical supplies, 74; florists, 27; fruits, 23; furniture, 53; furriers, 10; garages (public), 66; grocers, 565 (chain, 111); hardware, 40; jewelry, 39; meat markets, 287 (chain, 6); men's furnishings, 52; men's clothing, 52; merchant tailors, 77; milliners, 36; opticians, 28; photographers, 34; pianos (and miscellaneous musical instruments), 33; radio supplies, 15; restaurants (including hotels), 194 (chain, 3); shoes, 52; sporting goods, 7; stationers, 11; women's apparel, 20.

Miscellaneous Data: Average temperature, 50.7 degrees; average number of rainy days per twelve months, 145; most pleasant months, May, June, Sept., Oct.; doctors (medical, 284), (dentists, 127), (osteopaths, 30); street car service; gas, natural; electric current, alternating and direct; water, hard.

DEFIANCE, OHIO

(Defiance County)

1920 Population, 8,876.

City and Suburban Estimate, 32,000.

Native Whites, 100%; **Industrial Workers,** 75%; **English Reading,** 100%; **Families,** 2,218.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian, 1; Christian Science, 1; Episcopal, 1; Lutheran, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; United Brethren, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $3,250,000; Savings Bank Deposits Total, $4,450,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,200.

Location: Chicago-Pittsburgh Div. of B. & O., St. Louis-Toledo Div. of Wabash. Bus service to surrounding country, and Lima-Defiance electric line. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Steel and wood working machinery, screw machine products, steel cases, auto trucks, wheelbarrows and wood cases, condensed milk, pipe organs, oxygen gas.

Manufacturing Establishments: 10. Leading firms: Defiance Machine Works, American Steel Package Co., Pressed Steel Co., Screw Machine Products Co., Defiance Condensory, Superior Oxygen Co., Defiance Motor Truck Co., Page Organ Co., Defiance Box Co., Central Rubber Co.

Residential Features: Mostly one family homes, 60% owned. Well kept properties predominate, while there are a few exceptionally high valued homes, yet most are the average home. Good streets and city beautifully located at confluence of Anglaize and Maumee Rivers.

Retail Shopping Section: Six blocks, both sides of Clinton St. Two blocks on each of Fort, First, Second, Fourth and Fifth Streets. Small, business sections on north and east sides, across rivers.

Trading Area: Extends 25 to 30 miles. Some trade comes from greater distance from east and west along the B. & O.

Wholesale Houses: Groceries, 1; fruits, 2;

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 8; druggists, 5; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 3; fruits, 3; furniture, 3; garages (public), 5; grocers, 21 (chain, 1); hardware, 2; jewelry, 5; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, June, Sept., Oct., Nov.; doctors (medical, 11), (dentists, 8); number of wired houses, 1,800; gas, artificial; electric current, alternating; water, soft.

DELAWARE, OHIO

(Delaware County)

1920 Population, 8,756.

Native Whites, 90%; **Negroes,** 8%; **Foreign Born,** 2%; **Industrial Workers,** 40%; **English Reading,** 99%; **Families,** 2,400.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,150.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $3,437,000; Savings Bank Deposits Total, $737,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: N. Y. C. (Big 4) H. V. and P. R. R., with splendid east and west connections at Columbus and Marion.

Principal Industries: Gas stoves, bath cocks, chairs, shoes, gas engines, fire brick and hollow building tile, hardwood lumber, incubators.

Manufacturing Establishments: 14. Leading firms: Sun Ray Stove Co., Delaware Clay Mfg. Co., Cook Motor Co., Delaware Chair Co., Delaware Brass Co.

Special Information: Delaware is home of Ohio Wesleyan University, the largest denominational school in the mid-West, over 1,900 students and 300 faculty. Also home of Delaware Springs Sanitarium, largest osteopathic sanitarium in mid-West.

Residential Features: Largely individual residences.

Retail Shopping Section: Sandusky St. 3, Winter St. 2, William St. 1.

Trading Area: 10 to 15 miles east, west, north and south.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotel stands), 8; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 11; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 2; fruits, 6; furniture, 3; garages (public), 9; grocers, 24; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 7.

DELPHOS, OHIO

(Allen County)

1920 Population, 5,745.

Native Whites, 99%; **Negroes,** 1% (families only); **Foreign Born,** 4½%; **English Reading,** 98%; **Families,** 1,250.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,445.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Savings Bank Deposits Total, $2,560,483.69.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,900.

Location: Part in Allen County, part in Van West County, on Miami and Erie Canal, served by the New York and Chicago line of Pennsylvania, Cloverleaf Branch of Nickel Plate, Akron, Canton and Youngstown railroads and Ft. Wayne, Van Wert and Lima Traction line.

Principal Industries: Galvanized iron products, furniture, bottle washing machines, automobile top bows, straw boards, wood handles, cigars.

Manufacturing Establishments: Leading firms: The New Delphos Manufacturing Co., American Road Machinery Co., The Delphos Bending Co., Ricker Bros., Furniture factory, The Rapid Bottle Washer Co., The Deisel-Wemmer Cigar Co., The Delphos Cigar Co.

Residential Features: Mostly one-family houses of substantial construction. Great majority modern.

Retail Shopping Section: Extends five blocks on Main St., three blocks on Second St., two blocks on Third Street, and one block on Canal Street.

Trading Area: Trade area 10 to 15 miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 6; grocers, 22; hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 8.

DOVER, OHIO

(Tuscarawas County)

1920 Population, 8,101 (1925, est. 11,103).

City and Suburban Estimate, 18 to 20,000.

Native Whites, 88%; **Negroes,** 2%; **Foreign Born,** 10%; **Industrial Workers,** 3,500; **English Reading,** 90%.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Lutheran, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, $5,913,000; Savings Bank Deposits Total, in all banks $1,548,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.). 2; Total number of seats, 3,200.

Location: In Tuscarawas County, leading fireclay producing county in United States. P. R. R. B. & O. and Northern Ohio Traction line. Overnight freight by rail and trolley to and from Cleveland, Akron, etc. To nearest large city by railroad, 2 hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Sheet iron, cold rolled steel, stove pipe, electric irons, electric sweepers, brick, tile, sewer pipe, ingot molds, tar products, pig iron, metal roofing, flour, road building materials, enamelled products, coal mining, hard rubber, battery boxes.

Manufacturing Establishments: 17. Leading firms: American Sheet & Tin Plate Co., Reeves Mfg. Co., Greer Steel Co., Dover Mfg. Co., Hanna Furnace Co., The Penn Mold Co., Ohio Wire Products Co., Lewis Tar Co., The Monoblock Co., Wagner Foundry.

Special Information: Retail shopping center of county, because it has 6 improved leading roads into the city, three bus lines and fine car and train service to smaller towns. Has 1st class post office, public auditorium, Y. M. C. A. and country club.

Residential Features: Mostly one family houses, in fact 98 per cent.

Retail Shopping Section: Third Street, 3 blocks; Factory Street, 4 blocks; Second Street, 2 blocks; Wooster Avenue, 3 blocks.

Trading Area: 15 miles west, 6 southwest, 18 north and east.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 7; automobile accessories, 11; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 24; including grocers; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 5; electrical supplies, 3; florists, 3; fruits, 5; furniture, 3; furriers, 1; garages (public), 14; grocers, 43 (chain, 3); hardware, 3; jewelry, 4; meat markets, 20; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 11; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 14), (dentists, 6); number of wired houses, about 1,725; street car service; gas, natural; electric current, alternating; water, hard.

See announcement below

EAST LIVERPOOL, OHIO

(Columbiana County)

1920 Population, 21,411.

City and Suburban Estimate, 35,000.

Native Whites, 89.7%; **Negroes,** 1.7%; **Foreign Born,** 8.6%; **Industrial Workers,** 43%; **English Reading,** 90.2%; **Families,** 5,315.

Schools: Public Grade, 20; High, 1; Parochial, 1; Number of Pupils, 4,615.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methoidst, 3; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 4; State, 1; Total Resources, $8,554,772.32; Savings Bank Deposits Total, $11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Cleveland & Pittsburgh Division of Penn. R. R. Youngstown & Ohio electric line connects with cities in northern Ohio. East Liverpool, Steubenville & Beaver Valley Traction electric service connects with cities in Pa. and Ohio. Freight and passenger boat lines connect with all important ports on the Ohio, Miss. and Mo. Rivers.

Principal Industries: Potteries, making general ware and electrical porcelain.

Manufacturing Establishments: 45. Leading firms: Homer Laughlin China Co., R. Thomas & Sons' Co., M. Knowles China Co., Knowles, Taylor & Knowles Co., Taylor, Smith & Taylor Co., D. E. McNichol Pottery Co., Hall China Co., West End Pottery, T. A. McNicol Pottery Co., National Drawn Steel Co., Louthan Mfg. Co., Smith-Phillips China Co., C. C. Thompson Pottery Co., Vodrey Pottery Co., Standard Pottery Co. Total value of yearly output of factories estimated at $25,000,000.

Special Information: East Liverpool produces large amounts of general ware pottery, also

Continued on page 196

No Campaign in Tuscarawas Co. (Ohio)

Is Complete Without

The Dover Daily Reporter

Look at your map of Ohio. You'll find Dover a distinct field of more than 10,000 busy, well-paid inhabitants, and the market center of 25,000 to 30,000.

6439 Circulation

Twice as much in Dover and surrounding territory as all other papers combined.

Consult **George B. David**

110 E. 42nd Street, New York

OHIO (Cont'd)

East Liverpool (con't)

one of the leading centers in the manufacture of electrical porcelain. Directly opposite East Liverpool and connected by all steel suspension bridges are the towns of Chester and Newell, W. Va. Some of the largest potteries in the country are located in these towns.

Residential Features: 5,315 homes (1920), 65 per cent owned, majority consisting of 5 and 6 rooms, a number of very high priced homes have recently been built in the better residential section.

Retail Shopping Section: East 5th Street, starting from Broadway to Market, Market Street to 6th Street and Dresden Avenue. Two blocks on Dresden Avenue. Sixth Street starting from Washington Street to Dresden Ave. On block north on St. Clair Avenue. Washington Street from 6th to 4th Street. East Liverpool's business district is of a diamond shape and the business streets center around the diamond. East Liverpool is not a one main street town. The east end of the city also has a small business section with stores facing on Penna. Avenue and Mulberry Street, also neighborhood sections with small stores.

Trading Area: About 20 miles west, 20 north, 6 south, 10 east. Many small towns surround East, Liverpool, which makes this the natural trading center. Due to excellent trolley service the city is easily reached. East Liverpool is the trading center of a population of over 50,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, butter and eggs, 2; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 30; dressmakers, 12; druggists, 12; dry goods, 9; department stores, 2; electrical supplies, 8; florists, 5; fruits, 5; furniture, 10; furriers, 2; garages (public), 14; grocers, 120; hardware, 7; jewelry, 10; meat markets, 30; men's furnishings, 6; men's clothing, 14; merchant tailors, 9; milliners, 10; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 1; women's apparel, 1.

EAST PALESTINE, OHIO

(Columbiana County)

1920 Population, 5,750.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State Savings, 1.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: P. R. R. main line. Motor bus service.

Principal Industries: Rubber factories, potteries, tile, machinery, printing, furniture, preserving factory, ventilators, lumber, electrical refractories, rug factory.

Manufacturing Establishments: 14. Leading firms: National Tire & Rubber Co., W. S. George Pottery, (2 plants), Electrical Refractories Co., New Tread Tire Co., Castle Rubber Co., Paragon Furniture Co., Pyle Mfg. Co., National Fire Proofing Co., McClure-Wood Ventilator Co., Madden Lumber & Construction Co., East Palestine Lumber Co., Efficiency Electric Co., Adamson Mfg. Co. Total value of yearly output of faetories estimated at $3,000,000.

Residential Features: Mostly one family houses.

Retail Shopping Section: 2 blocks on Market, 2 on Main, 2 on Rebecca, 3 on Taggart and 2 on East Clark Street.

Trading Area: 10 miles north, east and west, 5 miles south. Much business is secured from surrounding territory because of good bus service.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 9; delicatessen, 1; dressmakers, 7; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; garages (public), 4; grocers, 6; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 5; merchant tailors, 2; milliners, 3; photographers, 1; radio supplies, 2; restaurants (including hotels), 5; sporting goods, 3; stationers, 5; women's apparel, 6.

ELYRIA, OHIO

(Lorain County)

1920 Population, 20,474. (1925 est. 25,009.)

City and Suburban Estimate, 100,000.

Native Whites, 95%; **Negroes,** 3%; **Foreign Born,** 7%; **Industrial Workers,** 65%; **English Reading,** 95%; **Families,** 5,500.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of Pupils total 4,945.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, Spiritualist, 1; Lutheran, 2; Holy Pilgrims, 1.

Banks: State, 3; Total Resources, $18,799,840.59; Savings Bank Deposits Total, $9,520,108.85.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,000.

Location: 9 miles from Lorain Harbor, connected by B. & O. On main line N. Y. C. Interurban terminal for Cleveland. South Western Railway, Lakeshore Electric Railway. On main line of Gooden Motor freight. 25 miles from Cleveland, assuring expedient distribution of merchandise purchased through jobbers. Excellent Bus service from all suburban cities. County Seat of County with 95 per cent concrete or hard-surfaced highways. To nearest large city (Cleveland) by railroad, 30 minutes; by trolley, 30 minutes; by auto, 1 hour.

Principal Industries: Manufacturing is widely diversified, embracing electric motors and appliances; screw and bolt, chemical, gasoline motors, steam fittings and packings, electrolyte steel, lace, cold rolled steel, steel bars, steel rails.

Manufacturing Establishments: Leading firms, Elyria Iron and Steel, Columbia Iron and Steel, General Phonograph, Pfaudler Co., Colson Co., Perry Fay Co., Fox Furnace Co. (a subsidiary of the American Radiator Co.), Universal Crane Co., Elyria Foundry, Duplex Foundry, I. T. S. Rubber Co., Troxel Mfg. Co., Western Automatic Machine Screw Co., Harshaw, Fuller & Co., Fay Stocking, American Lace Co., Worthing Ball, G. T. S. Co., Electro alloys. Total value of yearly output of factories estimated at $55,000,000.

Special Information: Elyria has increased population 85 per cent in 10 years. Is the County Seat of Lorain County, and is within 15 miles of Suburban towns and villages having a total population of 75,000. Diversified manufacture is so wide that Elyria has never experienced any serious labor trouble, and is amply supplied with water from Lake Erie by a $7,000,000 Municipal plant. 85 per cent of the total city population own their residences. It has more than triple the recreation park acreage of any city twice its size. It is a noted residential municipality. The average per capita weath is $900.

Residential Features: With unlimited water, exceptionally low, electric, gas rates and automatic telephone system locally owned and enforced building restrictions in restricted area, Elyria will create an impression of a thriving city, teeming in social, religious, political and scholastic activity, which is the foundation and principals set forth by its founders in 1811.

Retail Shopping Section: Is principally on Broad street, extending 5 blocks east and west of Square with one to four blocks north and south, the entire length of the main thoroughfare, with about 40 neighborhood grocers and meat markets in key locations.

Trading Area: Stands about 20 miles south, west and east and 9 miles north. Considerable week-end business is secured from smaller towns and villages, who find it convenient to shop in the County Seat, via trolley, motor bus and automobile over a net-work of linking hard surfaced roads.

Wholesale Houses: Grocers, 3; Fruits, 3; Dry Goods, 1; Miscellaneous line, Cigars and Tobacco, 3; Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 5; druggists, 8 (chain, 1); dry goods, 8; department stores, 4; electrical supplies, 6; florists, 4; fruits, 7; furniture, 6; furriers, 2; garages (public), 3; grocers, 56 (chain, 17); hardware, 8; jewelry, 5; meat markets, 28; men's furnishings, 12; men's clothing, 9; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 15; shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, April, May, June, July, August, Sept., Oct.; doctors (medical, 23), (dentists, 17), (osteopaths, 3); number of wired houses, 5,875; street car service; gas, natural; electric current, alternating and direct; water, hard.

FINDLAY, OHIO

(Hancock County)

1920 Population, 17,021. (1925, est. 20,324.)

City and Suburban Estimate, 35,000.

Native Whites, 95.3%; **Negroes,** 1.4%; **Foreign Born,** 3.3%; **Industrial Workers,** 28%; **English Reading,** 98%; **Families,** 4,937.

Schools: Public Grade, 12; High, 1; Parochial, 1; Number of Pupils, 3,315.

Churches: Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 18.

Banks: National, 3; State, 2; Total Resources, $11,789,000.

Theatres: Legitimate, 2; Moving Pictures, 3. Total number of seats, 3,515.

Location: North Central part of Ohio on B. & O. R. R., Toledo & Ohio Central, Lake Erie and western R. R., Big Four R. R. and Nickel Plate R. R. Three interurban traction lines. To nearest large city by railroad, 2 hours; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Auto parts, beet sugar, boilers, canned goods, chemicals, clay pigeons, dairy products, electrical equipment, gloves, furniture, mining cars, oil products, tin products and wood products.

Residential Features: Mostly one-family frame type. A few apartment houses.

Retail Shopping Section: 11 blocks on Main Street with a few stores on intersecting streets.

Trading Area: About 22 miles radius.

Wholesale Houses: Groceries, 2; fruits, 1; candy, 2; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 46; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 10; florists, 3; fruits, 3; furniture, 6; furriers, 2; garages (public), 20; grocers, 56 (chain, 9); hardware, 6; jewelry, 8; meat markets, 13; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 15; shoes, 9; sporting goods, 5; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct.; doctors (medical, 26), (dentists, 13), (osteopaths, 3); number of wired houses, 4,100; street car service; gas, natural; electric current, alternating; water, hard.

FOSTORIA, OHIO

(Hancock County)

1920 Population, 9,987. (1925, est. 11,500.)

Native Whites, nearly 100%; **Negroes,** 1%; **Industries Workers,** 50%; **English Reading,** 100%; **Families,** 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 2,296.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; U. B.; Church of Christ, Evangelical, Reformed, Lutheran, 6.

Banks: National, 2; State, 2; Building and Loan Associations.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats 3,000.

Location: 7 railroads and six interurbans; B. & O. Nickel Plate, Big Four, Toledo & Ohio, Lake Erie & Western, Hocking Valley, C. & O., T. F. & F., T. F., Fostoria & Fremont, Lima Limited, Fort Wayne. To nearest larger city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 1¾ hours.

Principal Industries: Women's clothing, machinery supplies, printing, auto parts, flour, screws, paper, brick, breakfast foods, auto jacks, ditchers, fertilizers, serums, caskets, quarries, piston rings, lumber, stock yards, packing company, wire, auto trucks, fuses, feed and grain, hatchery, three dairy companies.

Manufacturing Establishments: 35. Leading firms: Auto-lite, Pressed Steel Seneca Wire, Machine & Tool, Bradley Motor, Allen Red Cherry, Whistle Bottling Works, Provision Co., Screws Co., Mann Bros. (caskets), S. C. Regulator, Mennel Milling Co., American Railway Signal Co., Ghaster Co., Jackson Mfg. Co., Fostoria Milling Co.

Special Information: Mennel Milling Co. is the largest inland mill in U. S. and with all the factories making parts and the many railways, transportation and commerce is carried on extensively.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 23; automobile tire agencies, 6; bakers, 5; cigar stores and stands, 11; confectioners, 10; delicatessen, 3; dressmakers, 7; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 10; florists, 2; fruits, 3; furniture, 3; public garages, 15; grocers, 41 (chain, 6); hardware, 6; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 4; merchant tailors, 7; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 7; stationers, 8; women's apparel, 10.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 20), (dentists, 12), (osteopaths, 3); number of wired houses, 2,200; street car service; gas, artificial; electric current, alternating and direct; water, hard.

FREMONT, OHIO

(Sandusky County)

1920 Population, 12,468 (1925 est., 15,000).

City and Suburban Estimate, 30,000.

Native Whites, 90.2%; **Negroes,** 1.2%; **Foreign Born,** 8.6%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 3,374.

Schools: 9; Number of Pupils, 2,683.

Churches: 13.

Banks: 5, Total Resources, $8,480,000.

Theatres: 4; Total number of seats, 1,600.

Location: In northern part of state at head of navigation on Sandusky River. Served by L. Erie & Western R. R., Wheling & L. Erie, R. R. & N. Y. Central R. R. To nearest large city by railroad, 1¼ hours; by trolley 1½ hours; by auto, 2 hours.

Residential Features: One and two family houses.

Principal Industries: Manufacture of farm implements, engines, carriages, flour, metal making machinery, lime, leather goods, furniture and auto trucks.

Retail Shopping Section: 7 blocks.

Trading Area: 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 10; dry goods, 6; department stores, 3; electrical supplies, 5; florists, 6; fruits, 6; furniture, 3; garages (public), 10; grocers, 52 (chain, 5); hardware, 6; jewelry, 7; meat markets, 14; men's furnishings, 10; men's clothing, 8; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 13; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 45.68 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 18), (dentists, 7), (osteopaths, 1); number of wired houses, 3,800; street car service; gas, natural; electric current, alternating and direct; water, hard and soft.

GALION, OHIO

(Crawford County)

1920 Population, 7,374.

City and Suburban Estimate, 15,000.

Native Whites, 98%; **Negroes,** 2%; **Foreign Born,** 20%; **Industrial Workers,** 28%; **English Reading,** 97%; **Families,** 2,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, $4,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: On Big 4 and Erie R. R., Cleveland & Southwestern Electric, Lincoln and Harding Highway.

Manufacturing Establishments: Galion Iron Works, North Electric Works, 5 Vault Factories, Steel Vaults, Stamped Metal Co., Big 4 Shops, Ohio Overcoat Factory, Rain Coat Co., Galion Garment Co., Kunkel Carriage Works, Miller-Neuman Co. (bloomers), The Rosemade Co. (ladies garments), Hornstein-Neuman Co. (overcoats).

Residential Features: Mostly home owners, one and two story frame and brick, on beautiful streets well paved.

Retail Shopping Section: 6 blocks along Harding Highway and North and South Market Street.

Trading Area: 5 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 6; dry goods, 3; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; garages (public), 10; grocers, 20; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

GALLIPOLIS, OHIO

(Gallia County)

1920 Population, 6,070.

City and Suburban Estimate, 20,000.

Native Whites, 90%; **Negroes,** 9%; **Foreign Born,** 1%; **Industrial Workers,** 15%; **English Reading,** 99%; **Families,** 1,200.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $3,000,000. Savings Bank Deposits Total, $300,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,300.

Location: Ohio River, 40 miles N. E. of a place where Ohio, Ky. and W. Va. join. B.

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FOSTORIA DAILY REVIEW

OHIO (Cont'd)

& O., New York Central and H. V. Low freight rates. To nearest large city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Furniture, stoves, clothing, iron, printing, second largest apple growers in state, tobacco, live stock, moulding sand, produce for Pittsburgh market, acetylene lighting plants, brooms.

Manufacturing Establishments: 6 or 8. Leading firms: Gallipolis Furn. Co., Treasure Stove Works, Thompson-Francis Foundry, Tabot Broom Factory, Acme Boiler Works.

Special Information: Gallipolis is second oldest city in northwest territory near mouth of Kanawha River. Prominent river port. Large coal fields nearby, natural gas and native population. Hundreds of acres available for manufacturing sites. Cheap labor, fuel and shipping facilities. State Hospital, with 2,000 inmates and 250 employes. Holzer Hospital (private) with 50 beds.

Residential Features: Private homes predominate. Property cheap. Many available home sites along Ohio River.

Retail Shopping Section: Three blocks along 2nd Avenue, facing one block Public Square on river. Court and 2nd Avenues have 4 blocks of business houses, groceries, neighborhood type.

Trading Area: 18 miles down the river, 15 miles back and 15 miles up the river. Draw from W. Va. and Kanawha Valley.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 2; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; garages (public), 3; grocers, 28 (chain, 1); hardware, 5; jewelry, 2 (chain, 1); meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 2.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 11), (dentists, 4); number of wired houses, 800; gas, natural; electric current, alternating and direct; water, soft.

GENEVA, OHIO

(Ashtabula County)

1920 Population, 3,081.

City and Suburban Estimate, 6,000.

Native Whites, 98%; **Negroes,** 2.3%; **Foreign Born,** 1½%; **Industrial Workers,** 30%; **English Reading,** 99%; **Families,** 900.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, $2,600,000. Savings Bank Deposits Total, $1,001,755.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats 1,500.

Location: 50 miles east of Cleveland on main lines of New York Central and Nickel Plate Railroads. Interurban service of C. P. & A. Railway, also bus lines connecting town with Cleveland west and Ashtabula on east. Shipping service unexcelled and town is in economic belt, shipping to all parts of world at great savings using both water and rail. To nearest large city by railroad, 30 minutes; by trolley, 30 minutes; by auto, 20 minutes.

Principal Industries: Builders, hardware, metal wheel castings, toys, forks and hoes, women's clothing.

Manufacturing Establishments: 6. American Fork and Hoe Co., Champion Hardware Co., Geneva Metal Wheel Co. Total value of yearly output of factories, $5,000,000.

Special Information: Is surrounded by rich farm territory, which produces several million dollars worth of grapes, garden produce, fruit, grain and poultry, yearly. Factories owned locally produce finished products sold all over the world and operate on steady basis year in and year out. City has all conveniences, operating own water plant, hospital, library and community association.

Residential Features: City of one family residences virtually all owned by tenants. Fine shade trees, beautiful lawns. Eleven streets paved during 1925.

Retail Shopping Section: Covers four blocks. Conveniently located in center of town on Broadway and main streets.

Trading Area: Extends 20 miles south, five miles west, three miles east and three miles north.

Wholesale Houses: Hardware, 1; Miscellaneous lines: tobacco, 1; flour, feed, etc., 1.

Number of Retail Outlets for Nationaly Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 3; automobile accessories, 2; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; druggists, 2; dry goods, 4; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 3; grocers, 14 (chain, 3); hardware, 3; jewelry, 4; meat markets, 4 (chain, 1); men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 5), (dentists, 4), (osteopaths, 2); number of wired houses, 600; street car service; gas, artificial; electric current, alternating; water, soft.

GREENVILLE, OHIO

(Darke County)

1920 Population, 7,104.

City and Suburban Estimate, 45,000.

Industrial Workers, 1,500; **English Reading,** 98%; **Families,** 1,700.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 2; Building and Loan Associations, 2.

Theatres: Legitimate, 2; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1.

Location: Penna. lines, Big Four, Dayton & Union R. R., Ohio Electric.

Principal Industries: Tobacco, grain, stock stoves, gravel.

Manufacturing Establishments: Union Underwear Co., Treaty Co., Greenville Mfg. Co., Allied Belting Co., Union Food Products Co., Greenville Gravel Co., Richeson & Nelson Tile Co., Berkheimer & Lammers, stove manufacturers; York Supply Co., auto accessories (wholesale); R. S. Wenger Co., wholesale stationers; Riggs & Myer, wholesale tailors.

Special Information: Greenville has one of the largest gravel producing plants in the United States.

Residential Features: There are approximately 1,900 homes in Greenville.

Retail Shopping Section: Broadway, 6 blocks; Martin Street, 2 blocks; Fourth Street, 1 block; Third Street, 2 blocks; Public Square, 3 squares.

Trading Area: Trade is drawn from a radius of 25 miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; miscellaneous lines, auto accessories, stationery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 4; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 20 (est.); druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 4; fruits, 8; furniture, 3; furriers, 6; garages (public), 8; grocers, 21 (chain, 3); hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 6; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 9 (chain, 1); shoes, 8; sporting goods, 5; stationers, 4.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 96; most pleasant months, June and Oct.; doctors (medical, 16), (dentists, 8), (osteopaths, 2); number of wired houses, 1,900; gas, natural; electric current alternating and direct; water, soft.

HAMILTON, OHIO

(Butler County)

1920 Population, 39,675.

City and Suburban Estimate, (1925) 64,000.

Native Whites, 89.9%; **Negroes,** 3.3%; **Foreign Born,** 6.8%; **Industrial Workers,** 20%; **English Reading,** 97.3%; **Families,** 9,706.

Schools: Public Grade, 12; High, 2; Catholic, 1; Junior High, 1; Parochial, 7; Number of Pupils, 2,000 Parochial, 6,759 Public.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 6; Miscellaneous, about 10.

Banks: National, 2; State, 2; Total Resources, $17,000,000; Savings Bank Deposits Total, $3,600,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

Location: On Great Miami River, 25 miles north of Cincinnati and 31 miles southwest of Dayton. Served by B. & O., Penn., Erie and Cincinnati, Indianapolis & Western Railways. Good interurbans and bus service, in all directions within a radius of 25 miles for buses and a much greater distance for interurban traffic. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Paper, safes, vaults, engines, sugar mills, machine tools, stoves, paper mill machinery, power punches and presses, parts for Ford cars, castings, felts and blankets, pig iron, food products.

Manufacturing Establishments: 150. Leading firms: Champion Coated Paper Co., Mosler Safe Co., Herring-Hall-Marvin Safe Co., Hooven-Owens-Rentschler Co., Niles Tool Works Co., Estate Stove Co., Black-Clawson Co., Beckett Paper Co., Ford Motor Co., Hamilton Foundry & Machine Co., Shuler & Benninghofen. Total value of yearly output of factories estimated at $60,000,000.

Special Information: Transportation facilities and economic manufacturing advantages have made Hamilton an industrial city "Known in the World's Markets." Here are located one of the largest coated paper mills, and one of the three finest blast furnaces and by-product coke plants in America. Three-fourths of the nation's output of safes and vaults are made in Hamilton. Large machinery of national reputation and exclusive design is made here, contributing much to the prestige of Hamilton.

Residential Features: Mostly one family houses. Large percentage home owners. A very fine residential section is located in west portion of city. Homes in this section average in value about $9,000.

Retail Shopping Section: Main business street is High Street. Business section extends east from Miami River 6 blocks to 5th Street. 3rd and 2nd Streets are secondary business streets, 2nd Street on 6 blocks from Central Avenue to Dayton Street, 3rd Street on 5 blocks from Dayton to Sycamore Street. 2nd and 3rd Streets are parallel and both intersect High Street. Court and Market Streets are business streets from Front to 4th and parallel High Street. Market Street is first north of High and Court Street is first south of High Street. There are about 15 outlying "Neighborhood" business centers.

Trading Area: Extends about 20 miles west, 15 miles north, 15 miles east and about 10 miles south. Good roads and bus service make this business possible.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 6; automobile accessories, 26; automobile tire agencies, 26; bakers, 10; cigar stores and stands (including hotels), 24 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 30; druggists, 20; dry goods, 9; department stores, 6; electrical supplies, 9; florists, 5; fruits, 2; furniture, 8; garages (public), 20; grocers, 185 (chain, 7); hardware, 5; jewelry, 9; meat markets, 58 (chain, 3); men's furnishings, 6; men's clothing, 6; merchant tailors, 16; milliners, 6; opticians, 9; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 41; shoes, 12; sporting goods, 3; stationers, 2; women's apparel, 3 (only).

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 50), (dentists, 24), (osteopaths, 2); number of wired houses, 9,150; street car service; gas, natural and artificial; electric current, alternating; water, hard.

See announcement column 4

IRONTON, OHIO

(Lawrence County)

1920 Population, 14,007 (1924 est., 19,240).

City and Suburban Estimate, 25,000.

Native Whites, 90%; **Negroes,** 8%; **Foreign Born,** 2%; **Industrial Workers,** 2%; **English Reading,** 99%; **Families,** 5,500.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 4; Congregational, 1; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11.

Banks: National, 2; State, 1; Total Resources, $6,166,552.00. Savings Bank Deposits Total, $1,200,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,928.

Location: On the Ohio River at the most southern point. Served by N. & W., D. T. & I. Ohio Valley Traction. Direct across the Ohio River from the C. & O. Terminal. Excellent boat and bus service.

Principal Industries: Coke, nails, shoes, cement, pig iron, by-products, steel castings, lumber, stove plants, mine engine, Ironton Solvay & Coke Co.

Manufacturing Establishments: 64. Ironton Stove Co., Belfont Steel & Wire Co., Dayton Malleable Iron Co., Ironton Engine Co., Alpha Portland Cement Co., Marting Iron & Steel Co., Selby Shoe Co., Ironton Solvay Co. Total value of yearly output of factories estimated at $12,982,976.00.

Special Information: The location of Ironton makes the city the meeting place of the N. & W., the D. T. & I., and the C. & O. Railways. Packet lines daily on the Ohio River furnish a valuable means of transportation. Ironton has the only pedestrian bridge over the Ohio River between Cincinnati, Ohio and Pittsburgh.

Residential Features: One and two family homes. City is growing fast and many residential districts are nearing completion. Private homes predominate.

Retail Shopping Section: Extends north and south for 6 blocks, east and west for 3 blocks. There are 5 outlying retail business sections and numerous other stores and confectioneries which are doing a flourishing business.

Trading Area: Extends north and south for 25 miles, east and west for 25 miles. Russell, Ky., direct across the Ohio River furnishes local merchants with a great amount of business. A bridge across the Ohio River at this point brings 50,000 people within 15 minutes automobile ride of Ironton.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 2; Miscellaneous lines, confectionery, 1; flour mill, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 6; automobile accessories, 27; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 29; dressmakers, 28; druggists, 10; dry goods, 24; department stores, 1; electrical supplies, 6; florists, 2; fruits, 11; furniture, 6; furriers, 2; garages (public), 27; grocers, 116; hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 12; men's clothing, 15; merchant tailors, 5; milliners, 11; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 32; shoes, 16; sporting goods, 7; stationers, 4; women's apparel, 8.

LANCASTER, OHIO

(Fairfield County)

1920 Population, 14,706.

City and Suburban Estimate, 40,484.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 50%; **English Reading,** 100%; **Families,** 3,899.

Schools: Public Grade, 5; High, 1; Parochial, 1; **Number of Pupils,** 4,310.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, $3,000,000. Savings Bank Deposits Total $700,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: P. R. R. H. V. Scioto Valley traction, outlet for H. V. coal field.

Principal Industries: Shoes, glassware, tires, agricultural implements.

Manufacturing Establishments: 14. Leading firms: H. C. Godman Co. (shoes), Hocking Glass Co., Lancaster Glass Co., Fairfield Glass Co., Lancaster Lens Co., Lancaster Tire & Rubber Co. Total value of yearly output of factories estimated, shoes alone run into millions.

Special Information: Center of good farming district for years and now in addition is a manufacturing center of constantly growing size.

Residential Features: Workers here own their own homes and they are well kept, two-story houses. Average worker here is prosperous individual.

Retail Shopping Section: Is small, all merchants being bunched within two blocks and the side streets. The west side has a business center and there are two in the east end.

Trading Area: Practically all effort is centered in Fairfield County. Good roads, plenty of automobiles and bus service in all directions.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 16; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 16;

Continued on page 198

The Hamilton Ohio

JOURNAL

Not only has the largest circulation in Hamilton and Butler County, but it has the only

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OHIO (Cont'd)

Lancaster (con't)

druggists, 10; dry goods, 4; department stores, 3; electrical supplies, 6; florists, 3; fruits, 1; furniture, 4; furriers, 1; garages (public), 10; grocers, 56; hardware, 5; jewelry, 3; meat markets, 19; men's furnishings, 11; men's clothing, 11; merchant tailors, 8; milliners, 5; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 12.

LIMA, OHIO

(Allen County)

1920 Population, 41,326. (1925 est. 54,946).

City and Suburban Estimate, 60,000.

Native Whites, 92.4%; **Negroes,** 3.0%; **Foreign Born,** 4.6%; **Families,** 13,000.

Schools: Public Grade, 18; High, 2; Junior High, 2; Parochial, 3; Number of Pupils, 9,463.

Churches: Baptist, 4; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources 1924, $15,277,955.69.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 7,626.

Location: Northwest part of Ohio. Penna, Chicago & Erie, B. & O., D. T. & I., Nickel Plate, Erie, and five interurban lines. Good bus service.

Principal Industries: Locomotive, steel castings, oil refining, cigars, motor trucks and woolen blankets. Railroad shops.

Manufacturing Establishments: 100. Leading firms: Lima Locomotive Works, Ohio Steel Foundry, Garford & Gramm, Burnstein Motor T. Co., Solar Refinery, Deisel-Wemmer and Lima Woolen Mills. Total value of yearly output of factories estimated at $62,000,000.

Special Information: City of homes, 12,250 in 1923. An active and acceptable Commission Manager form of government. Excellent labor conditions, being open shop. One of the finest schools in the state. Auto-manual telephone system.

Residential Features: Single homes predominate. Pleasant, attractive section devoted to working men's homes. Very few apartment houses.

Retail Shopping Section: Main street from Water to Pennsylvania tracks. Elizabeth street from Elm to North. North High, Market, Spring and Elm Streets from Union to West Streets.

Trading Area: A 35 mile shopping district with population of 212,000. Lima is served by a net work of interurban lines which bring much trade into the city from the 178 towns in the surrounding country.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 12; automobile tire agencies, 30; bakers, 21; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 19 (chain, 1); delicatessen, 2; dressmakers, 12; druggists, 27 (chain, 2); dry goods, 8; department stores, 10; electrical supplies, 11; florists, 3; furniture, 14; furriers, 3; garages (public), 37; grocers, 185; hardware, 11; jewelry, 9; meat markets, 25 (chain, 2); men's furnishings, 12; merchant tailors, 3; milliners, 9; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; restaurants (including hotels), 47 (chain, 5); shoes, 18; sporting goods, 3; stationers, 1; women's apparel, 10.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 75), (dentists, 28), (osteopaths, 3); street car service; gas, natural and artificial; electric current, alternating and direct; water, hard.

LISBON, OHIO

(Columbiana County)

1920 Population, 3,113.

City and Suburban Estimate, 5,000.

Native Whites, 97%; **Negroes,** 1%; **Foreign Born,** 2%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Normal School, 1; Number of Pupils, 900.

Churches: Episcopal, 1; Methodist, 1; Colored M. E., 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 1,500.

Location: Branch of Erie and Pennsylvania, electric line, Youngstown & Southern. To nearest larger city by auto, 30 minutes; by trolley, 40 minutes.

Principal Industries: Coal and clay products.

Manufacturing Establishments: The National Brass & Copper Co., The R. Thomas & Sons, Co., electrical porcelain supplies; Excelsior Fire Clay Co., chimney tops, flue linings; American Vitrified Products Co., hot tops and sewer pipe; Wright Mfg. Company, chain hoists; A. Arter & Sons Co., leather goods.

Special Information: Not one family dependant upon charity. Works run the year around. Best water in the country. Boasts of a daily newspaper that is read in every home; 1,500 subscribers.

Residential Features: There are about 2,000 homes in Lisbon.

Retail Shopping Section: Lincoln Way, east and west, 4 blocks; Park Avenue, east and west, 2 blocks; Market Street, north and south, 3 blocks.

Trading Area: East, 10 miles; west, 10 miles; north, 7 miles; south, 7 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 5; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 8; grocers 12 (chain 3); hardware, 2; jewelry, 3; meat markets, 5; mens' furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 4; sporting goods, 5; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 8); (dentists, 3); (osteopaths, 1); number of wired houses, 1,000; gas, natural; electric current, alternating; water hard.

LORAIN, OHIO

(Lorain County)

1920 Population, 37,295.

City and Suburban Estimate, 100,000.

Native Whites, 60.9%; **Negroes,** 1.3%; **Foreign Born,** 37.8%; **Industrial Workers,** 27%; **English Reading,** 79%; **Families,** 11,176.

Schools: Public Grade, 8; High, 1; Junior High, 4; Parochial, 7; Number of Pupils, 9,133.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 6; Presbyterian, 1; Roman Catholic, 11; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources, $14,445,789.38; Savings Banks Deposits Total, $10,187,361.14.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, approximately, 6,000.

Location: On south shore of Lake Erie at mouth of Black River. Served by Baltimore & Ohio, Nickel Plate, Wabash, Lorain, Ashland & Southern. Lake Shore Electric and Cleveland, Southwestern & Columbus Electric Lines. Bus service East, West and South; numerous Truck Services in all directions.

Principal Industries: Iron and steel, stoves, automatic shovels, shipbuilding, men's clothing, automatic water heaters, steel and bronze castings, stamping of steel.

Manufacturing Establishments, 18. Leading firms: National Tube Co., Thew Shovel Co., American Shipbuilding Co., The Automatic Shovel Co., National Stove Works, Hoffman Heater Co. Total value of yearly output of factories estimated at $250,000,000.

Special Information: River front locations good and plenty. Electric Power Plant supplies cities throughout the state. River navigable for all lake boats. Paved roads leading in all directions. Best water supply in Ohio and cheap. Plenty of mechanics and labor.

Residential Features: Mostly one- and two-family houses. Private homes predominate, owned by occupants. The finest residential section is located east and west of Lorain. Homes in latter section average $11,000. Streets are nearly all paved with plenty of shade trees and abundant parks. Schools located in the residential section.

Retail Shopping Section: Main business section extends from lake front south 10 blocks. Two other large business sections at center and southern extremity of city. Many smaller neighborhood districts.

Trading Area: Extends about 10 miles west, east and south. Fine trolley and bus service and good roads bring people from further distance to the city.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 3; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 7; automobile accessories, 16; automobile tire agencies, 9; bakers, 17; cigar stores and stands (including hotels), 89; confectioners (including hotel stands), 58; delicatessen, 2; dressmakers, 10; druggists, 15; dry goods, 20; department stores, 7; electrical supplies, 11; florists, 7; fruits, 9; furniture, 16; furriers, 1; garages (public), 23; grocers, 147; hardware, 15; jewelry, 11; meat markets, 49; men's furnishing, 17; men's clothing, 15; merchant tailors, 23; milliners, 11; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 17; radio supplies, 7; restaurants (including hotels), 46; shoes, 23; sporting goods, 7; stationers, 4; women's apparel, 11.

MANSFIELD, OHIO

(Richland County)

1920 Population, 27,824.

City and Suburban Estimate, 60,000.

Native Whites, 87.6%; **Negroes,** 0.9%; **Foreign Born,** 11.5%; **Industrial Workers,** 28%; **English Reading,** 92%; **Families,** 7,215.

Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 4,890.

Churches: Baptist, 2; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 1; Christian, 2; Evangelical, 2; Miscellaneous, 9.

Banks: National, 1; State, 5; Total Resources, $12,200,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Total number of seats, 3,500.

Location: 80 miles southwest of Cleveland on Main Line Penn. RR., Erie RR. and B. & O. RR. Also a division of B. & O. and Penn. RR. north and south. Two interurban trolley lines.

Principal Industries: Steel sheets, brass castings, railway and mining equipment, threshers and tractors, stores and ranges, elastic and rigid webbing, steel abrasives, ordinance and clay working machinery, motors, generators, electrical appliances and watch cases.

Residential Features: One family houses predominate.

Retail Shopping Section: North Main Street, East and West 4th Street, East and West Park Avenue, West 3rd Street, Walnut and Diamont Streets forming about 25 blocks.

Trading Area: Radius 25 miles.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 1; hardware, 4; miscellaneous lines, druggists, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 13; automobile accessories, 15; automobile tire agencies, 15; bakers, 15; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 20; druggists, 10; dry goods, 6; department stores, 2; electrical supplies, 7; florists, 5; fruits, 4; furniture, 7; furriers, 8; garages (public), 17; grocers, 77; hardware, 6; jewelry, 10; meat markets, 24; men's furnishings, 13; men's clothing, 13; merchant tailors, 12; milliners, 10; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments, 6; radio supplies, 7; restaurants (including hotels), 31; shoes, 15; sporting goods, 3; stationers, 2; women's apparel, 8.

MARIETTA, OHIO

(Washington County)

1920 Population, 15,140.

City and Suburban Estimate, 16,000; Sub. 5,500.

Native Whites, 95.3%; **Negros,** 3.1%; **Foreign Born,** 1.6%; **Industrial Workers,** 20%; **English Reading,** 100%; **Families,** 4,114.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4 white, 2 colored; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 2; Total Resources, $15,125,000; Savings Bank Deposits Total, $1,375,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,000.

Location: B. & O. (3 divisions), P. R. R. (1 division) Packet boats for passenger and freight operate on Ohio and Muskingum Rivers between Pittsburgh, Zanesville and Cincinnati, and intermediate points. To nearest larger city, by railroad, 5½ hours; by auto, 5 hours.

Principal Industries: Safe cabinets, automotive chemicals, gas engines, paints and colors, bath room fixtures, chairs, oil well machinery, dining room furniture, glassware and pottery.

Manufacturing Establishments: 10. Leading firms, Marietta Chair Co., Safe Cabinet Co., Northwestern Chemical Co., Pattin Brothers Co., Marietta Paint & Color Co., Becker Mfg. Co., Leidecker Tool Co., Brickwede Brothers Co., Fenton Art Glass Co., American Bisque Co. Total value of yearly output of factories estimated at $12,213,000.

Special Information: One of the largest truck gardening centers in central states, 1924 shipments over 1125 cars of garden products; also large producer of apples, 1924 shipments over 400 cars. This section noted for its grazing land and large number of cattle.

Residential Features: Practically all homes are one family type with large substantial modern homes and practically all workers are home owners.

Retail Shopping Section: Front street, 2 blocks; Putnam street, 2 blocks; Second street, 2½ blocks; Greene street, 3 blocks; with usual outlying districts.

Trading Area: 25 miles east, north and west; with bus service east and north for a distance of 30 to 50 miles. Also trolley service north for a distance of 25 miles.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1; dry goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 14; automobile accessories, 7; automobile tire agencies, 10; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 15; delicatessen, 10; dressmakers, 30; druggists, 8; dry goods, 8; department stores, 6; electrical supplies, 5; florists, 2; fruits, 5; furniture, 6; furriers, 3; garages (public), 10; grocers, 72 (chain, 8); hardware, 4; jewelry, 6; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 12; milliners, 7; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 19; shoes, 19; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Oct., Nov.; doctors (medical, 21); (dentists, 15); (osteopaths, 3); number of wired houses, 2,550; street car service; gas, natural; electric current, alternating and direct; water, hard.

MARION, OHIO

(Marion County)

1920 Population, 27,891 (1924 est. 32,541).

City and Suburban Estimate, 42,004 (1924, 160,038).

Native Whites, 93%; **Negroes,** 2%; **Foreign Born,** 5%; **Industrial Workers,** 20%; **English Reading,** 90%; **Families,** 6,500. (1924 est., 8,320).

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,500.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources, $8,875,312.12; Savings Bank Deposits Total, $7,624,960.13.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2, one of which has no seats as yet Total number of seats, Theatres, 2,575; Pavilion, 2,500.

Location: Marion is located 45 miles north of Columbus, 100 miles southwest of Cleveland, 75 miles south of Toledo, 140 miles northeast of Cincinnati, 80 miles northeast of Dayton, 270 miles southeast of Chicago, 180 miles east of Indianapolis, 200 miles west of Pittsburgh and 70 miles south of Sandusky. 980 feet above sea level, in one of the best farming sections of the country, is practically level, having small inclines of southeast part, and is well drained. Ideally located for shipping facilities. P. R. R., C. & E., Big 4, Cincinnati & Erie, and H. V. and two interurban lines. To nearest larger city (Columbus) by railroad, 2 hours, by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Steam shovel, milk, threshing engines, tractors, racing sulkies, grey iron, steel, malleable iron, brass and bronze foundries, road machinery, glass, steel bodies, mattresses, cigars, candies and gloves.

Manufacturing Establishments: 38. Leading firms: Marion Steam Shovel, Osgood Steam Shovel, Susquehanna Silk Mills, Huber Mfg. Co., Power Mfg. Co., Pollock Steel Co., Fairfield Engineering Co., Smith Mattress Co.

Special Information: Ideally located on five railroads and two interurban lines, which make it a very important center for manufacturing plants.

Residential Features: Practically all one-family houses, 70 per cent owned. Building activities since 1920 have caught up with demand. Over 700 homes built recently.

Retail Shopping Section: Extends two blocks east of center of city to six blocks west, two blocks south and three north.

Trading Area: Radius area of 25 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; Miscellaneous lines, confectionery, 3, cigars, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 18; automobile tire agencies, 6; bakers, 14; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 23; druggists, 15; dry goods, 7; department stores, 7; electrical supplies, 14; florists, 6; fruits, 9; furniture, 6; garages (public), 46; grocers, 123 (chain, 15); hardware, 8; jewelry, 5; meat markets, 26; men's furnishings, 13; men's clothing, 6; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 31; shoes, 17; sporting goods, 3; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 39), (dentists, 15), (osteopaths, 5); number of wired houses, 6,919; street car service; gas, natural; electric current alternating; water, hard.

MARTINS FERRY, OHIO

(Belmont County)

1920 Population, 11,634.

City and Suburban Estimate, 22,000.

Native Whites, 80%; **Negroes,** 5%; **Foreign Born,** 15%; **Industrial Workers,** 30%; **Families,** 3,000.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of pupils, 3,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 3; Total Resources, $5,000,000. Savings Bank Deposits Total, $1,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: West side of the Ohio River, opposite Wheeling, W. Va. Served by the Pennsylvania Railroad, Wheeling & Lake Erie, B. & O., Ohio River steamship lines.

Principal Industries: Sheet iron and tin-plate hot air furnaces, stoves and ranges, structural steel, glass, box factory, production of coal.

Manufacturing Establishments: 12. Leading firms: American Sheet & Tine Plate Co., Wheeling Steel Corp., Stanton Heater Co., J. E. Moss Iron Works, Spence-Baggs Stove Co., La Belle Box Factory, Scott Lumber Co.

Special Information: Center of most important coal mining section of Ohio. Easy access for fuel and ready facilities for shipments via rail and water, making Martins Ferry an ideal industrial center.

Residential Features: Mostly one- and two-family houses. Private owned homes predominate. Many beautiful sites for homes overlooking the Ohio River.

OHIO (Cont'd)

Retail Shopping Section: Extends through heart of city four blocks north and south and three blocks east and west.

Trading Area: Ten miles north to Warrenton, 20 miles northwest to Adena, and Mt. Pleasant, 10 miles west to Harrisville. Served by 4 improved auto roads and bus lines.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; auto accessories, 8; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels) 8; confectioners (including hotel stands), 8; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 3; fruits, 15; furniture, 3; garages (public), 10; grocers, 38; hardware, 2; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 2.

MARYSVILLE, OHIO

(Union County)

1920 Population, 3,635.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,230.

Churches: Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 3; Church of Christ, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 5; Total number of seats, 4,200.

Location: County seat of Union County. T. & O. C. Big Four Shore Line. Excellent bus lines to all surrounding towns.

Principal Industries: Regent Brass Co., manufacture all kinds of brass goods, Nestle's Food Co., powdered milk, evaporated and condensed milk, butter, ice cream and malted milk.

Manufacturing Establishments: Leading firms: Regent Brass Co., Federal Brass & Mfg. Co., Davis Chair Co., Nestle's Food Co., Lentz Butter-Tub Co., Adams Husker Co., Sharpe Apron Co., William & McIntire Tile Co., Marysville Foundry Co., Tribune Publishing Co., Slagle Lumber Co., Tegge Cigar Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: Located at the intersection of T. & O. C., and short line of Big Four, making it easily accessible to ports on Great Lakes and Ohio River.

Residential Features: Mostly one family houses, private homes predominating. Private residential section very exclusive and one of the finest in any of the small towns of Ohio.

Retail Shopping Section: Extends from public square four blocks each way.

Trading Area: All of Union County, and parts of Champaign, Madison, Marion and Logan.

Wholesale Houses: Meats, 6; fruits, 1; miscellaneous lines, confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 16; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 5.

MASSILLON, OHIO

(Stark County)

1920 Population, 17,428.

City and Suburban Estimate, 60,000.

Native Whites, 85.8%; **Negroes,** 3.6%; **Foreign Born,** 10.6%; **Industrial Workers,** 28%; **English Reading,** 92%; **Families,** 4,374.

Schools: 13; Number of Pupils, 3,794.

Churches: 18.

Banks: 5; Total Resources, $14,000,000.

Theatres: 3; Total number of seats, 1,670.

Location: In northeastern part of state, 9 miles west of Canton on Tuscarawas River and Ohio Canal. Served by Pennsylvania, B. & O. and Wheeling & Lake Erie R.Rs.

Principal Industries: Sandstone quarries, potters' clay deposits, iron ore. Also manufacture of threshing machines, engines, bridges, glass, stoves, pumps, flour.

Special Information: Massillon is center of very heavy coal interests with vested capital of $1,000,000.

Residential Features: One-family houses.

Retail Shopping Section: 7 blocks.

Trading Area: 3½ miles east, 12 and 15 miles north, south and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 6; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 29; dressmakers, 30; druggists, 8; dry goods, 9; department stores, 3; electrical supplies, 7; florists, 3; fruits, 4; furniture, 6; garages (public), 11; grocers, 55; hardware, 4; jewelry, 7; meat markets, 18; men's furnishings, 13; men's clothing, 12; merchant tailors, 18; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 22; shoes, 13; sporting goods, 5; stationers, 3; women's apparel, 8.

MIDDLETOWN, OHIO

(Butler County)

1920 Population, 23,594.

City and Suburban Estimate (1925 est. 28,000).

Native Whites, 90%; **Negroes,** 6%; **Foreign Born,** 4%; **Industrial Workers,** 33%.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 4,918.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, German Catholic, Lutheran, total 30.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 3,800.

Location: On main line of Big Four and B. & O., branch of Penna. to Cincinnati. Excellent bus service both passenger and freight to Cincinnati, Dayton, Columbus. Also Cincinnati and Dayton Traction Co. To nearest large city by railroad, 45 minutes; by trolley, 45 minutes; by auto, 1 hour.

Principal Industries: Iron, steel, paper and tobacco. American Rolling Mill Co., The American Tobacco Co. (P. Lorillard), The Gardner & Harvey Paper Co., Wardlow Thomas Paper Co., manufacturers of shot shell and bag papers, Paul A. Sorg Paper Co., Nashua Gummed and Coated Paper Co., 3 paper box factories.

Manufacturing Establishments: 31. Leading firms: American Rolling Mill Co., manufacturers of Armco products. Total value of yearly output of factories estimated at $75,000,000.

Special Information: Middletown produces annually 360,000 tons of steel, 200,000,000 pounds of paper and 35,000,000 pounds of tobacco. It employs 9,000 people, with annual industrial pay roll of $12,000,000. It has organized a Civic Association that operates all civic and social agencies and in addition performs all the functions of a Chamber of Commerce. It has a membership of more than 4,400 and an annual income of $170,000.

Residential Features: Private homes predominate, 63 per cent owned.

Retail Shopping Section: Main Street between Manchester Avenue and First Avenue, 2 blocks; Central Avenue between Main Street and Crawford Street, 10 blocks, and outlying retail business districts.

Trading Area: 15 miles east and west, 10 miles north and 6 miles south.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscelaneous lines, Cigars 2, Confectionery 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 7; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 20; delicatessen, 14; dressmakers, 12; druggists, 14; dry goods, 19; department stores, 2; electrical supplies, 3; florists, 4; fruits, 3; furniture, 3; garages (public), 10; grocers, 111 (chain, 27); hardware, 4; jewelry, 8; meat markets, 50; men's furnishings, 11; men's clothing, 7; merchant tailors, 9; milliners, 6; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 33; shoes, 15; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 32), (dentists, 17), (osteopaths, 4); bus service; gas, natural; electric current, alternating and direct; water, hard.

MT. VERNON, OHIO

(Knox County)

1920 Population: 9,237.

City and Suburban Estimate, 12,000.

Native Whites, 90%; **Negroes,** 3%; **Foreign Born,** 7%; **Industrial Workers,** 60%; **English Reading,** 100%; **Families,** 3,100.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2.

Location: The B. & O. Ry., C. A. & C. (Pa.). To nearest larger city, by railroad, 1 hour; by automobile, 2 hours.

Principal Industries: Engine Building, Bridge and Structural, Milk Bottles, Window Glass, Flour, Boxes, Baling Machines.

Manufacturing Establishments, 9; Leading firms: The C. & G. Cooper Co., Mt. Vernon Bridge Co., Butcher Baling Mach. Co., Pittsburgh Plate Glass Co., N. W. E. & Mills Lamb Glass Co., Hope Engineering Supply Co., Hope Forge & Machine Co., Bernard Bros. (Boxes).

Retail Shopping Section: Main St., 6 blocks; High St., 1 block; Vine St., 3 blocks; Gamlin St., 2 blocks.

Trading Area: Extends over a radius of 25 miles.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 3; total druggists, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 3; garages (public), 6; total grocers, 29 (chain, 4); hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days for year, 120; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 10); (dentists, 6); (osteopaths, 3); gas, natural; electric current, alternating; water, hard.

NEWARK, OHIO

(Licking County)

1920 Population, 26,718.

City and Suburban Estimate, 32,000 (1924).

Native Whites, 92%; **Negroes,** 2%; **Foreign Born,** 6%; **English Reading,** 98%.

Schools: High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 2.

Banks: National, 3; State, 2; Savings Bank Deposits Total, $8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,000.

Location: P. C. C. & St. L., B. & O., N. C. Y., Ohio Electric, excellent bus service.

Principal Industries: Stoves, bottles, table glass, catbedral glass, golf clubs and balls, cordage, steel rails, oil tanks, bricks, cigars, shoes, furniture, winter vegetables, dairy products, druggists' sundries, wire cloth, cement blocks, office safes, rubber tires, motor trucks, oil well tools, gloves, etc.

Manufacturing Establishments: 40. Leading firms: The Wehrle Co. (stoves), The A. H. Heisey Co. (glassware), American Bottle Co., The Newark Furniture Co., The E. T. Rugg Co. (rope), The Wyeth Co., Advance Glass Co., The Burke Golf Co., Buckeye Rolling Mills, J. H. Swisher & Son (cigars), The Weiant Gardens, The Davis Co., dairy products, The Pharis Tire & Rubber Co., The Styron Beggs Co.

Retail Shopping Section: The public square is principal business section, 1,600 feet frontage together with the Arcade, 416 feet from 3rd to 4th Street. West Main Street about 600 feet. East Main Street, 200 feet. West Church, 400 feet. North 3rd, 400 feet. South 3rd, 400 feet, South 2nd, 400 feet.

Trading Area: Newark is in the center of Licking County with population of about 60,000. Good hard roads in all directions, makes it easy to reach most remote parts of county from Newark in an hour.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; druggists, 13; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 6; furniture, 5; grocers, 90; hardware, 6; jewelry, 5; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 10; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; shoes, 10; sporting goods, 4; stationers, 3; women's apparel, 6.

NEW PHILADELPHIA, OHIO

(Tuscarawas County)

1920 Population, 10,718 (1924 est. 12,000).

City and Suburban Estimate, 15,000.

Native Whites, 9,892; **Negroes,** 1%; **Foreign Born,** 807; **Industrial Workers,** 75%; **English Reading,** 98%.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,937.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $7,100,000; Savings Bank Deposits Total, $1,050,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), High School; Total number of seats, 2,500.

Location: 90 miles south of Cleveland; B. & O., C. L. & W. Div., Penna. Ry., branch of C. & P. Div., N. O. T. & L. Traction line. To nearest larger city (Canton, 30 miles) by trolley, 1½ hours; by auto., 1 hour.

Principal Industries: Iron and steel, coal, clay works, brick and sewer pipe, enamel ware, vacuum cleaners, tin cans, mechanical rubber products, machine parts, castings, and factory trucks.

Manufacturing Establishments: 10. Leading firms: American Sheet & Tin Plate Co., Belmont Stamping and Enameling Co., Wise-McClung Co., Canton Brick Co., Phelps Can Co., Moore Shirt Factory, Monobloc, Ladel Mfg. Co., Sharp Mfg. & Supply Co., Cougleton Broom Factory. Total value of yearly output of factories estimated at $10,000,000.

Special Information: New Philadelphia is healthy, fine water, schools that rank high. Streets well paved. Surrounded east and southeast by coal mines and clay works, and to the west and southwest by rich farming and dairying section. Beautiful park and playground.

Residential Features: Most homes for one and two families, above the average. Very few tenements. Beautiful residential streets, average value of homes is $10,000 on main residential streets.

Retail Shopping Section: Extends one block from public square in each direction. There are neighborhood groceries, markets, etc., in outlying districts.

Trading Area: Embraces the county, which has a population of 64,000. Excellent traction and bus service covers the county north and south.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 6; florists, 3; fruits, 2; furniture, 3; garages (public), 14; grocers, 49; (chain, 1); hardware, 7; jewelry, 5; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 8; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 100; most pleasant months, May to September; doctors (medical, 19); (dentists, 8); (osteopaths, 1); number of wired houses, 2,400; street car service; gas, natural; electric current, alternating; water, hard.

NILES, OHIO

(Trumbull County)

1920 Population, 13,080. (1925, est. 18,000.)

City and Suburban Estimate, 17,500 (1924).

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 75%; **English Reading,** 85%; **Families,** 3,025.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,500.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: State, 2; Total Resources, $8,250,000; Savings Bank Deposits Total, $6,125,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: 10 miles northwest of Youngstown at Junction of Mosquito Creek and Meander Creek and Mahoning River. In the widely known Youngstown Industrial district. Less than 60 miles from three well known lake ports and 74 miles from Pittsburgh. On P. RR., B. & O., and Erie. On P. & O. bus route, with direct connections by bus to every section of the state. Manufacture of sheet steel is leading industry. 56 miles in 5 plants are located in the city. To nearest larger city by trolley, 30 minutes; by auto, 15 minutes.

Principal Industries: Metal lath, chemicals, pottery ware and electric lights are also manufactured here. No plant employing any number of women, but excellent opportunity to locate such a plant with good supply of female labor.

Manufacturing Establishments: 31. Leading firms: Republic Iron & Steel Co., Falcon Steel Co., Thomas Sheet Steel Co., Waddell Steel Co., National Mazda Co., Graselli Chemical Co., Wilder Metal Co., Atlas China Co., Railroad shops located here. Total value of yearly output of factories estimated at $36,199,000.

Special Information: Mostly one family houses. Private homes predominate, with fairly large number owned. Among foreign population home owners are many, especially among the Italians, who form a large part of the foreign group. Average cost of homes $6,000.

Retail Shopping Section: Includes 4 blocks on Main Street. No wholesale district. Equal number of blocks on State Street and 1 block on Park Avenue.

Trading Area: Draws trade from two small villages within a few miles of the city, but has no extensive rural trading area, owing to proximity of other cities in the Mahoning Valley region.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; miscellaneous lines, tires, 1; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 1; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 26; dressmakers, 5; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 2; grocers, 88 (chain, 10); hardware, 4; jewelry, 3; meat markets, 17; men'sfurnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 8; sporting goods, 3; stationers, 6; women's apparel, 4.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct.; doctors (medical, 7), (dentists, 5), (osteopaths, 2); number of wired houses, 3,600; street car service; gas, natural; electric current, alternating; water, hard.

OHIO (Cont'd)

NORWALK, OHIO

(Huron County)

1920 Population, 7,379.

City and Suburban Estimate, 35,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 30%; **English Reading,** 99%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,800.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: North central part of Ohio between Cleveland and Toledo. N. Y. C. and W. & L. E., Lake Shore Elec. Ry. Good roads in all directions.

Principal Industries: A. B. Chase, Lindeman & Emerson, Geo. S. Stewart Co., cedar chests and novelties.

Manufacturing Establishments: Leading firms: United Piano Corp., Geo. L. Stewart, McCrillis Handle Factory, Gallup-Ruffing Co., Norwalk Auto Parts Co.

Special Information: Situated in rich agricultural country.

Residential Features: Practically all one-family houses, with more than half owned. A fine residential city, its easy accessibility to all points making it popular with commercial travelers as a home city.

Retail Shopping Section: Main St., 6 blocks; Benedict Ave., 2 blocks and a block or more on several intersectiong streets.

Trading Area: All of Huron county and parts of Erie County.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 9; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 3; fruits, 4; furniture, 2; furriers, 3; garages (public), 13; grocers, 22; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 5; women's apparel, 5.

PAINESVILLE, OHIO

(Lake County)

1920 Population, 11,488 (Painesville and Fairport combined, cities join).

City and Suburban Estimate, 33,000.

Native Whites, 87%; **Negroes,** 2%; **Foreign Born,** 11%; **Industrial Workers,** 30%; **English Reading,** 100%; **Families,** 3,193.

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 3,470.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Savings & Loan, 2; Total Resources, $26,000,000; Savings Bank Deposits Total, $11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: On south shore of Lake Erie at mouth of Grand River. Served by Balto. and Ohio, Nickel Plate, New York Central RRs. Steamships to Lake Erie ports. Excellent bus service east and west. To nearest larger city (Cleveland) by railroad, 1 hour; by trolley, 2 hours; by auto, 1¼ hours.

Principal Industries: Alkali works (3 largest), veneer machinery mfrs., basket factor, phenol mfrs., metal carpet trimmings, nurseries.

Manufacturing Establishments: 18. Leading firms: Diamond Alkali Co., Coe Mfg. Co., Gakelite Corp., Light Alloys Co., Harrison Basket Co., Painesville Metallic Binding Co. Total value of yearly output of factories estimated at $16,000,00.

Special Information: Location of the city makes it the meeting place of the Ohio, Pennsylvania and West Virginia coal outlets for shipment to northwest. Lake County is one of the foremost nursery belts in the country. We have over 100 nurseries large and small, doing a world wide business.

Residential Features: The homes and surroundings in Painesville are far above the average. 85% of the people are home owners.

Retail Shopping Section: Painesville's shopping district is compact. The business houses are well established, some having seen ownership pass to three generations. Transportation facilities are good; steam, trolley and buses. Co-operation is wonderful throughout the city. All roads are paved out of Painesville. It is located on the Chicago-Buffalo main highway.

Trading Area: Extends about 15 miles west, 20 miles south and 15 miles east. Intermittent business is secured from people living at greater distance because of the fine paved roads and bus service.

Wholesale Houses: Meats, 1; fruits, 2; miscellaneous lines, cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 7; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 5; florists, 5; fruits, 4; furniture, 4; garages (public), 7; grocers, 28 (chain, 6) hardware, 5; jewelry, 6; meat markets, 10 (chain, 1); men's furnishings, 12; men's clothing, 10; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 10; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, July, October; doctors (medical, 16), (dentists, 10), (osteopaths, 2); number of wired houses, 2,850; street car service; gas, artificial; electric current, alternating; water, soft.

PIQUA, OHIO

(Miami County)

1920 Population, 15,044.

City and Suburban Estimate, 30,000.

Native Whites, 92.8%; **Negroes,** 3.3%; **Foreign Born,** 3.9%; **English Reading,** 97%; **Families,** 4,027.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Presbyterian, 2; Roman Catholic, 2; United Brethren, 1; Methodist Episcopal, 3; Evangelical, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $10,000,000; Total Deposits, $6,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,250.

Location: Pennsylvania R.R., B. & O. R.R., Western Ohio Electric Ry. Terminal, Dayton & Troy Electric Ry., Terminal and Dayton, Covington and Piqua Electric Ry., Terminal. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Manufacturing of stoves, underwear, furniture, handles and oil and machinery.

Manufacturing Establishments: 25. Total yearly payroll in factories approximately $3,-120,000.

Special Information: Piqua is in the center of an excellent farming community, with good paved roads leading into the city from four directions. It is located on the Dixie Highway, and on the Pike's Peak Ocean to Ocean Highway.

Residential Features: Piqua is known widely as a city of unusually beautiful homes, and the residential districts are especially well cared for and are most attractive. The majority of the citizens own their own homes. There are two new additions to the north and to the west, which are being built up rapidly.

Shopping Section: There are six squares of retail shopping district on Main St., three on Wayne, one each on Water, High, Market and Ash Sts.

Trading Area: Northern part of Miami County, southern part of Shelby County, and includes part of each county on the east and west. There are many smaller towns in the surrounding territory, from which Piqua draws considerable trade.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; confectioners, 2; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 4; autmobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 1); delicatessen, 1; confectioners (including hotel stands), 6; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 3; furniture, 3; garages, 5; grocers, 50 (chain, 4); hardware, 2; jewelry, 4; meat markets, 18 (chain, 2); men's furnishings, 3; men's clothing, 8; merchant tailors, 4; milliners, 6; opticians and optometrists, 4; photographers, 4; musical instruments, 2; radio supplies, 6; restaurants, 8; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 23), (dentists, 10), (osteopaths, 3); street car service; gas, natural; electric current, alternating; water, soft.

PORTSMOUTH, OHIO

(Scioto County)

1920 Population, 33,011.

City and Suburban Estimate, 48,000.

Native Whites, 93%; **Negroes,** 5%; **Foreign Born,** 2%; **Industrial Workers,** 75%.

Schools: Public Grade, 13; High, 3; Parochial, 1.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 2; State, 3.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: On the Ohio River, served by N. & W., C. & O. and B. & O. and fine motor bus service. To nearest large city by railroad, 3½ hours; by trolley, 3½ hours; by auto, 4 hours.

Principal Industries: Three large shoe factories, iron and steel, furniture, printing and railroad shops.

Manufacturing Establishments: 38. Selby Shoe Co., Whitaker-Glessner Steel Co., Excelsior Shoe Co., Irving-Drew Shoe Co., Portsmouth Stove & Range Co., Ohio Stove Co., Boiler Works, Box Factory.

Special Information: Annual industrial payroll in Porthmouth in 1920 was $16,000,000. No unemployment. Big wholesale center for southern Ohio, northern Kentucky and West Virginia. One of the largest shoe manufacturing centers in the country.

Residential Features: Principally one-family houses, construction work under way, with a number of new residential additions being platted.

Retail Shopping Section: Starts at the river and runs north on Chillicothe St. for 9 blocks, Market and Second Sts. for 2 blocks each. Starts on Chillicothe on Gallia and runs east 4 blocks. Four or five outlying business sections in the manufacturing and residential districts of the city.

Trading Area: Extends for a radius of about 25 miles, made possible by excellent roads in all directions except south. Those to the south of the city promise to be in excellent shape in one year with bridge connections crossing the Ohio into Kentucky.

Wholesale Houses: Groceries, 10; meats, 1; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 20; automobile accessories, 25; automobile tire agencies, 38; bakers, 19; cigar tsores and stands (including hotels), 15 (chain, 1); confectioners, including hotel stands), 28; delicatessen, 4; druggists, 25; dry goods, 22; department stores, 5; electrical supplies, 10; florists, 2; fruits, 5; furniture, 12; furriers, 2; garages (public), 3; grocers, 236 (chain, 10); hardware, 6; jewelry, 6; meat markets, 22; men's furnishings, 8; men's clothing, 6; merchant tailors, 15; milliners, 14; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 47; shoes, 18; sporting goods, 3; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 51), (dentists, 32), (osteopaths, 2); number of wired houses, 9,215; street car service; gas, natural; electric current, alternating; water, soft.

RAVENNA, OHIO

(Portage County)

1920 Population, 7,219.

City and Suburban Estimate, 8,200.

Native Whites, 85%; **Negroes,** 5%; **Foreign Born,** 10%; **Industrial Workers,** 70%; **English Reading,** 95%; **Families,** 1,800.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 1; Total Resources, over $5,000,000; Savings Bank Deposits Total, $1,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: Erie, B. & O., Pennsylvania, L. E. & P., N. O. T. & L. traction in three directions, several bus lines. To nearest large city by automobile, 1 hour; by trolley, 1 hour.

Principal Industries: Worsted goods, furniture, toy balloons, cranes and hoists, small hardware, marbles, cemetery markers, druggists' sundries (rubber), boilers, furnaces, paper boxes, bathroom cabinets, dry cell batteries, iron toys.

Manufacturing Establishments: 15. Leading firms: A. C. Williams Co., Oak Rubber Co., Buckeye Chair Co., Cleveland Worsted Mills Co., Byers Machine Co., Ravenna Furnace Co., J. E. Albright Co., White Rubber Co., Lion Rubber Co., Browning Foundry Co., Johnson Box Factory, Pyramid Rubber Co., Manhattan Electrical Supply Co., Donnelly Mfg. Co., Universal Smokeless Boiler Co. Total value of yearly output of factories estimated at $10,-500,000.

Residential Features: Broad avenues bordered by numerous shade trees. Large number of fraternal societies with well-equipped club rooms. Mostly private homes.

Retail Shopping Section: East Main St., West Main St., North Chestnut St., South Chestnut St., 4-3-2-2 in the order named.

Trading Area: Extends over a radius of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 3; electrical supplies, 5; florists, 3; fruits, 6; furniture, 2; garages (public), 1; grocers, 50 (chain, 5); hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 8; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 3.

Climate, Etc.: Average temperature, 47.9 degrees; average number of rainy days for year, 120; most pleasant months, May, June, Sept., Oct.

Additional Facts: Doctors (medical, 10), (dentists, 5), (osteopaths, 2); number of wired houses, 1,100; street car service; gas, natural; electric current, alternating; water, soft.

ST. MARY'S, OHIO

(Auglaize County)

1920 Population, 5,679.

City and Suburban Estimate, 14,000.

Native Whites, 99%; **Negroes,** 1%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 1,935.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,345.

Churches: Baptist, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,050.

Location: On Lake St. Mary's and St. Mary's River and Miami & Erie Canal. Served by N. Y. C., Nickel Plate and Western Ohio Railroads. Excellent freight service to the east and west. Direct service for foreign consignments.

Principal Industries: Woodworking, wheels, rims and spokes, woolen blankets, gas engines, quickwork metal shears, castings, commercial power plant, paper making and cigar making.

Manufacturing Establishments: 28. St. Mary's Wheel & Spoke Co., St. Mary's Woolen Mfg. Co., Quickwork Co., Auglaize Boxboard Co., Ohio Electric Service Corp.

Special Information: St. Mary's is located in the heart of one of the finest agricultural sections of Ohio. Possibilities for dairy products unlimited. We are now able to offer power in unlimited quantities at a figure as low as any city in the United States.

Residential Features: Mostly one and two-family houses. Several buildings contain a number of modern flats, the last one completed contains 35 flats with business rooms on first floor. Percentage of home owners above the average. Fine private residential sections with ample room for expansion.

Retail Shopping Section: From Ash St. to Vine on Spring St., approximately 15 blocks, and from Front St. to Pine on High St., approximately 5 blocks. Four outlying minor retail sections.

Trading Area: 25 miles north and south and 10 miles east and west.

Wholesale Houses: Meats, 1; Miscellaneous lines, cigars and randy, 1; electrical supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 5; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 8; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 3; grocers, 21; hardware, 3; jewelry, 3; meat markets, 5; men's furniture, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 3.

SALEM, OHIO

(Columbiana County)

1920 Population, 10,305.

City and Suburban Estimate, 12,000.

Native Whites, 92%; **Negroes,** 2%; **Foreign Born,** 6%; **Industrial Workers,** 33%; **English Reading,** 98%; **Families,** 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,550.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, $5,798,513.81; Savings Bank Deposits Total, $2,-489,503.47.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: On P. R. R. Ft. Wayne Div. half way between Cleveland and Pittsburgh; served also by Youngstown and Ohio River R. R. and Stark Electric Railway, connecting with Erie Railroad. Excellent service to cities within 35 mile radius. Many bus lines in all directions on hourly schedule.

Principal Industries: Auto bodies, pumps, farm implements, gas and coal stoves, sanitary ware, pottery, nails, auto tires, miners' tools, electric furnaces.

Manufacturing Establishments, 25. Leading firms: Mullins Body Corp., American Steel & Wire Co., Deming Pump Co., S. C. Jessup Pattern Works, Geo. H. Bowman Glass Factory, National Sanitary Co., Salem China Co., Salem Rubber Co., Victor Stove Co., Silver Mfg. Co., Electric Furnace Co., Salem Tool Co., Buckeye Engine Co.

Special Information: A city of steady growth, with diversified industries, preventing complete tie-up of industry in times of depression. Excellent market for thriving agricultural and dairy community, one of the most advanced and prosperous in Northeastern Ohio. Advanced social welfare conditions, fine schools. In good coal mine field.

Residential Features: Private homes predominate, large percentage owned. Many beautiful shade trees and well kept lawns. Very small tenement district. Ideal residential town.

Retail Shopping Section: Center of town, five blocks on Main, one block on Broadway.

Trading Area: Extends about 10 miles east, west, north and south. Trolley and bus lines

OHIO (Cont'd)

and improved highways connect city with many smaller towns within this radius.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 27; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 4; fruits, 2; furniture, 4; garages (public), 15; grocers, 24; hardware, 6; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 7.

SANDUSKY, OHIO

(Erie County)

1920 Population. 22,897 (1925 est., 25,000).

City and Suburban Estimate, 65,000.

Native Whites, 85.8%; **Negroes,** 2.5%; **Foreign Born,** 11.7%; **Industrial Workers,** 25%; **Families,** 6,648. (1925 est., 7,000).

Schools: Public Grade, 7; High, 2; Parochial, 3; Number of Pupils, 4,735.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 10.

Banks: National, 1; State, 2; Total Resources, $18,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: South shore of Lake Erie, served by N. Y. C., Big Four, B. & O., Nickel Plate and P. R. R. Lake Shore Electric and bus service to central and northern Ohio. Boat service to all lake ports. To nearest larger city (Cleveland) by railroad, 1¾ hours; by trolley, 2½ hours, by auto, 2 hours.

Principal Industries: Fishing, corrugated boxes, American crayons, stone quarries, steel.

Manufacturing Establishments: 116; Leading firms: American Crayon Co., Hinde & Dauch Paper Co., Jarecki Chemical Co., Booth Fisheries, Wagner Quarries Co., and Farrell Cheek Foundry Co., Gartland Carroll Foundry Co. Total value of yearly output of factories estimated at $19,248,571.

Special Information: Location of the city makes it a splendid outlet for the coal fields of southern Ohio and Virginia mines. Is a natural gateway to the islands of the Great Lakes, has auto ferry connecting points on the mainland and islands thus cutting time and expense of shipping.

Residential Features: Is justly called the City of Parks, mostly one and two family houses, private homes predominating.

Retail Shopping Section: Extends from the bay south two blocks and from Hancock St. on the east to Decatur St. on the west, a distance of four blocks. There are four neighborhood sections, including the usual run of grocery, meat, etc.

Trading Area: Includes the territory within a radius of 18 miles of Sandusky as well as all the islands.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 1 exclusive, all carry line of trucks; automobile accessories, 1; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 3; dressmakers, 26; druggists, 15; dry goods, 14; department stores, 2; electrical supplies, 9; florists, 5; fruits, 5; furniture, 4; furriers, 3; garages (public), 16; grocers, 121 (chain, 27); hardware, 5; jewelry, 5; meat markets, 18; men's furnishings, 8; men's clothing, 29; merchant tailors, 12; milliners, 9; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 27; shoes, 15; sporting goods, 3; stationers, 1; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 136; most pleasant months, June, July, Sept., Oct.; doctors (medical, 29); (dentists, 23); (osteopaths, 4); number of wired houses, 5,676; street car service; gas, natural; electric current, alternating; water, hard.

SHELBY, OHIO

(Richland County)

1920 Population, 5,578

City and Suburban Estimate, 8,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** 1,300.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: Just half way between Cleveland and Columbus on the Big Four R. R., also served by the B. & O. and by trolley and bus lines.

Principal Industries: Furniture, printing small hardware, hinges, autocalls, steel tubing, bicycle frames, handlebars, bale wires, paper boxes, candy, gum.

Manufacturing Establishments, 12. Leading firms: Ohio Seamless Tube Co., Salesbook Co., Autocall Co., Shelby Furniture Co., Shelby Hinge Co., Metal Products Co., Shelby Candy Co., Shelby Wire Co., Cycle Frame Co., Chicago Handle Bar Co., Shelby Mfg. & Supply Co., Shelby Paper Box Co.

Special Information: Located in a very rich Farming country and the farmers are also nearly 100 per cent native born.

Residential Features: All one- and two- family houses. Most of the people own their own homes.

Retail Shopping Section: About five city blocks.

Trading Area: Extends about seven miles north, east, south and west.

Wholesale House: Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 3; grocers, 15; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

SIDNEY, OHIO

(Shelby County)

1920 Population, 8,590.

City and Suburban Estimate, 10,800.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **English Reading,** 96%; **Families,** 2,100.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 Christian, 1 Mission.

Banks: National, 2; Total Resources, $2,800,000; Savings Bank Deposits Total, $6,300,000, 3 banks.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,700.

Location: New York Central, Baltimore & Ohio, Western Ohio. To nearest large city by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Hollowware, iron, nickel, and aluminum, 3 leather and woodworking factories, 3 scraper factories, 3 folder factories, 4 candy factories, baker machinery, washing machines and three iron foundries, auto bodies.

Manufacturing Establishments: 35. Leading firms: Wagner Mfg. Co., Monarch Machine Tool Co., The Sidney Machine Tool Co., Peerless Bread Machine Co., C. F. Hickok Co., American Steel Scraper Co., Sidney Steel Scraper Co.

Special Information: Midway between Cincinnati and Toledo, served by B. & O. R. R., New York Central.

Residential Features: Homes largely owned by occupants mostly one family affairs, some flats and double houses.

Retail Shopping Section: Is largely in Central portion of city about public square and one square each way. Large number of suburban stores on outskirts—largely grocery and meat markets.

Trading Area: 12 miles east, 15 west, 8 south and 13 north, largest part of this trade is in Sidney. Much trade is had from points further out.

Wholesale Houses: Many retail stores do a wholesale business in connection.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 5; florists, 3; fruits, 4; furniture, 5; furriers, 4; garages (public), 6; grocers, 30 (chain, 4); hardware, 4; jewelry, 2; meat markets, 20 (chain, 2); men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, October.

SPRINGFIELD, OHIO

(Clark County)

1920 Population, 60,840.

City and Suburban Estimate, 85,000.

Native Whites, 74%; **Negroes,** 10%; **Foreign Born,** 16%; **Industrial Workers,** 30%; **English Reading,** 97%; **Families,** 17,168.

Schools: Public Grade, 19; High, 1; Junior High, 5; Parochial, 4; Number of Pupils, 14,060.

Churches: Baptist, 12; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 10; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 35; Lutheran, 13.

Banks: National, 4; State, 2; Total Resources, $23,841,929.06; Savings Bank Deposits Total, $4,000,000.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 7,000.

Location: On National Road, in the heart of Mad River Valley. Served by the D. T. & I., Erie, Penna, N. Y. C. Terminal of the Indiana, Columbus and Eastern Traction Co., with excellent bus and electric service to all parts of the state and adjoining territory. To nearest large city by railroad, 45 minutes; by trolley, 1 hour; by auto, 1¼ hours.

Principal Industries: Electric fans, small motors, motor trucks, automobiles, agricultural implements, auto accessories, steam boilers, water wheel, gas engines, magazines, areoplane motors and radiators.

Manufacturing Establishments: 214. Leading firms: Robbins & Myers, Kelly-Springfield Motor Truck Co., American Seeding Machine Co., Thomas Mfg. Co., Central Brass & Fixture Co., American Radiator Co., Hoppes Mfg. Co., James Leffel Co., Foss Gas Engine Co., Superior Gas Engine Co., Miller Gas Engine Co., Crowell Publishing Co., Steel Products Engineering Co., International Harvester Co.

Special Information: The home of Robbins & Myers, the second largest manufacturers of small motors in the country. Crowell Publishing Co., produces 128,000,000 magazines annually. The state homes, the Masonic, the I. O. O. F. and K. of P. located here. 33 greenhouses, the largest rose growers in the world.

Residential Features; Mostly one and two family houses, no tenements. 47% owners. Beautiful resident section through the city. Two beautiful country clubs. Many beautiful new woods tracts now being opened.

Retail Shopping Section: Extends from the esplanade west one block, east three blocks, north three blocks, south three blocks. On Main Street we have a shopping district of approximately fifteen blocks.

Trading Area: Extends about 30 miles north, east and south, fourteen miles west.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 17; automobile tire agencies, 22; bakers, 25; cigar stores and stands (including hotels), 45 (chain, 5); confectioners (including cigar stands), 60; delicatessen, 8; dressmakers, 58; druggists, 36 (chain, 14); dry goods, 3; department stores, 3; electrical supplies, 4; florists, 33; fruits, 7; furniture, 15; furriers, 3; garages (public), 31; grocers, 103 (chain, 74); hardware, 12; jewelry, 16; meat markets, 103 (chain, 74); men's furnishings, 10; men's clothing, 10; merchant tailors, 23; milliners, 18; opticians, 8; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 57; shoes, 23; sporting goods, 2; stationers, 2; women's apparel, 14.

Miscellaneous Data: Average temperature 50 degrees; average number of rainy days per twelve months, 123; most pleasant months, May, June, Sept., Oct.; doctors (medical, 70), (dentists, 40), (osteopaths, 6); number of wired houses, 14,000; street car service; gas, natural; electric current, alternating; water, hard.

STEUBENVILLE, OHIO

(Jefferson County)

1920 Population, 28,508. (1924, est. 32,000.)

City and Suburban Estimate, 50,000.

Native Whites, 76.5%; **Negroes,** 3.9%; **Foreign Born,** 19.6%; **Families,** 6,516.

Schools: Public Grade, 10; Parochial, 4; Number of Pupils, 5,400.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 10.

Banks: National, 2; State, 5; Total Resources, $24,358,926.68; Savings Bank Deposits Total, $9,806,257.20.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), H. S. Auditorium. Total number of seats, 4,000.

Location: P. C. C. & St. L., C. & P. P. RR. Located on Ohio River, served all year by river steamboats, also Wabash Ry. 4 interurban lines serve the city from Ohio River cities. Excellent bus service to Ohio River cities.

Principal Industries: Iron, steel and tin plate works. Other major industries, produce glass, pottery, paper, wall paper, gas radiators, fire clay products, slag, brick and iron foundry products. Bituminous coal under and around city, mined extensively and oil and gas found in this vicinity. Valuable clay deposits.

Manufacturing Establishments: 12. Leading firms: La Belle Iron Works, Weirton Steel Co., Follansbee Bros Co., Steubenville Pottery Co., Gill Bros. Glass Co., Chicago Wall Paper Mills, Harte Paper Co., Ohio Foundry Mfg. Co., Ohio Valley Clay Co. Total value of yearly output of factories estimated at $50,000,000.

Special Information: Steubenville's strategic commercial position as the trade center of the populous and prosperous upper Ohio Valley has made possible the development of retail business concerns of unusual magnitude, which serve a retail trade territory comprising over 125,000 population. Wholesale and jobbing houses find this a most logical place from which they serve the tri-state territory of Eastern Ohio, Upper West Virginia and Western Pennsylvania. This remarkable commercial activity is reflected in the strong financial conditions of seven banks and four building and loan associations.

Residential Features: Residential districts cover the valley and hills ranging in height from 300 to 500 feet high. Three new residential districts being developed at the present time, adjacent to the city which will greatly increase the number of beautiful homes.

Retail Shopping Section: Market Street, 6 blocks; Fourth Street, 3 blocks; Third Street, 5 blocks; Fifth Street, 2 blocks; Sixth Street, 4 blocks, five small neighborhood sections.

Trading Area: About 10 miles to the north and south, and 20 miles to the east and west. Conservative estimate of Steubenville trading population, 110,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines: drugs, 1; confectionery, 1; novelties, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 5; automobile tire agencies, 30; bakers, 10; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 32; delicatessen, 3; dressmakers, 15; druggists, 10; dry goods, 6; department stores, 3; electrical supplies, 10; florists, 3; fruits, 8; furniture, 10; furriers, 1; garages (public), 20; grocers, 142; hardware, 5; jewelry, 14; meat markets, 29; men's furnishings, 16; men's clothing, 19; merchant tailors, 30; milliners, 15; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 23; shoes, 17; sporting goods, 4; stationers, 6; women's apparel, 7.

TIFFIN, OHIO

(Seneca County)

1920 Population, 14,375.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of pupils, 3,000.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: B. & O., Penna., Big Four. To nearest larger city by railroad, 1½ hours; by trolley, 2½ hours, by auto, 2 hours.

Principal Industries: Glass, pottery, grinding wheels, furniture, bolt and nut machines, well drilling machines, steel ceiling, conveying machinery.

Manufacturing Establishments: 78. Leading firms: Webster Mfg. Co., Standard Sanitary Glass Mfg. Co., U. S. Glass Co., National Machinery Co.

Residential Features: Most houses owned by occupants.

Retail Shopping Section: Extends from Court House four or five blocks in each direction. Small stores in outlying districts.

Trading Area: All the county trade comes to Tiffin.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 15; delicatessen, 1; dressmakers, 12; druggists, 6; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 3; furniture, 3; furriers, 1; garages (public), 6; grocers, 43 (chain, 7); hardware, 4; jewelry, 3; meat markets, 13 (chain, 1); men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 7; shoes, 3; sporting goods, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 26), (dentists, 12), (osteopaths, 2); gas, natural; electric current alternating and direct; water, soft.

TOLEDO, OHIO

(Lucas County)

1920 Population, 243,164 (1925 est. 291,000).

City and Suburban Estimate, 800,000.

Native Whites, 76.7%; **Negroes,** 2.3%; **Foreign Born,** 21%; **Industrial Workers,** 23%; **English Reading,** 88%; **Families,** 67,611 (1925).

Schools: Public Grade, 38; High, 3; Junior High, 1; Parochial, 33; Number of Pupils, 54,000.

Churches: Baptist, 19; Christian Science, 3; Congregational, 7; Episcopal, 7; Hebrew, 5; Methodist, 22; Presbyterian, 8; Roman Catholic, 28; Lutheran, 30; Miscellaneous, 62.

Banks: National, 1; State, 14; Total Resources, $187,393,070.28; Savings Bank Deposits Total, $70,154,533.79.

Theatres: Legitimate, 3; Moving Pictures, 37; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 32,000.

Location: Located on the southwest shore of Lake Erie, 60 miles from Detroit and 125 miles from Cleveland. Fourteen railroads operate 22 lines in the city. N. Y. C. Main Line also P. R. R., B. & O., Big Four. Steamships to Lake Erie ports and bus service connecting several states. To nearest large city by railroad, 1¾ hours; by trolley, 2 hours; by auto, 2½ hours.

Principal Industries: Automobiles, glass making, production of scales, oil well supplies, ships, cement, machine tools, paint sprayers, atomizers, bottles, bottle machinery, caps, children's vehicles, electrical appliances, electric light bulbs, elevators, floor surfacing machines.

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OHIO (Cont'd)

Toledo (con't)

fountain pens, metal pencils, radio supplies, bicycles, fireless cookers, malleable iron saws, refined oil, spark plugs, plate glass, canvas goods, valve bags, hats, umbrellas, stoves and ranges.

Manufacturing Establishments: 671. Leading firms: Willys-Overland, Owens Bottle, Toledo Scale Co., Ford Plate Glass, Libbey Owens Glass Co., American Shipbuilding, Toledo Machine & Tool Co., Standard Oil Refinery, Paragon Oil Co., Conklin Pen Co., Champion Spark Plug, De Vilbiss Mfg. Co.

Special Information: Toledo is one of the pivotal cities in the center of the nation's workshop. It is well equipped to furnish electric power being a part of the system which extends from Philadelphia to Chicago. Coal and iron meet in Toledo; center of glass industry. Third city in production of automobiles, 40,000 pleasure cars and 7,500 trucks.

Residential Features: Largest percentage of home ownership for any city of its size. Private homes predominate. Beautiful residential section. Plenty room for expansion.

Retail Shopping Section: Concentrated in ten downtown blocks with a small community section on the East Side. There is a growing tendency to community sections.

Trading Area: About 40 miles east, 50 miles south and 60 miles west. Toledo is easily reached by bus and electric and steam lines.

Wholesale Houses: Groceries, 11; Meats, 27; Fruits, 18; Hardware, 5; Dry Goods, 10; Miscellaneous Lines: Confectionery 26; produce 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 77; commercial auto. agencies, 22; automobile accessories, 92; automobile tires, 49; bakeries, 100; cigar stores and stands, 80 (chain, 9); confectioners, 214; delicatessen, 5; dressmakers, 91; druggists, 139 (chain, 10); dry goods, 124; department stores, 12; electrical supplies, 25; florists, 51; fruits, 18; furniture, 53; furriers, 11; garages, 104; grocers, 1,026 (chain, 136); hardware, 77; jewelry, 69; meat markets, 183; men's furnishings, 48; men's clothing, 75; merchant tailors, 191; milliners, 51; opticians, 21; photographers, 25; pianos (musical instruments), 24; radio supplies, 30; restaurants, 382; shoes, 66; sporting goods, 9; stationers, 5; women's apparel, 29.

Miscellaneous Data: Average temperature, 49.8 degrees; average number of rainy days per twelve months, 134; most pleasant months, May, June, Sept., Oct.; doctors (medical, 601), (dentists, 208), (osteopaths, 36); number of wired houses, 57,640; street car service; gas, natural and artificial; electric current, alternating and direct; water, hard.

TORONTO, OHIO

(Jefferson County)

1920 Population, 4,684 (1925 estimate 6,500).

City and Suburban Estimate: 9,500.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 32%; English Reading, 96%; Families, 1,448.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,466.

Churches: Christian, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, $2,282,106; Savings Bank Deposits Total, $1,014,086.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

Location: On the Ohio River fifty miles below Pittsburgh towards Wheeling and served by the Penna. R.R. and Ohio River Steamboats. Also by the S. E. L. & B. V. T. Co. To nearest large city by railroad, 45 minutes; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: Steel and iron clay products, coal mining, electric power and soft drinks, clay working machinery, mill and hair curlers and paper.

Manufacturing Establishments: 22; Leading firms: Follansbee Bros., steel mill, Locust Grove Coal Co., Ohio River Edison Co., Kaul Clay Co., Toronto Fire Clay Co., Toronto Paper Mills Co., Guy Johnston Contracting Co., J. O. Goodlin & Sons Co., The Cando Grizzell Co., Stratton Clay Products Co., Union Clay Mfg. Co., Minors Brick Works, Peerless Clay Co., American Vitrified Products Co., Toronto Foundry and Machine Co., Bobsy Curler Co. Total value of yearly output of factories estimated at, $9,000,000.

Special Information: Location of the city makes it an ideal shopping center for Empire, Stratton, Port Homer, Knoxville, New Somerset and New Cumberland, W. Va. Automobiles registered in 1924 were 1,569. There is a 20 minute interurban electric service.

Residential Features: Mostly one family homes with a few apartments; no congested workmen's tenements. Two nicely laid out residential districts. The homes in these sections average in value $15,000.

Retail Shopping Section: Extends from Main & Fourth Streets, the Interurban Station for two blocks north, two blocks south, one block east and two blocks west. Market and Clark Streets are for two blocks each also devoted to retail business. Making a total of 11 blocks.

Trading Area: Extends six miles north, 12 miles west and 2 miles south, being served with interurban electric service each twenty minutes.

Wholesale Houses: Miscellaneous Lines: Candy, 1; cigar and tobacco, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 3; druggists, 2; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public) 3; grocers, 18; hardware, 2; jewelry, 2; meat markets, 6; men's furnishing, 4; men's clothing, 3; merchant tailors, 2; milliners, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 3; farm machinery, 1.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 7); (dentists, 3); number of wired houses, 768; street car service; gas, natural; electric current, alternating; water, soft.

TROY, OHIO

(Miami County)

1920 Population, 7,260.

City and Suburban Estimate, 8,000.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; Total Resources, $3,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On B. & O. R. R., Cincinnati Detroit main lines, eighteen miles north of Dayton, in the heart of Miami County. Also served by C. C. C. of St. Louis, L. R., R., Peoria and Eastern division and Dayton and Lima Traction line with connecting service to all points of the State. Bus service all directions. On Dixie Highway, a main market and travel highway of the State.

Principal Industries: Meat grinders, food mixers, coffee grinders, automobile windshields, sunshades and couch hammocks, gummed products, wagons, commercial auto bodies, power scrapers, educational toys, storage battery chargers, motors, auto trailers, aeroplanes, water sprinklers.

Manufacturing Establishments, 12. Leading firms: Hobart Mfg. Co., Troy Sunshade and Windshield Co., Troy Gummed Products Co., Kress Novelty Co., Troy Metal Products Co., Miami Trailer and Scraper Co., Skinner Irrigation Co. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Troy is the County Seat of Miami County, one of the most wealthy in the Miami Valley. First City in the United States in the manufacture of food mixers, coffee grinders and meat choppers. Trading center for surrounding countryside.

Residential Features: Private homes, owned by residents, predominate. Only two apartments in city. Most residences, one-family. Have splendid residential district.

Retail Shopping Section: Four blocks each way from public square (North and South Market, East and West Main),

Trading Area: Extends fifteen miles each way from Troy.

Wholesale Houses: Meats, 2; fruits, 1; dry goods, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 4; automobile accessories, 2; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 2; garages (public), 10; grocers, 17; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 4; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 7; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 3.

UPPER SANDUSKY, OHIO

1920 Population, 3,708.

City and Suburban Estimate, 5,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 10%; English Reading, 98%; Families, 1,000.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 1; Numper of Pupils, 1,400.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $3,000,000; Savings Bank Deposits Total, $897,000.

Theatres: Moving Pictures, 1.

Location: In northwest part of State. Served by Hocking Valley and P. R. R. To nearest larger city, by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Steam pumps, caskets, burial vaults, auto gears, fancy brick.

Manufacturing Establishments: Leading firms: National Steam Pump Co., Wyandotte Clay Products Co., Wyandotte Burial Vault Co.

Special Information: An ideal location for factories. On Sandusky River, which may be route of great Lake Erie-Ohio River Canal. Thirty feet above high water mark. Complete sanitary sewer system. Ohio Power Co. electricity. Paved roads to principal cities of state.

Residential Features: Beautiful homes, large well kept lawns. Broad paved streets. Town splendidly laid out and all streets lined with huge shade trees.

Retail Shopping Section: Covers five blocks, no empty business rooms. Modern fronts being placed in several of older buildings.

Trading Area: Extends 20 miles in each direction and covers a population of more than 20,000, as this is the county seat and has one of the finest court houses in Ohio.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 5; automobile tire agencies, 11; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 2; garages (public), 5; grocers, 11 (chain, 2); hardware, 3; jewelry, 1; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 3; shoes, 3; sporting goods, 5; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 47.8 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 7), (dentists, 5), (osteopath, 1); number of wired houses, 600; gas, natural; electric current, alternating; water, hard.

URBANA, OHIO

(Champaign County)

1920 Population, 7,621.

City and Suburban Estimate, 30,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 80%; English Reading, 99%; Families, 7,100.

Schools: Public Grade, 21; High, 16; Parochial, 1; Number of Pupils, 8,000.

Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 11; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 7; State, 4; Total Resources, $8,000,000; Savings Bank Deposits Total $7,000,000.

Theatres: Legitimate, 4; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 21.

Location: Midwestern part of Ohio, on P. R. R., N. Y. C., Erie, and I. C. & E. Electric Ry. Bus service, east, west, north and south. To nearest larger city by railroad, 45 minutes; by auto, 1 hour.

Principal Industries: Manufacturing of furniture, catalog printing, bond paper and strawboard, car repairs and building, tools and dies, oil cans, packing of raisins, currents, mincemeat, egg cases, oil refining, brooms, fruit canning.

Manufacturing Establishments: 16. Leading firms: Howard Paper Co., United Box Board Co., American Tool & Die, "Happytime" Nursery Furniture Co., W. H. Marvin Co., Johnson Oil Can Co., Urbana Egg Case Co., Forward Oil Development Co. Total value of yearly output of factories estimated at, $5,000,000.

Special Information: Located in Miami and Mad River Valleys, especially adopted to agriculture, On four railroads.

Residential Features: 86% of population own their own homes, practically one family houses.

Retail Shopping Section: Monument Square (second largest paved area in Ohio) Miami, Scioto, So. Main and North Main, 2 to 5 blocks on each.

Trading Area: 15 to 20 miles each way from city.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 8; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 26; confectioners, (including hotel stands), 8; dressmakers, 11; druggists, 6; dry goods, 19; department stores, 1; electrical supplies, 4; florists, 3; fruits, 5; furniture, 7; furriers, 2; garages (public), 7; grocers, 45 (chain, 6); hardware, 4; jewelry, 4; meat market , 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 17; shoes, 11; sporting goods 3; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 35); (dentists, 14), (osteopaths, 2); number of wired houses, 2,200; gas, natural, electric current, alternating; water, hard.

VAN WERT, OHIO

(Van Wert County)

1920 Population, 8,100.

City and Suburban Estimate, 75,000 within 45 minutes of city.

Native Whites, 99%; Negroes, .005%; Industrial Workers, 18%; English Reading, 95%; Families, 1,800.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,825.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 1; Total Resources, $4,283,911.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,500.

Location: In northwestern part of Ohio on main line of P. R. R., N. Y. C. and Fort Wayne, Van Wert and Lima Traction Co. Also on Lincoln and Wayne highways. To nearest larger city by railroad, 45 minutes; by auto, 1 hour.

Principal Industries: N. Y. C. shops, agricultural products, stone, overalls, tobacco, wood shaping machinery, stuco, steel tool kits, foundry products.

Manufacturing Establishments: 20. Leading firms: The Van Wert Overall Mfg. Co., Kennedy Mfg. Co., The New Advance Machinery Co., The Rochbond Co., The Van Wert Foundry Co., The Deisel-Wemmer Co., branch plant. Total value of yearly output of factories estimated at $1,900,000.

Residential Features: Fully 75 per cent own their own homes. Practically all, single dwellings on single lots. Fine new public library, Y. M. C. A., Hospital, Y. W. C. A. Marsh School for children, etc. These public buildings with endowments total more than $5,000,000. Van Wert well known for fine flowers and landscaping.

Trading Area: Van Wert is largest town in radius of 30 miles. Improved concrete asphalt and macadam roads permit 75,000 people in this district to reach the town in 45 minutes.

Wholesale Houses: Groceries, 2; fruits, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 6 (chain, 1); confectioners, (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5 (chain, 1); dry goods, 5; department stores, 3; electrical supplies, 6; florists, 2; furniture, 1; garages (public), 10; grocers, 30 (chain, 2); hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 4; men's clothing, 4; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 6; sporting goods, 4; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, June and October; doctors (medical, 20), (dentists, 7), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

WAPAKONETA, OHIO

(Auglaize County)

1920 Population, 5,295.

City and Suburban Estimate, (trade area) 15,000.

Native Whites, 100%; Industrial Workers, 15%; English Reading, 99%; Families, 1,335.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,336.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 2; Evangelistic, 1.

Banks: National, 3; Total Resources, $5,000,000; Building & Loan Associations, 3; Total Deposits, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,800.

Location: Western Central, Ohio, 25 miles from Indiana, Ohio Line, served by the Baltimore and Ohio RR. 83 miles south of Toledo, and 117 miles north of Cincinnati; also N. Y. C. west of Columbus. Western Ohio car shops are located here. Lima is 12 miles north of Wapakoneta.

Principal Industries: Wheels, chain machine knives, candy hollowware, churns, dairy products, cigars, Wapakoneta Wheel Co., Standard Churn Co., Deisel-Wemmer Cigar Co., Krein Chain Co., Wapakoneta Hollow Ware Co., Foundry, Wapakoneta Machine Co., Wm. Teege Co., Cigars, Sheets Manufacturing Co., furniture.

Manufacturing Establishments: 13. See above.

Special Information: Wapakoneta is located in the heart of agricultural county of Northwestern Ohio and depends largely upon agriculture. Pork production is principal industry. Good supply of water, natural gas and electric current. Postal service, educational facilities, lodges, clubs, newspapers, retail storehouses are unexcelled.

Residential Features: Home owning community, occupied by retail tradesmen, business men, officials, workingmen and retired farmers. Three-fourths of all homes are owned by occupants. Average cost probably $2,500.

Retail Shopping Section: Extends from Blackhoof Street to B. & O. RR. on Augaize Street 5 blocks, side streets for one only off Auglaize, four neighborhood groceries.

Trading Area: Extends about seven miles in every direction, while much trade is attracted by reason of city being a county seat, coming from all corners of the county.

Wholesale Houses: Meats, 2; fruits, 1; miscellaneous lines, tobacco, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 6; druggists, 6; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 11; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

OHIO (Cont'd)

WARREN, OHIO

(Trumbull County)

1920 Population, 27,050.

City and Suburban Estimate, 35,000.

Native Whites, 87%; **Negroes,** 1%; **Foreign Born,** 12%; **Industrial Workers,** 44%; **English Reading,** 95%; **Families,** 8,000.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 8,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 3; Total Resources, $18,001,286.66; Savings Bank Deposits Total, $6,212,822.99.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,000.

Location: B. & O., P. RR., Erie, N. O. T. L. Bus service. Warren is in almost exact center of the largest industrial buying area in the country. It is on four direct rail routes between Lake Erie and Pittsburgh, and approximately half way between Pittsburgh and Cleveland and that section is traversed by every large Eastern trunk line, all with direct rail connections to Warren. To nearest large city by railroad, 1¼ hours; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Iron and steel, automobiles, incandescent lamps, tanks, cars, cable, electric machinery, tools, auto bodies.

Manufacturing Establishments: 60. Leading firms: Trumbull Steel, Packard Electric, Borden Co., Warren Tool & Forge Co., American Tank Car, Sterling Knight Auto., Youngstown Pressed Steel, Heltzel Steel Form, Phillips Body Co., Peerless Electric Frost Fence Co., Ohio Corrugating Co., General Fire Extinguisher, Warren Foundry Co.

Special Information: Warren is the second largest manufacturer of electrical lamps in the world. The manufacture of iron and steel products and of electrical lamps and equipment constitute the principal industries of Warren, although the city's products are well diversified.

Residential Features: Mostly one and two family houses, greater portion of which are owned. Very few apartments. City Planning and City Zoning Commissions are planning widening main thoroughfares of the city and planning a boulevard system to completely surround the city.

Retail Shopping Section: West Market Street, 8 blocks; East Market Street, 7 blocks; Park Avenue, 10 blocks; Pine Street, 5 blocks; Main Street, 3 blocks; High Street, 2 blocks.

Trading Area: Extends to about 12 miles north, south, east and west.

Wholesale Houses: Groceries, 1; fruits, 2; dry goods, 1; miscellaneous lines, Scott Candy, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 10; automobile accessories, 30; automobile tire agencies, 30; bakers, 7; cigar stores and stands (including hotels), 51; confectioners (including hotel stands), 53; delicatessen, 10; dressmakers, 20; druggists, 10; dry goods, 12; department stores, 5; electrical supplies, 6; florists, 4; fruits, 15; furniture, 8; furriers, 2; garages (public), 15; grocers, 120 (chain, 3); hardware, 3; jewelry, 10; meat markets, 30; men's furnishings, 16; men's clothing, 16; merchant tailors, 8; milliners, 8; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels) 30; shoes, 10; sporting goods, 10; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average temperature, 49.4 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 45), (dentists, 27), (osteopaths, 4); number of wired houses, 9,000; street car service; gas, natural and artificial; electric current, alternating; water, soft.

WASHINGTON COURT HOUSE, OHIO

(Fayette County)

1920 Population, 7,962.

City and Suburban Estimate, 30,000.

Native Whites, 95%; **Negroes,** 5%; **Foreign Born,** 1%; **Industrial Workers,** 15%; **English Reading,** 99.5%; **Families,** 1,990 approximate.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 4; Total Resources, $5,841,563.29; Savings Bank Deposits Total, $561,329.56.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,550 (estimated).

Location: Located on C. C. C. highway in Fayette County, 40 miles southwest of state capitol. B. & O. S. W., Baltimore & Ohio, Wellston Div., Pennsylvania, Detroit, Toledo and Ironton Railway (Henry Ford's Ry), two of these railways, running north and south, other two east and west, and to all different points. Four inter-state highways (all improved) cross here. To nearest large city (Columbus, by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Shoes, metal products, packing, canning, flour mills, creameries, wood preserving, fertilizer, veneering, auto tubes, glove manufacturing company, candy, concrete posts.

Manufacturing Establishments: 25. Leading firms: P. Hagerty Shoe Co. (2 factories), Inskeep Mfg. Co. (gloves), Sunlight Creameries, Washington Milling Co., Sears & Nichols Canning Co., The Fayette Canning Co., Washington Metal Products, Washington Candy Co.

Special Information: Main branch (Dahl Campbell Branch) of largest wholesale grocery in the United States—Midland Grocery Co., is located here doing approximately $15,000,000 business yearly. Sunlight Creameries (br. of Cudahey Pkg. Co.), $1,000,000 creamery and one of the largest in the state, located here. City is main market for the greatest hog producing center in the United States. Has one of the largest Y. M. C. A.'s for city this size in United States. County has more miles of improved highways than any rural county in the state of Ohio. City has more paved streets than any city of size in the United States.

Residential Features: Mostly one family houses. Limited section devoted to workingmen's tenements. Private homes predominate and an unusually large percentage of residents are home owners.

Retail Shopping Section: Extends from Court House Square three blocks south and two blocks north on Main Street; two blocks west and three blocks east on Court Street; and intersecting streets.

Trading Area: Extends about eighteen miles, north, south, east and west. Intermittent business is secured from people living at a greater distance because of the exceedingly good department stores, the fine train and bus service, and splendid roads.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages (public), 10; grocers, 35 (chain, 4); hardware, 3; jewelry, 5; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 11; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 52.5 degrees; average number of rainy days per twelve months, 108; most pleasant months, May, June, Sept., Oct.; doctors (medical, 17), (dentists, 7), (osteopaths, 2); number of wired houses, 3,500 (city and suburban); gas, natural and artificial; electric current, alternating; water, hard.

WILMINGTON, OHIO

(Clinton County)

1920 Population, 5,037.

Native Whites, 90%; **Negroes,** 10%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 980.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1, and Church of Christ.

Banks: National, 3; Total, $3,750,000.

Theatres: Moving Pictures, 2; Auditoriums, etc., 2; Total number of seats, 3,500.

Location: Baltimore & Ohio, Pennsylvania. Center of Motor Bus lines in all directions. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Auto accessories, auger bits, furnaces and heating plants, bridges, structural steel, ice cream cone machinery, air compressors, umbrellas, steel castings, harvesting machinery, stock food, ice, ice cream, snaps for harness.

Manufacturing Establishments, 11. Leading firms: Irwin Auger Bit Co. (largest wood-boring tool plant in the world); Farquhar Furnace Co., Auto Compressor Co., Moulton Wireless Umbrella Co., Turko Co., Safety Snap Co., Clinton Chemical Co., Wilmington Casting Co., Champion Bridge Co. Total value of yearly output of factories estimated at $2,500,000.

Special Information: Center of very rich agricultural county, making large trade territory. No foreign element. Labor mostly skilled and well paid. Richest county in Ohio per capita. Educational center with Junior and Senior High Schools and Wilmington College, all year round institution with large Normal school in summer. One of finest Court Houses in United States set in entire square. Live Commercial Club, owning its own beautiful home.

Residential Features: No "slums" or tenement district. Very large percentage of home owners. Large well-kept lawns and multitude of old trees distinguish this city from the average.

Retail Shopping Section: Extends three blocks each way from Court House Square.

Trading Area: Covers sixteen miles north, 12 miles east, 30 miles south and 20 miles west. Not only Clinton, but large section of Highland and some of Brown County, trade here regularly.

Wholesale Houses: Grocery, 1; fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 15; bakeries, 2; cigar stores and stands, 6; confectioners (including stands), 4; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 1; public garages, 8; grocers, 18 (chain, 1); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos, 3; radio supplies, 5; restaurants (including hotels), 6; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, Oct., Nov.; doctors (medical, 11), (dentists, 5), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

WOOSTER, OHIO

(Wayne County)

1920 Population, 8,204.

City and Suburban Estimate, 10,500.

Native Whites, 96%; **Negroes,** 1.5%; **Foreign Born,** 2%; **Industrial Workers,** 45%; **English Reading,** 99%; **Families,** 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,800 and 1,900.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $5,500,000; Savings Bank Deposits Total, $100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 2,400.

Location: P. R. R. main line and small branch of B. & O. Cleveland & Southwestern Traction Co., has a freight service to Wooster. Bus service embraces all principal cities in the vicinity, including Cleveland, Canton, Massilon, Millersburg and Medina. To nearest large city by railroad, 1 hour; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Agriculture. In the line of manufacturing, steel and rubber predominate. The oil industry is now leading all others in and around Wooster.

Manufacturing Establishments: 20. Leading firms, Woodard Machine Co., Ohio Overall Co., Wooster Preserving Co., Wooster Rubber Co., Holmes Construction Co., Perkins Structural Steel Co., Toy Craft Co., Wooster Brush Co., Buckeye Aluminum Co., Medal Paving Brick Co., Buckeye Boiler Works, Canton Rim Co., Akron Brass Mfg. Co., Superior Cloak Co., Success Dish Washing Machine Co., Wooster Feed Mfg. Co., Weldless Tube Mfg. Co.

Special Information: The Ohio Experimental Station is located just outside of Wooster. Three main highways, the Lincoln, Harding and CCC, go through Wooster and Wayne Co. At present Wooster is enjoying phenomenal growth due to the coming of many new industries, among which are oil. Wooster is in the center of one of the best oil fields in the state. The College of Wooster adds about 850 to the population during school year.

Residential Features: Mostly one and two family houses occupied generally by business men. The families are largely retired farmers and business men. Wooster attracts many people for the purpose of educating their children in the schools here. The value of the homes in the better part of town is about $6,000.

Retail Shopping Section: Liberty street is the main shopping street, extending the entire length of the city and the main business part will cover 10 blocks. On Market street are about 3 blocks of business houses.

Trading Area: Wooster attracts people within about a 20-mile radius. Many come further for the purchase of clothing and other goods, Wooster being considered an excellent place for such articles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 19; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 20; druggists, 5 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 5; florists, 5; fruits, 4; furniture, 2; furriers, 1; garages (public), 17; groceries, 28; hardware, 5; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 14; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, September, October; doctors (medical, 18); (dentists, 12), (osteopaths, 3); number of wired houses, 2,300; street car service; gas, natural; electric current, alternating; water, hard.

XENIA, OHIO

(Greene County)

1920 Population, 9,110.

City and Suburban Estimate: No suburban sections.

Native Whites, 80%; **Negroes,** 20%; **English Reading,** 99%; **Families,** 2,500.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $3,000,000; Savings Bank Deposits Total, $50,000; Building and Loans, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,814.

Location: In Miami Valley 14 miles east of Dayton and 18 south of Springfield. On main line of P. R. R., branch of B. & O. Hourly traction service to Dayton and Springfield. Motor bus service to Washington C. H., Wilmington, Jamestown, Cedarville and other surrounding towns. Fine paved highways in all directions throughout the county. To nearest large city by railroad, 30 minutes; by trolley, 1 hour; by auto, 45 minutes.

Principal Industries: Binder twine, rope, machinery and shoes. Hooven and Allison second largest cordage mills in the world. Kelly Machine Shops ship to all parts of the country. Xenia Shoe Co. employs 300. Home plant of Geo. Dodds and Sons Marble Works. Quarries at Keene, N. H.

Manufacturing Establishments: 4. Leading firms: Hooven & Allison Cordage Co., Kelly Cordage Co., and Machine Shops. The Xenia Shoe Co., and Dobbs Marble Works.

Special Information: In the heart of one of the finest agricultural sections in U. S. County, famous for its high grade live stock. Beautiful residence city with 14 miles of paved streets. High percentage home owners. County seat. 3,700 passenger and 700 auto trucks in county. Railroad Junction Penna. R. R. Center of Cincinnati Div. Ohio Soldiers' and Sailors' Orphan Home (600 children) located here. Wilberforce University (colored) 3 miles east of city.

Residential Features: Mostly one and two-family houses. Private homes predominate. Colored population segregated in east end of city where they have their own schools, churches and many of their own stores. Practically no colored residents in any other part of city. City outstanding for its fine paving and well-kept homes.

Retail Shopping Section: 6 blocks east and west from Galloway Street, east to Collier and 6 blocks north and south from Church Street to 3rd Street.

Trading Area: About 15 miles in all directions. Actual shopping area about 25 miles, drawing shoppers from other areas.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 6; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 3; dressmakers, 5; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 8; garages (public), 10; grocers, 31 (chain, 7); hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 11; shoes, 5; sporting goods, 3; stationers, 2.

Miscellaneous Data: Average temperature, 52.7 degrees; average number of rainy days per twelve months, 145; most pleasant months, May, June, Sept., Oct.; doctor (medical, 18), (dentists, 8), (osteopaths, 2); number of wired houses, 1,922; street car service; gas, natural; electric current, alternating; water, hard.

ZANESVILLE, OHIO

(Muskingum County)

1920 Population, 29,569.

Native Whites, 90%; **Negroes,** 4%; **Foreign Born,** 6%; **Industrial Workers,** 73%; **English Reading,** 98%; **Families,** 8,140.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 6,450.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 12; Presbyterian, 6; Roman Catholic, 2; Miscellaneous, 20.

Banks: National, 2; State, 6; Total Resources, $20,000,000; Savings Bank Depositors Total, 20,682.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 16; Total number of seats, 12,000.

Location: Head of navigation on Muskingum River, B. & O., Penna., Ohio & Little Kanawha Ry., O. R. & W., L. & W. Ry., W. & L. E., New York Central, National highway, two suburban lines and a center for bus traffic for all centers in southeastern Ohio.

Principal Industries: Clay products, including china, fancy pottery, mantle tile and flooring. Brick and sewer pipe, sand, iron and steel, railroad shops, cement products, machinery, radiators, glass, stoneware.

Manufacturing Establishments, 67. Leading firms: American Rolling Mills, Youngstown Sheet & Tube Co., Hazel Atlas Glass Co., American Encaustic Tile Co., Weller potteries, Pierce, Butler & Pierce, Mosaic Tile, Zanesville Malleable Iron Works.

Special Information: Wholesale and shopping center for southeastern Ohio. Excellent transportation facilities; in center of extensive coal, oil, gas, sand and clay deposits. On proposed waterway from Lake Erie to Ohio River. On National Highway and CCC highway and a hub of hard surfaces roads to nearby centers. Location of gigantic electric generating plant which cost $30,000,000.

Residential Features: To a very large extent a city of one family houses. Average home for workingman $4,000 and for middle class $8,500. Planning Commission has been recently appointed to zone the city.

Retail Shopping Section: Main street, 1st to 9th. Market street, 3rd to 7th and intersecting streets between Main and Market.

Trading Area: Average 15 miles north and west and 40 miles southwest and 50 miles south and east. The territory covered by Zanesville jobbers is much more extensive and covers more than double the retail area.

Wholesale Houses: Groceries, 5; meats, 4;

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OHIO (Cont'd)

Zanesville (cont'd)

fruits, 3; hardware, 1; dry goods, 1; Miscellaneous lines, 41.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 21; automobile tire agencies, 23; bakers, 15; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 43; dressmakers, 31; druggists, 21; dry goods, 10; department stores, 5; electrical supplies, 5; florists, 9; fruits, 43; furniture, 11; garages (public), 15; grocers, 116; hardware, 10; jewelry, 8; meat markets, 21; men's furnishings, 15; men's clothing, 8; merchant tailors, 19; milliners, 13; opticians, 8; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 27; shoes, 15; sporting goods, 4; stationers, 3; women's apparel, 9.

YOUNGSTOWN, OHIO

(Mahoning County)

1920 Population, 132,358.

City and Suburban Estimate, 350,000.

Native Whites, 91,761; **Negroes,** 6,662; **Foreign Born,** 33,834; **Industrial Workers,** 55,000; **Families,** 28,699.

Schools: Public Grade, 42; High, 2; Junior High, 3; Parochial, 8; Number of pupils, 33,337.

Churches: Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 7; Methodist, 17; Presbyterian, 13; Roman Catholic, 21; Miscellaneous, 29.

Banks: National, 6; State, 5; Total Resources, $60,500,000; Savings Bank Deposits Total, $74,563,000.

Theatres: Legitimate, 2; Moving Pictures, 19; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 21,000.

Location: On Mahoning River about 35 miles from its junction with Ohio River, half way between Cleveland and Pittsburgh. It has four great trunk lines; N. Y. C., Erie, B. & O. and Penna, together with P. & L. E. and L. E. & E. Excellent bus service to surrounding cities.

Principal Industries: Steel, leather, brick, mattresses, gas mantles, limestone and cement, steel bearings, steel hooks, automobile tires and rubber goods, paints and varnishes, meat packing, flour, electric lamps, candy, leather cloth and upholstering, stone and cement.

Manufacturing Establishments: 269. Leading firms: Youngstown Sheet & Tube Co., Republic Iron & Steel Co., Carnegie Steel Co., General Fireproofing Co., Truscon Steel Co., Standard Textile Products Co., Banner Electric Co., Wm. B. Pollock Co., Ohio Automatic Sprinkler Co., Glock Gas Mantle Co., Republic Rubber Corp. Total value of yearly output of factories at $300,000,000.

Special Information: Youngstown is in the very center of one of the greatest wealth producing sections of the country. It is within one night's ride of more than two-thirds of the population and four-fifths of the country's purchasing capacity.

Residential Features: Youngstown is second city in the United States in home ownership. Has an unusual historic setting. President Garfield as a barefoot boy drove a mule along the tow path through Youngstown. President McKinley was born 9 miles from Youngstown. Mill Creek Park is one of the largest and most beautiful natural parks in the country. Second city in U. S. to adopt motor driven fire apparatus.

Retail Shopping Section: Federal Street main shopping section. Extending from Spring Common to Mott Street. Also Market Street, Boardman Street, Phelps Street, Hazel Street, Champion Street, Commerce Street, Wick Avenue.

Trading Area: 20 miles, with a trading population of over 350,000. Youngstown has several outlying retail sections.

Wholesale Houses: Groceries, 16; meats, 7; fruits, 5; hardware, 1; dry goods, 1; Miscellaneous lines, confectioners, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 46; commercial auto. agencies, 26; automobile accessories, 48; automobile tire agencies, 46; bakers, 43; cigar stores and stands, (including hotels), 32; confectioners (including hotel stands), 149; delicatessen, 7; dressmakers, 45; druggists, 51; dry goods, 36; department stores, 7; electrical supplies, 21; florists, 17; fruits, 39; furniture, 33; furriers, 9; garages (public), 21; grocers, 700; hardware, 29; jewelry, 32; meat markets, 107; men's furnishings, 46; men's clothing, 35; merchant tailors, 87; milliners, 28; opticians, 15; photographers, 17; pianos (and miscellaneous musical instruments), 13; radio supplies, 9; restaurants (including hotels), 87; shoes, 44; sporting goods, 5; stationers, 7; women's apparel, 35.

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Local Circulation?
Total Advertising?
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Youngstown Telegram

is FIRST in ALL!

THE radius of the suburban territory of Youngstown is only 14 miles. Eight nearby towns, with one exception, have no big stores. These towns have grown with Youngstown proper into one big metropolitan community—into one continuous city.

City and Suburban circulation (i.e., Local Circulation, A.B.C.) is therefore comparable with just City circulation in other markets while Country circulation compares with what is called Suburban elsewhere.

The Youngstown Telegram

A Scripps-Howard Newspaper

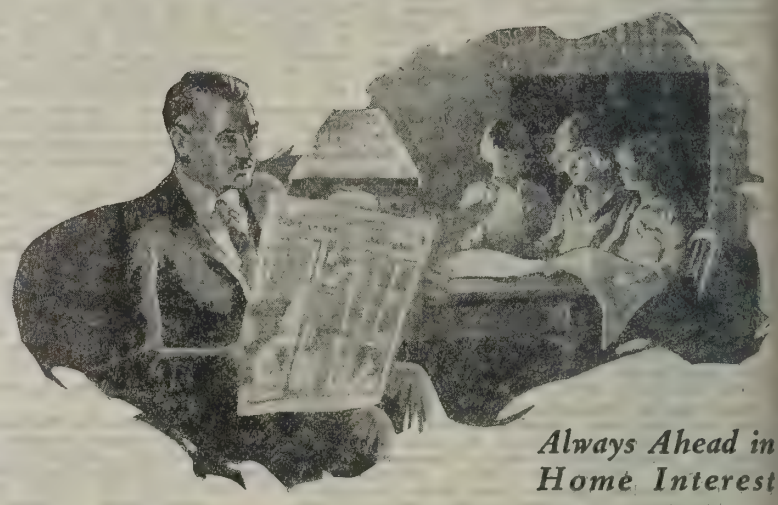
Member of the A. B. C.

Represented in the national advertising field by ALLIED NEWSPAPERS, INC.

The Vindicator

Leads in Reaching

Youngstown Homes



Always Ahead in Home Interest

YOUNGSTOWN ranks fifth among all U. S. cities in home ownership. 47.8% of its homes are owned by their occupants.

In this city and its immediate environs there are 34,175 families, according to an accurate compilation by The 100,000 Group of American Cities.

In these prosperous homes The Youngstown Vindicator finds a welcome and intense popularity, partly because of its particular local appeal but also because of the large amount of general news it prints.

The Vindicator, Daily and Sunday, goes into many more of these homes than any other newspaper.

Enormous Annual Industrial Payroll

Youngstown is largely made up of highly paid steel workers, the annual payroll exceeding $100,000,000. These ambitious, progressive people quickly respond to new products and are greatly interested in everything that improves daily living.



Radio Profits

Radio advertisers find Youngstown a most fruitful field. Technical and mechanical activities of these workers make them enthusiastic radio fans. City ideally located for exceptional radio reception.

Helpful Merchandising Service

The Vindicator Service Bureau will gladly cooperate closely with you in promoting distribution of your products in this rich, industrial territory.

In Youngstown It's

The Vindicator

Daily and Sunday

YOUNGSTOWN, OHIO

LACOSTE & MAXWELL, Representatives

Monolith Building, New York City — Marquette Building, Chicago, Ill.

Space Buyers' Guide to Newspaper Markets of OKLAHOMA

ADA, OKLA.

(Pontotoc County)

920 Population, 8,012.

ity and Suburban Estimate, 12,500.

Native Whites, 92%; Negroes, 5%; Foreign n, 3%; Industrial Workers, 25%; English ding, 100%; Families, 3,100.

chools: Public Grade, 7; High, 1; Junior h, 1; Number of Pupils, 6,000. East Central te Teachers' College.

hurches: Baptist, 3; Christian Science, 1; scopal, 1; Methodist, 2; Presbyterian, 1; nan Catholic, 1; Miscellaneous, Christian, Nazarene, 1; two other small bodies.

anks: National, 1; State, 2; Total Reces, $2,750,000; Savings Bank Deposits al, $550,000.

heatres: Legitimate, 1; Moving Pictures, Vaudeville, 1; Miscellaneous (Auditoriums,), 2; Total number of seats, 6,000.

ocation: On main line of Frisco railroad n St. Louis to Fort Worth, on Santa Fe and K. & T., O. C. A. A. R.Rs. Natural gas field city limits. Good agricultural lands and fair ls in all directions. To nearest large city railroad, 3½ hours; by auto, 5 hours.

rincipal Industries: Cement and glass manuture, farming and work in the oil fields. enty-two oil wells drilling within a radius forty miles of the city. Largest cement and s factories in the west.

anufacturing Establishments: 27. Leading s: Oklahoma Portland Cement Co., Ada ling Co., Choctaw Cotton Oil Co., American ss Co.; Ada Alfalfa Milling Co. Total value yearly output of factories estimated at 000,000.

esidential Features: Mostly one family ses, owned by the occupants. A few small ions of workers where the homes are owned others are found. There is a small negro ion containing a score or more families. population is mostly home-loving native ricans who make good money and spend ly.

etail Shopping Sections: Extends three blocks h and south and from the Frisco tracks the west to the O. C. A. A. tracks on the . The business houses, are mostly two and e story structures with modern features. store windows are said to be as good can be found in the state, and the retail es carry large stocks and push their bus-s. People come on trains and in automo-s for forty and fifty miles to trade.

rading Area: Extends forty miles in each ction, connected with fair automobile roads good train service.

holesale Houses: Groceries, 4; meats, 3; ts, 1; hardware, 6; dry goods, 10; miseneous lines, Ready-to-wear, 6.

umber of Retail Outlets for Nationally Adised Products: Passenger automobile agen-, 12; commercial auto. agencies, 8; automo-accessories, 10; automobile tire agencies, bakers, 4; cigar stores and stands (includ-hotels), 20; confectioners (including hotel ds), 15; delicatessen, 4; dressmakers, 9; gists, 10; dry goods, 25; department stores, lectrical supplies, 3; florists, 1; fruits, 9; iture, 11; furriers, 3; garages (public), 19; ers, 53; hardware, 9; jewelry, 5; meat kets, 10; men's furnishings, 8; men's clothg, 8; merchant tailors, 7; milliners, 11; op ns, 3; photographers, 4; pianos (and miseneous musical instruments), 5; radio supl, 5; restaurants (including hotels), 18; s, 14; sporting goods, 8; stationers, 9; en's apparel, 14.

iscellaneous Data: Average temperature. egrees; average number of rainy days per ve months, 36; most pleasant months, May, Nov., Dec.; doctors (medical, 26), (den-, 5); (osteopaths, 2); number of wired es, 2,200; gas, natural; electric current, alting and direct; water, hard.

ALVA, OKLA.

(Woods County)

20 Population, 3,913.

ty and Suburban Estimate, inclusive.

tive Whites, 98%; Foreign Born, 2%; Eng- Reading, 100%; Families, 1,150.

hools: Public Grade, 2; High, 1; Junior , 1; Parochial, 1; Number of Pupils, 500; ge, 900.

urches: Baptist, 1; Episcopal, 1; Metho- 1; Presbyterian, 1; Roman Catholic, 1; ellaneous, U. B., 1; Nazarene, 1; Mil- um Dawn, 1.

nks: National, 2; State, 2; Total Re- es, $250,000 to $400,000; Savings Bank sits Total, $150,000.

eatres: Legitimate, 1; Moving Pictures, Miscellaneous (Auditoriums, etc.), High ol, College Auditoriums; Total number of s, 1,850.

cation: On Santa Fe and Rock Island road.

incipal Industries: Wheat and cattle raisg

nufacturing Establishments: Location of city, the largest in the northwest Oklawith a dairying territory of 40 miles direction.

sidential Features: Practically all one y houses large and spacious with rooms for students all nicely furnished. A splendid school town with every denomination of churches. Citizens take pride in the keeping of their residences and property looking fine.

Retail Shopping Section: Extends from the public square (which forms the heart of the city and business interests) in every direction from one to two blocks.

Trading Area: 40 miles on the north; 25 miles to the east, 50 miles to the south and 65 miles to the west. With the splendid roads people often trade here from a greater distance than mentioned.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Commercial auto. agencies, 5; automobile accessories, 4; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 1; florists, 1; fruits, 8; furniture, 2; garages (public), 4; grocers, 14; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 3; merchant tailors, 4; milliners, 1; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 4; women's apparel, 3.

ARDMORE, OKLA.

(Carter County)

1920 Population, 14,181.

Native Whites, 79.5%; Negroes, 20%; Foreign Born, 5%; English Reading, 100%; Families, 5,500.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 3,400.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; State, 1; Total Resources, $7,883,030.00; Savings Banks Deposits Total, $233,750.00.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: On the Gulf Colorado & Santa Fe, Chicago, Rock Island & Pacific, St. Louis & San Francisco and Oklahoma, New Mexico & Pacific. To nearest large city by auto, 4 hours.

Principal Industries: Oil and gas.

Manufacturing Establishments: 39. Leading firms: Hoffman Arms Co., Mfg. of high grade guns, Brooks-Burner Stove Co., Colvers Ice Cream Co. Five oil refineries. Largest cigar factory in Oklahoma. Ardmore Milling Co., Automobile Tire Plant, etc.

Special Information: Ardmore is the capital of the southern Oklahoma oil district. In 1923, Carter County alone, of which Ardmore is the county seat, produced a total of 18,030,634 barrels of crude oil. In cost value a conservative estimate of the worth of this production can be figured at around $30,000,000.

Residential Features: Mostly one and two family houses. Have unusually fine homes. A number of homes that cost from $25,000 to $150,000. Over a thousand homes in the city built at a cost above $10,000.

Retail Shopping Section: Extends from East Main Street to West Main Street, covering 17 blocks. From North Washington to South Washington covering 7 blocks. From North Caddo to South Caddo about 6 blocks. From East Broadway to West Broadway covering about 10 blocks.

Trading Area: Extends 50 miles on the West, 40 miles on the Northwest, 35 miles on the North, 80 miles to the East, 40 miles on the Southeast, 25 miles on the South.

Wholesale Houses: Groceries, 8; meats, 2, fruits, 2; hardware, 1; Miscellaneous lines, 3, sash and door.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 11; automobile accessories, 41; automobile tire agencies, 46; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 40; druggists, 13; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 8; garages (public), 37; grocers, 91; hardware, 4; jewelry, 4; meat markets, 28; men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 15; shoes, 26; sporting goods, 6; stationers, 4; women's apparel, 14.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 36; most pleasant months, April, May, June, Oct., Nov., Dec.; doctors (medical, 20), (dentists, 8); number of wired houses, 3,586; gas, natural; electric current, alternating; water, hard.

BARTLESVILLE, OKLA.

(Washington County)

1920 Population, 14,417. (1925, est. 18,000).

City and Suburban Estimate, 25,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 90%; Families, 4,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,800. Business College, 1.

Churches: Assembly of God, 1; Christian, 2; Catholic, 1; Church of God, 1; Baptist, 3; Church of Christ, 1; Church of Christ Scientist, 1; Methodist, 4; Free Methodist, 1; Episcopal, 1; Presbyterian, 1; Dunkard, 1; Holiness, 1; Adventist, 1; United Brethren, 1; Mission, 1; Salvation Army, 1.

Banks: National, 4; with combined resources of $10,400,000; Savings Bank Deposits Total, $709,258. Building Loan Associations, 7.

Theatres: Legitimate, 1; Moving Pictures, 4; Burlesque, 1; Miscellaneous (Auditoriums, etc.). Total number of seats, Civic Center Auditorium seats 1,900. High Schools about 4,600.

Location: Located 20 miles south of the state line in the northeastern portion of Oklahoma. Served by the Santa Fe and M. K. & T. railroads. Freight transfer points from east are Kansas City and St. Louis, from south Oklahoma City and Tulsa. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Oil and Gas, producing refining and marketing, zinc smelting, manufacture of oil-well supplies. Agriculture. Stock raising.

Manufacturing Establishments: 17. Leading firms: Dewey Portland Cement Co., Black, Sivalls and Bryson, Bartlesville Zinc Co., National Zinc Co., Union Machine Co., Osage Foundry Co. Manufacturing interests employ 1,600 men. Foster Oil Corp.

Special Information: Bartlesville is in the heart of the oil fields of Oklahoma and the closest city to the Burbank field of Osage county. The zinc smelters when in full operation are said to be one of the largest independent companies in the field. The Empire Gas & Fuel Company, the Ind. Terr. Illuminating Oil Co. and the Phillips Petroleum Co. have a record output.

Residential Features: Nearly every home is owned by the tenants. The homes average from $5,000 to $7,500 for all but the industrial section of the city where they will run from $5,000 down to $500. The industrial portion of the city lies to the west and it is to this limited portion that the latter figures apply.

Retail Shopping Section: Extends three blocks north and south; Second, Third, and Fourth Streets, and four blocks east and west; Keeler, Johnstone, Dewey, Osage, with the business section extending east on Third Street to Cherokee and Delaware. Have more than 50 neighborhood grocery stores.

Trading Area: Extends about 25 miles in all directions with some business from southwest and northwest as far as 50 miles. Concrete roads 3 miles north and 20 miles south with about 20 miles more under construction to the north.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; miscellaneous lines, 2 candy.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies. 13; automobile accessories, 50; automobile tire agencies, 30; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 4; florists, 2; furniture, 7; garages (public), 8; grocers, 70 (chain, 1); hardware, 3; jewelry, 4; meat markets, 35; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 3; sporting goods, 3; statiioners, 2; women's apparel, 15.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Oct., Nov., Dec., Jan.; doctors (medical, 20), (dentists, 18), (osteopaths, 2); number of wired houses, 2,900; gas, natural; electric current, alternating and direct; water, soft.

BLACKWELL, OKLA.

(Kay County)

1920 Population, 7,174, 1924 est. 12,240.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 96%; Families, 4,160.

Schools: Public Grade, 6; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, $4,149,650.28.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.). Total number of seats, 2,600.

Location: A. F. & S. Fe., two lines, Frisco line. To nearest large city, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Large zinc smelter, agriculture. Hazel Atlas Glass plant, four mills, brick plants, packing plant, four oil refineries, ice plant, oil field packer and material plant, harness factory, gas plants, gasoline plants.

Manufacturing Establishments: 32. Leading firms: American Smelter Co., Blackwell Milling Co., Turvey Packing Co., Hazel Atlas Glass Co., Producers Refinery (Prairie Oil and Gas Co.).

Special Information: Kay County is among the largest oil and gas producing fields in the state. Open flow of present gas well 400,000,000 feet per day, and large undeveloped gas and oil territory.

Residential Features: Mostly five and six room modern residences of average value of $8,500.

Retail Shopping Section: Heart of district corner of Main and Blackwell Avenues, with five blocks on Main and four blocks on Blackwell Avenues. Two blocks on A Street; two blocks on First Street; 2½ blocks on Bridge Avenue; two blocks on Oklahoma Avenue and some other scattered business sections.

Trading Area: Extends twenty-five miles north, thirty miles east, twenty-four miles south and forty to fifty miles southwest, west and northwest.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 6; electrical supplies, 5; florists, 2; fruits, 3; furniture, 6; garages (public) 14; grocers, 26, (chain 1); hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 2; sporting goods, 4; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 55; most pleasant months, Sept., Oct., Nov., Dec., Jan.; doctors (medical, 8), (dentists, 6), (osteopaths, 5); number of wired houses, 2,120; gas, natural; electric current, alternating; water, soft.

BRISTOW, OKLA.

(Creek County)

1920 Population, 3,460.

City and Suburban Estimate, 15,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 98%; Families, 3,450.

Schools: Public Grade, 8; Junior High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $2,615,934.87.

Theatres: Moving Pictures, 3; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: In northeastern Oklahoma midway between the two principal cities of the state. Served by the Frisco and Oklahoma Southwestern RR. To nearest large city by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Oil and agriculture.

Manufacturing Establishments: 10. Leading firms: Transcontinental Refining Co., Skelly Ref. Co., Roland Ref. Co., Bristow Bottle Co. Total value of yearly output of factories estimated at $100,000,000.

Special Information: Bristow is centrally located in the Mid-Continent oil field. Is also the center of wide trade territory.

Residential Features: This city is noted for its fine homes. It is the home of some of the wealthy men in the state. Negroes have own well planned section of city.

Retail Shopping Section: Extends from Second Street and Main to Twelfth and Main. The shopping section extends one and two blocks on the side streets.

Trading Area: The trading area is unusually large for a city of this size. This feature is encouraged by local trade trips. Area easily extends approximately ten miles in all directions.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 7 (chain, 1); delicatessen, 2; druggists, 9 (chain, 1); dry goods, 17; department stores, 1; electrical supplies, 3; florists, 2; fruits, 2; furniture, 5; furriers, 1; garages (public), 10; grocers, 28; hardware, 5; jewelry, 4; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 11; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 14), (dentists, 6), (osteopaths, 1); number of wired houses, 1,751; gas, natural; electric current, alternating; water, hard.

OKLAHOMA (Cont'd)

CHICKASHA, OKLA.

(Grady County)

1920 Population, 10,179.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 40%; English Reading, 80%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5; Total Resources, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Rock Island, Frisco and Santa Fe Railroads, three lines in seven directions. To nearest large city by railroad, 1¾ hours; by auto, 2 hours.

Principal Industries: One of the largest cottonseed oil mills in the country. Rock Island shops, cotton compress, 3 cotton gins.

Manufacturing Establishments: Chickasha Cotton Seed Oil Co., Prairie Cotton Seed Oil Co.

Special Information: Immense natural gas field is located here, production over two billion feet. Large broom-corn market and large cotton market. Ideal shipping facilities. Home of Oklahoma College for Women.

Residential Features: Built on modern plan of wide streets, characteristic of the west. Bungalow type feature. Money derived from oil fields and gas have made many beautiful homes; 21 miles paved streets.

Retail Shopping Section: Chickasha Avenue, Kansas Avenue, Choctaw Avenue, Chickasha Avenue, is the main business street.

Trading Area: Considered 75 miles radius.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; miscellaneous lines, notions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels, 8; confectioners (including hotel stands), 4; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 10; grocers, 36; hardware, 4; jewelry, 2; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 15), (dentists, 6), (osteopaths, 2); number of wired houses, 2,100; street car service; gas, natural; electric current, alternating; water, hard.

CUSHING, OKLA.

(Payne County)

1920 Population, 6,326. (1925, est. 9,500.)

City and Suburban Estimate, 11,000.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 15%; English Reading, 95%; Families, 2,200.

Schools: Public Grade, 2,500; High, 462; Junior High, 375; Parochial, 85.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3; Total Resources, $3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,300.

Location: Served by the Santa Fe, and the M. K. & T. R.Rs. Excellent shipping facilities, direct freight line to Santa Fe., and through passenger service on the M. K. & T. R.R. Cushing is claimed to be the third largest shipping point on the M. K. & T. north of the Red River, and one of the largest shipping points in the State. To nearest large city, by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Oil refining, cotton oil mills, compresses, cotton gins, meat packing, oil supply houses, machine shops, brick plants, tank farms, ice plant, bottling plant, gasoline, wax plant, agriculture.

Manufacturing Establishments: 23. Leading firms: Shaffer Oil & Refining Co., Empire Oil Refining Co., Pure Oil Refining Co., Sinclair Refining Co., Illinois Refining Co., Inland Refining Co., Cushing Refining & Gasoline Co., Commonwealth Cotton Oil Co., Cushing Packing Co., People Compress Co., Ozark Pipe Line Co.

Special Information: Cushing claims to be the second largest shipping point in the state, the Santa Fe R.R. alone hauling 16,000 cars of petroleum products each year. The two railroads average about 75 cars a day. Has some of the largest oil tank farms in the country. New oil fields in development near city.

Residential Features: Cushing has some large houses, but the majority of homes are of the one-story bungalow type. Few apartment houses. Good paved streets. Town spreads out over a territory of about 5 square miles.

Retail Shopping Section: On Broadway for about 6 blocks of the business district. Harrison, Cleveland, and Moses Sts., each have about 3 blocks of business houses.

Trading Area: East 20 miles, west 25 miles, north, 15 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 5; electrical supplies, 3; florists, 1; fruits, 2; furniture, 7; garages (public), 8; total grocers, 51 (chain, 1); hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 2; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels), 12; shoes, 1; sporting goods, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 8), (dentists, 5), (osteopaths, 4); number of wired houses, 1,870; gas, natural; electric current, alternating and direct; water, hard.

DRUMRIGHT, OKLA.

(Creek County)

1920 Population, 6,460.

City and Suburban Estimate: 15,000. This estimate for an oil field immediately surrounding which may be considered an industrial suburban district.).

Native Whites, 88%; Negroes, 5%; Foreign Born, 7%; Industrial Workers, 75%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,937.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, 1; Disciples, 1.

Banks: National, 1; State, 1; Total Resources, $1,389,619.80.

Theatres: Moving Pictures, 2; Airdrom, 1.

Location: Is the trading center for the Cushing oil field, situated in middle of field served indifferently by Santa Fe railroad. Gravel roads in all directions, N. S. E. W. concrete building to Tulsa proposed and now being constructed to Oklahoma City. Railroad travel is slow with four trains a day on spur track connecting with the main line at Cushing. Oil companies depend on trucks largely.

Principal Industries: Pumping wells, refining, gasoline field plants making gasoline from natural gas, operating pumps, stations on main trunk lines. Oil storage and distribution from other fields, farming.

Manufacturing Establishments: Gypsy Oil Co., Magnolia Petroleum Co., Oklahoma Pipe Line Co., Prairie Oil & Gas Co., Roxana Oil Co., Shaffer Oil Co., Tidal Oil Co., Tidal Refining Co., Pure Oil Company, Texas Company, Eureka Tool Co. Understand these companies, all branches of national producers, are here in the business of making gasoline and oils, mostly, however, they stick to production. All make gasoline on the field. The Tidal operates a big refinery. The Eureka is the only plant in town that would answer the general description of a factory. Average daily production of crude oil 30,000 barrels.

Special Information: Detailed information on output of field supporting this city can be obtained from the big companies mentioned above. The field and city are really one unit. There is no new drilling, the field having settled down to steady production. Population is settled. Production about steady. Farming conditions now supply only 15 per cent of city trade rapidly becoming stronger as owners turn attention to soil and forget the oil below them.

Residential Features: The town is new and a large percentage of the people living here are looking to the time when they can build better homes. Ten years ago when the Cushing pool blew in this was a wild eyed gusher town. Today some of the temporary shacks remain but slowly and steadily good private houses are being built. Population now is staple, being lease, refinery, gasoline plant, and pump station workers with the business folk they support.

Retail Shopping Section: On Broadway, extending north and south for about six blocks, shopping section is compact, almost congested. Most of the better stores are on the west of the railroad. Usual business houses besides several oil wells supply houses which do a good share of business.

Trading Area: The Cushing, Oilton and Shamrock fields, runs five miles north and really includes the town of Oilton, ten miles south in the rich oil field with numerous plants, five miles east to the limit of oil fields. The farm trading territory is much wider, but not nearly so compact and valuable as oil worker trade. This is roughly a ten mile radius except on west where it is about 7 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 9; delicatessen, 3; druggists, 7; dry goods, 10; department stores, 1; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 5; grocers, 14; hardware, 8; jewelry, 3; meat markets, 6; men's furnishing, 2; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels) 5; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 3.

DUNCAN, OKLA.

(Stephens County)

1920 Population, 3,463.

City and Suburban Estimate, 40,000.

Native Whites, 99%; Negroes, ½%; Foreign Born, ½%; English Reading, 100%; Families, 2,836.

Schools: Public Grade, 3; High, 1; Junior, High, 1; Parochial, 1; Number of Pupils, 2,931.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 4; Total Resources, $5,956,206; Savings Banks Deposits Total, $100,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: C. R. I. & P. Ry., Meridan Highway, and Lee Highway, Ozark Trails, Highway. Bus line connecting Oklahoma City, Okla., and Ft. Worth, Texas.

Principal Industries: Oil and gas fields; agriculture.

Manufacturing Establishments: Broom factory, mattress factory, electro polish factory.

Special Information: Banner turkey and produce market in State.

Residential Features: Oil field houses in restricted districts. Nice, comfortable homes in main residential section.

Retail Shopping Section: Extends from County Court House east on Main, 10 blocks; south on 10th, four blocks; north on 10th, three blocks; east on Walnut and Willow, 8 blocks north and south on 9th, 8th, 7th, 6th, 5th, four blocks each way.

Trading Area: Trade territory extends 15 miles west, 25 miles north and south, 45 miles east. Hard surface roads now under construction in all directions, and when completed will bring trade from wider areas. Bus lines also aid business.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 4; Miscellaneous lines: Oil field supplies, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 12; automobile accessories, 10; automobile tire agencies, 30; bakers, 3; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 5; dry goods, 11; department stores, 4; electrical supplies, 4; florists, 2; furniture, 5; garages (public) 20; grocers, 38; hardware, 5; jewelry, 3; meat markets, 9; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 20; shoes, 9; sporting goods, 5; stationers, 6; women's apparel, 9.

DURANT, OKLA.

(Bryan County)

1920 Population, 7,340.

City and Suburban Estimate, 11,000.

Native Whites, 98½%; Foreign Born, 1½%; Industrial Workers, 5%; English Reading, 100%; Families, 1,875.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 3,560. Home State Teachers' College and Oklahoma Presbyterian College.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 4; Total Resources, $3,800,000; Savings Bank Deposits Total, $10,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditorium, etc), 2; Total number of seats, 8,000.

Location: Southern part of Oklahoma, served by M. K. & T., K. O. & G., St. L. & St. F. Railroads, with bus lines, five in number, running out of here.

Principal Industries: Agriculture, cotton, corn, oats, peanuts, potatoes and fruits.

Manufacturing Establishments: 2. Leading firms: Red River Extract Co., Durant Cotton Oil Co., 3 mills and elevators.

Special Information: Bryan County is the banner agriculture county of Oklahoma. Durant boasts of her schools, having 3,500 pupils in her public schools; 3,000 pupils in the Southeastern State Teachers' College, a state institute; and some 600 in Oklahoma Presbyterian College for girls, located here.

Residential Features: Mostly modest one family residences, averaging a cost of about $3,000. Very few apartments.

Retail Shopping Section: Extends from M. K. & T. Ry. west to Fifth Avenue and from St. L. & St. Fe Ry. north to Beech Street; 6 blocks east and west and 4 blocks north and south. There are many small grocery stores, meat shops, and small suburban stores scattered over residence section.

Trading Area: Extends to Red River on the south about 20 miles; to Boswell 21 miles on the East; to Atoka on the north 30 miles and to Madison on the west 26 miles. Considerable business is secured from a greater distance for reason of good railroad and bus service and up-to-date stocks and advertising of our merchants.

Wholesale Houses: Groceries, 2; fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels) 18; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 2; druggists, 6; dry goods, 15; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 5; grocers, 35; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 3.

EL RENO, OKLA.

(Canadian County)

1920 Population, 7,737. (Environment not included, 4,000.)

City and Suburban Estimate (1923), 12,000.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 99%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 6,000.

Location: On main line of Rock Island from Memphis, Tenn., to California and main line of Rock Island from Dallas, Texas to Chicago, Kansas City, etc. Terminal of Ft. Smith and Western and Oklahoma Railway Co. Also terminal of half dozen truck lines, several lines supplying entire west side of state. To nearest large city by railroad, 1¼ hours; by trolley, 1½ hours; by auto, 1¾ hours.

Principal Industries: Headquarters 2nd District of Rock Island Lines which includes the Kansas City terminals and all territory south and west. Division headquarters, offices, roundhouse and shops, for the Pan Handle division east and west and Oklahoma Division, north and south. Large mills, creamery, cotton rich agricultural and dairy community. Cotton one of the leading crops this year.

Manufacturing Establishments: Leading firms, Morris Manufacturing Co., El Reno Foundry and Machine Company.

Special Information: Ft. Reno Remount station four miles from city employs up to four hundred civilian employees in addition to enlisted employees. Concho Indian schools six miles. Large railroad center and in center of rich agricultural and dairy community. Cotton one of the leading crops this year.

Residential Features: Beautiful residential district with most homes owned and paid for. No poor section of the city and even colored section well kept and majority home owners.

Retail Shopping Section: Extends 8 blocks from Wade Street to Hayes Street on both Rock Island and Bickford Avenues, and two blocks on Choctaw including cross streets. Also five blocks on Wade street.

Trading Area: 15 miles east, 25 miles south and north and 50 miles west.

Wholesale Houses: Groceries, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 4; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 6; grocers, 25; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 7; men's clothing, 12; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Sept., Oct., Nov., Dec.; doctors (medical, 14), (dentists, 7), (osteopaths, 3); number of wired houses, 2,400; gas, natural; electric current, alternating; water, hard.

ENID, OKLA

(Garfield County)

1920 Population, 16,576. (1925, est. 22,000.)

City and Suburban Estimate, 23,000.

Native Whites, 98%; Negroes, 2%; Foreign Born, one-quarter per cent; Industrial Workers, 20%; English Reading, 100%; Families, 4,955.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 1,750 public, 1090 parochial.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 3; Total Resources, $10,923,150.21; Savings Bank Deposits Total, $1,754,210.11.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,200.

Location: Metropolis of Northwestern Okla-

OKLAHOMA (Cont'd)

homa. Served by Rock Island RR., Enid & Anadarko RR., St. Louis & San Francisco RR., Santa Fe RR. Twenty-seven freight and six passenger bus lines operating out of the city. To nearest larger city by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Oil refiners (4), wholesale grocery and manufacturing of grocery lines, such as spices, staple articles, brick machinery supplies, printing, railroad shops and car building plant, milling, iron company.

Agriculture and Live Stock: This is the center of the agricultural and live stock industries of Oklahoma. This section is a great pure bred stock section in the southwest. Large wheat, small grain, and fruit section.

Manufacturing Establishments: 9. Leading firms, Champlin Refining Co., Enid Vitrified Brick and Tile Mfg. Co., Alton Manufacturing & Mercantile Co.

Special Information: Wholesale, jobbing and retail center for Northwestern Oklahoma. Center of oil development and refining industry, ten railroad outlets, largest number of any city in Oklahoma. Several eastern and northern factories, such as National Biscuit Co., and Case T. M. Co., have state distributing plants here, serving southern Kansas and all of Oklahoma.

Residential Features: Mostly one family houses. Boasts widest and longest and finest residential street in state. No tenement district. No Devil's-Half-Acre. Average home cost $7,500. Clean streets, beautiful lawns and public parks, well kept. Prettiest park in the state is located in very center of town, around which the main business district is situated.

Retail Shopping Section: Extends around public square, which is 2 blocks and 3 streets long and one block and two streets wide, for two and three blocks on side streets.

Trading Area: Extends 25 miles east, thirty-six miles south, sixty miles north, and 100 miles west to the "Panhandle." Good roads traversible at all seasons of the year insure daily trade from distances mentioned. Over 6,100 automobiles in this county alone; over 15,000 in the area outlined.

Wholesale Houses: Groceries, 4; fruits, 4; hardware, 1; dry goods, 1; miscellaneous lines, 36.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 7; druggists, 6; dry goods, 5; department stores, 5; electrical supplies, 3; florists, 4; fruits, 7; furniture, 6; furriers, 4; garages (public), 7; grocers, 71; hardware, 5; jewelry, 5; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Sept., Oct., Dec.; doctors (medical, 33), (dentists, 16), (osteopaths, 4); number of wired houses, 5,027; street car service; gas, ntaural; electric current, alternating; water, soft.

See announcement columns 3 and 4

FREDERICK, OKLA.

(Tillman County)

1920 Population, 3,822.

City and Suburban Estimate, 5,000. (Est. population of trade territory 25,000.)

Native Whites, 95%; **Negroes,** 3%; **Foreign Born,** 2%; **Industrial Workers,** 50%; **English Reading,** 100%; **Families,** 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Junior College, 1; Number of Pupils, 1,200.

Churches: Baptist, 2; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; Church of Christ, 1.

Banks: National, 2; state, 1; Total Resources, $1,167,206.46; Savings Banks Deposits Total, $1,736,138.

Theatres: Moving Pictures, 3; Total number of seats, 1,500.

Location: Frisco, and Missouri, Kansas & Texas Rys. Lee Highway and Star Highway. County seat of Tillman County, in extreme southwest corner of Oklahoma, 13 miles north of Red River.

Principal Industries: These have to do almost exclusively with the agricultural pursuits of the farmers in the city's trade territory. There are eight cotton gins, a cotton oil mill, a flouring mill, a creamery and ice cream factory, and industries of a kindred nature.

Manufacturing Establishments: Include the above and many smaller industries. City's inexhaustible supply of pure water makes it the center of ice manufacturing industry for wide area. In 1923 Tillman County ginned over 42,000 bales of cotton, the greatest production of any county in Oklahoma. Production and shipment of alfalfa seed is a considerable industry. The Frederick Seed Farms raise pedigreed cotton seed and ship all over the south.

Residential Features: There is a large percentage of home ownership, with bungalow type of construction; houses and yards well kept and civic pride dominant. Many beautiful homes.

Retail Shopping Section: Grand Avenue.

Trading Area: East 20 miles, southeast 30 miles, south and west 15 miles, north 15 miles.

Wholesale Houses: Groceries, 2; Miscellaneous lines: cotton seed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 8; department stores, 4; electrical supplies, 2; florists, 1; furniture, 4; garages, (public), 6; grocers, 15; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 11; men's clothing, 9; merchants tailors, 5; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 6; shoes, 11; sporting goods, 3; stationers, 6; gift shops, 2; variety store, 1; lumber yards, 3; paint dealers, 6; women's apparel, 8; cement dealers, 3.

GUTHRIE, OKLA.

(Logan County)

1920 Population, 11,757.

Native Whites, 80%; **Negroes,** 20%; **English Reading,** 77%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Deposits, approximate $3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 4,000.

Location: Santa Fe, F. S. & M., D. E. & G., El Reno & W.

Principal Industries: Cotton mill, oil mill, iron foundry, mattress factory, basket factory, printing, railroad shops.

Manufacturing Establishments: Pioneer Cotton Mill.

Special Information: A large masonic temple carrying a 15,000 membership; cost $3,000,000. Five deep mineral wells with an inexhaustible supply of water.

Retail Shopping Section: Three blocks east and west on Oklahoma and Harrison Avenues. Also three blocks on West Noble. Small groceries in outlying districts to number of ten or twelve.

Trading Area: Thirty miles in each direction.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; dry goods, 4; miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 15; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 1; furniture, 5; garages (public), 4; grocers, 20; hardware, 3; jewelry, 3; meat markets, 5; men's furnishing, 3; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 2; sporting goods, 2; stationers, 5; women's apparel, 2.

HENRYETTA, OKLA.

(Okmulgee County)

1920 Population, 5,889.

City and Suburban Estimate, 26,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 65%; **English Reading,** 98%; **Families,** 5,000.

Schools: Public Grade, 14 High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,369.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: State, 2; Total Resources, $1,700,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,200.

Location: On main lines St. Louis & San Francisco and Kansas, Oklahoma and Gulf Rys. Thirteenth in point of tonnage on entire line of Frisco, and principal shipping point of K. O. & G. Junction point of federal aided highways Nos. 7 and 12 for Oklahoma City, Tulsa and Muskogee. Hourly taxi service in four directions, serving large territory.

Principal Industries: Largest coal field in southwest, 54 mines; zinc smelters, oil well tools, brick and tile plants.

Social: Country club having 160 acres with 20-hole golf course; 12-acre lake for boating and fishing.

Special Information: City is located in center of the great oil field of Oklahoma. Offers fuel gas in quantities of 700,000,000 cubic feet daily at 8c per 1,000 feet. Greatest coal field in southwest. Great beds of tile shale; 12 hour run to Kansas City, St. Louis and Dallas. Two hours to Tulsa and Oklahoma City.

Residential Features: Private homes predominate even among the working class. Two special apartment houses. Common labor tenements around mines and smelters. Three beautiful residential districts overlook the city. Homes ranging from $3,500 to $12,500. City may be described as a great earthen saucer, the surrounding hills being the rim. A peculiarly picturesque location.

Retail Shopping Section: Extends 16 blocks on Main St.; 5 blocks on Trudgeon; 4 on Broadway; "Neighborhood" territory of Kusa, Spelter City, Dear, Schulter, Coalton, Pleasant Valley, Crystal City—all coal and oil suburbs with customary shops, but do the bulk of their trading in Henryetta. A large farm and poultry raising center, cotton the especial crop, while 11 special poultry farms form the additional industry. A special milk goat breeding farm ships milk stock throughout the country.

Trading Area: Extends about 7 miles north, half way to Okmulgee, 20 miles southwest and north.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commerical auto. agencies, 11; automobile accessories, 16; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 3; druggists, 7; dry goods, 17; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 13; grocers, 32; hardware, 5; jewelry, 2; meat markets, 7; men's furnishing, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 4.

HUGO, OKLA.

(Choctaw County)

1920 Population, 6,368.

City and Suburban Estimate, 10,000.

Native Whites, 89%; **Negroes,** 10%; **Foreign Born,** 1%; **Industrial Workers,** 22%; **English Reading,** 98%; **Families,** 1,460.

Schools: 6; **Number of Pupils,** 1,850.

Churches, 7.

Banks: 4; **Total Resources,** $4,670,000.

Theatres: 2; **Total number of seats,** 2,000.

Residential Features: One family houses.

Retail Shopping Section: 6 blocks.

Trading Area: 12 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including, hotel stands), 2; dressmakers, 4; druggists, 7; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 8; grocers, 10; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 4.

LAWTON, OKLA.

(Comanche County)

1920 Population, 8,930.

City and Suburban Estimate, Approximately 14,000 including Fort Sill.

Native Whites, 89%; **Negroes,** 10%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families,** 2,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300; Indian School, 1; Agricultural School, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2. Also Army Y. M. C. A. and Salvation Army.

Banks: National, 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,100.

Location: On the Frisco and Rock Island railroads 92 miles southwest of Oklahoma City and 200 miles north of Dallas. Has excellent railroad service, which facilitates the shipment of merchandise to all parts of southwestern Oklahoma and makes this the leading wholesale distribution point in this section of the state.

Principal Industries: Fort Sill, 3,500 soldiers, monthly payroll $300,000. Medicine Park and Wichita Mountains, summer resorts. Oil refineries, oil field machine shops, electric power distribution center, structural steel works, cotton gins, cotton oil mill, flour mill, elevators, railroad shops.

Manufacturing Establishments: 19. Leading firms, Larrance Tank Corporation. Park broom factory, Mount Scott and Fuller creameries, Lawton Refining Co., Southwestern Light and Power Co., Lawton Mattress factory, Lawton Tent and Awning Co., Walker Flour Mill, Independent Cotton Seed Oil mill, Lawton Poultry and Egg Co., Lawton Ice Cream Co. Total value of yearly output of factories estimated at $6,000,000.

Special Information: Lawton business men and wholesale houses receive every year in the neighborhood of $4,000,000 from Fort Sill. Tourists this year have spent $2,000,000 in the Wichita Mountains most of which comes into Lawton. Lawton is a wheat and cotton marketing center.

Residential Features: Mostly for light housekeeping apartments. Large number of railroad, industrial and civil service workers' homes on South side. Gore addition and Fort Sill Boulevard form exclusive residence sections. Homes in latter average $7,500 each.

Retail Shopping Section: Business section extends west from Rock Island Railroad five blocks on C and D avenues, with automobile agencies on E avenue. Unusually large number of filling stations and cafes due to large tourist trade through here to resorts in the Wichita Mountains and also because of Fort Sill, personnel of which consists largely of unmarried men. Lawton is an army town and its business district is of about the size usually found in cities of 20,000.

Trading Area: Trading area extends from city in a radius of 25 miles. Ready-to-wear and clothing drawing trade as far as forty and fifty miles, due to high class of shops, which cater to army officers' wives. Interurban to Fort Sill which is also connected with city by concrete highway four miles long draws big volume of business from post.

Wholesale Houses: Groceries, 4; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 1; automobile accessories, 1; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 9; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 3; furniture, 5; garages (public), 13; grocers, 65; hardware, 4; jewelry, 5; meat markets, 5; men's furnishings, 1; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 5.

McALESTER, OKLA.

(Pittsburgh County)

1920 Population, 12,095. (1925, est. 16,980.)

City and Suburban Estimate, 18,000. All reached by our street car system.

Native Whites, 81%; **Negroes,** 16%; **Foreign Born,** 3%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 300.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 7; also 10 negro churches.

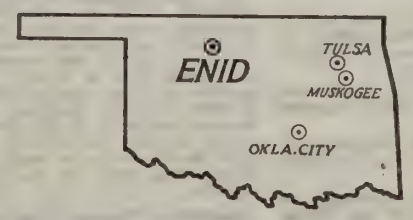
Banks: National, 3; State, 2; Total Resources, $6,333,242.60; Savings Bank Deposits Total, $1,038,821.89.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, $10,000.

Location: The principal point of distribution for southeastern Oklahoma. On two trunklines. The M. K. & T. Railway from St. Louis, Kansas City and all northern points; also Texas, Louisiana, New Mexico and western points. The Katy has a branch line that extends east from McAlester through the coal field. The Chicago Rock Island & Pacific gives us coast to coast service from east to west. A branch line extends to the southwest to the oil field of southern Oklahoma. The second largest electrical plant in the state, is located at McAlester and runs to mining centers 15 miles

Continued on page 208

COMPLETE COVERAGE OF THE OKLAHOMA MARKET
must include Enid's Combination Dailies—
The News and Eagle (morning and evening)



Wm. D. Ward, Eastern Representative, New York
Robt. E. Douglas, Western Representative, Chicago

OKLAHOMA (Cont'd)

McAlester (cont'd)

utheast of McAlester. To nearest large city r railroad, 3 hours; by auto, 3 hours.

Principal Industries: Coal mining and job- ng, grocery jobbing, hardware jobbing, candy bbing, manufacturing macaroni, ice, ice eam, cotton oil and meal, brick, tanks, filters, rine, shirts, auto tags, auto springs, wood ndles, bread, flour, feed, etc. Curing sweet tatoes, roasting coffee, bottling works, peanut tter manufacturing, printing, ginning cotton, tton and compress and other smaller enter- ises.

Manufacturing Establishments: 19. Leading ms, McAlester Cotton Oil Co., McAlester acaroni Factory, Hardman-King Co., Southern e & Utilities, Hale-Healsell Co. (potato cur- g, coffee roasting, peanut butter manufactur- g jobbers). Griffin Grocery Co. (coffee roast- s, peanut butter manufacturers). McAlester e Cream Co., Coca Cola Bottling Works, Choc- w Pressed Brick, Fangle Auto Spring Co., Ship- r Baking Co., etc. Total value of yearly out- t of factories estimated at $1,756,656.

Special Information: Location of city makes the distributing center of S. E. Okla. Center Oklahoma Coal fields. Two trunk lines with inches and an electric railway give McAlester cellent distribution. McAlester has largest ter supply of any city in state. Consists of ree artificial lakes, collecting water over area 40 miles. Surface, hilly with sheltered val- s traversed by streams well stocked with me fish. Valleys fine agricultural land. Truck rming, small fruits and dairying profitable.

Residential Features: Mostly new well kept family bungalows and homes. A few two nily houses and two or three apartments. y is well paved and well lighted. Small shop- g area, but stores are all modern, clean and ll kept, and show windows always attractive. shacks for homes. Residences costing from 000 to $8,000 predominate. A few $10,000 l up.

Retail Shopping Section: The "Katy" railroad s from north to south through the center city. Shopping district is all east of Katy. ncipal business section from Katy east to th Street on Choctaw and Grand Avenues blocks). Main, Second and Third Streets allel Katy and are business streets for about blocks each. One mile north on Main Street what was old McAlester are several blocks stores, a bank and other enterprises. The al neighborhood grocery and market is found oughout the resident portion of the town.

Trading Area: About thirty-five miles east, th, south and west. Paved highways north, th and east connecting adjoining territory. ch of our business comes from the four or towns to the southeast of us having a ulation of 2,000 to 3,000 each, reached by tric line giving hourly service, one trunk , one branch line and good highways. $1,- 000 is being expended on concrete highways ddition to state improvements from oil and taxes.

Wholesale Houses: Groceries, 3; meats, 1; ts, 3; hardware, 1; bakeries, 1; miscel- ous lines, candy, 1; flour and feed, 3; oil,

umber of Retail Outlets for Nationally Ad- ised Products: Passenger automobile agen- , 8; commercial auto. agencies, 3; automo- accessories, 10; automobile tire agencies, bakers, 5; cigar stores and stands (includ- hotels), 40; confectioners (including hotel ds), 10; dressmakers, 15; druggists, 10; goods, 11; department stores, 8; electrical lies, 5; florists, 1; fruits, 12; furniture, 3; ges (public), 15; grocers, 48 (chain, 1); iware, 4; jewelry, 4; meat markets, 14; 's furnishings, 14; men's clothing, 15; mer- t tailors, 10; milliners, 3; opticians, 7; ographers, 5; pianos (and miscellaneous ical instruments), 5; radio supplies, 3; res- ants (including hotels), 10; shoes, 17; sport- goods, 3; stationers, 12; women's apparel,

iscellaneous Data: Average temperature. legrees; average number of rainy days per ve months, 20; most pleasant months, April, , June, Oct., Nov., Dec.; doctors (medical, (dentists, 9), (osteopaths, 1); street car ice; gas, natural; electric current, alternat- water, soft.

MIAMI, OKLA.

(Ottawa County)

20 Population, 6,802. (1925, est. 10,500.)

ty and Suburban, 2,500.

ative Whites, 98%; Foreign Born, 2%; In- rial Workers, 30%; English Reading, 100%; ilies, 2,000.

hools: Public Grade, 5; High, 1; Junior , 1; Number of Pupils, 2,520; Junior ge, 1; Business College, 1.

urches: Baptist, 1; Christian Science, 1; copal, 1; Methodist, 2; Presbyterian, 1; an Catholic, 1; Miscellaneous: 1 Christian; bliness, 1 Latter Day Saints.

nks: National, 2; State, 1; Total Re- ces, $5,000,000; Savings Bank Deposits 1, $300,000.

eatres: Moving Pictures, 2; Vaudeville, 2; ellaneous (Auditoriums, etc.), 1; Total ber of seats, 1,500.

cation: Northern corner of Oklahoma, on o, Kansas, Oklahoma & Gulf and North- rn, steam and electric lines, furnishing t connection with K. C. St. Louis, Tulsa, ogee, Oklahoma City, and southern points. connects with Katy at Columbus, Kansas.

Principal Industries: Ice creamery products, sanitary toilets.

Manufacturing Establishments: Cigar factories, 2.

Special Information: Miami at the south of one of the largest lead and zinc fields in the world and its business and wealth is largely drawn from this source. Many of the largest operators have their offices in the city and operators and workmen live here. Hard surfaced roads, asphalt, and concrete traverse the country east to west, and north to south, furnishing easy access to the city from both mining and farming sections. To the nearest large city by railroad, 2 hours; by trolley, 4 hours; by auto, 3 hours. A fine tourist camp is located in the suburbs on Lake Miami with fine bathing, boating and fishing. One of the most noted herds of Aberdeen-Angus cattle has its home here as well as many other herds of pure bred cattle and hogs.

Residential Features: Miami is noted for its excellent housing accommodations. There are very few two or three room houses or old shabby buildings. Majority of houses range from five rooms up and many of them cost $10,000 and up. About 30 rooming houses and apartment houses. Natural gas is the predominant fuel and the water and light systems (municipally owned) furnish excellent service at low prices. Asphalt streets and concrete sidewalks do away with all the dust and dirt. Two 5-storied hotels (150 rooms each), rank with the best to be found anywhere. There are several smaller hotels.

Retail Shopping Section: Main shopping section 6 blocks on Main Street and 5 blocks on Central Avenue with some 25 or more small stores scattered in the residence district.

Trading Area: A radius of 20 miles around the city with a heavy trade from the lead and zinc fields along the N. E. O. RR. north of the city.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 1; coal, 2; oil and gasoline, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 5; electrical supplies, 4; florists, 1; furniture, 7; garages (public), 8; grocers, 36; hardware, 3; jewelry, 5; meat markets, 12; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 6; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 2; stationers, 2; women's apparel, 2; plumbing, 2.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Sept, Oct., Nov.; doctors (medical, 6); (dentists, 8), (osteopaths, 2); number of wired houses, 800; street car service; gas, natural; electric current, alternating; water, soft.

MUSKOGEE, OKLA.

(Muskogee County)

1920 Population, 30,277.

Native Whites, 82.5%; Negroes, 17.5%; English Reading, 100%; Families, 8,000.

Schools: Public Grade, 12—9 White, 3 Colored; High, 1; White, 1; Colored; Junior High, 1; Parochial, 3; Number of Pupils, 8,000.

Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 5—5 Colored; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 8 White, 5 Colored.

Banks: National, 3.

Theatres: Legitimate, 1; Moving Pictures, 5.

Location: M-K-T Ry., Frisco. Ry., Midland Valley Ry., K. O. & G. Ry., Interurban to Ft. Gibson (10 miles) for Mo. Pacific connection. To nearest large city by railroad, 8 hours; by auto, 14 hours. Bus service to towns east, south and west.

Principal Industries: Oil, gas and agricultural center, 3 refiners, 70 factories, 55 wholesale and jobbing houses, 3 railroad shops, 11 printing offices, 3 green houses and Choctaw Cotton Oil Co., Traders' Compress Co.

Manufacturing Establishments, 70. Leading firms, Muskogee Wholesale Grocery Co., Griffin Grocery Co., Okay Truck Co., Roberts Mattress Co., W. R. Lantz Mfg. & Supply Co., Oklahoma Engineering & Foundry Co., Muskogee Iron Works, Southern Buttery Co., Muskogee Creamery Co., E. W. Klos Manufacturing Co., Francis Vitric Brick Co., Gifford Marble & Granite Works, Star Tin & Heating Co., Empire Electric Co., Motter Bookbinding Co., Atlas Brick Co., Pure Oil Co. (refinery), Sinclair Refining Co., Oklahoma Rig & Supply Co., Muskogee Tool Co. (oil well drilling equipment), Central Packing Co. Total value of yearly output of factories estimated at $12,000,000.

Special Information: $3,500,000 Electric Plant, 30,000 H. P. G. P. of 22,500 K. W. located here; State School for the Blind; Bacone Indian University; Oil fields south, west and northwest. The first week in each October, the Oklahoma Free State Fair is held at Muskogee; headquarters of Five Civilized Tribes, housed in $750,000 Federal Building; Shrine Temple, Masonic Temple; U. S. Air Service, official landing station, Hat Box Field; U. S. Veteran Hospital No. 90; 148 miles hard surfaced roads in county, fully paid for; St. Joseph College for Catholics.

Residential Features: Most one and two family homes and bungalows predominate, 55% of citizens own homes, several fine modern apartment houses, no tenements, 22 improved parks, including 200 acres in all.

Retail Shopping Section: Extends west from M-K-T Railroad tracks for seven blocks on Broadway and Okmulgee (parallel streets) and on all cross streets, also one block east of railroad tracks on Broadway and Okmulgee Avenue, with the usual number of residential markets, groceries and drug stores.

Trading Area: Extends for a radius of 100 miles from railroad and bus facilities and hard surfaced roads.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 8; hardware, 3; dry goods, 1; miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 15; dressmakers, 22; druggists, 35; dry goods, 10; department stores, 6; electrical supplies, 6; florists, 7; fruits, 3; furniture, 16; furriers, 1; garages (public), 20; groceries, 125 (chain, 4); hardware, 10, jewelry, 7; meat markets, 24; men's furnishing, 2; men's clothing, 13; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 35; shoes, 8; sporting goods, 5; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months—May, June, September, October, November; doctors (medical), 50; dentists, 24; osteopaths, 6; number of wired houses, 7921; street car service; gas, natural; electrical current, alternating and direct; water, soft.

NEWKIRK, OKLA.

(Kay County)

1920 Population, 2,500.

Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, Assembly of God.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 2.

Location: On main line of the Santa Fe, R.R., between Kansas City and the Gulf. To nearest larger city (Ponca City) by railroad, ½ hour; by auto, ½ hour.

Manufacturing Establishments: Leading firms: Arkansas City Milling Co., Farmers Co-operative Mill, Kay Co. Creamery, Mid-West Creamery.

Residential Features: Newkirk has no apartments. Majority of people own their homes.

Retail Shopping Section: Main Street, 4 blocks; Seventh, 2 blocks; Sixth, 1 block.

Trading Area: About 40 miles, particularly from the oil fields to the east, and from the northeast part of the county. Concrete roads connect Newkirk with Arkansas City, Kans., and Ponca City, Okla. The best farming section is about 6 miles east and this contributes most heavily to trade. The Kaw Indians live here and while they are not very rich, they spend money freely.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 6; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; dressmakers, 2; druggists, 3; dry goods, 3; electrical supplies, 1; furniture, 2; garages (public), 5; grocers, 7; hardware, 3; jewelry, 3; total meat markets, 3; men's clothing, 4; merchant tailors, 2; milliners, 4; photographers, 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 5), (dentists, 2), (osteopaths, 2); gas, natural; water, hard.

NOWATA, OKLA

(Nowata County)

1920 Population, 4,435.

City and Suburban Estimate, 8,000.

Native Whites, 88%; Negroes, 11%; Foreign Born, 1%; Industrial Workers, 27%; English Reading, 91%; Families, 1,077.

Schools: 4; Number of Pupils, 1,475.

Churches: 6.

Banks: 4; Total Resources, $2,950,000.

Theatres: 2, Total number of seats, 1,100.

Residential Features: One family homes.

Retail Shopping Section: Five blocks.

Trading Area: North and west 10 miles, south and east 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 6; grocers, 8; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; stationers, 1; women's apparel, 2.

OKLAHOMA CITY, OKLA.

(Oklahoma County)

1920 Population, 91,295.

City and Suburban Estimate, 283,983.

Native Whites, 89.8%; Negroes, 7.4%; Foreign Born, 1%; Industrial Workers, 6%; English Reading, 96.2%; Families, 26,000.

Schools: Public Grade, 36; High, 2; Junior High, 5; Parochial, 5; Number of Pupils, 28,000; Parochial College, 2.

Churches: Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 2; Hebrew, 2; Methodist, 12; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 29.

Banks: National, 8; Total Resources, $55,322,399.

Theatres: Legitimate, 2; Moving Pictures, 9; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 28,000 approximate.

Location: Geographical center of Oklahoma on main line, Frisco, Rock Island, Katy, Santa Fe & Fort Smith & Western R. R. Has network of interurban electric lines centering here and extensive highway system connects city with towns throughout radius.. To nearest large city by railroad, 8 hours; by auto. 16 hours.

Principal Industries: Packing plants, Ford assembling plants, milling, jobbing, printing.

Manufacturing Establishments: 385; Leading firms: Morris & Co., Swift & Co., Wilson & Co., Ford Motor Car Co., Acme Mill, Oklahoma City Mill Co., Oklahoma Cotton Growers Exchange. Total value of yearly output of factories estimated at $125,000,000.

Special Information: City is jobbing center of Oklahoma, in center of rich wheat and cotton belt.

Residential Features: City of fine homes. Residential district all new. Bungalows predominate, many new apartments; no slums.

Retail Shopping Section: Main, 6 blocks; First, 3 blocks; Second, 2 blocks; Grand, 6 blocks; California, 4 blocks; Reno, 4 blocks; Broadway, 5 blocks; Robinson, Harvey, Hudson, each 4 blocks.

Trading Area: Seventy-five miles in each direction. Number of visitors unavailable.

Wholesale Houses: Groceries, 9; meats, 6; fruits, 7; hardware, 2; dry goods, 2; miscellaneous lines, furniture, 3; auto supplies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobiles agencies, 41; commercial auto. agencies, 5; automobile accessories, 141; automobile tire agencies, 5; bakers, 10; cigar stores and stands (including hotels), 130; confectioners (including hotel stands), 130; delicatessen, 2; druggists, 92 (chain, 3); dry goods, 15; department stores, 8; electrical supplies, 17; florists, 10; furniture, 33; furriers, 4; garages (public), 85; grocers, 425 (chain, 3); hardware, 17; jewelry, 23; meat market's 425 (chain, 1;) men's furnishing, 18; men's clothing, 18; merchant tailors, 6; milliners, 28; opticians, 6; photographers, 15, pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels), 200; shoes, 28; sporting goods, 11; stationers, 8; women's apparel, 21.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 79; most pleasant months—March, April, May, September, October, November; doctors (medical), 210; dentists, 72; osteopaths, 15; number of wired houses, 23,657; street car service; gas, natural; electric current, alternating; water, hard.

OKMULGEE, OKLA.

(Okmulgee County)

1920 Population, 17,430.

City and Suburban Estimate, 33,000.

Native Whites, 78.1%; Negroes, 19.6% Foreign Born, 2.3%; Industrial Workers, 24%; English Reading, 85%; Families, 4,138.

Schools: 17; Number of Pupils, 4,921.

Churches: 16.

Banks: 6; Total Resources, $15,190,000.

Theatres: 4; Total number of seats, 5,650.

Residential Features: One and two family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 25 miles north, east and south, 35 miles west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 28; druggists, 13; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 2; fruits, 6; furniture, 5; garages (public), 10; grocers, 63; hardware, 6; jewelry, 6; meat markets, 25; men's furnishings, 12; men's clothing, 8; merchant tailors, 3; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 25; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 8.

PAWHUSKA, OKLA.

(Osage County)

1920 Population, 6,414.

City and Suburban Estimate, 11,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 3; High, 1; Parochial, 1.

OKLAHOMA (Cont'd)

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5; Savings Bank Deposits Total, $8,500,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,400.

Location: Santa Fe, Midland Valley.

Principal Industries: Oil and gas, brick, stock raising, flour mills, Osage Indian Agency.

Special Information: County seat of Osage County. Richest Indian nation on earth. There are 2,229 allotters who receive about $11,000 per year outright annually. Quarterly June payments of $3,000—total $13,000,000. These people receive this immense sum as a result of sale of oil leases and royalties. Considered to be a live town in the Southwest, as Indians buy only the best and spend their money freely.

Residential Features: Area spread out considerable for size of town. Many fine homes and also quite a few one-story bungalows. Tendency toward building better and more expensive homes. All streets paved.

Retail Shopping Section: Main street, 4 blocks; Kikeka street, 3 blocks. All streets paved, very modern business section. Five new buildings expected of 5 stories and building all built for permanency.

Trading Area: Twenty-five miles in each direction. County seat of biggest county in the state. Larger than the whole state of Delaware.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 10; department stores, 5; electrical supplies, 2; florists, 2; fruits, 3; furniture, 5; garages (public), 5; grocers, 26; hardware, 3; jewelry, 5; meat markets, 14; men's furnishing, 5; men's clothing, 5; merchant tailors, 7; milliners, 6; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 14; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 6.

PERRY, OKLA.

(Noble County)

1920 Population, 3,154. (1924, est. 6,000.)

City and Suburban Estimate, 8,000.

Native Whites, 87%; Negroes, 8%; Foreign Born, 5%; English Reading, 94%; Families, 900.

Schools: Public Grade, 3; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Lutheran, 1; Christian, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $1,927,800.

Theatres Moving Pictures, 3. Total number of seats, 1,050.

Location: On mail line of Santa Fe, Kansas City to Gulf; St. Louis & San Francisco, St. Louis to Vernon, Texas. To nearest large city by railroad, 4½ hours; by auto, 4½ hours.

Principal Industries: Small grain raising, cotton raising, cotton, fruits and hay, milling. Cleveland oil field, largest in Northern Oklahoma, and other large oil fields are situated in county.

Residential Features: One-family houses.

Trading Area: Radius of 35 miles.

Number of Retail Outlets for Nationally Advertised Products: Retail stores: automobile agencies, 9; exclusive tire houses, 2; garages, 4; dry goods, 11; exclusive ladies' wear, 1; furniture, 2; undertaking, 2; electric, 2; grocers, 2; groceries, 22; books and stationery, 1; bakeries, 2; meat markets, 3; variety, 3; drug stores, 4; radio dealers, 4; truck agencies, 2; music store, 1; cream stations, 5; beauty parlors, 5; millinery stores, 4; hotels, 9; restaurants, 7.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 7, dentists, 6), (osteopaths, 1); number of wired houses, 1,204; gas, natural; electric current, alternating; water, soft.

PONCA CITY, OKLA.

(Kay County)

1920 Population, 7,051. (1925, est. 15,000.)

City and Suburban Estimate, 20,000.

Native Whites, 97%; Negroes, 2.5%; Foreign Born, 10.½%; English Reading, 99.5%; Families, 1,900.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,-1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $9,000,000. Savings Bank Deposits is not available.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Santa Fe Railroad, main line. Rock Island R.R. is extending branch from Enid, running to Blackwell, Okla. To nearest large city by railroad, 3½ hours; by auto, 4½ hours.

Principal Industries: Oil, gasoline, petroleum products, wheat, grain, live stock and agricultural products.

Manufacturing Establishments: 10. Leading firms: Marland Refining Co., Flour Mill, Wentz Oil Corporation, Empire Refining Co.

Special Information: Hub of oil industries of northern Oklahoma. Rich agricultural and live stock section.

Residential Features: Eighty per cent of the people own their own homes. Thirty-six miles brick paving. Unusually fine homes for a city of 15,000 population.

Retail Shopping Section: Grand Avenue, 8 blocks; Pine Street, 3 blocks; 1st Street, 8 blocks; 2nd Street, 5 blocks, 3rd Street, 6 blocks; 4th Street, 5 blocks; Cleveland Street, 3 blocks; Central Street, 3 blocks. 32 miles concrete paving in trade territory; 10 more under construction.

Trading Area: Eighteen miles west, 28 north, 30 south and 50 east.

Wholesale Houses: Groceries, 2; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 30; delicatessen, 10; dressmakers, 40; druggists, 6; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 2; fruits, 7; furniture, 5; furriers, 1; garages (public), 28; grocers, 35; hardware, 6; jewelry, 5; meat markets, 18; men's furnishing, 9; men's clothing, 9; merchant tailors, 5; milliners, 7; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 14; shoes, 4; sporting goods, 5; stationers, 7; women's apparel, 8.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 14), (dentists, 13), (osteopaths, 8); number of wired houses, 2,700; bus service; gas, natural; electric current, alternating; water, medium.

SAPULPA, OKLA.

(Creek County)

1920 Population, 11,634. (1925, est. 15,000.)

City and Suburban Estimate, 25,000.

Native Whites, 84.7%; Negroes, 13.3%; Foreign Born, 2%; Industrial Workers, 26%; English Reading, 92%; Families, 2,782.

Schools: 9; Number of Pupils, 4,300.

Churches: 13.

Banks: 3; Total Resources, $7,200,000.

Theatres: 4; Total number of seats, 3,000.

Location: To nearest large city by railroad, 40 minutes; by trolley, 40 minutes; by auto, ½ hour.

Residential Features: One and two family houses.

Retail Shopping Section: 15 blocks.

Trading Area: 18 miles north, 30 west, 10 east, 20 south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 8; dressmakers, 12; druggists, 9; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 8; garages (public), 12; grocers, 60 (chain, 2); hardware, 7; jewelry, 5; meat markets, 15; men's furnishings, 9; men's clothing, 4; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct.; doctors (medical, 19), (dentists, 10), (osteopaths, 3); number of wired houses, 3,000; gas, natural; electric current, alternating; water, soft.

SHAWNEE, OKLA.

(Pottawatomie County)

1920 Population, 15,348. (1925, est. 18,285.)

City and Suburban Estimate, 26,100.

Native Whites, 95%; Negroes, 3.5%; Foreign Born, 1.5%; Industrial Workers, 18%; English Reading, 3,005; Families, 3,085.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,650. Baptist University, students, 1,051.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, Christian, Nazarene, Church of Christ.

Banks: National, 3; Total Resources, $5,110,-242, July 5, 1925. Savings Banks Deposits Total—Three Building and Loan Associations have resources of $9,550,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,100.

Location: On main line Chicago, Rock Island & Pacific—division and shop point—branches of Santa Fe and Oklahoma City, Ada and Atoka, and on Shawnee-Tecumseh interurban. Southern terminus of Oklahoma Southwestern now building. Seventeen bus lines operate regularly to oil fields' towns and the adjoining counties. To the nearest large city by railroad, 1 hour, 45 minutes; by auto, 2 hours.

Principal Industries: Shops of the Rock Island and Santa Fe, flour and feed mills, garment manufacturing plant, two commercial ice plants operating year round; seed cleaning and shipping concern, machine shops, welding works, bottling works, creameries, cotton gins, cotton compresses.

Manufacturing Establishments: 24. Leading firms: Shawnee Milling Co., Shawnee Garment Mfg. Co., Climax Creamery Co., Western Ice & Storage Co. Total value of output of factories estimated at $5,225,000 not including R. R. shops and cotton comps.

Special Information: Shawnee is in the heart of a large cotton producing area and is the principal concentration point. It is a large mule market and handles dairy products of much value. During two years it has become an important supply point for the largest new oil fields developed in the state. It is an educational point of importance, besides the public schools being the seat of the Oklahoma Baptist University and St. Gregory's Catholic college.

Residential Features: Shawnee is a city of home-owners, only a small section of the city being set aside for industrial workers. Homes of negroes are segregated and no whites live among them. Streets are shaded and, in the best residential district the average value of the homes is about $12,000.

Retail Shopping Section: Extends from the second block on West Main Street to the sixth block on East Main, two blocks on North Broadway, one block each on North Beard, North Bell, North Union, South Union, South Bell, South Broadway and South Beard.

Trading Area: Extends forty miles to the east, 32 miles to the south, 20 miles to the west and 30 miles to the north; the most recent extension being to the north to the oil fields which are principally supplied from Shawnee which built its own road to them.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; miscellaneous lines, flour and feed.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 44; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 9 (chain, 5); dry goods, 10; department stores, 1; electrical supplies, 1; florists, 2; fruits, 4; furniture, 4; furriers, 4; garages (public), 8; grocers, 42 (chain, 2); hardware, 4; jewelry, 5; meat markets, 8; men's furnishings, 5; men's clothing, 4; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 8; paint and paper, 2.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 60; most pleasant months, July, Aug., Sept., Oct.; doctors (medical, 40), (dentists, 10), (osteopaths, 4); number of wired houses, 3,200; street car service; gas, natural; electric current, alternating and direct; water, hard.

STILLWATER, OKLA.

(Payne County)

1920 Population, 4,701. (1925, est. 7,500.)

City and Suburban Estimate, 5,600; 1925 estimate, 8,500.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; English Reading, 99.50%; Families, 1,750.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,466.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; Total Resources, $2,287,-389.70.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,635.

Location: Atchison, Topeka & Santa Fe. Fine auto service to points on St. Louis & San Francisco Railroad and Mo. Kans. & Texas Ry. To nearest large city by railroad, 3 hours; by trolley, 3 hours; by auto, 3½ hours.

Principal Industries: Flour mills, ice plant, broom factory, cement block, wholesale grocery houses and candy factory.

Manufacturing Establishments: Leading firms: Lehman Ice Co., with four branch plants.

Special Information: Seat of Oklahoma Agricultural and Mechanical College with 1,000 acre farm, Twenty-three principal buildings. Forty-four departments of special education.

Residential Features: Private homes. Modern 5 and 6 room homes average value is $6,-500.

Retail Shopping Section: Main Street, 5 blocks. East Ninth Avenue, 1 block. East Eighth Avenue, 2 blocks. West Seventh Avenue, 1 block. Small business neighborhood just outside of college campus.

Trading Area: Eleven miles south. Twelve miles east. Fifteen miles west and twelve miles north.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 5; bakers, 8; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 4; druggists, 5; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; furniture, 5; garages (public), 10; grocers, 14 (chain, 2); hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 50; most pleasant months, Sept., Oct., Nov., Dec.; doctors (medical, 6), (dentists, 4), (osteopaths, 3); number of wired houses, 1,640; bus service; gas, natural; electric current, alternating; water, soft.

TULSA, OKLA.

1920 Population, 72,075. (Official estimate by Bureau of Census, April, 1923—102,018.)

City and Suburban Estimates, 125,000.

Native Whites, 85%; Negroes, 12%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 98%; Families, 25,000.

Schools: Public Grade, 23; High, 1; Junior High, 5; Parochial, 2; Number of Pupils, 17,675.

Churches: Baptist, 18; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 14; Presbyterian, 6; Roman Catholic, 3; Miscellaneous, 32.

Banks: National, 6; State, 2; Total Resources, $70,247,547.93; Savings Bank Deposits Total, $14,769,470.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 15,000.

Location: In northwestern Oklahoma, 250 miles south of Kansas City, 424 miles southwest of St. Louis, and 284 miles north of Dallas. Served by the St. Louis & San Francisco (Frisco System), M. K. & T., Midland Valley, Atchison, Topeka and Sante Fe. Excellent bus and electric railway service to all points in trade territory.

Principal Industries: Petroleum production and refining, oil well supplies and machinery, cotton sheeting, glass, furniture, stoves. Large coal, lead and zinc mines in trade territory.

Manufacturing Establishments: 210. Leading firms, Cosden Co., Texas Co., Sand Spring Cotton Mill, Kerr Glass Co., Oklahoma Iron Works, Braden Co., Queen Bee Stove Co. Practically all the large oil companies have warehouses and shops.

Special Information: Tulsa is the oil capital of the state, the financial center of the Mid-Continent field, the industrial center of Oklahoma, the hub of the extensive system of paved highways in the southwest, the center of a rich agricultural and dairying district, an important jobbing center. Very large income producing point on the Frisco System. Cosden Co. operates the largest independent refinery in the mid-continent oil field.

Residential Features: Mostly single family homes. No congested areas. Colored section entirely segregated. No tenement districts. Tulsa is noted for its many magnificent homes and beautiful residence sections made possible by the great wealth of the prominent men in the oil industry.

Retail Shopping Section: Extends 12 blocks south to Frisco R. R. (which is the dividing line between the north and south parts of the city) along Main Street, and for about 8 blocks along Boston, Boulder; 6 blocks along Cincinnati and Cheyenne, these streets all paralleling Main Street. Also on cross streets between limits set above. There are outlying retail sections in West Tulsa and Sand Springs, and several smaller "neighborhood sections" with the usual grocery, meat, drug and small shops.

Trading Area: Extends for approximately 100 miles in every direction and Tulsa is the retail center for this entire area.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 10; hardware, 1; miscellaneous lines, oil well supplies, confectionery, paper, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 14; bakers, 16; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 28; delicatessen, 5; dressmakers, 6; druggists, 72; dry goods, 7; department stores, 4; electrical supplies, 20; florists, 7; fruits, 15; furniture, 38; furriers, 1; garages (public), 59; grocers, 262, hardware, 10; jewelry, 11; meat markets, 150; men's furnishing, 30; men's clothing, 37; merchant tailors, 21; milliners, 9; opticians, 7; photographers, 18; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 68; shoes, 16; sporting goods, 5; stationers, 3; women's apparel, 12.

WILSON, OKLA.

(Carter County)

1920 Population, 2,286.

City and Suburban Estimate, 2,200.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 100%; Families, 500.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Church of Christ, 1; Miscellaneous, Modern Apostolic 1.

Banks: National, 1; State, 1; Total Resources, $450,644.08. Savings Bank Deposits Total, $400,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: About midway on Ringling Ry.

Continued on page 210

OKLAHOMA and OREGON Newspaper Markets in Standard Surveys

OKLAHOMA (Cont'd)

Wilson (con't)

System which extends from Ardmore, Okla.—city of about 2,500 to Ringling, Okla.—a small town of probably 700. To nearest larger city (30-mile system) by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Cotton, oil, produce, lumber, markets, refining of oil.

Manufacturing Establishments: Leading firms: Wyanza Refining Co., Daisy Bell Refining Co.

Special Information: Wilson's oil industry is the most prominent, with cotton production ranking a close second, and other very important agricultural products, such as corn-milo maize, and garden produce, pecans, and peaches in the horticultural line.

Residential Features: The families of this city and neighborhood are mostly old residents here. Unlike most oil-field towns the city has a large per cent of well-built homes. No apartments. One good hotel.

Retail Shopping Section: On Main Street, with 10 blocks of business houses. C Street, with 2 blocks, and D Street, with 5 blocks.

Trading Area: East, 3 miles; west, 6 miles; south, 10 miles; north, 8 miles.

Wholesale Houses: Groceries, 1; hardware, 2; miscellaneous lines, lumber, 3; oil, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 8; bakers, 1; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 13; dressmakers, 2; druggists, 4 (chain, 1); dry goods, 8; department stores, 1; electrical supplies, 2; fruits, 15; furniture, 3; furriers, 2; garages (public), 7; grocers, 13; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 60; most pleasant months, Sept., Oct., Nov., Dec.; doctors (medical, 6), (dentists, 2), (osteopaths, 1); number of wired houses, 440; gas, natural; electric current, direct; water, soft.

WOODWARD, OKLA.

(Woodward County)

1920 Population, 3,896.

City and Suburban Estimate, 5000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 3%; **English Reading,** 100%; **Families,** 1,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Business College, 1; Number of Pupils, 1,250.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Disciples Christ, United Brethren, Nazarene, Lutheran.

Banks: National, 1; State, 1; Total Resources, $1,200,000. Building and Loan Association, $233,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Convention Hall, High School and Community Bldg. Total number of seats, 1,800, Convention Hall; 800, High School; 800, Community Bldg.

Location: Atchinson, Topeka & Santa Fe main line to Pacific coast, to Kansas City and Chicago, carrying through passenger and freight service on fast schedules. Missouri, Kansas and Texas, direct line to Fort Worth, Dallas and Gulf coast. To nearest large city by railroad, 5½ hours; by auto, 7½ hours.

Principal Industries: Ice plant, ice cream factory, butter factory, bakeries, cement blocks, and the government experimental farm (town is rural center supported by diversified farming, ranging from beef cattle to intensive truck gardening, and including poultry, dairying, sheep and hogs).

Manufacturing Establishments: Leading firms: Railways Ice & Coal, Greer's Ice Cream Co., Woodward Cement Co., City Bakery, Purity Bakery, Puriton Creamery, Bowlin's Broom Factory. Kightlinger Monument Works. Total value of yearly output of factories estimated at $500,000.

Special Information: Woodward is in the center of an area which has been officially declared by an authorized commission of the French government, in a critical survey of the United States, to be absolutely free from tuberculosis. Ample bridges; good roads.

Residential Features: Mostly of bungalow type, wooden, stucco and brick veneer, well set on spacious grounds. Some more pretentious structures two-stories, colonial designs. All special attention to lawns, flower gardens and landscaping. Houses mostly one-family plants, with sufficient family apartments to accommodate limited demand.

Retail Shopping Section: Confined largely to Main Avenue from Fifth to Tenth inclusive—with some activity on adjoining blocks to main Seventh, Eighth, Ninth and Tenth streets.

Trading Area: Forty miles north, thirty-six miles east, fifty miles south and eighty-five miles west by northwest. (This is conservative and includes the mass and not the exceptional, or chance buyer from remote distances.)

Wholesale Houses: Groceries, 3; fruits and produce, 1; miscellaneous lines, brooms, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 3 (chain, 2); dry goods, 8; department stores, 3; electrical supplies, 1; florists, 1; fruits, 10; furniture, 3; garages (public), 8; grocers, 10; hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 5; sporting goods, 2; stationers and printers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 81; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 9), (dentists, 5), (osteopaths, 1); number of wired houses, 100%; electric current, alternating; water, soft.

Standard Surveys of OREGON

ALBANY, ORE.

(Linn County)

1920 Population, 4,840.

City and Suburban Estimate, 10,000.

Native Whites, 92%; **Foreign Born,** 8%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 1,391.

Schools: 4; Number of Pupils, 1,200.

Churches: 15.

Banks: 4; Total Resources, $4,950,000.

Theatres, 2; Total number of seats, 1,100.

Location: 83 miles south of Portland on Willamette River, on Southern Pacific RR., Corvallis & Eastern RR. and Oregon Electric RR.

Principal Industries: Stock raising, wool growing, fruit canning, brick yards, iron works, flour mill and wood working factories.

Residential Features: Mostly one and two family houses on well paved streets.

Retail Shopping Section: Ten blocks.

Trading Area: 18 mile radius.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; drugs, 1; tobacco, 1; confectioners, 1; flour, 4; butter, 2; lumber, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 11; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 1; fruits, 4; furniture, 6; furriers, 4; garages (public), 14; grocers, 15; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 11; shoes, 7; sporting goods, 4; stationers, 2; women's apparel, 6.

ASHLAND, ORE.

(Jackson County)

1920 Population, 4,283. (1925, est. 52,000.)

City and Suburban Estimate, 10,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 38%; **English Reading,** 98%; **Families,** 1,365.

Schools: 3; Number of Pupils, 1,175. South Oregon Normal School, $175,000 state institution, being constructed here, to open summer of 1926.

Churches: 10.

Banks: 3; Total Resources, $2,760,000.

Theatres: 2; Total number of seats, 1,750.

Location: 22 miles from Northern California border via main line of Pacific Highway on main line Southern Pacific R. R.

Principal Industries: Cannery, creamery, granite works, box factory, lithia springs and carbon gas bottlers, iron foundries, cigar factories, lumber products.

Residential Features: Modern, small family homes of average cost; new apartments.

Retail Shopping Section: Seven blocks on Main, Alaza, Oak, Pioneer and First to Fourth Streets.

Trading Area: 20 miles radius, including large area in Northern California.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 7 (chain, 1); automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 12; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 6; florists, 3; fruits, 5; furniture, 6; garages (public), 18; grocers, 13; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 13; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 5), (dentists, 6), (osteopaths, 2); gas, artificial; electric current, alternating; water, soft.

ASTORIA, ORE.

(Clatsop County)

1920 Population, 14,027.

City and Suburban Estimate, 30,000.

Schools: Public Grade, 7; High, 1; Junior High, 3; Parochial, 3; Number of Pupils, 2,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 3.

Theatres: Moving Pictures, 3. Total number of seats, 2,345.

Location: On south shore of Columbia River. Served by S. P. and S. Ry., Harkins Transportation Co., and numerous coastwise and foreign steamship lines. Excellent bus service to Portland and way points.

Principal Industries: Salmon packing, lumber mills, flour milling, furniture manufacturing and machinery shops, dairying.

Manufacturing Establishments: 27. Leading firms: Astoria Flour Mills, Astoria Box Co., Union Fisherman Co., Op. Packing Co., Columbia River Packer's Assn., Samborn Cutting Co., Altoona Packing Co., Anderson Fish Co., Young's Bay Lumber Co., Freeland Table Co., Columbia Iron & Steel Works. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Located at the mouth of the Columbia River. Natural ocean outlet for 350,000 square miles of territory. One of the largest fresh water seaports in the world.

Residential Features: Mostly one and two-family houses. Private homes predominate. Fine residential section. Homes in latter section average in value $8,000.

Retail Shopping Section: There are three outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about thirty miles east, south and west and twenty miles north. Good bus, train and boat service to these points.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; miscellaneous lines: ice cream, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 12; druggists, 6; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 3; fruits, 2; furniture, 5; garages (public), 8; grocers, 24; hardware, 7; jewelry, 6; meat markets, 10; men's furnishings, 13; men's clothing, 11; merchant tailors, 6; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 15; shoes, 3; sporting goods, 1; stationers, 3; women's apparel, 5.

BAKER, ORE.

(Baker County)

1920 Population, 7,729. (1925, est. 9,000.)

City and Suburban Estimate, 18,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **English Reading,** 90%; **Families,** 1,900.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: O. W. R. & M. (part of Union-Pacific,, Sumpter Valley R. R.. To nearest large city by railroad, 13 hours; by auto, 13 hours.

Principal Industries: Farming and lumbering, livestock, mining, dairying.

Manufacturing Establishments: 10. Leading firms: Baker White Pine Lumber Co., 4 large lumber mills.

Special Information: $15,000,000 producing annually.

Residential Features: 75 per cent own homes.

Retail Shopping Section: Main St., Center St., Washington Ave., Court St.

Trading Area: 10,000 square miles.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 2; creamery, 2; ice cream, 1; condensed milk, 1; calendar factory, 1; cigar factory, 1; greenhouses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 6; department stores, 4; electrical supplies, 2; florists, 1; furniture, 3; grocers, 16 (chain, 2); hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 1; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 125; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 8), (dentists, 6), (osteopaths, 2); number of wired houses, 1,900; gas, artificial; electric current, alternating; water, soft.

BEND, ORE.

(Deschutes County)

1920 Population, 5,914.

City and Suburban Estimate, 10,000.

Native Whites, 94%; **Negroes,** ½ of 1%; **Foreign Born,** 5½%; **Industrial Workers,** 35%; **English Reading,** 98%; **Families,** 2,000 or more.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,036.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Savings Bank Deposits Total, $488,105.90.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,500.

Location: Terminal of Deschutes Branch O. W. R. & N. Co. and Oregon Trunk Branch S. P. & S. Co. Rys. On Dalles-California and McKenzie-California Highways. Excellent bus service in four directions. To nearest large city by railroad, 10½ hours; by auto, 8 hours.

Principal Industries: Lumber, milling and logging, iron founding and machine shops, railroad shops.

Manufacturing Establishments: 6. Leading firms, Brooks-Scanlon and Shevlin-Hixon Lumber Companies. Total value of yearly output of factories estimated at $25,000,000.

Special Information: Main business and economic center of territory extending 150 miles in all directions, including three counties and parts of two others, only city of any size. Center of great Central Oregon vacation land. Summit Cascade mountains and 100 mountain lakes within two hours by auto. End of railroad transportation for vast territory some of which is now irrigated and producing heavily.

Residential Features: City of home owners. No workingman's tenement houses. Homes modern, practically all built within last four years, average cost $3,500. All business streets, and residence streets paved and macadamized.

Retail Shopping Section: Extends from Wall St. for 7 blocks: Bond St., for 9 blocks; Oregon, Minnesota, Franklin and Greenwood Aves., 2 to 6 blocks, with business and other industries scattered throughout the outskirts of city. There are 150 business houses in the city.

Trading Area: Shopping people come here from Madras, 50 miles; Mitchell, east 75 miles: Burns and Lakeview, southeast and south 150 miles and west to Cascade mountains, 5 to 30 miles. Mostly by automobiles and busses.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; hardware, 1; miscellaneous lines, candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 10; bakers, 3; total cigar stores and stands including hotels), 19; dressmakers, 3; total druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 1; furniture, 5; furriers, 1; garages (public), 9; total grocers, 22 (chain, 1); hardware, 3; jewelry, 5; total meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; total restaurants (including hotels), 20; sporting goods, 3; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 45.9 degrees; average number of rainy days per twelve months, 120; doctors (medical, 10), (dentists, 7), (osteopaths, 5); number of wired houses, 2,460; electric current, alternating and direct; water, soft.

CORVALLIS, ORE.

(Benton County)

1920 Population, 5,752.

City and Suburban Estimate, 6,300.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 1,510.

Schools, 4; **Number of Pupils,** 900.

Churches: 12.

OREGON (Cont'd)

Banks: 3; Total Resources, $4,270,000.

Theatres, 2; Total number of seats, 1,100.

Location: 87 miles south of Portland on lines of Southern Pacific RR., P. E. & E. RR. and Oregon Electric Railways.

Principal Industries: Mostly one family cottages and bungalows.

Retail Shopping Section: About 6 blocks on Second, Third, Madison, Jefferson and Monroe Streets.

Trading Area: West about 16 miles, north and south 10 miles, east about 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 10; fruits, 4; furniture, 2; garages (public), 8; grocers, 17; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 5.

EUGENE, ORE.

(Lane County)

1920 Population, 10,593. (1925, est. 19,000.)

City and Suburban Estimate, 45,000.

Native Whites, 94%; Foreign Born, 6%; Industrial Workers, 12.2%; English Reading, 98.5%; Families, 3,975.

Schools: Public Grade, 6; High, 2; Junior High, 3; Parochial, 1; Number of Pupils, 3,750.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 2; Total Resources, $8,641,246.70; Savings Bank Deposits. Total, $2,856,038.77.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On main line of Southern Pacific; Southern terminus on Pacific coast of Oregon Electric, owned jointly by the Northern Pacific and Great Northern. Branch lines from here reach entire southwestern and southeastern Oregon. On paved Pacific highway, paved from Canada to Mexico. On main trans-state east and west highway. Excellent bus and truck service on all these highways. To nearest large city by railroad, 4¼ hours; by trolley, 4¼ hours; by auto, 4½ hours.

Principal Industries: Lumbering, fruit and vegetable canning and preserving, woolen mills, furniture and woodworking plants and railroad shops.

Manufacturing Establishments: 60. Leading firms: Booth-Kelly Lumber Co., Eugene Fruit Growers' Association, Eugene Woolen Mills, Far West Mfg. Co., Eugene Excelsior Co. Total value of yearly output of factories estimated at $25,000,000.

Special Information: Building permits, first six months of 1925, $1,406,355. This total exceeded in entire Pacific Northwest only by Portland, Seattle, Tacoma and Spokane. One twentieth of the nation's remaining supply of timber lies within a radius of 75 miles of Eugene. Lane county heaviest timbered county in the United States, containing 65 billion feet. Railroads and highways make this natural distributing point for southern Oregon; 175 traveling men work out of Eugene.

Residential Features: Chiefly one and two-family homes. Limited number of high class apartment houses. Bungalow courts increasing in number. Handsome residence section in hills surrounding city. No tenement section or "shack" section. Average value of homes throughout the city around $3,000. Better type homes average $15,000 to $20,000.

Retail Shopping Section: Willamette Street from Fifth to Eleventh; about four blocks each on Seventh, Eighth and Ninth Avenues, crossing Willamette; Civic Center around parks, bounded by Eighth and Ninth Avenues, and East and West Park Streets. Small outlying retail district near University of Oregon. Springfield population, 2,000, located just across Willamette River, constitutes second outlying retail district.

Trading Area: Extends 75 miles west to Pacific Ocean, 75 miles east to summit of Cascade Range, 25 miles north and 30 miles south. Trading area large because of lack of large towns. Well served with paved and macadam roads, and automobile ownership averages one car to each five persons.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 4; dry goods, 2; drugs, 1; musical instruments, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 15; bakers, 9 (chain, 3); cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 16; delicatessen, 16; dressmakers, 12; druggists, 9 (chain, 1); dry goods, 13; department stores, 8; electrical supplies, 5; florists, 6; fruits, 4; furniture, 9; furriers, 2; garages (public), 15; grocers, 42 (chain, 2); hardware, 5; jewelry, 4; meat markets, 13 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 15; shoes, 6; sporting goods, 4; stationers, 4.

Miscellaneous Data: Average temperature, 52.41 degrees; average number of rainy days per twelve months, 160; most pleasant months, April, to November; doctors (medical, 35), (dentists, 23), (osteopaths, 3); number of wired houses, 4,915; street car service; gas, artificial; electric current, alternating; water, soft.

GRANTS PASS, ORE.

(Josephine County)

1920 Population, 3,151.

City and Suburban Estimate, 1924, 7,000.

Native Whites, 100%; English Reading, 99%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 1; Total Resources, $2,284,282.82. Savings Bank Deposits Total, $748,116.99.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,350.

Location: Southern Pacific Ry. 300 miles from Portland and 450 miles from San Francisco. Bus service on paved highway from Los Angeles to Portland, Oregon. Junction of the Pacific and Redwood Highways. Redwood Highway to Crescent City, Calif., water shipping point, 99 miles. Also terminus of Calif. & Oregon Coast Ry., extending 15 miles toward the coast and depending upon lumber shipments principally. On Rogue River, world famous fishing stream.

Principal Industries: Lumbering, dairying, fruit, the home of the Tokay grape. Irrigated farm district adjoining city.

Manufacturing Establishments: 1. Leading firms, Pine Company. There are 17 saw mills in county and two creameries.

Special Information: Trading center for vast area extending nearly to Pacific Coast. On paved highway, and is junction for western terminus of Redwood Highway.

Residential Features: 90% of residents are home owners.

Retail Shopping Section: Main business section on Pacific Highway between courthouse and river. Business houses cover nine blocks on Sixth Street, five blocks on G Street, and two blocks on H Street.

Trading Area: Extends 30 miles north, 15 miles east, 60 miles south and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 18; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 20, including grocers; dressmakers, 15; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; furniture, 5; garages (public), 7; grocers, 13; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 11; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 4.

KLAMATH FALLS, ORE.

(Klamath County)

1920 Population, 4,801. (1925, est. 10,000.)

City and Suburban Estimate, 25,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 60%; English Reading, 90%; Families, 1,500 (estimate—census report not completed).

Schools: Public Grades, 5; High, 1; Parochial, 1; Number of Pupils, 1,917 (Grade, 1,114; High, School, 486; Parochial, 317).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3: Christian, 1; Lutheran, 1; Non-Denominational, 1.

Banks: National, 2; Total Resources, $5,000,000; Savings Bank Deposits Total, $800,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

Location: Southern Pacific R. R., O. C. & E., S. P. with transcontinental connections, O. C. & E. with local connections only. To nearest large city by railroad, 8 hours; by auto, 2½ hours.

Principal Industries: Box lumber; agriculture, livestock.

Manufacturing Establishments: 50. Leading firms: Ewauna Box Co., Big Lake Box Co., Wheeler-Olmstead Lumber Co., Shaw-Bertram Lumber Co., Klamath Lumber & Box Co., Pelican Bay Lumber Co., Nine Lumber Co., Ackley Brothers Lumber Co., Kruse Lumber Co., Long Pine Lumber Co., Southern Oregon Lumber Co., Anna Creek Lumber Co., Lamm Lumber Co., Solomon Butte Lumber Co., Sprague River Lumber Co., Chiloquin Lumber Co., Algoma Lumber Co., Swan Lake Lumber Co., Langell Valley Lumber Co., Sprague White Pine Lumber Co., Modoc Lumber Co., Martin Bros., Flour Mills, Swan Lake Moulding Co., Klamath Iron & Steel Works, etc. Total value of yearly output of factories estimated at $20,000,000 lumber, $1,000,000 miscellaneous.

Special Information: Heart of world's largest stand, yellow and white pine. Wonderful playgrounds. Gateway to Crater Lake. Sixty miles distant, seat of United States Government's "Klamath" reclamation project, costing millions, and putting 140,000 acres under water. Region trades largely with San Francisco and is close to northern California border. S. P. building cut off toward Portland. This city to be on main line S. P. Portland to S. F. within two years.

Residential Features: Cottages for workers, not tenements. Fifteen apartment houses. Homes ranging in values from $1,000 to $30,000. Elevation, 4,300. Finest mountain water. Moderate summers and winters.

Retail Shopping Section: Main Street, 12 blocks; Klamath Avenue, 10 blocks; Third St. to Eleventh Street, inclusive, averaging two blocks.

Trading Area: 40 to 50 miles from north and east, 30 miles from west, and 40 miles from south. County is half as large as Maryland. This city is only consequentional trading center in entire district.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 5; automobile accessories, agencies carry parts; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 5; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 5; furniture, 6; furriers, 2; garages (public), 10; grocers, 42 (chain, 2); hardware, 5; jewelry, 3; meat markets, 6; men's furnishing, 8; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 15; shoes, 6; sporting goods, 7; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 40; most pleasant months, May, to December; doctors (medical, 14), (dentists, 10), (osteopaths, 3); number of wired houses, 3,060; electric current, alternating and direct; water, soft.

See announcement column 4

LA GRANDE, ORE.

(Union County)

1920 Population, 6,913.

City and Suburban Estimate, 9,000 (1924).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 98%.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: In northeast Oregon in the Blue Mountains, in centre of Grande Ronde Valley, 18 miles wide, 34 miles long. Served by U. P. R. R. and the Old Oregon Trail. To nearest large city by railroad, 300 miles, 8½ hours; by auto, 10 hours.

Principal Industries: Agriculture, fruit, livestock, lumbering, lumber byproducts, railroad shops and iron foundry, packing plant.

Manufacturing Establishments: 10. Grande Ronde Lumber Co., Bowman-Hicks Lumber Co., White Pine Lumber Co., Union Box Co., La Grande Foundry, La Grande Construction & Supply Co., Mt.-Emily Lumber Co., Grande Ronde Meat Co., packers.

Special Information: La Grande serves as an exclusive outlet to the entire Wallowa County through the Joseph Branch of the Union Pacific and the La Grande-Wallowa Lake highway. La Grande's payroll from R.R. shops, and division, lumber, mills, and chief industries exceeds $4,000,000 annually.

Residential Features:. Mainly one and two-family houses. Few apartment houses in proportion to population. Private homes predominate. The chief residential streets, 14 miles, are mostly all paved with 30 or 40 hard surface pavement.

Retail Shopping Section: Extends from Third St. to Adams Ave., east to Hemlock St., a distance of 7 blocks. Washington Ave. and Jefferson St. parallel Adams Ave. and have business blocks of 3 and 5 blocks each, respectively. Depot, Elm, Fir, Greenwood, horizontal to Adams Ave., have from 2 to 4 blocks of retail shops.

Trading Area: Extends throughout Union and Wallowa counties, due to large bus service which is accorded to La Grande permanent highways and U. P. service.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; miscellaneous lines: confectionery, 2; lumber, 3; oil companies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 1; fruits, 3; furniture, 4; furriers, 1; garages (public), 8; grocers, 15; hardware, 4; jewelry, 3; meat markets, 8; men's furnishing, 8; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 10; sporting goods, 6; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 48.6 degrees; average number of rainy days per twelve months, 63; most pleasant months, June, July, August, Sept., Oct.; doctors (medical, 9), (dentists, 8), (osteopaths, 2); number of wired houses, 1,721; electric current, alternating; water, soft.

MARSHFIELD, ORE.

(Coos County)

1920 Population 4,034.

City and Suburban Estimate, 10,000.

Native Whites, 99½%; Negroes, ½%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 5; High, 2; Junior high, 1; Parochial, 1; Number of Pupils, 1,248.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 1.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, none; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,240.

Location: Southwestern Oregon, Southern Pacific Ry., Pacific S. S. Co., Nelson S. S. Co., McCormick S. S. Co., Interocean S. S. Co. and Port of call for Japanese Lumber steamers. To nearest larger city by railroad, 12 hours; by automobile, 14 hours.

Principal Industries: Lumber, box companies, veneer plants, creameries, butter factory, cheese factories, dairying, fruit growing, fishing, coal mining.

Manufacturing Establishments 16: Leading firms, Coos Bay Lumber Manufacturing Co., Stout Lumber Co., Coos Veneer Box Co., Western Lumber Mfg. Co., Coos Bay Iron Works, Coos Bay Mutual Creamery Co., J. L. Koontz Factory.

Special Information: Only harbor of importance between San Francisco, Calif., and Portland, Ore. Last year's lumber shipments totaled 255,134,356 feet. Over one-sixth of lumber of Pacific Northwest will be distributed through this port.

Residential Features: 1,240 houses, 480 apartments.

Retail Shopping Section: Central Avenue, 8 blocks; Broadway, 16 blocks; Commercial Avenue, 6 blocks; Market Avenue, 5 blocks; Front Street, 4 blocks; Second street, 6 blocks; Third Street, 4 blocks.

Trading Area: Forty miles; North, South and East; only 4 miles West to Pacific Ocean.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 8; automobile accessories, 2; automobile tire agencies, 6; bakers, 3; total cigar stores and stands (including hotels), 14 (chain, 4); confectioners (including hotel stands), 10; delicatessen, 4; dressmaker, 16; total druggists, 8; dry goods, 2; department stores, 2; electrical supplies, 4; florists, 2; furniture, 4; furriers, 1; garage (public), 8; total grocers, 16 (chain, 3); hardware, 4; jewelry, 4; total meat markets, 6; men's furnishings, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; total restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 2; womens apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 178; most pleasant months, May, June, July, August, Sept., Oct.; doctors (medical, 10) (dentists, 6) (osteopaths, 4); number of wired houses, 816; gas, artificial; electric current, alternating; water, soft.

MEDFORD, ORE.

(Jackson County)

1920 Population, 5,756.

City and Suburban Estimate, 15,000.

Native Whites, most; Foreign Born, few; English Reading, mostly; Families, 2,050.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,550 (city schools).

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4; Christian, 1.

Banks: National, 2; State, 2; Total Resources,

Continued on page 212

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OREGON (Cont'd)

Medford (con't)

$4,500,000; Savings Banks Deposits Total, $1,250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Southern Pacific main line. Electric line to Jacksonville. Logging road to timber. The auto truck lines carry freight, etc., in all directions, on through auto line to Los Angeles and Portland, Ore. The entire Pacific highway is hard surfaced through the county—55 miles. Other macadamized roads all over the county. Interurban auto cars run every hour in all directions. Medford is on new air mail line, Seattle, Wash., to Los Angeles. To nearest large city by railroad, 13 hours; by auto, 15 hours.

Principal Industries: Lumber mills, box factories, cement plant, cement and brick works, canneries, ice plants, creameries, etc. The fruit industry of this valley is a big one, and there are ten fruit packing and pre cooling stations in Medford, adjacent territory. Greatest pear raising district. Shipped over 1,800 car loads of pears last year.

Manufacturing Establishments: Leading firms: Avens Owen-Oregon Lumber Co., Tomlin Box Co., Rogue River Valley Cannery, Knight's Gatsup Factory, Talent Cannery, Portland Cement Works, Medford Brick & Block Works, Medford Printing Co., Snider's Creamery, Jackson County Creamery, Medford Ice Co., Medford Concrete Construction Co.

Special Information: Center of Rogue River Valley and gateway to Crater Lake, one of seven world wonders. Paved highway in every direction, being largest city within 100 miles north in Oregon and 100 miles south in California, and having large store. Metropolitan in every way. People make this shopping and social headquarters for the whole territory. Is big tourist center with wonderful camp grounds and splendid hotels. Per capita of autos far above average. Has wonderful mountain streams, fine fishing, hunting. Irrigation makes it splendid dairy and fruit country.

Residential Features: City of splendid homes, beautiful, shady, paved streets, wonderful flowers March to December, plenty of pure mountain water, paved highways to many resorts nearby. Snow-capped mountains on ranges seven months of year, but scarcely any snow fall in city. Wonderful mountain streams with fruit, fishing, camping, etc.

Retail Shopping Section. Covers several streets. Large stores, big stocks, up-to-date merchants, elegantly lighted business streets, 25 miles paving in city, good roads, mostly paved—makes this big trading area. Also number of suburban or residential stores.

Trading Area: People come from 100 miles in either direction, owing to wonderful paved roads and no other large cities, but principal trading area from which most of trade comes is 30 to 50 miles either direction. Paved roads has put some of the smaller town stores out of the going.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 7; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 20; (chain, 1); confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 14; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; furriers, 1; garages (public), 17; grocers, 22, (chain, 2,); hardware, 4; jewelry, 5; meat markets, 9; men's furnishing, 8; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 52.8 degrees; average number of rainy days per twelve months, 73; most pleasant months, April to November; doctors (medical, 18), (dentists, 12), (osteopaths, 2); number of wired houses, 2,100; gas, artificial; electric current, alternating and direct; water, soft.

OREGON CITY, ORE.

(Clackamas County)

1920 Population, 5,686 (does not include suburbs, of about 11,000 total).

City and Suburban Estimate, about 12,500.

Native Whites, 98%; **Negroes,** none; **Foreign Born,** 2%; **Industrial Workers,** 60%; **English Reading,** 100%; **Families,** 1,600.

Schools: Public Grade, 3; High, 1; Parochial, 2; Number of Pupils, 1,739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $4,831,969.71; Savings Banks Deposits Total, $2,000,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,600.

Location: In Clackamas County, on Willamette River, 15 miles south of Portland; on main Southern Pacific lines; Portland Electric Power street cars service and bus line to Portland. Willamette Valley Southern Ry. taps rich timber and agricultural district of Clackamas County; has headquarters here. Mills use river navigation for transporting supplies and finished products.

Principal Industries: Paper manufacturing, woolen goods manufacturing, agriculture, furniture manufacturing.

Manufacturing Establishments: 4. Leading firms, Crown Willamette Paper Co., Hawley Pulp & Paper Co., Oregon City Mfg. Co. (woolen mills), Byrne Furniture Factory. Total value of yearly output of factories estimated at $20,000,000.

Special Information: Has historical interest; second oldest city in State. Is the gateway to the upper Willamette Valley. On the highway line of travel, getting practically all the tourist travel in to the Pacific Northwest.

Residential Features: Mostly one and two-family houses; few apartments. Large percentage of people are home-owners. Many people living in surrounding towns of West Linn, Gladstone, Canemah, Bolton and Willamette work in Oregon City and trade here. Town is on a hillside, and a bluff separates the residential and business districts. Free municipal elevator. Concrete bridge connects West Linn and Oregon City.

Retail Shopping Section: Chiefly for 14 blocks on Main Street. A few business houses on hill, on Seventh Street.

Trading Area: Twenty-five miles in all directions except towards Portland.

Wholesale Houses: O. C. Mfg. Co., wholesale woolen goods.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 14; automobile tire agencies, 20; bakers, 2; cigar stores and stands including hotels), 10; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 1; furniture, 4; garages (public), 6; grocers, 20; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10; shoes, 1; sporting goods, 4; stationers, 4; women's apparel, 3.

PENDLETON, ORE.

(Umatilla County)

1920 Population census, 7,387.

City and Suburban Estimate, 25,000.

Native Whites, 95%; **English Reading,** 95%; **Families,** 1,700 in city.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,496 in city.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian, 1; Peace Lutheran, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $8,199,140.93.

Theatres: Legitimate and Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, theatres, 1,750; High School Auditorium, 750.

Location: On main line of Union Pacific System (O. W. R. & N. Co), 219 miles east of Portland, and is the southern terminus of its main line to Spokane; also operates branch lines which connect all of principal towns in county and a branch line of the Northern Pacific connects Pendleton with main line at Pasco, Wash. Pendleton is a natural highway center, being on the Old Oregon Trail, which to the west becomes the Columbia River Highway. Also on the Oregon-Washington Highway, which is a paved road, and the traffic over it is extremely heavy. With these splendid transportation facilities, Pendleton is ideally situated to become a distributing center for Eastern Oregon.

Principal Industries: Four flouring mills having a combined capacity of 2,050 barrels a day. Woolen mills, manufacturing Indian robes, bath robes, steamer robes, blankets, shawls, etc. Packing plant, creamery and ice cream manufacturing plant, planing mills, foundry and machine shops, saddle and harness manufacturing plant, roofing materials.

Manufacturing Establishments, 15. Leading firms, Pendleton Woolen Mills, Collins Flouring Mills. Walters Flouring Mills, Pendleton Flour and Grain Co., Pendleton Packing and Provision Co., Hamley & Co., Smythe-Barthel Co., B. L. Burroughs Planing Mills, Golden West Creamery, Pendleton Iron Works.

Special Information: Pendleton's volume of business is much greater than usual for a town of its size because it is the trading center of an unusually large agricultural and stock raising empire. The wealth of its trading zone has been estimated at over $100,000,000. The population of Umatilla County alone is near 30,000 and Pendleton is in the geographical center of the county. Pendleton is the home of the Round Up, the "Epic Drama of the West," and Happy Canyon, "The Round Up's Little Brother" These are great outdoor shows and are held annually in September.

Residential Features: Pendleton is a city of good homes, and more than 10 miles of its streets are paved and the sidewalks and gutters are of concrete construction. The streets are shaded with trees, and fringes of well-kept parkings on either side are backed up with substantial houses. The city is more than fifty years old and has a wonderfully pleasing climate throughout the year. It is noted for its pure drinking water, which is secured from springs and is piped a distance of twenty miles from the mountains.

Retail Shopping Section: Pendleton has a very large section of business houses in proportion to its population, and this condition almost invariably attracts the attention of strangers. The reason for this is that the city has a large area from which it draws trade. The retail shopping section extends 4 blocks on Main St., 4 blocks on Court St., 4 blocks on Alta St., and 4 blocks on Webb St.

Trade Area: Extends over a radius of 40 miles north, east, west and south of Pendleton. Practically all of this section is covered with paved roads.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, gents' furnishings, 1; confectionery and cigars, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; furniture, 5; furriers, 4; garages (public), 11; grocers, 18; hardware, 2; jewelry, 5; meat markets, 10; men's furnishings and men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 14; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 6.

PORTLAND, ORE.

(Multnomah County)

1920 Population, 258,288.

City and Suburban Estimate, 460,000.

Native Whites, 79.7%; **Negroes,** 0.6%; **Foreign Born,** 18.2%; **Industrial Workers,** 10%; **English Reading,** 98.3%; **Families,** 67,045.

Schools: Public Grade, 74; High, 8; Parochial, 28; Number of Pupils, 52,923.

Churches: Baptist, 19; Christian Science, 8; Congregational, 15; Episcopal, 14; Hebrew, 5; Methodist, 38; Presbyterian, 26; Roman Catholic, 31; Miscellaneous, 69.

Banks: National, 9; State, 14; Trust Companies, 4; Total Resources, $179,883,690.24. Savings Bank Deposits Total $60,976,663.63.

Theatres: Legitimate, 2; Moving Pictures, 39; Vaudeville, 3; Miscellaneous Auditoriums, etc.), 5.

Location: In northwestern Oregon, at confluence of Willamette and Columbia Rivers, 112 miles by water from Pacific Ocean, and at head of ocean navigation on Columbia River. Served by 54 coastwise and oceanic steamer lines. Also by Southern Pacific; O. W. R. & N. Co., Spokane Portland & Seattle; Gt. Northern and Northern Pacific and Oregon Electric Rys. To nearest large city by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Lumber manufacturing, furniture manufacturing, ready-cut houses, machinery, copper, tin and sheet metal products, stoves, furnaces and house heating equipment, auto bodies, accessories, ships and boats, rubber products, heels, soles, tires and tubes, cereals flour, bran, feeds and fertilizer, paper and paper products, woolen textiles, underwear, cloth, yarn, blankets, robes, clothing and knit goods, women's outing suits, men's and boys' clothing, work and rainproof clothing, shoes, saddlery and leather specialties, burlap bags and other gunny products, packing house products, fish, canned and fresh, canned, dried and dehydrated fruits and vegetables, vegetable and fish oils, oil products, soap, cleaning compounds and cocoanut oil compounds, paints, varnishes and chemicals, toilet preparations, drugs, medicine and mint.

Manufacturing Establishments: 1,000. Leading firms, Portland Woolen Mills, Portland Worsted Mills, Nicolai Door Co., Eastern & Western Lumber Co., Inman-Poulsen Lumber Co., American Can Co., Pacific Car & Foundry Co., Doernbecher Furniture Mfg. Co., Grand Rapids Show Case Co., Portland Vegetable Oil Mills, Willamette Iron & Steel Works, Smith & Watson Iron Works. Total value of yearly output of factories estimated at $200,000,000.

Special Information: Portland is the country's greatest lumber manufacturing center. One-fifth the world's supply of standing timber is in Oregon. Portland mills in 1923 cut 920 billion board feet, which total lumber output in Oregon in 1923 was four billion board feet. Portland is the outlet of the Willamette Valley, an extremely rich farming and dairying section and scattered throughout the State are many fertile fields, while the eastern half of the State is a famous wheat growing region. Portland is the second grain exporting port and second wool market of the United States.

Residential Features: Chiefly detached houses. No slum or tenement district. Proportion of apartment houses very small. Fully fifteen separate high class residential districts in the city.

Retail Shopping Section: Extends from Third Street to Fourteenth Street, and from Taylor Street to Ankeny Street (9 blocks), and about 15 outlying retail districts. The principal suburban shopping area, however, is within a radius of 40 miles.

Trading Area: Trading area irregular in shape owing to paved motor roads extending 125 miles south, 100 miles west, 100 miles north and 125 miles east.

Wholesale Houses: Groceries, 8; meats, 6; fruits, 16; hardware, 7; dry goods, 4; miscellaneous lines—notions, 2; shirts and overalls, 3; crockery, 1; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 66; commercial automobile agencies, 6; automobile accessories, 15; automobile tire agencies, 146; bakers 76; cigar stores and stands (including hotels), 108 (chain, 8); confectioners, (including hotel stands), 700; delicatessen, 135; dressmakers, 27; druggists, 160 (chain, 12); dry goods, 112; department stores, 4; electrical supplies, 78; florists, 56; fruits, 50; furniture, 100; furriers, 5; garages (public), 121; grocers, 1,050 (chain, 120); hardware, 78; jewelry, 77; meat markets, 227; men's furnishings and men's clothing, 128; merchant tailors, 127; milliners, 35; opticians, 29; pianos (and miscellaneous musical instruments), 38; radio supplies, 15; restaurants, 507; sporting goods, 5; stationers, 7; women's apparel, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 156; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 450), (dentists, 366), (osteopaths, 25); number of wired houses, 72,000; gas, artificial; electric current, alternating and direct; water, soft.

ROSEBURG, ORE.

(Douglas County)

1920 Population, 4,381.

City and Suburban Estimate, 7,500.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 95%; **Families,** 1,500.

Schools: Public Grade, 3; High, 2; Parochial, 2; Number of Pupils, 1,750.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, $3,500,000; Savings Bank Deposits Total, $451,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: Roseburg is situated about center of Douglas County, on bank of South Umpqua River. Served by S. P. R. R. Pacific Highway passes through city. Several auto bus lines, both freight and passenger, operate out of this city to coast points and also towns north as far as Portland, south to San Francisco. To nearest large city by railroad, 4 hours; by auto, 3 hours.

Principal Industries: Fruit raising, prunes, pears, peaches, apples, cherries and berries. Cattle, sheep, hogs, goats, poultry, hay and grain, and lumber on large scale. This is general county survey. City has S. P. Co., railroad shops and division headquarters.

Manufacturing Establishments: 6. Umpqua Canning Co., H. S. Gile Packing Co., California Packing Co., Drager Packing Co., Umpqua Broccoli Exchange, Roseburg Ice Co.

Special Information: The geographical location of Roseburg makes it the hub for a vast section of country as large as half of New England.

Residential Features: Roseburg is a city of homes, most of the people owning own houses. There is but one regular apartment in the town. These homes are well kept with nice lawns and shade trees.

Retail Shopping Section: Extends from the S. P. Co. station in the western part of the city along Cass Street to Jackson, and thence north for eight blocks to North Roseburg.

Trading Area: Extends for more than 75 miles north and south of this city. Roseburg also draws from the stockmen from the east for more than 25 miles and for 20 miles on the west. Paved highways bring residents of small towns from 35 to 40 miles each way.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 14; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; furniture, 3; garages (public), 7; grocers, 12 (chain, 4); hardware, 4; jewelry, 3; meat markets, 5; men's furnishing, 6; men's clothing, 6; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical intruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 156; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 14), (dentists, 10), (osteopaths, 4); gas, artificial; electric current, alternating; water, soft.

SALEM, ORE.

(Marion County)

1920 Population, 17,679. (1925, est. 23,000).

City and Suburban Estimate, 25,000.

Native White, 93%; **Negroes,** ½%; **Foreign Born,** 7%; **Industrial Workers,** 25%; **English Reading,** 99%; **Families,** 5,737 (Jan. 1, 1925).

Schools: Public Grade, 5; High, 1; Junior High, 4; Parochial, 1; Number of Pupils, 4,157. Willamette University, 625 students.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 2; State, 2; Total Resources, $10,736,392.27 (June 30, 1925). All above have savings departments.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Armory, seat 1,800. Total number of seats, 4,150.

Location: Southern Pacific Ry., Oregon Electric Ry. On Willamette River (navigable). On Pacific Highway. Stage lines all directions. Within Salem's immediate trading area, extending out 20 miles, there are 213 miles paved roads and 800 miles macadam and gravel roads.

Space Buyers' Guide to Markets of OREGON and PENNSYLVANIA

OREGON (Cont'd)

To nearest large city by railroad, 2½ hours; by auto, 2 hours.

Principal Industries: Paper manufacture, table linen, linen twine, logging company and box factories, woolen mill, meat packing plant, paper products factory, 8 plants for fruit and berry canning.

Manufacturing Establishments: 31. Leading firms, Oregon Pulp & Paper Co., Chas. K. Spaulding Logging Co., Oregon Linen Mills, Inc., Thos. Kay Woolen Mills, Miles Linen Mills, Valley Packing Co. Packing fruits, as follows: Producers Packing & Canning Co., Kings Food Products Co., Hunt Bros. Packing Co., Northwest Packing Co., Starr Fruit Products Co., Oregon Packing Co., Pacific Fruit, Canning and Packing Co. Total value of yearly output of factories estimated at $5,000,000.

Special Information: Salem is the capital of Oregon. State institutions are all here excepting two smaller ones. Payroll of these institutions, $1,500,000. Business district has 99 foot wide streets.

Residential Features: Salem, Oregon, has no especially rich district. Average home cost $5,000. No foreign, no negro, no Greek or no Hebrew district in city. Church influence strong. 50% of people are church members. 35% over the age of 21 years attend church regularly. One automobile to every five persons. No labor troubles. Big plants are open shop. Salem is county seat of Marion County. This county has more paved roads than any county in the state. The county ranks first in Oregon in the production of prunes, loganberries, potatoes, oats, clover, celery, onions, strawberries, filberts, blackberries and raspberries. The High School is of so high a standard that 312 pupils are enrolled coming from other districts.

Retail Shopping Section: Commercial St., 6 blocks; State St., 6 blocks; Court St., 5 blocks; Liberty St., 4 blocks; Ferry St., 4 blocks; High St., 5 blocks; Chemeketa St., 3 blocks; Church St., 2 blocks. Seven outlying retail districts, three or four of which have half a dozen stores or more. Others are the 4 or 5 store centers. Then we have 38 groceries, of which 20 are in the outlying districts.

Trading Area: Extends 28 miles north, 18 miles south, 35 miles east and 25 miles west, all due to paved roads. There is also stage service into all this district.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, Confectionary 1, Gloves 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; automobile accessories, 14; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; delicatessen, 5; dressmakers, 4; druggists, 12; dry goods, 8; department stores, 3; electrical supplies, 8; florists, 2; fruits, 3; furniture, 5; furriers, 1; garages (public), 13; grocers, 46 (chain, 4); hardware, 5; jewelry, 5; meat markets, 14; (chain, 2); men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 13; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 156; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 22), (dentists, 16), (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

THE DALLES, ORE.

(Wasco County)

1920 Population, 5,807.

City and Suburban Estimate, 45,000.

Native Whites, 84%; **Foreign Born,** 16%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $3,762,505.50. Savings Bank Deposits Total, $1,006,104.90.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.); H. S., Elks, Parochial. Total number of seats, 5,300.

Location: On main line O. W. R. & N. (Union Pacific), Seattle, Portland & Spokane, Great Southern, Columbia River, open river to the sea. Bus and truck service in all directions 211 miles of railroad in county. On the Columbia River highway and Old Oregon Trail. Northern terminus of the Dalles-Pacific Highway.

Principal Industries: Fruit, grain, wool, lumber, livestock, salmon shipping.

Manufacturing Establishments: 8. Leading firms, Libby, McNeill & Libby, Kings Food Products, Seufert Salmon Cannery, Wasco Warehouse Milling Co., railroad shops.

Residential Features: Practically all are one-family houses. No tenements or poor residential districts in city.

Retail Shopping Section: Main business section, nine blocks on Second St. and three blocks on Union, Court, Washington, Federal and Loughlin Sts.

Trading Area: Extends 25 miles west, 30 miles north into Washington, 40 miles east and 80 to 90 miles south. The Dalles is the gateway to Eastern Oregon and is an important trading center.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 7; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 16; delicatessen, 2; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 4; fruits, 10; furniture, 5; garages (public), 7; grocers, 12; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

Standard Surveys of PENNSYLVANIA

ALLENTOWN, PA.

(Lehigh County)

1920 Population, 73,502. (1925 est. 92,000.)

City and Suburban Estimate, 125,000.

Native Whites, 59,329; **Negroes,** 190; **Foreign Born,** 8,988; **Industrial Workers,** 13,995; **English Reading,** 92%; **Families,** 18,000.

Schools: Public Grade, 22; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 15,472.

Churches: Baptist, 2; Episcopal, 3; Hebrew, 3; Methodist, 1; Presbyterian, 2; Roman Catholic, 9; Miscellaneous 1; Lutheran 22, Reformed 18, Evangelical 10.

Banks: National, 3; Trust Companies, 8; Total Resources, $44,000,000. Savings Bank Deposits Total, $35,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 17,711.

Location: C. R. R. of N. J., L. V., Penna., Lehigh Valley Transit Co., L. & N. E., P. & R., The Lehigh Coal & Navigation Co. owns, operates and leases the Lehigh Canal, 140 miles, carrying coal and other freight from the anthracite region (Coalport) down through Mauch Chunk, Allentown and Easton to Bristol, Phila. and Delaware River points. To nearest large city by railroad, 2 hours; by trolley, 2½ hours; by auto, 2 hours.

Special Information: Metropolis of the Lehigh Valley, beautifully laid out and one of the cleanest cities in the country. Settled 1762. Comparatively prosperous. Little poverty. Seat of Allentown annual fair. Thrifty population. Penna. German community.

Residential Features: Extraordinarily clean and inviting, many mansions. Residential section practically a plateau. Straight alternate 40 and 60 ft. streets. **City is increasing westward.** Exceptionally amount of building now going on, with available sites.

Retail Shopping Section: Hamilton St. 11; Linden 5, Sixth 5, Seventh, 7; Eighth 2, Ninth 1, and Tenth 1 block.

Trading Area: Radius of 25 miles; population, 200,000.

Wholesale Houses: Groceries, 5; meats, 6; fruits, 3; hardware, 5; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 8; cigar stores and stands (including hotels), 65 (chain, 2); confectioners (including hotel stands), 79; delicatessen, 6; dressmakers, 30; druggists, 34; dry goods, 10; department stores, 5; florists, 4; fruits, 30; furniture, 23; furriers, 12; garages (public), 11; grocers, 237 (chain, 30); hardware, 6; jewelry, 25; meat markets, 60 (chain, 8); men's furnishings and clothing, 35; merchant tailors, 10; milliners, 23; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 19; radio supplies, 20; restaurants (including hotels), 26; shoes, 23; sporting goods, 4; stationers, 5; women's apparel, 6.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 78), (dentists, 35), (osteopaths, 5); street car service; gas, artificial; electric current, alternating; water, hard.

See announcement below

In ALLENTOWN, PENNA.

THE ALLENTOWN MORNING CALL

Has shown another substantial gain in advertising lineage for 1925, and another substantial gain in circulation for the same year

RESULTS COUNT—
CALL ADVERTISING HAS PRODUCED THEM

FEW FIELDS ARE SO THOROUGHLY COVERED BY ONE MEDIUM

ALLENTOWN CALL PUBLISHING CO., Inc., Publishers
Allentown, Pa.

STORY, BROOKS & FINLEY
Special Representatives

NEW YORK PHILADELPHIA CHICAGO
LOS ANGELES SAN FRANCISCO

PENNSYLVANIA (Cont'd)

ALTOONA, PA.

(Blair County)

1920 Population, 60,331. (1925, est. 67,872.)

City and Suburban Estimate, 75,000.

Native Whites, 89%; Negroes, 3%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 97%; Families, 13,740 (1920).

Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 7; Number of Pupils, 13,559.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 12; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 41.

Banks: National, 2; State, 5; Total Resources, $15,760,000 (1920). Savings Bank Deposits Total, $12,569,000, (1920).

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: Altoona is a division point on P. R.R. From here radiate branches north, south, east and west. Altoona is 35 miles southwest of geographical center of Pennsylvania. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Railroad shops. Brick, silk, overalls, iron rolling mills, motor trucks.

Manufacturing Establishments, 11. Leading firms: P. R.R. shops, Schwarzenbach-Huber Co., Altoona Iron Co., Altoona Brick Co., Altoona Textile Co., Altoona Overall Co., Dixon Motor Truck Co. Total value of yearly output of factories estimated at $75,166,000.

Special Information: Altoona is the great railroad industrial city of Penna., situated on the four-track line of the P. R.R. The main repair shops of the P. R.R. are located here. Altoona is only four miles from the famous horseshoe curve, and in the heart of Pennsylvania's bituminous coal section.

Residential Features: High percentage of homes owned. Many handsome residences.

Retail Shopping Section: Seven blocks on 11th Ave.; the main business section. Also 8 blocks on 12th Ave., 4 blocks on Chestnut Ave. and 4 blocks on Green Ave.

Trading Area: 35 miles.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 3; dry goods, 2; miscellaneous line: confectioners, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial auto. agencies, 14; automobile accessories, 26; automobile tire agencies, 13; bakers, 19; cigar stores and stands (including hotels), 27 (chain, 2); confectioners (including hotel stands), 102; delicatessen, 5; dressmakers, 15; druggists, 31 (chain, 5); dry goods, 9; department stores, 6; electrical supplies, 12; florists, 12; fruits, 89; furniture, 10; furriers, 3; garages (public), 27; grocers, 349 (chain, 78); hardware, 17; jewelry, 18; meat markets, 65 (chain, 4); men's furnishings, 18; men's clothing, 12; merchant tailors, 21; milliners, 18; opticians, 11; photographers, 8; pianos (and miscellaneous musical instruments), 10; radio supplies, 10; restaurants (including hotels), 84; shoes, 27; sporting goods, 3; stationers, 10; women's apparel, 16.

Miscellaneous Data: Average temperature 52.74 degrees; average number of rainy days per twelve months, 120; monst pleasant months, May, June, Sept., Oct.; doctors (medical, 85), (dentists, 52), (osteopaths, 5); street car service; gas, natural; electric current, alternating; water, hard.

ASHLAND, PA.

(Schuykill County)

1920 Population, 6,666.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 700.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous: 2 Lutheran, 1 Reformed.

Banks: National, 2; Total Resources, $5,290,977.21. Savings Bank Deposits Total, $3,012,701.97.

Theatres: Legitimate, 1; Miscellaneous (Auditoriums, etc.), 1 H. S. & Parochial auditorium. Total number of seats, 1,800.

Location: P. & R. Railroad and branch of Lehigh Valley R.R. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 45 minutes.

Principal Industries: Anthracite colleries, steam pump works, lumber and planing mills, shirt factory, bottling works, printing.

Manufacturing Establishments: Goyne Steam Pump Co., S. Valentine Co. (Shirts), William Pepper & Co. (Bottlers).

Special Information: Ashland is considered one of the cleanest towns in the anthracite region. A first-class hotel with 75 rooms was opened Oct. 1, 1925. Population is almost entirely American.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Extends almost the entire length of 20 blocks on the main thoroughfare.

Trading Area: Extends about five miles east, north, south and west.

Wholesale Houses: Groceries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, none; commercial auto. agencies, 12; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 12; druggists, 6; dry goods, 10; department stores, 2; electrical supplies, 4; florists, 1; fruits, 6; furniture, 4; furriers, 2; garages (public), 5; grocers, 15 (chain, 4); hardware, 5; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 3; shoes, 6; sporting goods, 5; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 8), (dentists, 3); street car service; gas, artificial; electric current, alternating; water, soft.

BANGOR, PA.

(Northampton County)

1920 Population, 5,402.

City and Suburban Estimate, 18,000.

Native Whites, 17,950; Negroes, 50; Foreign Born, 18%; Industrial Workers, 60%; English Reading, 85%.

Schools: Public Grade, 12; High, 1; Junior High, 1. Number of Pupils, 1,456.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Welsh Congr., Welsh Methodist, Salem & United Evang.

Banks: National, 2; State, 1; Total Resources, $375,000. Savings Bank Deposits Total, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

Location: D. L. & W. and L. & N. E. R. R.

Principal Industries: Silk Gloves and Slate mines.

BEAVER FALLS, PA.

(Beaver County)

1920 Population, 12,802.

City and Suburban Estimate, 55,000 suburban; rural, 4,000.

Native Whites, 71%; Negroes, 4%; Foreign Born, 25%; Industrial Workers, 29%; English Reading, 90%; Families, 3,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 3,232.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 2; State, 3; Total Resources, $8,178,568; Savings Bank Deposits Total $6,947,407.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,881.

Location. 32 miles from Pittsburgh on Beaver River, 3 miles from junction with Ohio River. P. & L. E. and P. R. R.

Principal Industries: Iron and steel products, cork products, enamel signs, pottery and glass, amusement park equipment, glazed tile, shovels, axes, scales, stoves, lumber, chemicals, canvas articles, ditching and drilling machines.

Manufacturing Establishments, 90. Leading firms: Union Drawn Steel Co., Standard Gauge Steel Co., Ingram Richardson Mfg. Co., Mack Axe Co., Traveer Engineering Co., Penn Bridge Co., Beaver Falls Tile Co., Moltrup Steel Products Co., Howard Stove Co., Mayer China, Keystone Driller, Armstrong Cork, Standard Scale & Supply Corp., Babcock & Wilcox Tube Co., Ames Shovel & Tool.

Total value of yearly output of factories estimated at $19,268,000.

Special Information: Beaver Falls is the most important borough industrially in Beaver County which is ranked as third industrial County in State. New Brighton, 3rd among boroughs in county, is directly across the Beaver River. For these reasons Beaver Falls has become the most important shopping center in the County.

Residential Features: Composed mostly of one family houses. Suburban residential districts are being developed in Patterson Heights and College Hill.

Retail Shopping Section: Confined principally to 7th Ave., between 9th and 15th Sts. Small neighborhood sections, with usual groceries, etc.

Trading Area: Up and down the Beaver River, the districts along the River being served by the Beaver Valley Traction Co., and Harmony Electric Co. Two important bus lines to the west, reaching Darlington and East Palestine. Good roads in all directions making it the logical shopping center of entire Beaver Valley.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; Miscellaneous lines: cigars, 3; confectioners, 3; produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 10; automobile accessories, 11; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 1; druggists, 10; dry goods, 10; department stores, 10; electrical supplies, 3; florists, 5; fruits, 3; furniture, 6; furriers, 4; garages (public), 11; grocers, 85; hardware, 5; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 13; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 10.

BERWICK, PA.

(Columbia County)

1920 Population, 12,181.

City and Suburban Estimate, 20,000.

Native Whites, 86.8%; Negroes, 0.1%; Foreign Born, 13.1%; Industrial Workers, 26%; English Reading, 92%; Families, 2,702.

Schools: 6; Number of Pupils, 2,950.

Churches: 14.

Banks: 3; Total Resources, $5,840,000.

Theatres: 3; Total number of seats, 2,400.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 10 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 9; automobile accessories, 8; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 8; furniture, 3; garages (public), 16; grocers, 30; hardware, 4; jewelry, 4; meat markets, 15; men's furnishings, 9; mens clothing, 9; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 6; sporting goods, 4; stationers, 2; womens apparel, 6.

BETHLEHEM, PA.

(Northampton County)

1920 Population, 50,358.

City and Suburban Estimate, 65,000.

Native Whites, 77.5%; Negroes, 0.7%; Foreign Born, 21.7%; Industrial Workers, 32%; English Reading, 90%; Families, 13,000.

Schools: Public Grade, 22; High, 2; Parochial, 4; Number of Pupils, 13,493; Lehigh University, 1,685.

Churches: Moravian, 5; Baptist, 3; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 9; Lutheran, 10; Reformed, 10; Miscellaneous, 12.

Banks: National, 3; State, 3; Total Resources, $28,325,600.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,800.

Location: 89 miles west of New York, 57 miles north of Philadelphia on Lehigh rivers; on Lehigh Valley, P. & R., C. R. R. of N. J., P. B. & N. E. Rd., L. & N. E. and Lehigh C. N. Canal, Lehigh Valley Transit Co., Wm. Penn and other state highways. To nearest large city by railroad, 15 minutes; by trolley, ½ hour; by auto, 20 minutes.

Principal Industries: Steel, steel products, furniture, silk, cigars, flour, graphite, hosiery, auto tires, and air reduction plants.

Leading Firms: Bethlehem Steel Plant.

Special Information: Annual industrial payroll, $35,000,000. Eleven silk mills with an annual production of $50,000,000.

Residential Features: Largely two-story single family houses—a few modern apartments and quite a few tenements. Many beautiful homes.

Retail Shopping Section: Broad street, one mile; also numerous intersecting streets. Main street, one-half mile; Third street, one-half mile; Fourth street, one-half mile.

Trading Area: The trading territory is noted chiefly for the high wage class of people living in it, rather than from its size in square miles, which extends in a radius of about 8 miles.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 16; automobile accessories, 16; automobile tire agencies, 16; bakers, 25; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 81; delicatessen, 3; dressmakers, 29; druggists, 22 (chain, 1); dry goods, 33; department stores, 11; electrical supplies, 8; florists, 8; fruits, 37; furniture, 32; furriers, 1; garages (public), 38; grocers, 256 (chain, 17); hardware, 13; jewelry, 17; meat markets, 76 (chain, 5); men's furnishings, 15; men's clothing, 37; merchant tailors, 35; milliners, 14; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 49; shoes, 19; sporting goods, 3; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 55), (dentists, 32), (osteopaths, 5); number of wired houses, 10,500; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement below

BLOOMSBURG, PA.

(Columbia County)

1920 Population, 7,819.

City and Suburban Estimate, 70,000.

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 30%; English Reading, 95%; Families, 22,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; State Normal, 1. Number of Pupils, 3,000.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian 1, Pentecostal 1, Reformed 1; Lutheran 1.

Banks. National, 4; Total Resources, $6,000,000. Savings Bank Deposits Total, $3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Pennsylvania, Reading & Lackawanna Railroads, Central Pennsylvania along North Branch of Susquehanna River, 80 miles north of Harrisburg and 40 miles west of Wilkes-Barre.

Principal Industries: Freight and Passenger cars, locomotives, machine shops, planing mills, carpets, fountain pens, silks, woolen yarns and clothes, furniture, etc.

Manufacturing Establishments: American Car & Foundry Co., Magee Carpet Co., Bloomsburg Locomotive Works, Harman & Hassent, Richards Mfg. Co., Creasy & Wells, Inc., A. B. Hartman & Son, Bloomsburg Silk Mill, Bloomsburg Woolen Mills, Monroe Furniture Mfg. Co., Paul E. Wirt Fountain Pen.

Residential Features: Mostly one and two-family houses. Private homes predominate. Blomsburg takes unusual pride in her homes and is one of the most desirable residential sections in Central Pennsylvania. Assessed valuation of real estate is $6,000,000.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley lines) for 16 blocks on Market and Main Streets.

Trading Area: Extends about 30 miles south and north and about 20 miles east and west.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; dry goods, 1; Miscellaneous lines: Moyer Bros., drugs; Columbia County Commercial Co., confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 8; automobile accessories, 25; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 20; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 6; fruits, 4; furniture, 3; furriers, 1; garages (public), 16; grocers, 32; hardware, 4; jewelry, 3; meat markets, 12; men's furnishing, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 5.

BRADDOCK, PA.

(Allegheny County)

1920 Population, 20,879.

City and Suburban Estimate, 50,000.

Native Whites, 65.7%; Negroes, 3.5%; Foreign Born, 30.8%; Industrial Workers, 28%; English Reading, 82%; Families, 4,239.

Schools: 10; Number of Pupils, 6,020.

Churches: 33.

One Evening Newspaper in
Bethlehem, Pa.
The
BETHLEHEM GLOBE-TIMES

Representatives:
HOWLAND & HOWLAND
New York City, 393 Seventh Avenue
Chicago, 360 North Michigan Avenue
Philadelphia, 200 South 39th Street

PENNSYLVANIA (Cont'd)

Banks: 5; Total Resources, $24,000,000.

Theatres: 6. Total number of seats, 3,200.

Location: To nearest large city by railroad, ½ hour; by trolley, 1 hour; by auto, ½ hour.

Residential Features: One and two-family houses.

Retail Shopping Section: 15 blocks.

Trading Area: Six mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 14; bakers, 20; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 65; delicatessen, 2; dressmakers, 29; druggists, 27; dry goods, 18; department stores, 4; electrical supplies, 8; florists, 4; fruits, 8; furniture, 14; furriers, 1; garages (public), 24; grocers, 217 (chain, 18); hardware, 15; jewelry, 18; meat markets, 57 (chain, 3); men's furnishings, 16; men's clothing, 16; merchant tailors, 5; milliners, 10; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 35; shoes, 20; sporting goods, 4; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 52.6 degrees; average number of rainy days per twelve months, 60; most pleasant months, May to October; doctors (medical, 32), (dentists, 15), (osteopaths, 2); number of wired houses, 3,875; gas, natural; electric current, alternating.

BRADFORD, PA.

(McKean County)

1920 Population, 15,525. (1924, est. 18,240.)

City and Suburban Estimate, 25,000.

Native Whites, 87%; **Negroes,** 1%; **Foreign Born,** 12%; **English Reading,** 84%; **Families,** 4,019.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,927.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 1; Total Resources, $14,136,894. Savings Bank Deposits Total, $373,412.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,400.

Location: In northwestern part of Penna., 78 miles south of Buffalo. P. R.R., B. R. & P. and Erie. Olean Bradford and Salamanca electric lines. To nearest large city by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Crude oil. Oil and allied products lead other in McKean County with a value of $16,377,700. Clay, glass and stone products second with a value of $5,981,500.

Manufacturing Establishments, 82. Leading firms: Bovaird & Seyfang Co., engines and boilers; Bovaird & Co., Oil Well Supply Co. and Bradford Supply Co., oil well supplies; Dresser Mfg. Co., pipe couplings; Emery Mfg. Co., Kendall Refining Co., Bradford Refining Co., refining oil; Holley Motor Works, pumping heads; Aluminum Brick Co., Bradford Brick & Tile Co. and Penna. Brick Co., Corliss Carbon Co. Total value of yearly output of factories estimated at $9,769,600.

Special Information: Location of city makes it the center of the oil industry where the greater portion of the oil producers buy their supplies and household goods.

Residential Features: Mostly one and two-family houses, private homes predominate. A city of paved streets, good mountain air and water; an ideal place to spend the summer. Eleven miles from Allegany State Park.

Retail Shopping Section: Both sides of Main St. from St. James Hotel, 5 blocks; Congress St., 1 block; Mechanic St., 3 blocks; Pine St., 1 block; Chambers, Chestnut, Davis, Webster and Kennedy Sts., 1 block, and East Main St., 3 blocks.

Trading Area: 15 miles west, 20 miles north and east and 75 miles south.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 17; automobile tire agencies, 19; bakers, 14; cigar stores and stands (including hotels), 24 (chain, 2); confectioners (including hotel stands), 35; delicatessen, 2; dressmakers, 33; druggists, 9; dry goods, 15; department stores, 1; electrical supplies, 20; florists, 2; fruits, 15; furniture, 9; furriers, 1; garages (public), 13; grocers, 77 (chain, 12); hardware, 5; jewelry, 8; meat markets, 22 (chain, 1); men's furnishings, 10; men's clothing, 10; merchant tailors, 15; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 21 (chain, 1); shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct.; doctors (medical, 39), (dentists, 21), (osteopaths, 5); number of wired houses, 2,500; street car service; gas, natural; electric current, alternating; water, soft.

BROWNSVILLE, PA.

(Fayette County)

1920 Population, 2,502.

City and Suburban Estimate, 40,000 (within 2 mile circle of post office).

Native Whites, 60%; **Negroes,** 2%; **Foreign Born,** 38%; **Industrial Workers,** 50%; **English Reading,** 100%; **Families,** 2,600.

Schools: Public Grade, 39; High, 2; Parochial, 2; Number of Pupils, 2,400.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Greek Orthodox, 2; Miscellaneous, 4.

Banks: National, 3; State, 1; Total Resources, $15,000,000. Savings Bank Deposits Total, $8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Burlesque, 1. Total number of seats, 3,500.

Location: Western part of Fayette County on Monongahela River. (Shipping by river saves 70 cents a ton in freight rates.) Also Monongahela R.R. and P. & L. E. and Penna. R.R. branches extending in 6 different directions. Excellent bus service in 6 directions.

Principal Industries: Coal mining and coke works, railroad shops, farming. $24,000,000 annual railroad payroll.

Manufacturing Establishments: H. C. Frick Coke Co., Pittsburgh Coal Co., W. J. Rainey & Co., and hundreds of others.

Special Information: Brownsville being centrally located in the rich coal and coke field of southwestern Pennsylvania, favorably located on Monongahela River and a railroad center, makes it a trading center for over 100,000 people in close proximity and with good train service. Excellent stores and big banks give it a volume of business equal to a city of 40,000. This survey includes South and West Brownsville, three separate boroughs, but all one town.

Residential Features: Mostly two-family company houses, with some modern houses for officers around the coal and coke section. Brownsville (proper) residences are all modern, and, being a river town, all surrounding hills are resident sections.

Retail Shopping Section: Market, High, Bank and Water Sts. and Brownsville Ave.

Trading Area: Brownsville is the shopping center for South and West Brownsville and closely settled suburban districts. Nearest competitor 12 miles east, 24 miles west, 13 miles north and 39 miles south. Good train and bus service. About $2,000,000 wages paid a month to labor in trade adjacent to Brownsville.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 4; miscellaneous lines, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 12; automobile accessories, 26; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 39; delicatessen, 21; dressmakers, 8; druggists, 7 (chain, 1); dry goods, 12; department stores, 8; electrical supplies, 14; florists, 2; fruits, 41; furniture, 9; garages (public), 17; grocers, 63 (chain, 10); hardware, 6; jewelry, 4; meat markets, 17; men's furnishings, 21; men's clothing, 15; merchant tailors, 17; milliners, 12; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 31; shoes, 29; sporting goods, 8; stationers, 12; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 15). (dentists, 8), (osteopaths, 4); street car service; gas, natural; electric current, alternating; water, hard.

See announcement columns 3 and 4

BUTLER, PA.

(Butler County)

1920 Population, 23,778.

Native Whites, 88.8%; **Negroes,** 1.3%; **Foreign Born,** 9.9%; **Industrial Workers,** 4,250; **Families,** 6,083.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 5,097.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 6.

Banks: National, 5; State, 2; Total Resources, $23,152,674. Savings Bank Deposits Total, $14,939,044.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, largest 1,100.

Location: B. & O., B. & L. E., B. R. & P. and P. R.R. Electrical lines to Pittsburgh and New Castle. Butler enjoys exceptional freight rate because of proximity to Pittsburgh. To nearest large city by railroad, 1¼ hours; by trolley, 2 hours; by auto, 1 hour.

Principal Industries: Railroad cars, auto tires, plate glass, steel wheels, rubber, goods, steam and gas engines, machines, plumbing supplies, tire chains, candy, tanks and boilers, mirrors, metal pipe.

Manufacturing Establishments: 88. Leading firms: Standard Steel Car Co., Spaide Shirt Co., Standard Plate Glass Co., American Mirror Works, Fretz-Moon Tube Co., Corona Cord Tire Co. Total value of yearly output of factories estimated at $54,447,000.

Special Information: Exceptional industrial facilities and advantages. Large wholesale and retail trade dominating large part of central western Pennsylvania. Good shipping facilities.

Residential Features: Mainly residences, very few apartments or flats. Not many distinctions as to classes or sections.

Trading Area: 25 miles north and east, 18 miles west, 10 miles south.

Wholesale Houses: Groceries, 1; meats, 5; fruits, 1; hardware, 6; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 1; automobile accessories, 25; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 16; delicatessen, 1; dressmakers, 23; druggists, 15 (chain, 1); dry goods, 5; department stores, 7; electrical supplies, 4; florists, 6; fruits, 10; furniture, 3; furriers, 1; grocers, 41 (chain, 3); hardware, 7; jewelry, 8; meat markets, 17; men's furnishings, 15; men's clothing, 10; merchant tailors, 17; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 1; stationers, 1; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept.; doctors (medical, 42), (dentists, 25), (osteopaths, 3); street car service; gas, natural; electric current, alternating and direct; water, hard.

CANONSBURG, PA.

(Washington County)

1920 Population, 10,632.

City and Suburban Estimate, 20,000.

Native Whites, 70.2%; **Negroes,** 4%; **Foreign Born,** 25.8%; **Industrial Workers,** 26%; **English Reading,** 86%; **Families,** 2,226.

Schools: 8; Number of Pupils, 3,200.

Churches: 13.

Banks: 3, Total Resources, $6,600,000.

Theatres: 2; Total number of seats, 1,000.

Residential Features: One and two family houses.

Retail Shopping Section: Eight blocks.

Trading Area: 15 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 2; department stores, 1; electrical supplies, 5; florists, 2; fruits, 4; furniture, 3; garages (public), 5; grocers, 15; hardware, 2; jewelry, 3; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 7; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 3.

CARBONDALE, PA.

(Lackawanna County)

1920 Population, 18,640.

City and Suburban Estimate, 35,000.

Native Whites, 69%; **Negroes,** 1%; **Foreign Born,** 30%; **Industrial Workers,** 40%; **English Reading,** 79%; **Families,** 3,600.

Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 4,800.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 1; State, 3; Total Resources, $15,000,000. Savings Bank Deposits Total, $2,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: D. & H., N. Y. O. & W., Erie. Center of anthracite coal fields.

Principal Industries: Coal, silk, ice machines, cut glass, knitting mills, etc. Railroad shops, welding works.

Manufacturing Establishments, 12. Leading firms: Carbondale Machine Co., Hendricks Mfg. Co., American Welding Co., Cross Engineering Co., Carbondale Knitting Mills, Klots Silk Mills, Empire Silk Mills, Carbondale Welding Co. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Because of the great demand for hard coal, we know no dull times. We have a Chamber of Commerce, Kiwanis Club and a Commercial Club that are very active.

Residential Features: Mainly 1 and 2-family houses, private homes predominating. Many beautiful homes.

Retail Shopping Section: Eighth Avenue to Lincoln Avenue, about one mile, and from River to Church Streets.

Trading Area: Extends from Archbald to Forest City, 18 miles. Good trolley service.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 7; florists, 4; fruits, 17; furniture, 5; furriers, 2; garages (public), 6; grocers, 50; hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 8; shoes, 5; sporting goods, 5; stationers, 4; women's apparel, 8.

CARLISLE, PA.

(Cumberland County)

1920 Population, 10,916 (1925, est. 12,000).

City and Suburban Estimate, 30,000.

Native Whites, 90.6%; **Negroes,** 9.4%; **Foreign Born,** 1.8%; **Industrial Workers,** 22%; **English Reading,** 100%; **Families,** 2,930.

Schools: Public Grade, 10; High, 1; Number of Pupils, 2,200.

Churches: Baptist, 2 (col.); Christian Science, 1; Episcopal, 1; Methodist, 1 w., 2 col.; Presbyterian, 3 w., 1 col.; Roman Catholic, 1; Miscellaneous, 9.

Banks: State, 3; Total Resources, $6,847,420. Savings Bank Deposits Total, $5,285,265.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: In south central part of Pa., on P. R.R. and P. & R., 19 miles southwest of Harrisburg. The county seat of Cumberland County in the famous Cumberland Valley. Trolley and bus service to outlying suburbs, and good railroad and shipping facilities. Situated on improved highways and connects not many miles away with the Lincoln, William Penn and other improved highways. To nearest large city by railroad, 4 hours; auto, 5 hours.

Principal Industries: Textiles, rugs, automobile carpet, railroad frogs and switches, silk, house carpets, shoes, furniture, manganese steel, paper boxes, inner tubes, ribbon.

Manufacturing Establishments: 36. Leading firms: C. H. Masland & Sons, Inc., Frog, Switch & Mfg. Co., Goodyear Shoe Co., Carlisle Shoe Co., E. C. Beetem & Son, Inc., R. N. Beetem & Co., Inc., Carlisle Paper Box Co., Todd Carpet Co., Federal Equipment Co., Carlisle Tire & Rubber Co., Carlisle Foundry & Machine Co. Total value of yearly output of factories estimated at $9,922,000.

Special Information: Carlisle is third in Pa. in production of rugs and carpets, being surpassed only by Philadelphia and Bloomsburg. Fourth in Pa. in the production of shoes. One of the best agricultural communities in state. Great educational center, being the seat of Dickerson College, second oldest college in Pa. and eleventh in United States. One of the best public school systems in the country. The U. S. Army Medical Field Service School is also located here.

Residential Features: Private houses, most 1 and 2-family houses predominate. Five apartment houses among the best in the Cumberland Valley. One of the finest residential sections in the Cumberland Valley is the Mooreland section of Carlisle. About 30 buildings with stores on the first floor and apartments above.

Retail Shopping Section: From Public Square north, south, east and west for two blocks. North and south on Pitt Street, from High St. one block. West one block on Louther Street

Continued on page 216

Brownsville Telegraph

BROWNSVILLE, PENNA.

covers portions of Fayette, Greene and Washington Counties with four auto trucks daily.

Only Leased Wire Newspaper in Fayette County

The Telegraph is the only afternoon newspaper circulating in 75 of the towns into which Tele trucks go each afternoon.

PENNSYLVANIA (Cont'd)

Carlisle (con't)

from Hanover Street. Several neighborhood sections.

Trading Area: 14 miles North, 9 East, 15 South and 20 West. Business is also secured from a greater distance because of the well known "Carlisle Sale Days," which are monthly bargain festivals.

Wholesale Houses: Groceries, 1; fruits, 2; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 4; department stores, 8; electric supplies, 5; florists 4; fruits, 8; furniture, 5; furriers, 3; garages (public), 14; grocers, 42 (chain, 6); hardware, 4; jewelry, 5; meat markets, 18 (chain, 1); men's furnishings, 10; men's clothing, 6; merchant tailors, 4; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 18; shoes, 11; sporting goods, 5; stationers, 4; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 17), (dentists, 8), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, hard.

CHAMBERSBURG, PA.

(Franklin County)

1920 Population, 13,171.

City and Suburban Estimate, 24,000.

Native Whites, 94.2%; Negroes, 4.8%; Foreign Born, 1%; Industrial Workers, 32%; English Reading, 98%; Families, 3,331.

Schools: 6; Number of Pupils, 1,700.

Churches: 15.

Banks: 4; Total Resources, $10,700,000.

Theatres: 2; Total number of seats, 2,100.

Residential Features: One and two family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 30 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 23; druggists, 14; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 3; fruits, 4; furniture, 3; garages (public), 12; grocers, 58; hardware, 4; jewelry, 5; meat markets, 11; men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 9; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 7.

CHESTER, PA.

(Delaware County)

1920 Population, 58,030.

City and Suburban Estimate, 118,000.

Native Whites, 68½%; Negroes, 12%; Foreign, 19½%; Industrial Workers, 25%; English Reading, 93%; Families, 12,259.

Schools: Public Grade, 22; High, 1; Junior High, 2; Parochial, 6; Number of Pupils, 10,158.

Churches: Baptist, 9 (4 col.); Christian Science, 1; Congregational, 1; Episcopal, 3 (1 col.); Hebrew, 2; Methodist, 12 (7 col.); Presbyterian, 5; Roman Catholic, 6.

Banks: National, 4; State, 3; Total Resources, $31,644,104. Savings Bank Deposits Total, $23,714,433.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 12. Total number of seats, 11,500.

Location: West bank of Delaware River, 15 miles southwest of Philadelphia. P. R.R., B. & O., P. & R. S.S. lines for passenger and freight between Chester and Philadelphia and Wilmington, Delaware. To nearest large city by railroad, ½ hour; by trolley, 1 hour; by auto, ½ hour.

Principal Industries: Shipbuilding, steel castings, paper, locomotives, textiles, steel tubes, dyewood and automobiles.

Manufacturing Establishments: 173. Leading firms: Ford Motor Co., Sun Shipbuilding Co., American Locomotive Works, American Steel Foundries Co., Baldwin Locomotive Works, Penn Seaboard Steel Castings Co., Scott Paper Co., Aberfoyle Mfg. Co., The Viscose Co., General Chemical Co., American Dyewood Co., South Chester Tube Co. Total value of yearly output of factories estimated at $52,932,700.

Special Information: Center of steel casting business, with 8 large plants in the trade. Over 25 cotton and woolen textile mills. Good harbor.

Residential Features: Mainly semi-detached houses. Many single houses in residential section in northern part of city. Number of dwellings in city: 10,894. Homes owned: 4,338.

Retail Shopping Section: Third Street from 2900 west to Market Square. (The western end of 3rd Street is similar to the outlying retail sections of most cities.) That is it is made up of the usual grocery, meat, etc. Third Street from Edgmont Avenue to Market Square and Edgmont Avenue to 9th Street (7 blocks) constitute main business section. Streets parallel to this section also retail streets. Several other retail sections.

Trading Area: 5 miles southwest; 10 miles west; 10 miles northwest and 10 miles northeast. Excellent trolley and bus service to surrounding country district and towns make it easy to reach this city from every point in Delaware County.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 15 (commission); miscellaneous lines, cigars and tobacco, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 35; automobile tire agencies-35; bakers, 26; cigar stores and stands (including hotels), 76 (chain, 1); confectioners (including hotel stands), 166; delicatessen, 5; dressmakers, 11; druggists, 32 (chain, 2); dry goods, 36; department stores, 10; electrical supplies, 8; florists, 14; fruits, 15; furniture, 22; garages (public), 24; grocers, 289 (chain, 48); hardware, 25; jewelry, 12; meat markets, 89 (chain, 54); men's furnishings, 17; men's clothing, 20; merchant tailors, 52; milliners, 10; opticians, 15; photographers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 69; shoes, 29; sporting goods, 8; stationers, 5; women's apparel, 27.

Miscellaneous Data: Doctors (medical, 78), (dentists, 45), (osteopaths, 4); number of wired houses, 7,000; street car service; gas, artificial; electric current, alternating; water, hard.

CLEARFIELD, PA.

(Clearfield County)

1920 Population, 8,529.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 13%; English Reading, 95%; Families, 2,297.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, $18,284,960. Savings Bank Deposits Total, $4,019,441.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,400.

Location: West branch of Susquehanna River. In the heart of Clearfield bituminous coal region. P. R.R., B. R. & P., N. Y. C., which includes the fast N. Y.-Chicago fast freight service of LS. & MS. Excellent bus service from DuBois and Tyrone. On newly completed Lakes-to-Sea Highway from Erie, Pa. to Tyrone, connecting with Wm. Penn Highway, making the most direct route across the state from lakes to the sea. To nearest large city by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Brick, coal mining, knitting machines, refrigerators, silk velvet, selective ice cream sales cabinets, nickel steel, sewer pipe.

Manufacturing Establishments: 16. Leading firms: Gearhart Knitting Machines, nationally advertised hand knitting machines. Banta Refrigerator Works, Harbison-Walker Refractories Co., Clearfield Textile Co., Gearhart Sales Cabinet Co., American Nickel Co., Peale, Peacock & Kerr (Rembrandt Peale interests) miners of bituminous coal, Robinson Clay Products Co., (sewer tile).

Special Information: Clearfield stands high in the state for number of autos owned per capita. Largest Legion Post in United States per capita. Seventh in United States for bank resources per capita. Fast becoming jobbing center for 100 miles. Center of activities for hunters during big game season in the state.

Residential Features: After ten-year period of building stagnation, there has been a steady growth during the past year. Home Builders Corp. is building homes on plot bought and financed by them to relieve housing situation. Finest homes along Susquehanna River. Construction principally of brick; average value, $8,500. Older residences run from $5,000 to $125,000.

Retail Shopping Section: Market Street 3 blocks; north and south of 2nd Street 2 blocks; north and south of 3rd Street 4 blocks.

Trading Area: Train and bus service and concrete roads give Clearfield shopping area of 35 miles in all directions.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 2; dry goods, 1; miscellaneous lines: notions, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 5; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 5; druggists, 5; dry goods, 3; department stores, 3; electrical supplies, 1; florists, 2; fruits, 5; furniture, 4; garages (public), 11; grocers, 50 (chain, 8); hardware, 3; jewelry, 4; meat markets, 13 (chain, 2); men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 13; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 6.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 14), (dentists, 10), (osteopaths, 1); number of wired houses, 2,252; gas, artificial; electric current, alternating; water, soft.

COATSVILLE, PA.

(Chester County)

1920 Population, 14,515.

City and Suburban Estimate, 25,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 95%.

Schools: Public Grade, 4; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 3,300.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $7,147,967.42.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,500.

Location: Main Line of Pennsylvania R. R. and M. & C. Division of Phila. & Reading R. R. Trolley lines east and west; excellent bus lines in every direction. Lincoln Highway passes over city's main thoroughfare from east to west.

Principal Industries: Iron and steel plates, boilers, castings, washers, elevators, hydraulic machinery, water wheels, fertilizers, paper, slag products, nitrogen, meat packing, silk, men's clothing, shirt-waists, dump bodies for trucks.

Manufacturing Establishments: 50. Leading firms, Lukens Steel Co., Bethlehem Steel Co., Craig Ridgway & Sons, Coatesville Boiler Works, S. J. Aaronsohn, Inc., Jas. G. Drummond & Co.

Special Information: Coatesville is an industrial city located in Chester County, one of the richest agricultural and dairying districts in the United States. It is the metropolis of the county and surrounded by territory rich in Revolutionary history.

Residential Features: Prevailing type of dwelling is the double house of brick construction. Several sections have few rows of houses occupied by mill hands. Percentage of individual property holders is high.

Retail Shopping Section: Principally Lincoln Highway between First and Fourth avenues, and extending a block on each of the avenues. Other merchandising centers are located at Lincoln Highway, Seventh to Eighth avenue; South First avenue and Seventh avenue, Chestnut to Merchant.

Trading Area: Taken in practically all the county except Northeast and Southeast sections. Amusement center for county and largest stores in county backed by excellent transportation facilities attract buyers from all sections of county.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, confectionery, 1; tobacco and cigars, 2; flour and feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 12; druggists, 10; dry goods, 12; department stores, 2; electrical supplies, 9; florists, 3; fruits, 4; furniture, 4; furriers, 2; garages (public), 10; grocers, 80; hardware, 4; jewelry, 5; meat markets, 14; men's furnishings, 12; men's clothing, 11; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 16; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 7.

COLUMBIA, PA.

(Lancaster County)

1920 Population, 10,836.

City and Suburban Estimate, 10,000.

Native Whites, 78%; Negroes, 3%; Foreign Born, 19%; Industrial Workers, 40%; English Reading, 95.

Schools: Public Grade, 37; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,500.

Churches: Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, $5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous, (Auditoriums, etc.), 2; Total number of seats, 1,500.

Location: Penna, and Phila. & Reading. Free interchange and shipments to points in all directions.

Principal Industries: Silk, iron, stoves, garments, cut glass, machinery supplies, railroad shops. Value output in 1922: $6,203,000.

Manufacturing Establishments, 70. Schwartzenbach-Huber Co., silk; Keely Stove Co., Reading Iron Co., Susquehanna Cut Glass Co. Location makes it the meeting place of two railroads, with outlets in all directions.

Residential Features: Mostly one and two-family houses, private homes predominating. Some apartments in late years in business and residential section. Homes in residential section sell from $3,500 to $10,000.

Retail Shopping Section: Extends about 5 blocks on one (Locust) street.

Trading Area: Extends 10 miles north, 5 east, 10 south. River on the west. Trolley service east and north.

Wholesale Houses: Groceries, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 4; goods, 2; department stores, 1; electrical plies, 4; florists, 3; fruits, 4; furniture, 3; ages (public), 10; grocers, 35; hardware, jewelry, 3; meat markets, 10; men's furn ing, 5; men's clothing, 5; merchant tailors, milliners, 3; opticians, 2; photographers, pianos (and miscellaneous musical instrumen 1; radio supplies, 2; restaurants (inclu hotels), 15; shoes, 4; sporting goods, 1; tioners, 2; women's apparel, 4.

CONNELSVILLE, PA.

(Fayette County)

1920 Population, 13,804.

City and Suburban Estimate, 90,000 in ra of 10 miles.

Native Whites, 75%; Negroes, 5%; For Born, 20%; Industrial Workers, 90%; Eng Reading, 80%; Families, 18,000 in 10 miles.

Schools: Public Grade, 7; High, 2; Ju High, 1; Parochial, 3; Number of Pupils, 4,

Churches: Baptist, 5; Christian Science, Episcopal, 1; Hebrew, 1; Methodist, 4; Pre terian, 2; Roman Catholic, 5; Miscellaneous,

Banks: National, 5; State, 2; Total Resour $13,000,000. Savings Bank Deposits Total, $ 000,000.

Theatres: Moving Pictures, 7; Vaudeville, Miscellaneous (Auditoriums, etc.), 8. T number of seats, 5,500.

Location: Western Pa. on the Youghiogh River. B. & O., P. R. R., P. & L. E. and M., West Penn Traction Co. Two bus lines.

Principal Industries: Coal mining and c manufacturing is the largest industry La B. O. and W. M. shops, and West Penn. re shops located here. Noted for manufactu of mining machinery; make fine macaroni spaghetti. Silk and steel mills.

Manufacturing Establishments, 64. Lead firms: Connellsville Machine & Mine Supply Boyts-Porter Co., Capstan Glass Co., Ameri Sheet & Tin Plate Co., Lockhart Iron & S Mills, Connellsville Iron Works, Connellsv Macaroni Co., Connellsville Silk Mill, U. S. C Iron Pipe & Foundry Co., U. S. Casket Co.

Special Information: Located in the center the greatest coal and coke region in the wo Large population in very small area. All e good wages and are prosperous. Approximat $30,000,000 annually.

Residential Features: Almost all own hom apartment houses exception rather than the r Average, $8,000.

Retail Shopping Section: Centered on two tersecting streets, with a number of busin houses located on side streets a block or dway.

Trading Area: 10 miles North; 30 Miles Ea 15 miles West; 10 miles South.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Adv tised Products: Passenger automobile agenc 21; commercial auto. agencies, 19; automo accessories, 15; automobile tire agencies, bakers, 7; cigar stores and stands (includ hotels), 20; confectioners (including ho stands), 46; delicatessen, 1; dressmakers, druggists, 11; dry goods, 4; department stor 11; electrical supplies, 6; florists, 5; fruits, furniture, 8; furriers, 1; garage (public), grocers, 133; hardware, 13; jewelery, 8; m markets, 31; men's furnishings, 10; men's clo ing, 10; merchant tailors, 6; milliners, 7; o cians, 8; photographers, 5; pianos (and m cellaneous musical instruments), 5; radio s plies, 5; restaurants (including hotels), shoes, 16; sporting goods, 3; stationers, women's apparel, 20.

CORRY, PA.

(Erie County)

1920 Population, 7,228.

City and Suburban Estimate, 16,700.

Native Whites, 75%; Foreign Born, 25 Industrial Workers, 65%; English Readi 90%; Families, 1,470.

Schools: Public Grade, 5; High, 1; Jun High, 1; Number of Pupils, 1,650.

Churches: Baptist, 1; Christian Science, Episcopal, 1; Hebrew, 1; Methodist, 1; Presi terian, 1; Roman Catholic, 2; Miscellaneous,

Banks: National, 2; Total Resources, $3,70 000.

Theatres: Moving Pictures, 2; Vaudeville, Miscellaneous (Auditoriums, etc.), 1. To number of seats, 2,800.

Location: Erie R. R., P. R. R., 90 mil Buffalo. 160 Pittsburgh. Thirty-seven p senger trains daily. To nearest large city railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Oak and Krome leath tanning, geared locomotives, oil field drilli and pumping engines (Ajax), large woodwor ing industries, wood specialties and furnitu lumber, auto parts, automatic machine scr products, steel, brass and other springs; 70 versified industries; brick and tile.

Manufacturing Establishments: 5. Leadi firms: U. S. Radiator Co., J. W. & A. W. Ho ard Co., Climax Co., Ajax Iron Works, Raymo Mfg. Co. Total value of yearly output of fa tories estimated at: 1922, $5,001,300; 1923, $ 070,400. Wages, $2,000,000.

Special Information: Radiator Co. added $20 000 to local plant this summer. New $200,0 Jr. High School. A first-class hotel costi $250,000 was opened September, 1925.

Residential Features: Fine home sites, healt ful climate, good elevation, splendid water su ply from drilled wells, adequate schools, na ural gas, no colored population.

Retail Shopping Section: N. Center, 3 block S. Center, 2; W. Main, 2; E. Main, 2; Fir

PENNSYLVANIA (Cont'd)

Ave., 2; W. South St., 2; E. South, 1; E. Washington, 1.

Trading Area: 16 miles W., 20 N. E., 12 S. This includes Union City, Lovells, Elgin, Clymer, Panama, Sherman, Columbus, Spring Creek, Garland, Spartansburg, Centerville and intermediate R. F. D.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 1; miscellaneous line, bakers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 14; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; garages (public), 7; grocers, 32 (chain, 4); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 3.

Miscellaneous Data: Most pleasant months, June, July, Aug. Sept., Oct.; doctors (medical, 6), (dentists, 4), (osteopaths, 2); number of wired houses, 941; gas, natural; electric current, alternating; water, hard.

DANVILLE, PA.

(Montour County)

1920 Population, 7,500.

Native Whites, 89%; **Negroes,** 1%; **Foreign Born,** 10%; **Industrial Workers,** 60%; **English Reading,** 95%; **Families,** 1,866.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,313.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous: Lutheran, 3; Evangelical, 1; Reform, 1.

Banks: National 2; Trust Co., 1; Total Resources, $6,109,864.90.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,966.

Location: Penna. Railroad is across the river in Northumberland County. D. L. & W. and Reading Railroads have tracks running through city.

Principal Industries: Silk, iron and steel.

Manufacturing Establishments: 21. Leading firms: American Swedo Iron Co., Art Bronze & Iron Works, Danville Iron & Steel Corp., Danville Stove & Mfg. Co., Danville Structural Tubing Co., Kearns-DuDughie Motor Co., Kennedy-Van Saun Mfg. Corp., Reading Iron Co., Jonvand & Lavigne Co., Inc.

Special Information: Geo. F. Geisingu Memorial Hospital, an endowed institution for medical and surgical cases and the Danville State Hospital for Insane are located here.

Residential Features: There are about 1,876 individual houses and 6 apartments, including 3 hotels.

Retail Shopping Section: Mill Street, 7 blocks.

Trading Area: An average of 6 miles in each direction.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 13; delicatessen, 3; dressmakers, 8; druggists, 7; dry goods, 7; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 4; garages (public), 10; grocers, 36 (chain, 4); hardware, 3; jewelry, 2; meat markets, 17; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 11; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May, June, July, Aug. Sept., Oct.; doctors (medical, 6), (dentists, 4), (osteopaths, 2); number of wired houses, 1,295; gas, artificial; electric current, alternating; water, hard.

DOYLESTOWN, PA.

(Bucks County)

1920 Population, 3,837.

City and Suburban Estimate, 10,000.

Native Whites, 91%; **Negroes,** 4%; **Foreign Born,** 5%; **Industrial Workers,** 31%; **English Reading,** 97%; **Families,** 1,010.

Schools: 2; Number of Pupils, 975.

Churches: 6.

Banks: 4 Total Resources, $4,720,000.

Theatres: 1; Total number of seats, 600.

Residential Features: Mostly one family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: Ten mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 6; florists, 2; fruits, 3; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 2.

DUBOIS, PA.

(Clearfield County)

1920 Population, 13,681.

City and Suburban Estimate, 25,000.

Native Whites, 86.1%; **Negroes,** 0.2%; **Foreign Born,** 13.7%; **Industrial Workers,** 27%; **English Reading,** 92%; **Families,** 3,052.

Schools: 9, Number of Pupils, 1,850.

Churches: 15.

Banks: 3; Total Resources, $9,990,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands, 18; dressmakers, 43; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 3; fruits, 10; furniture, 4; garages (public), 12; grocers, 71; hardware, 3; jewelry, 3; meat markets, 19; men's furnishings, 5; men's clothing, 6; merchant tailors, 1; milliners, 10; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

EASTON, PA.

(Northampton County)

1920 Population, 33,813 (inc., Phillipsburg, N. J.)

City and Suburban Estimate, 175,000.

Native Whites, 87.2%; **Negroes,** .9%; **Foreign Born,** 11.9%; **Industrial Workers,** 75%; **English Reading,** 98.5%; **Families,** 13,775.

Schools: Public Grade, 22; High, 2; Parochial, 3; Number of Pupils, 10,375.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 8; Presbyterian, 10; Roman Catholic, 7; Miscellaneous, 25.

Banks: National, 5; State, 4; Total Resources, $37,061,705; Savings Bank Deposits Total, $29,942,984.

Theatres: Legitimate, 4; Moving Pictures, 9; Vaudeville, 2.

Location: At the forks of the Delaware, in the center of a business community of over 65,000; 100 minutes from New York and 120 from Philadelphia; 8 railroads, 8 interurban roads, serving 250,000 population. Lies in the midst of great cement, slate, steel and iron industries of eastern Pennsylvania and western New Jersey.

Principal Industries: Iron and steel, cement, railroad shops, silks and paint.

Manufacturing Establishments, 47. Leading firms: Ingersoll-Rand Co., Wm. Wharton, Jr., Co., C. K. Williams & Co., Pennsylvania Pump & Compressor Co., Treadwell Engineering Co., Victor-Balata & Textile Belting, Dixie Drinking Cup Co., Alpha Portland Cement Co.

Residential Features. Mostly two and a half story houses; many apartments in center of city. Best residential section in northeast part of city (College Hill) and in the western part (Wilson Borough).

Retail Shopping Section: From Center Sq. on E. Northampton St., to Delaware Bridge and on W. Northampton St., to 7th St., and from the Square south to L. V. Station on S. 3rd St., and to foot of Chestnut Ave., on N. 3rd St.

Trading Area: 21 miles; N. to Stroudsburg, E. to Hackettstown and White House Station, S. to Milford, N. J., and W. to Bethlehem, Pa. Business secured from greater distances because of fine railway, trolley and bus service, permanent highways recently built, tapping every section.

Wholesale Houses: Groceries, 3; meats, 1; hardware, 12; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 4; automobile accessories, 21; automobile tire agencies, 11; bakers, 30; cigar stores and stands (including hotels); 86; confectioners (including hotel stands), 73; delicatessen, 8; dressmakers, 122; druggists, 23; dry goods, 24; department stores, 7; electrical supplies, 22; florists, 7; fruits, 15; furniture, 29; furriers, 9; garages (public), 48; grocers, 150; hardware, 14; jewelry, 23; meat markets, 15; men's furnishings, 7; men's clothing, 8; merchant tailors, 49; milliners, 37; opticians, 7; photographers, 13; pianos (and miscellaneous musical instruments), 9; radio supplies, 6; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 9; women's apparel, 14.

EAST STROUDSBURG, PA.

(Monroe County)

1920 Population, 4,855.

City and Suburban Estimate, 15,000.

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **Industrial Workers,** 35%; **English Reading,** 96%; **Families,** 1,181.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,090.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $15,079,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1 comb.; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,400.

Location: Near eastern line of Penna., 4 miles from Delaware River. D. L. & W., P. R. R., W. B. & E. and Delaware Valley.

Principal Industries: Silk, boilers, woolen mills, hot water systems and a diversified line of small factories taking up metal novelties, wooden toys, shoe machinery, car shops, glass cutting, bottle making.

Manufacturing Establishments, 45.

Residential Features: Practically all one and two-family houses.

Retail Shopping Section: Crystal and Washington streets, 3 blocks.

Trading Area: 40 miles north, 30 miles west, 10 miles east, 15 miles south.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercal auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 8; grocers, 18; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 4; men's clothing, 5; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 5.

ELLWOOD CITY, PA.

(Lawrence County)

1920 Population, 8,958.

City and Suburban Estimate, 16,000.

Native Whites, 78%; **Negroes,** 2%; **Foreign Born,** 20%; **Industrial Workers,** 6,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Number of Pupils, about 3,000.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, $4,682,506.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 10,000.

Location: On main line Baltimore & Ohio Railroad; Pittsburgh & Lake Erie (New York Central) railway, midway between Pittsburgh and Youngstown. Direct connection, passenger and freight, with Pennsylvania lines and Buffalo, Rochester, Erie, Cleveland, Pittsburgh and other points. Interurbans to all points.

Principal Industries: Iron, steel, stone, coal, etc.

Manufacturing Establishments: Leading firms, National Tube Co.; Steel Car Forge Co.; Standard Engineering Co.; Matthews Gravity Conveyor Co.; Stevens Metal Products Co.; American Steel Co.; Ellwood City Forge Co.; Edwood Stone Co., Ellwood Brass & Bronze Co.; Ellwood Foundry & Machine Co.; Specialty Foundry Co.; Beaver Enameling Co., etc.

Special Information: Splendid transportation facilities with varied manufacturing enterprises. Cheap fuel, power and living expenses, good schools and churchase.

Residential Features: Mostly one and two family homes. Private homes predominate. One of the finest private residential sections; over six miles of paved streets; the best water supply in the state, always adequate, and typhoid fever unknown from local infection.

Retail Shopping Section: Extends five blocks on Lawrence avenue; two on Sixth; four on Fifth; two on Seventh; three on North, and stores in other sections. Nearly all lines of business represented and the stores would be a credit to any city of 25,000 to 50,000.

Trading Area: A radius of ten to twenty miles in each direction. There is excellent trolley and bus service north, south, east and west.

Wholesale Houses: Groceries, 2; fruits, 2; hardware, 1; Miscellaneous lines, flour and feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 14; automobile tire agencies, 17; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 4; garages (public), 14; grocers, 25; hardware, 5; jewelry, 3; meat markets, 24; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 5; opticians 1; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 7; shoes, 9; sporting goods, 5; stationers, 2; women's apparel, 8.

ERIE, PA.

(Erie County)

1920 Population, 93,372.

City and Suburban Estimate, 131,620.

Schools: Public Grade, 20; High, 3; Junior High, 2; Parochial, 12; Number of Pupils, 18,000.

Churches: Baptist, 8; Christian Science, 3; Episcopal, 5; Hebrew, 4; Methodist, 10; Presbyterian, 10; Roman Catholic, 22; Miscellaneous, 34.

Banks: National, 3; State, 9; Total Resources, $58,018,580.64.

Theatres: Legitimate, 2; Moving Pictures, 20; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 20,000.

Location: On south shore of Lake Erie on Presque Isle Bay, N. Y. C., N. Y. C. & St. L. P. & L. E., E. & P. Steamers to lake ports, and excellent trolley service to surrounding cities. To nearest large city by railroad, 2½ hours; by trolley, 4 hours; by auto, 3½ hours.

Principal Industries: Paper, boilers, engines, wringers, locomotives, machine and hand tools, stoves, steam shovels, household utensils of all descriptions.

Manufacturing Establishments, 537. Leading firms, General Electric Co., Hammermill Paper Co., Jarecki Mfg. Co., Erie City Iron Works, Skinner Engine Works, Union Iron Works, Nagle Engine Works, Pennsylvania Boiler Works, H. F. Watson Paper Co., Griswold Mfg. Co., Erie Forge & Steel Co., Erie Malleable Iron Works. Total value of yearly output of factories estimated at $167,446,400.

Special Information: Erie ranks third in U. S. for variety of manufacturers; second to none in manufacture of boilers, wringers, tanks, engines, etc. Pennsylvania's only lake port, second to none of great lakes. Only 12 hours distant from largest cities in U. S. One of the best public school systems, with buildings to compare with those in any city.

Residential Features: Mainly one and two-family houses, 45.2% owned. To the west and south of the city wonderful home sections are building up rapidly. Rents proportionate to values and real estate close to normal.

Retail Shopping Section: From Public Dock, foot of State St., south to 26th St. Peach St. from 5th to 26th St. Parade St. from 3rd to 18th St. Four outlying sections. Streets from 6th to 18th, one block east and one block west of State St. also taken up by business.

Trading Area: 20 miles east, west and south. Irregular business secured by trolley service from greater distances.

Wholesale Houses: Groceries, 10; meats, 6; fruits, 4; hardware, 2; miscelaneous, confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies. 57; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 23; bakers, 48; cigar stores and stands (including hotels), 13 (chain, 3); confectioners (including hotel stands), 142; delicatessen, 6; dressmakers, 92; druggists, 28 (chain, 2); dry goods, 34; department stores, 7; electrical supplies, 8; florists, 14; fruits, 18; furniture, 12; furriers, 3; garages (public), 64; grocers, 432 (chain, 48); hardware, 37; jewelry, 31; meat markets, 148 (chain, 2); men's furnishings, 14; men's clothing, 54; merchant tailors, 76; milliners, 52; opticians, 14; photographers, 16; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 147 (chain, 2); shoes, 49; sporting goods, 6; stationers, 3; women's apparel, 54.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 132), (dentists, 86), (osteopaths, 11); number of wired houses, 20,000; street car service; gas, natural and artificial; electric current, alternating; water, hard.

FRANKLIN, PA.

(Venango County)

1920 Population, 9,970.

City and Suburban Estimate, 50,000.

Native Whites, 91%; **Negroes,** 3%; **Foreign Born,** 6%; **Industrial Workers,** 30%; **English Reading,** 97%; **Families,** 2,570.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,146.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, $15,000,000; Savings Bank Deposits Total, $6,677,484.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc), 2. Total number of seats, 3,041.

Location: On the Allegheny River, at the junction of French Creek, served by the New York Central, Pennsylvania, Lake Erie, Franklin and Clarion, and the Erie Railroads, also connected by trolley and has excellent bus service in all directions.

Principal Industries: Railroad supplies, engines, mine car loaders, wagons, air compressors and oil refineries.

Manufacturing Establishments: 30. Leading firms, Joy Machine Co., Franklin Steel Co., Chicago Pneumatic Tool Co., Atlantic Refining Co., Venango Mfg. Co., Franklin Valveless Engine Co., General Manifold & Printing Co.

Total value of yearly output of factories estimated at $25,000,000.

Special Information: The city is particularly noted for its oil industry. The Atlantic Refining Co., is one of the largest oil refineries in the

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PENNSYLVANIA (Cont'd)

Franklin (con't)

world. Because of its refineries Franklin is said to have a larger value of manufactured exports per capita than any city of its size in the United States. It is the hub of an improved highway system making it easily accessible from any point.

Residential Features: Private homes predominate. A limited number of two family houses and only a few apartment houses. Miller Park, an exclusive residential section, is not equalled in the state.

Retail Shopping Section: Extends from Franklin Ave., to Buffalo St., on Thirteenth. The main business section is on Liberty St., from Thirteenth to Eleventh, Eighteenth St., parallel to Liberty from Liberty to Buffalo. Business section covers about eight blocks.

Trading Area: Extends about 8 miles east, 20 miles north, 30 miles west and 25 miles south.

Wholesale Houses: Fruits, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 2; fruits, 13; furniture, 4; garages (public), 10; grocers, 24; hardware, 2; jewelry, 4; meat markets, 9; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 2; pianos(and miscellaneous musical instruments), 2; radio supplies, 11; restaurants (including hotels), 6; shoes; 7; sporting goods, 3; stationers, 2; womens apparel, 4.

GETTYSBURG, PA.

(Adams County)

1920 Population, 4,439.

City and Suburban Estimate, 7,500.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 23%; English Reading, 100%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,500.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; United Brethren, 1.

Banks: National, 2; State, 2; Total Resources, $6,100,000; Savings Bank Deposits Total, $2,250,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500 (approximately).

Location: In Adams County, southern extremity of central Pennsylvania. Served by the Gettysburg & Harrisburg Railroad Co., connecting with P. & R. System at Harrisburg; Western Maryland Railroad, connecting Baltimore, Washington, York (Pa.), Hanover (Pa.), Hagerstown (Md.) and points west. Excellent bus service to and from Baltimore, Emmetsburg (Md.), York, Hanover, Harrisburg and Chambersburg. To nearest large city by railroad, 2½ hours; by auto, 2 hours.

Principal Industries: Furniture, silk, shirts, tile, brick, fertilizer and scattered throughout the county are numerous fruit and vegetable canning factories.

Manufacturing Establishments, 10. Leading firms, Gettysburg Furniture Co., Reaser Furniture Co., J. H. & C. K. Eagle, Inc. Total value of yearly output of factories estimated at $6,500,000.

Special Information: City enjoys excellent climate the year round, due to good elevation and protection of mountains to the west. Situated at the intersection of highways connecting Canada and the Gulf of Mexico and the Atlantic and Pacific oceans and is a hub of the Primary Good Roads System of Pennsylvania, all of which are hard, all-weather roads. Gettysburg is a mecca for tourists from all parts of the United Staes and Canada.

Residential Features: Mostly one and two-family houses. A few apartment buildings. Private homes predominate. New sections on the edge of town are being developed as residential sections. Homes in these sections average in value, approximately, $9,000.

Retail Shopping Section: Extends from Public Square (which forms the heart of the business section and is the terminal for bus lines), one square north and west and two squares east and south. There are the usual "neighborhood" grocery and confectionery stores scattered through town, but they are few.

Trading Area: 15 miles west and south, 20 miles north and east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 4; and all garages; automobile tire agencies, 3, and all garages; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; druggists, 6; dry goods, 8; department stores, 5; electrical supplies, 4; fruits, 2; furniture, 2; garages (public), 6; grocers, 13; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 8; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 12), (dentists, 4), (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

GREENSBURG, PA.

(Westmoreland County)

1920 Population, 15,033.

City and Suburban Estimate, 243,402.

Native Whites, 85.7%; Negroes, 1.5%; Foreign Born, 12.1%; English Reading, 82%; Families, 3,444. Westmoreland Co., 56,610.

Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 10,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 5; Total Resources, $21,471,908; Savings Bank Deposits Total, $15,933,629.

Theatres: Moving Pictures, 3; Vaudeville, 1.

Location: P. RR., 86 trains west and 33 east daily. Excellent bus service on schedule connecting Greensburg with Delmont and New Kensington on the north, a score of mining towns on the east, West Newton and Monessen thriving steel towns on Monongahela River boundary. To nearest large city by railroad, 2 hours; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Brass and pipe fittings, coal, china, aluminum, lumber, steel, etc.

Manufacturing Establishments: 657. Leading firms, Keystone Coal & Coke Co., Kelly & Jones, Irwin Gas Coal Co., Pittsburgh American China Co., Hempfield Foundry, Railway and Industrial Engineering Co., Penn Aluminum Co., Greensburg Glass Co. Total value of yearly output of factories estimated at $437,342,000.

Special Information: Center of soft coal industry of Western Pennsylvania. County seat. On Lincoln Highway. Headquarters of Troop A State Police. Has 400 hotel rooms. Commercial advantages with natural gas and an abundance of coal. Town connected by West Penn Trolley system with rich communities of Brush Creek Valley on the west.

Residential Features: Mainly 1 and 2 family houses predominate. Beautiful residence section. Real estate value of $160,352,660, and taxable real estate valued at $147,331,841.

Retail Shopping Section: Main St., Pennsylvania Ave., Maple Ave. Terminal for suburban trolleys and buses. Pennsylvania Ave. and Main St. are business sections for about 6 blocks, while Maple Ave. has several business houses and others are in process of building. Numerous neighborhood sections.

Trading Area: Radius of 20 miles.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 9; bakers, 15; cigar stores and stands (including hotels, 2; confectioners (including hotel stands), 7; delicatessen, 5; dressmakers, 25; druggists, 13; dry goods, 10; department stores, 3; electrical supplies, 4; florists, 4; fruits, 20; furniture, 5; furriers, 1; garages (public), 17; grocers, 53 (chain, 3); hardware, 6; jewelry, 6; meat markets, 18; men's furnishings, 17; men's clothing, 17; merchant tailors, 12; milliners, 9; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 10; radio supplies, 5; restaurants (including hotels), 10; shoes, 15; sporting goods, 1; stationers, 2; women's apparel, 11.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept.; doctors (medical, 27), (dentists, 18), (osteopaths, 3); street car service; gas, natural; electric current, alternating; water, soft.

GREENVILLE, PA.

(Mercer County)

1920 Population, 8,101.

City and Suburban Estimate, 12,386.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,895.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $7,635,000; Savings Bank Deposits Total, $3,779,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Erie, B. & L. E., E. & P. branch of P. RR. Close rail connection with N. P., N. Y. Central lines in suburbs. Buses to nearby towns. Six permanent highways leading from town. To nearest large city by railroad, 1 hour; by auto. 1 hour and 20 minutes.

Principal Industries: Car repairing, tank works, foundry, dairying and farming.

Manufacturing Establishments, 4. B. & L. E. RR. headquarters and shops. Greenville Steel Car Co., Hodge Mfg. Co., Chicago Bridge & Iron Works. Total value of yearly output of factories estimated at $25,000,000.

Special Information: Railroad town primarily because of B. & L. E. extensive locomotive and repair shops and Greenville Steel Car Co. Also big ore carrying center. In normal times these two industries employ 2,000 or more. In busy season, more than 3,000, almost all American. Chicago Bridge & Iron Works employ normally about 350. Local dairy company building $80,000 plant. Trading center for northern Mercer Co. with trading population of 35,000.

Residential Features: Mainly one-family houses, private homes predominating; 80% owned. Best residential section in eastern part of town. Average value $6,000. Practically no part of town more than 15 minutes' walk from retail section. One small jitney line in town, no trolleys.

Retail Shopping Section: Main St. about one-third of a mile and Clinton St. paralleling cross streets, connecting the two and used for business are Water, Race, Canal, Wall and Mercer. No outlying sections, except few scattered groceries.

Trading Area: 7 to 8 miles. Some business from 12 to 15 miles, because of good roads.

Wholesale Houses: Groceries, 1; hardware, 1; miscellaneous lines, Neighbor Candy Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 28; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 44; dressmakers, 8; druggists, 5; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 1; fruits, 28; furniture, 2; garages (public), 9; grocers, 34 (chain, 9); hardware, 5; jewelry, 4; meat markets, 11 (chain, 3); men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May, June, July, Sept., Oct., Nov.; doctors (medical, 10), (dentists, 7), (osteopaths, 3); number of wired houses, 2,520; gas, natural; electric current, alternating; water, soft.

HANOVER, PA.

(York County)

1920 Population, 8,664. (1925 est. 10,000.)

City and Suburban Estimate, 16,000.

Native Whites, 100%; Industrial Workers, 30%; English Reading, 100%; Families, 3,000.

Schools: Public Grade, 1,160; High, 415; Paroachial, 250.

Churches: Episcopal, 1; Roman Catholic, 2; Lutheran, 3; Reformed, 3; Miscellaneous, 5.

Banks: National, 1; State, 4; Total Resources, $13,000,000; Savings Bank Deposits Total, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Southern Pennsylvania west of Susquehanna River. Served by Pennsylvania & Western Maryland Railroads. Excellent bus and electric service to central and western parts of state. To nearest large city by railroad, 40 minutes; by trolley, 50 minutes; by auto, ½ hour.

Principal Industries: Boots and shoes, wire-cloth, furniture, auto bodies and wagons, leather insoles and heels and box toes, silk ribbon, wall paper, cordage and twine, cigars, gloves, cigar boxes, shirts and pajamas, bakeries, flour mills, auto valves, water wheels, pattern makers, penholder, magazine and job printing, canning factories, extra plant.

Manufacturing Establishments, 150. Hanover Shoe Co., Long Furniture Co., Hopkins Mfg. Co., Hanover Cordage Works, Century Ribbon Mills, Hanover Wirecloth, Bobrow Cigar Factory, E. R. Haffelfinger & Co., W. F. Kintzling Co. Total value of yearly output of factories estimated at $16,500,000.

Special Information: Hanover lies close to Mason and Dixon Line and adjoins Adams Co. Half hour ride from famous Gettysburg national battlefields and cemetery. About 50% of wire-cloth manufactured in United States is produced in Hanover. Hanover is surrounded by one of the richest agricultural districts in the United States.

Residential Features: Mostly one and two-family brick houses, limited section devoted to workingmen's tenements, private homes predominate. Four private dwellings aggregate a total approximately $200,000. White way now under construction. First class modern hotel, 75 rooms being erected.

Retail Shopping Section: Extends from public square which forms heart of business section and terminal for suburban trolley and bus lines. Three blocks on Carlisle St., two on Broadway, 5 on Baltimore St. There are six outlying business sections of several blocks each and several smaller neighborhood sections with the usual grocery and confections.

Trading Area: Extends about 20 miles west, north, east and south. Intermittent business is secured from people living at a greater distance because of the fine bus and trolley service and individual use of motor cars.

Wholesale Houses: Groceries, 2; meats, 10; fruits, 5; hardware, 4; dry goods, 7; miscellaneous lines: shoes, 7; confectioners, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 19; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 5 (chain, 1); dry goods, 9; department stores, 2; electrical supplies, 12; florists, 1; fruits, 4; furniture, 3; garages (public), 17; grocers, 62 (chain, 5); hardware, 4; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 8; merchant tailors, 8; milliners, 8; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 17; shoes, 11; sporting goods, 5; stationers, 2; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 17), (dentists, 9), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

HARRISBURG, PA.

(Dauphin County)

1920 Population, 75,917. (1925 est, 97,000.)

City and Suburban Estimate, 200,000.

Native Whites, 88%; Negroes, 7%; Foreign Born, 5%; Industrial Workers, 24%; English Reading, 97%; Families, 16,000.

Schools: Public Grade, 28; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 11,761.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 11; Presbyterian, 10; Roman Catholic, 5; Miscellaneous, 48.

Banks: National, 1; Trust Companies, 17; Total Resources, $57,000,000; Savings Bank Deposits Total, $17,869,000.

Theatres: Legitimate, 1; Moving Pictures, 13; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 8,500.

Location: Main line of P. RR. at intersection of north, south, east and west divisions, and is terminus of Reading system. From transportation viewpoint, it is the key to the Atlantic seaboard. Three great national highways pass through the city. Excellent bus and street car service maintained in all directions. To nearest large city (Philadelphia) by railroad, 3 hours; by auto, 5 hours.

Principal Industries: Pennsylvania and Reading shops and yards. Iron and steel, food products, textiles, leather and rubber goods.

Manufacturing Establishments, 477. Leading firms, Bethlehem Steel Co., Central Iron & Steel Co., Elliott-Fisher, Harrisburg Pipe Bending Co. Total value of yearly output of factories estimated at $154,412,952.

Special Information: Few cities have so favorable geographical position. The great markets of the east are from two to four hours away. Harrisburg has 22,400 telephone connections, 17,200 autos and trucks.

Residential Features: Mostly 1 and 2-family houses, private homes predominating, 35% owned. Practically no tenements. One of the finest residential sections in Pennsylvania, located on the Susquehanna River front.

Retail Shopping Section: Extends from Market Square (which forms a terminal for suburban and bus lines) for 12 blocks east on Market Street, Chestnut, Walnut and Mulberry Streets., parallel Market Street and are business streets for 5 to 8 blocks each. Six outlying retail business sections and several smaller neighborhood sections.

Trading Area: 25 miles north, east, south and west. Considerable volume of business is secured from people living within a 100-mile radius because of the relatively large number of railway employees who travel on passes and because of Harrisburg being the State Capitol.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 9; hardware, 5; dry goods, 3; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto. agencies, 8; automobile accessories, 68; automobile tire agencies, 54; bakers, 36; cigar stores and stands (including hotels), 101 (chain, 6); confectioners (including hotel stands), 132; delicatessen, 35; dressmakers, 71; druggists, 46; dry goods, 21; department stores, 10; electrical supplies, 20; florists, 18; fruits, 165; furniture, 37; furriers, 4; garages (public), 45; grocers, 356 (chain, 52); hardware, 22; jewelry, 21; meat markets, 76; men's furnishings, 20; men's clothing, 43; merchant tailors, 62; milliners, 38; opticians, 18; photographers, 14; pianos (and miscellaneous musical instruments), 13; radio supplies, 40; restaurants (including hotels), 125; shoes, 43; sporting goods, 8; stationers, 51; women's apparel, 28.

Miscellaneous Data: Most pleasant months, May, June, Oct., and Nov.; doctors (medical, 135); (dentists, 55); (osteopaths, 9); street car service; gas, artificial; electric current, alternating; water, soft.

HAZLETON, PA.

(Luzerne County)

1920 Population, 32,277 (1925 est. 35,440.)

City and Suburban Estimate, 91,468.

Native Whites, 81.2%; Negroes, 0.1%; Foreign Born, 18.7%; Industrial Workers, 38%; English Reading, 80%; Families, 18,000.

Schools: Public Grade, 86; High, 8; Junior High, 3; Parochial, 19; Number of Pupils, 23,811.

Churches: Baptist, 3; Congregational, 3; Episcopal, 5; Hebrew, 3; Methodist, 14; Presbyterian, 6; Roman Catholic, 29; Miscellaneous, 8; Lutheran, 9; Reformed, 9.

Banks: National, 6; State, 6; No savings banks in district; Total Resources, $41,259,651.16.

Theatres: Moving Pictures, 14; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 14,984.

Location: Southern portion of Luzerne county, on borders of Schuykill and Carbon counties in heart of anthracite region. On Lehigh Valley, Pennsylvania, and Wilkes-Barre & Hazelton Railways. Reading, and Jersey Central Railroads tap sections north and south within five miles of city. Bus and trolley service to suburbs. On main state roads, east and west, and north and south. State highway system sending traffic through Hazelton in all four direction. To nearest large city by railroad, ½ hour; by auto, 1¾ hours.

Principal Industries: Anthracite coal (weekly tonnage 200,000 to 250,000). Shirts, silk, knitted goods, steel, iron products for mines and mills, manufacture of electric power for 125 towns and 2,000,000 people in northeastern part of Pennsylvania.

PENNSYLVANIA (Cont'd)

Manufacturing Establishments: 93; Leading firms, Lehigh Valley Coal Co., Duplan Silk Corp., Jacob Gerhardt & Co., Pennsylvania Power & Light Co., Century Knitting Mills, Hazelton Iron Works, Anthracite Separator Mfg. Co., Lehigh & Wilkes-Barre Coal Co., Hazle Brook Coal Co., Shirtcraft Co., J. H. Janowitch & Janov, Inc., Louis Roessel Silk Co., Jeddo Highland Coal Co., Cranberry Creek Coal Co., Leichtman Ice Cream Co., Hazleton Baking Co., Power City Baking Co., Ashmore Engine Shops of L. V. R.R., Hazleton Mfg. Co. (caskets), Barrett-Haentjens Pump Co.

Special Information: Large silk mill. Anthracite producing center. High wage-scales guaranteed miners. Located on main lines of tourist traffic in all directions. Banking center for over 20 anthracite communities. Headquarters for oil, gasoline, mine machinery and supplies. Distributors for southern coal fields. Center for deliveries to many towns for wholesale grocers and bakers. Altitude 1,810 feet. Electric power-producing district.

Residential Features: Mostly private homes, a majority being double dwellings. Northern section of city is an exceptionally fine residential section. Within a radius of ten miles there are about forty mining towns and villages where many families own their own homes and others have comfortable dwellings erected by the coal companies. People who maintain homes of their own predominate in the entire trading area.

Retail Shopping Section: In Hazleton City 9 blocks on Broad Street from Hazle to James; 24 blocks on Wyoming Street from Noble to Diamond Ave.; 10 blocks on East Diamond Ave. to Pardee Street; 22 blocks on Alter Street from Diamond Avenue to 22nd Street. All the outlying towns have an average of small retail shops.

Trading Area: A radius of ten miles embraces the shopping area, with towns scattered in all four directions.

Wholesale Houses: Groceries, 10; meats, 7; fruits, 3; hardware, 3; dry goods, 1; miscellaneous Lines, Macaroni, 2; confectioner, 8; shoes, 1; ice cream, 5; notions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial auto. agencies, 17; automobile accessories, 88; automobile tire agencies, 49; bakers, 21; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 87; delicatessen, 8; dressmakers, 31; druggists, 25; dry goods, 54; department stores, 18; electrical supplies, 29; florists, 4; fruits, 275; furniture, 32; furriers, 10; garages (public), 107; grocers, 434 (chain, 37); hardware, 36; jewelry, 45; meat markets, 83 (chain, 9); men's furnishings, 64 men's clothing, 53; merchant tailors, 40; milliners, 33; opticians, 46; photographers, 17; pianos (and miscellaneous musical instruments), 28; radio supplies, 11; restaurants (including hotels), 52; shoes, 128; sporting goods, 25; stationers, 20; women's apparel, 93.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to November; doctors (medical, 45), (dentists, 17) (osteopaths, 1); number of wired houses, 15,000; street car service; gas, artificial; electric current, alternating; water, soft.

HOMESTEAD, PA.

(Allegheny County)

1920 Population, 20,452.

City and Suburban Estimate, 40,038.

Schools: Public Grade, 21; High, 2; Junior High, 3; Parochial, 8; Number of Pupils, 10,065.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $13,452,000; Savings Bank Deposits Total, $8,-319,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 3.

Location: South side of Monongahela River, served by Pennsylvania, N. Y. C., with connection east over Western Maryland, B. & O., B. & L. E., connection with Wabash. To nearest large city by railroad, 45 minutes; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Iron and steel, engines and mill machinery, car wheels, brick, common and fire, valves, planing mill work.

Manufacturing Establishments, 28. Carnegie Steed Co., Mesta Machine Co., Keystone Car Wheel Co., Harbison-Walker Brick, Homestead Valve, Kerr & Ingram Lumber, Federal Corp. Annual output estimated $245,000,000.

Residential Features: Moderate priced homes predominate. Some apartment house. Outlying districts building up rapidly by home owners. Housing accommodations are always at a premium.

Retail Shopping Section: Seven blocks on Eighth Ave., also Amity, Ann and Dickson. Small centers in outlying districts 5 to 10 minutes by street car from main center.

Trading Area: About 4 miles radius, mostly built up.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 23; automobile tire agencies, 23; bakers, 11; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 28; druggists, 17; dry goods, 11; department stores, 3; electrical supplies, 4; florists, 4; fruits, 12; furniture, 10; garages (public), 8; grocers, 115; hardware, 8; jewelry, 7; meat markets, 38; men's furnishings, 24; men's clothing, 24; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 7; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct.; doctors (medical, 35), (dentists, 15); (osteopaths, 5); street car service; gas, natural; water, hard.

HUNTINGDON, PA.

(Huntington County)

1920 Population, 7,051.

City and Suburban Estimate, 1,000.

Native Whites, 95%; **Negroes,** 1%; **Foreign Born,** 4%; **Industrial Workers,** 50%; **English Reading,** 96%; **Families,** 2,000.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,700.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $5,000,000; 1 Trust Company.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: P. RR., and H. & B. T. M. RR. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Silk mill, radiator works, planing mill, 2 machine shops.

Manufacturing Establishments, 10. Leading firms, Huntingden Specialty Co., Pierce, Butler & Pierce Radiator Works. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Huntingdon Reformatory (Pennsylvania Industrial Prison) located here, where over $200,000 spent annually in community. Juniata College located here, 400 students.

Residential Features: Mostly single and double houses, about 50 apartments.

Retail Shopping Section: Not confined to any particular locality.

Trading Area: About 20 miles, with a population of 30,000.

Wholesale Houses: Groceries, 3; hardware, 1; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 20; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 12; florists, 1; fruits, 5; furniture, 3; garages (public), 5; grocers, 19; hardware, 3; jewelry, 4; meat markets, 9; men's furnishings, 15; men's clothing, 12; merchant tailors, 3; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; most pleasant months, May, June, Oct., Nov.; doctors (medical, 9), (dentists, 8), (osteopaths, 1); number of wired houses, 1,800; street car service; gas, artificial; electric current, alternating; water, hard.

JEANNETTE, PA.

(Westmoreland County)

1920 Population, 10,627.

City and Suburban Estimate, 15,000.

Native Whites, 80%; **Negroes,** 5%; **Foreign Born,** 15%; **Industrial Workers,** 80%; **English Reading,** 90%; **Families,** 5,000.

Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, Reformed, United Brethren, Lutheran, 2, etc.

Banks: National, 2; State, 2; Total Resources, $7,500,000; Savings Bank Deposits Total, $4,-000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Main line P. RR., West Penn Rys., interurban connection with Pittsburgh and coke regions. To nearest large city by railroad, 15 minutes; by trolley, ½ hour; by auto, 15 minutes.

Principal Industries: Glass and rubber.

Manufacturing Establishments, 12. Leading firms, Pennsylvania Rubber Co., American Window Glass Co., McKee Glass Co., Elliott Co., Westmoreland Specialty Co., West Bros. Glass Co., Pittsburgh Lamp Brass and Glass Co., Northwestern Expanded Metal Co., Jeannette Shade and Novelty Co.

Special Information: An industrial city in natural gas region with rich feeding fields of bituminous coal within a mile or two. Town of diversified industries and before Federal Reserve Bank Act, seldom felt results of panics.

Residential Features: Industrial town and population rather congested.

Retail Shopping Section: Clay Avenue, 4 blocks, cross streets 4 blocks.

Trading Area: 20 miles either direction. Shares section on east with Greensburg, the county seat.

Wholesale Houses: Groceries, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 6; furriers, 2; garages (public), 10; grocers 30 (chain, 7); hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; most pleasant months, Sept., Oct.; doctors (medical, 10), (dentists, 5), (osteopaths, 4); street car service; gas, natural, electric current, alternating and direct; water, soft.

JERSEY SHORE, PA.

(Lycoming County)

1920 Population, 7,000.

City and Suburban Estimate, 12,000.

Native Whites, 97%; **Negroes,** 1%; **Foreign Born,** 2%; **Industrial Workers,** 15%; **English Reading,** 95%; **Families,** 2,000.

Schools: Public Grade, 14; High, 1; Junior High, 1; Number of Pupils, 1,494.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, $4,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: N. Y. C. Railroad. On direct line for proposed trunk line Pennsylvania Railroad. Junction of N. Y. C RR. leading to New York State. Beech Creek Subdivision tapping Clearfield Bituminous. To nearest large city by railroad, ½ hour; by auto, ¼ hour.

Principal Industries: Division shops of the N. Y. C. RR.

Manufacturing Establishments: 7. Leading firms: Susquehanna Silk Mill, C. C. Young Mfg. Co., Pine Creek Lime and Stone Co., American Air Stand Co., Jersey Shore Mine Car Co.

Special Information: Unusually large savings' deposits. Unusual percentage of native whites.

Retail Shopping Section: On Main Street, 3 blocks; Market Street, 2 blocks; Allegheny Street, 15 blocks.

Trading Area: South, 20 miles; west, 6 miles; north, 15 miles; east, 5 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 5; automobile accessories, 14; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 15; dressmakers, 30; druggists, 6; department stores, 3; electrical supplies, 2; florists, 1; fruits, 6; furniture, 4; garages (public), 20; grocers, 8 (chain, 3); hardware, 5; jewelry, 3; meat markets, 8; men's furnishings, 1; men's clothing, 3; merchant tailors, 3; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 9; shoes, 6; sporting goods, 1; stationers, 1; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June, Sept., Oct., Nov.; doctors (medical, 17), (dentists, 3); number of wired houses, 3,400; street car service; gas, artificial; electric current, alternating; water, soft.

JOHNSTOWN, PA.

(Cambria County)

1920 Population, 67,327; (1925, est. 75,643.)

City and Suburban Estimate, 110,000.

Native Whites, 71%; **Negroes,** 15%; **Foreign Born,** 14%; **Families,** 13,858 (12,444 dwellings).

Schools: Public Grade, 30; High, 1; Junior High, 2; Parochial, 13; Number of Pupils, 16,-081.

Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 11; Presbyterian, 7; Roman Catholic, 24; Miscellaneous, 51.

Banks: National, 5; State, 10; Total Resources, $50,000,000.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 11,250.

Location: At the confluence of the Stony Creek and Conemaugh Rivers, Cambria Co., P. R. R. main line and branch of B. & O. Bus service to large trade area of Somerset Co.

Principal Industries: Iron and steel, brick and other clay products, machinery, railroad cars, frogs, switches, radiators and furnaces. Railroad tonnage in Pennsylvania exceeded only by Pittsburgh and Philadelphia. About 20,000 employes in two steel plants. Ranks fourth in Pennsylvania in value of manufactured products. Wholesale and retail market for over 250,000.

Manufacturing Establishments, 34. Leading firms: Cambria Steel (Bethlehem Steel), Lorain Steel Co. (U. S. subsidiary), Union Radiator Works, National Radiator Works.

Special Information: With a radius of 40 miles of Johnstown a production of 53,000,000 tons of bituminous coal is mined annually, which is greater than one-third of the entire production of the state. Assessed valuation of city $68,013,675. Normal monthly payroll over $2,-500,000.

Residential Features: One and two-family houses; limited section devoted to workingmen's homes, originally built as company houses. Private homes greatly predominate; few apartments. Finest residential section located in Westmont and Southmont, situated on hill to west and south of city and adjoining each other. Reached by trolley and incline.

Retail Shopping Section: Extends from intersection of Main and Franklin Sts., about 8 blocks on Main and 2 blocks on Franklin. Adjoining and connecting sections: 2 blocks Clinton and Bedford Sts.; 2 blocks Market St., 1 block Washington St. Several outlying neighborhood sections.

Trading Area: Extends about 30 miles north and south and about 15 miles east and west. Bus line taps southern territory and car line to northern section. Carline also runs about 7 miles to south.

Wholesale Houses: Groceries, 9; meats, 7; fruits, 6; hardware, 2; dry goods, 3; Miscellaneous lines, drugs, 2; clothing, 3; confectioneries, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 5; bakers, 25; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 94; dressmakers, 42; druggists, 38; dry goods, 22; department stores, 9; electrical supplies, 8; florists, 8; furniture, 11; furriers, 3; garages (public), 40; grocers, 330; hardware, 9; jewelry, 24; meat markets, 65; men's furnishings, 33; men's clothing, 33; milliners, 14; opticians, 10; photographers, 16; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 62; shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 6.

KANE, PA.

(McKean County)

1920 Population, 7,283.

City and Suburban Estimate, 16,000.

Native Whites, 89%; **Negroes,** 1%; **Foreign Born,** 10%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 1,600.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2. Savings Bank Deposits Total, $5,854,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: On the Pennsylvania, Baltimore & Ohio, and Kane & Elk R. Rs. Divisional point of the Penna. R. R. with repair shops and train crews located in the town. To nearest large city (Erie), by railroad, 3 hours; by trolley, 5 hours.

Principal Industries: Plate glass, window glass, wire glass, brush blocks and handles, silk gloves, underwear, oil well supplies, screen doors and windows, silverware plant.

Manufacturing Establishments: 12. Leading firms: American Plate Glass Corp., Moser Manufacturing Co., American Window Glass Co., Pennsylvania Silverware Co., Interstate Window Glass Co., Sakura Silk Co., Holgate Brothers Co., Kane Blind & Screen Co.

Special Information: Kane is situated on a mountain ridge, 2,210 feet above sea level, and is recognized throughout the east as a resort for sufferers from hay fever and asthma. Delightful summer climate with exceptionally cool nights.

Residential Features: Kane has 1,500 single-family houses.

Retail Shopping Section: Extends on Fraley St., three blocks; Greeves St., 1 block; Chase St., 2 blocks; Field st., 1 block.

Trading Area: Covers a territory embracing 15 miles.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 7; automobile tire agencies, 9; bakers, 3; cigar stores and stand (including hotels), 11, (chain, 1); confectioners (including hotel stands), 10; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 4; garages (public), 7; grocers, 15, (chain, 3); hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 6; shoes, 7; sporting goods, 3; stationers, 7; women's apparel, 6.

Miscellaneous Data: Most pleasant months April to November. Doctors (medical, 10), (dentists, 6), (osteopaths, 3); number of wired houses, 1,250; gas, natural; electric current, alternating; water, hard.

KITTANNING, PA.

(Armstrong County)

1920 Population, 7,153.

City and Suburban Estimate, 12,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 15%; **English Reading,** 95%; **Families,** 1,400.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,122.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; Trust Companies, 2; Total Resources, $12,465,767.82; Savings Bank Deposits Total, $10,520,806.56.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,552.

Location: On east bank of Allegheny River, 45 miles north of Pittsburgh. Served by Pennsylvania and P. & S. Rys. Electric car service to Ford City, Lenape Park and Cowanshannock.

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PENNSYLVANIA (Cont'd)

Kittanning (con't)

Gasoline suburban car service on P. & S. RR. to Cadogan, Glenn Irwin, Furnace Run, Tarrtown and East Mosgrove. Bus service to Rural Valley, 12 miles; Freeport, 15 miles; Leechburg, 17 miles; Butler, 22 miles; Worthington, 7 miles; Craigsville, 8 miles. Linked up with cement highway to Pittsburgh, south; Butler, west; Punxsutawney, north; Indiana, east; 14 additional miles of cement highway on other routes. To nearest large city by railroad, 1¼ hours; by auto, 45 minutes.

Principal Industries: Face and firebrick, iron and steel, pottery wear, machine shops, bituminous coal mining, limestone mining, farming.

Manufacturing Establishments, 50. Leading firms: Kittanning Brick & Fire Clay Co., Kittanning Clay Mfg. Co., Kittanning Iron & Steel Mfg. Co., W. S. George Pottery Co., Pittsburgh & Shawmut Coal Co., Allegheny River Mining Co., Kittanning Limestone Co., Templeton Limestone Co., Hoey & Gallaher Foundry and Machine Co., Louden Tool Co. Annual output, $6,783,560.

Residential Features: Private residences, double dwellings and small apartments, are located uniformly over the entire town area. There are no tenements, the industrial workers being scattered throughout the town, many living outside the borough limits. **West Kittanning**, with population of 1,000; Applewood, 450, a fine residence suburb: East Kittanning, Troy Hill and Grandview, house most of the workers of the community.

Retail Shopping Section: Market Street, Allegheny River to Grant Avenue, 3 blocks; Jefferson and McKean Streets for 2 blocks each. Two neighborhood sections, 1 block at 1,100 Orr Avenue, and a half block at 1,400 Orr Avenue. The suburbs beyond the borough limits also have neighborhood retail facilities.

Trading Area: Extends about 12 miles in the four directions, with additional trade from a greater distance to the north. The topgraphy of Armstrong County is such that Kittanning is the natural center for the greater part of the entire county's trade.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines, Bread, 2; soft drinks, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto, agencies, 5; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 50; delicatessen, 1; dressmakers, 11; druggists, 6; dry goods, 8; department stores, 4; electrical supplies, 5; florists, 2; fruits, 10; furniture, 3; furriers, 3; garages (public), 20; grocers, 40 (chain, 6); hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average number of rainy days per twelve months, 90; most pleasant months, May to November; doctors (medical, 14), (dentists, 7), (osteopaths, 1); number of wired houses, 1,770; street car service; gas, natural; electric current, alternating; water, soft.

LANCASTER, PA.

(Lancaster County)

1920 Population, 53,150; (1925 est. 60,000).

City and Suburban Estimate, 222,000.

Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 51%; English Reading, 97%; Families, 13,500.

Schools: Public Grade, 23; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 9,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 22; Episcopal, 2; Hebrew, 3; Methodist, 6; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 21.

Banks: National, 4; State, 9; Total Resources, $40,842,841.05; Savings Bank Deposits Total $28,517,088.02.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 5,500.

Location: Pennsylvania Railroad, Main Line, Philadelphia Division; Philadelphia and Reading Terminal, with exceptional service of freight shipment to and from New York. On the Lincoln Highway with excellent auto truck service. To nearest city by railroad, 2 hours; by trolley 5 hours; by auto 2½ hours.

Principal Industries: Linoleum, watches, umbrellas, cotton and woolen goods, cigars, iron and steel products, toys, silk, candy, boilers, flour, feed, locks, chemicals, fertilizer, brick, heating plants, soap, asbestos, ice cream, tin cans.

Manufacturing Establishments, 310. Armstrong Linoleum Co., Hamilton Watch Co., Follmer, Clogg & Co., Stehli Silk Mills, John Farrnum Mills, Steel Products Co., Rose Bros. Co., American Caramel Co., Bearings Company of America; Champion Blower & Forge, Benner Mfg. Co., Burnham Boiler Corp., Fraim-Slaymaker Hardware Co., Lancaster Iron Works, Penna. Soap Co., U. S. Asbestos Co. Annual output, $23,000,000.

Special Information: A manufacturing city in the midst of a leading agricultural county of the United States. A variety of manufactured products makes for continuous prosperity, no one line predominating. 92 per cent of the acreage of the county is composed of farms. Large tobacco center and large stock yard business. Home of Franklin and Marshall College and Reformed Theological Seminary.

Residential Features: Lancaster is a town of one-family homes. There are some apartments and some two-family homes, but these are few.

Retail Shopping Section: Radiates from Central Plaza, the main street east and west, being the route of the Lincoln Highway. King Street, 5 blocks; Queen Street, 6 blocks; Duke Street, 3 blocks; Orange Street, 2 blocks; Prince Street, 4 blocks; Chestnut Street, 2 blocks.

Trading Area: 20 miles west, north and 29 miles east, embracing all of Lancaster Co. and Chester Co. east to Coatesville. Frequent business is secured from a greater distance, being drawn by the exceptionally well stocked and priced retail stores.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2; hardware, 2; dry goods, 1; Miscellaneous lines, shoes, 1; confectionery, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto agencies, 23; automobile accessories, 13; automobile tire agencies, 11; bakers, 33; cigar stores and stands (including hotels), 27 (chain, 2); confectioners (including hotel stands), 72; delicatessen, 7; dressmakers, 71; druggists, 29 (chain, 2); dry goods, 7; department stores, 11; electrical supplies, 6; florists, 5; fruits, 13; furniture, 33; furriers, 3; garages (public), 55; grocers, 211 (chain, 2); hardware, 11; jewelry, 30; meat markets, 54 (chain, 2); men's furnishings, 19; men's clothing, 7; merchant tailors, 7; milliners, 20; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 63; shoes, 23; sporting goods, 3; stationers, 6; womens apparel, 14.

Miscellaneous Data: Average temperature, 53 degrees; most pleasant months, June to October; doctors (medical, 74), (dentists, 46), (osteopaths, 11); street car service; gas, artificial; electric current, alternating and direct; water, hard.

LANSFORD, PA.

(Carbon County)

1920 Population, 9,625. (1925 est., 10,225.)

City and Suburban Estimate, 30,720.

Native Whites, 80.7%; Foreign Born, 19.3%; Industrial Workers, 82%; English Reading, 65%; Families, 2,105.

Schools: Public Grade, 3; High, 1; Parochial, 4; Number of Pupils, 4,050.

Churches: Baptist, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, Lutheran, 2; Reformed, 1; Evangelical, 1.

Banks: National, 2; State, 1; Total Resources, approximately, $5,000,000. Savings Bank Deposits Total, $3,575,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, Auditorium, 1,730; Legitimate, 2,390.

Location: Located in the center of the Panther Creek Valley, on the Central Railroad of New Jersey and the Lehigh & New England Railroad, as well as the Eastern Penna Railways Co., with trolley service half hourly to Tamaqua, and the Reading Railway, and Mauch Chunk and the Lehigh Valley Railway. Bus line to Hazleton. To nearest large city (Pottsville), by railroad, 1 hour; by trolley, 1½ hours; by auto, 40 minutes.

Principal Industries: Mining anthracite coal. Mines of the Lehigh Coal & Navigation Co.; located here, monthly payroll exceeds one million dollars; silk mill, pajama factory, Kiddie Klose Factory, Standard Medical St., Lansford Drug Co.

Manufacturing Establishments, 6. Leading firms: Frackville Mfg. Co. (pajamas); Rosenau Bros. (children's clothing); Century Throwing Co. (silk throwsters). Total value of yearly output of factories estimated at $425,000.

Residential Features: Mostly double houses. Has some very attractive streets. Many streets are paved with brick.

Retail Shopping Section: Ridge St., 2 blocks; East Bertsch St., 2 blocks; East Patterson St., 1 block. Trolley line and bus service. Also good taxi-cab service.

Trading Area: Five miles, east, west, north and northeast.

Wholesale Houses: Meats, 1; fruits, 1; Miscellaneous Lines, 2 tobacco and confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 22 (chain, 1); confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 5; fruits, 4; furniture, 7; garages (public), 6; grocers, 25 (chain, 5); hardware, 4; jewelry, 4; meat markets, 14; men's furnishing, 12; men's clothing, 16; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 6; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 6.

Miscellaneous Data: Most pleasant months, June to October; doctors (medical, 9), (dentists, 6); number of wired houses, 1,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

LATROBE, PA.

(Westmoreland County)

1920 Population, 9,484.

City and Suburban Estimate, 12,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 28%; English Reading, 94%; Families, 2,048.

Schools: 7; Number of Pupils, 3,600.

Churches: 12.

Banks: 4; Total Resources, $5,800,000.

Theatres: 3; Total number of seats, 2,000.

Residential Features: Mostly one family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: 25 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; furriers, 3; garages (public), 14; grocers, 60; hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 8.

LEBANON, PA.

(Lebanon County)

1920 Population, 24,643.

City and Suburban Estimate, 63,152.

Native Whites, 93%; Negroes, .05%; Foreign Born, 6½%; Industrial Workers, 6,248 male, 3,923 female; English Reading, 97%; Families, 5,980.

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 3; Number of Pupils, 5,116.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 24.

Banks: National, 3; State, 1; Total Resources, $12,702,000; two trust companies, no savings banks.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: In center of Lebanon Valley in southeastern corner of Pennsylvania. P. R. R. and P. & R. Also branch roads to coal fields and south to iron mines.

Principal Industries: Iron and steel, textiles, shoes, food products, paper boxes, crushed stone, handkerchiefs.

Manufacturing Establishments, 257. Leading firms: Bethlehem Steel Co., Bethlehem Mines, Lebanon Paper Box, Keystone Macaroni, Hershey Creameries, Lebanon Iron Co., Kreider Shoe Co., Janzen & Pretzfeld Silk Mill, Herrmann Handkerchief factory. Total value of yearly output of factories estimated at $44,418,600.

Special Information: Located in center of rich Lebanon Valley. Coal in northern part of county; iron in south, limestone through the center. Iron and steel main industry, with textiles employing female labor. City is in Pennsylvania Dutch section of state. State announces Lebanon showed greatest industrial expansion of any city in the state, comparing 1925 with 1920 figures.

Residential Features: Mostly one-family houses. No tenements and very few apartments. Two modern residential districts of limited extent.

Retail Shopping Section: From intersection of 8th and Cumberland Sts., 3 blocks east on Cumberland and 2 blocks west. On 8th, north 2 blocks to railroad and 1 block south. Supplementary shopping section on north side along Lehman St., for 2 blocks. Also on 9th St., 1 block north and south from Cumberland.

Trading Area: East 13 miles until the Reading influence is encountered and west 15 miles to the Harrisburg influence. South 6 miles to the mountains and north 25 miles into the mountains until the Pottsville influence is reached.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 1; Miscellaneous Lines, candy, 2; baker, 1; druggist, 1; florist, 2; 96 wholesale licenses in county.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26, among 14 dealers; commercial auto agencies, 7; automobile tire agencies, 6; bakers, 15; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 58; delicatessen, 2; dressmakers, 16; druggists, 13; dry goods, 7; department stores, 3; electrical supplies, 10; florists, 4; fruits, 4; furniture, 12; furriers, 1; garages (public), 16; grocers, 152 (chain, 4); hardware, 5; jewelry, 10; meat markets, 19; men's furnishings, 13; merchant tailors, 9; milliners, 12; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 3; shoes, 14; sporting goods, 3; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 50.2 degrees; average number of rainy days per twelve months, 121; most pleasant months, Apr., May, June, Oct., Nov.; doctors (medical, 34), (dentists, 14), (osteopaths, 2); number of wired houses, 8,400; street car service; gas, artificial; electric current, alternating; water, hard.

LEHIGHTON, PA.

(Carbon County)

1920 Population, 6,102.

City and Suburban Estimate, 15,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 80%; English Reading, 95%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Parochial, 1. Number of Pupils, 2,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, $5,608,213.42. Savings Bank Deposits Total, $3,112,517.95.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: In the Lehigh Valley in eastern Pennsylvania; L. V. R. R., C. R. R. N. J. and Lehigh Canal; good bus service to towns within a radius of 50 miles.

Principal Industries: Railroad shops, machine shops, stove manufacturing, silk underwear and hosiery mills.

Manufacturing Establishments, 20. Leading firms: Lehigh Stove & Mfg. Co., Crescent Stove Works. Majority of the men employed by the L. V. R. R. Co.

Residential Features: Mostly one and two-family houses, owned by the people themselves. Homes and lawns well kept and attractive.

Retail Shopping Section: Entire range of 1st St., and part of 2nd. Smaller shops and groceries located in all parts of the town.

Trading Area: Approximately 8 miles in each direction. Farmers from all parts of Carbon County shop in Lehighton.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 12; druggists, 3; dry goods, 15; department stores, 2; electrical supplies, 4; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 22; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 5; mens clothing, 10; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 5.

LEWISTOWN, PA.

(Mifflin County)

1920 Population, 9,849.

City and Suburban Estimate, 14,000.

Native Whites, 96%; Negroes, 1.5%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 3,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,274.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 1; Total Resources, $6,360,209.51.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: In Juniata Valley midway between Harrisburg and Altoona, on P. R. R. main line. Excellent bus, trolley and commuter service 12 miles radius. Pittsburgh, Philadelphia, Baltimore, Williamsport, Scranton and Hagerstown, all within 170 mile radius with direct railroad connection. On William Penn and Pikes Peak ocean-to-ocean highways.

Principal Industries: Iron and steel, artificial silk, silk hosiery, candy, axes and edged tools, flour and feed, dairy products, mining machinery and silica brick.

Manufacturing Establisments, 25. Leading firms: Standard Steel Work Co.; Viscose Co., Susquehanna Silk Mills, Lewistown Knitting Mills, Logan Iron & Steel Co., Mann Edge Tool Co., Lewistown Foundry and Machine Shop; Lewistown Pure Silk Co., and branches; Spanogle and Yeager; Logan Flour Mills; Haws Refractories Co.; J. H. Mann & Co. Total value of yearly output of factories estimated at $50,000,000.

Special Information: Located in most picturesque mountain country in Pennsylvania. Lewistown is known as "Pennsylvania's most rapid growing town," due to extensive building operations in last three years. Mifflin County, of which Lewistown is the county seat, was incorporated in 1789, six years before incorporation of town. This entire section is historically rich.

Residential Features: Mainly 1 and 2-family houses, majority owned. Small number of apartment houses.

Retail Shopping Section: With public square as center, section extends 2 blocks east and 1 block west on Market St., with one block on both Valley and Chestnut Sts., which join Market diagonally at "Fountain Square." Business extends south from Monument Square about two blocks, garages, gas stations and neighborhood stores. Outlying sections have usual grocery, confectionery and meat stores.

Trading Area: Covers Mifflin, parts of Juniata, Snyder and Center Counties. Extends about 15 miles southeast, 15 west, 26 east and 10 north, making center of a buying radius of about 20 miles. Intermittent business from greater distances owing to large number of autos and good roads.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 1; Miscellaneous Lines, shoes, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 5; automobile accessories, 20; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 10; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 2; fruits, 4; furniture, 5; garages (public), 12; grocers, 51; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 10; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 11; shoes, 9; sporting goods, 7; stationers, 1; women's apparel, 6.

PENNSYLVANIA (Cont'd)

McKEESPORT, PA.

(Allegheny County)

1920 Population, 46,781. (1925 est., 49,450.)

City and Suburban Estimate, 60,000.

Native Whites, 70%; **Negroes,** 3%; **Foreign Born,** 25%.

Schools: Public Grade, 16; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, 8,900.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 3; Methodist, 6; Presbyterian, 4; Roman Catholic, 6; Miscellaneous, 21.

Banks: National, 3; State, 2.

Theatres: Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,000.

Location: B. & O., N. Y. C., Penna. R. R. To nearest large city, by railroad, 1¼ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Pipe and tin plate.

Manufacturing Establishments. Leading firms, National Tube Co.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 12; druggists, 24; dry goods, 7; department stores, 6; electrical supplies, 7; florists, 3; furniture, 8; furriers, 2; garages (public), 11; grocers, 29; hardware, 5; jewelry, 7; meat markets, 17; men's furnishings, 6; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 22; restaurants (including hotels), 14; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept. and Oct.; doctors (medical, 42), (dentists, 19), (osteopaths, 3); gas, natural; electric current, alternating; water, hard.

MAHANOY CITY, PA.

(Schuylkill County)

1920 Population, 15,599.

City and Suburban Estimate, 35,000.

Native Whites, 77.4%; **Foreign Born,** 22.6%; **Industrial Workers,** 28%; **English Reading,** 89%; **Families,** 3,094.

Schools: 8; Number of Pupils, 3,700.

Churches: 20.

Banks: 3; Total Resources, $5,720,000.

Theatres: 3; Total number of seats, 1,400.

Residential Features: One and two family houses.

Retail Shopping Section: 15 blocks.

Trading Area: Six mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 5; automobile accessories, 11; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 17; dressmakers, 15; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 5; garages (public), 13; grocers, 62; hardware, 3; jewelry, 4; meat markets, 16; men's furnishings, 10; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 2.

MEADVILLE, PA.

(Crawford County)

1920 Population, 14,568.

City and Suburban Estimate, 65,000 within buying radius.

Native Whites, 91%; **Negroes,** 1%; **Foreign Born,** 8%; **Industrial Workers,** 55%; **English Reading,** 99%; **Families,** 3,200.

Schools: Public Grade, 5; High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; Total Resources, $7,585,-37.18. Savings Banks Deposits Total, $6,185,-04.80. 1 Trust Co.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,300.

Location: On main line of Erie Railroad. On branch of Bessemer & Lake Erie. Suburban trolley connection with Penn. R. R. at Linesville, 16 miles to the west. Trolley connection with north at Erie (40 miles) with N. Y. Central. To nearest large city, by trolley, 2½ hours; by auto, 1½ hours.

Principal Industries: Erie Shops employing approximately 1,500 men. Iron and steel products. Bronze castings, corset manufacturing.

Manufacturing Establishments: 20. Leading firms: Erie R. R. Shops, Wm. H. Page Boiler Co., Phoenix Iron Works, Bronze Metal Works, McCroskey Tool Corp., Yost Manufacturing Co., Spirella Corset Co., Hookless Fastener Co., Keystone View Co. Annual output, $7,000,000.

Special Information: Location of Meadville, on an excellent system of improved highways, makes it a center for tourist travel. Being the home of Allegheny College, the Meadville Theological Seminary and the Penn. College of Music. It is an excellent educational center.

Residential Features: Mostly one family houses. Very limited section which could be called strictly workmen's homes. No slums. Mostly made up of comfortable homes which average in value approximately $8,000.

Retail Shopping Section: Chestnut Street, 4 blocks (main shopping street); Water Street, 4 blocks; Market Street, 2 blocks; Park Avenue, 2 blocks; North Street, 2 blocks; all bisecting Chestnut Street. North Street is outside the main shopping district.

Trading Area: Extends about 20 miles, north, south, east and west. Business is secured from patrons even further away.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 2; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 22; delicatessen, 5; dressmakers, 30; druggists, 10; dry goods, 5; department stores, 4; electrical supplies, 6; florists, 2; fruits, 4; furniture, 4; furriers, 2; garages (public), 10; grocers, 74 (chain, 5); hardware, 6; jewelry, 5; meat markets, 14; men's furnishings, 8; men's clothing, 1; merchant tailors, 6; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 18; shoes, 12; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average number of rainy days per twelve months, 60; most pleasant months, June to Oct.; doctors (medical, 22), (dentists, 18), (osteopaths, 2); street car service; gas, natural; electric current, alternating and direct; water, soft.

MIDDLETOWN, PA.

(Dauphin County)

1920 Population, 5,920; (1925, est. 6,500.

City and Suburban Estimate, 18,000.

Native Whites, 90%; **Negroes,** 5%; **Foreign Born,** 5%; **English Reading,** 95%; **Families,** 1,500.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,350.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, $3,037,921.13; Savings Bank Deposits Total, $40,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,100.

Location: On Susquehanna River midway between Lancaster and Harrisburg. Main line P. R. R. and branch P. & R.

Principal Industries: Eastern branch Standard Steel Car Co., Wincroft Stove Works, Enduro Enameling Works, shale brick, hosiery mills, cigars, furniture, shoes, 20,000,000 Edison power plant, eastern aviation supply station.

Manufacturing Establishments: 11. Leading firms, Standard Pressed Steel Car Co., Wincroft Stove Works, Metropolitan Edison Co., Kreider Shoe Factory, Conewago Hosiery Mills, Enduro Enameling Plant, D. B. Kieffer Horse Exchange, Middletown Knitting Co.

Special Information: Shopping center of large and fertile area.

Residential Features: Thriving town of home owners, mainly one and two-family houses. Located at confluence of Susquehanna River and Swatara Creek.

Retail Shopping Section: Two sections, one starting at square and extending 4 blocks east; another Union, Emaus and Ann Streets, forming a triangle of about 3 blocks.

Trading Area: Five to ten miles east, north and south.

Wholesale Houses: Meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; delicatessen, 2; dressmakers, 5; druggists, 3; dry goods, 5; department stores, 4; electrical supplies, 1; florists, 2; fruits, 4; furniture, 2; garages (public), 4; grocers, 14; hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 2; woman's apparel, 3.

MILTON, PA.

(Northumberland County)

1900 Population, 8,638.

Native Whites, 97.1%; **Negroes,** 1.2%; **Foreign Born,** 1.7%; **Industrial Workers,** 26%; **English Reading,** 99%.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Along west branch of Susquehanna River on Pennsylvania and the Reading Railroads. Bus service to surrounding towns.

Principal Industries: Tank cars, electric steel plant, nuts, cutter heads, silk mill, hosiery, cedar chests.

Manufacturing Establishments: 8. Leading firms, Milton Mfg. Co., American Car & Foundry Co., West Branch Novelty Co., Susquehanna Silk Mills, West Branch Knitting Co.

Special Information: Exceptional civic pride among citizens. One of the few towns in U. S. to put across much talked of Housing Program immediately after the war. Beautiful location. Water supply one of the best in state. Excellent state roads leading to all surrounding towns. On Susquehanna trail. The varied industries make it a city of skilled workers in several lines.

Residential Features: Practically all one and two-family houses. Homes are not built very close, making a pleasing appearance and reducing fire risk. Town is level and so situated as to grow north, east and south. River is on west.

Retail Shopping Section: From Mahoning Street north two blocks to Broadway; thence east one and one-half blocks to Reading station.

Trading Area: Extends about five miles north, east, south and west.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 4; automobile tire agencies, 2; bakers, 14; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 6; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 12; hardware, 4; jewelry, 2; meat markets, 7; men's furnishing, 2; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 9; shoes, 2; sporting goods, 2; stationers, 2; womens apparel, 4.

MONESSEN, PA.

(Westmoreland County)

1920 Population, 18,179.

City and Suburban Estimate, 30,000.

Native Whites, 28%; **Negroes,** 2%; **Foreign Born,** 70%; **English Reading,** 65%.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5; foreign.

Banks: National, 3; State, 1; Total Resources, $5,750,000.

Theatres: Moving Pictures and Vaudeville, 2. Total number of seats, 1,000.

Location: P. & L. E. R. R. On Monongahela River.

Principal Industries: Sheet and tin plate, steel, lumber, coal, wire, brick, foundry and machine shops.

Manufacturing Establishments: 15 American Sheet & Tin Plate Co., Pittsburgh Steel Co., Page Steel & Wire Co., Pittsburgh Steel Products Co., Monessen Foundry & Machine Co., P. & L. E. shops, coal mining, Motz Lumber Co., Westmoreland Lumber Co., Monessen Laundry Cleaning Co., W. W. Smallwood, Monessen Brick Works, Langeland Mfg. Co., Potter-McCune Co.

Retail Shopping Section: In two sections—4th to 6th Streets on Donner Avenue, 4th to 6th Streets on Schoonmaker Avenue.

Trading Area: 5 to 10 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 2; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 2; fruits, 100; furniture, 3; garages (public), 4; grocers, 10; hardware, 2; jewelry, 3; meat markets, 10; men's furnishing, 3; men's clothing, 3; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 2; shoes, 3; stationers, 1; women's apparel, 6.

MONONGAHELA, PA.

(Washington County)

1920 Population, 8,688 (1925, est., 12,000).

City and Suburban Estimate, 15,000 or more.

Native Whites, 70%, **Negroes,** 10%; **Foreign Born,** 20%; **English Reading** 90%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,600.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, Greek Catholic, 2.

Banks: National, 1; Private, 1; 1 Trust Co.; Total Resources, $4,500,000; Savings Bank Deposits total $500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Armory, 5. Total number of seats, 2,500 to 3,000.

Location: P. R. R., N. Y. Central, Monongahela River. Interurban street car to Pittsburgh. Within Pittsburgh freight zone; f. o. b. rates same to this city as to Pittsburgh.

Principal Industries: American Window Glass Plant, Big Export Photo Plate Works, Gegget Spring & Axle Co., International Stoker Co. Diamond Engineering Co., Cyclops Foundry; 100,000 acres finest bituminous coal being mined within easy distance of city; 5 miles to Donora.

Manufacturing Establishments: Great steel city; 5 miles to Charleroi, big glass center. A city of homes. Men working at Poughkeepsie, Monessen, Donora and Charleroy, live at Monongahela City. Fine park and playground system. Best of schools and churches 23 miles from Pittsburgh. Cars to Pittsburgh every 30 minutes. One hour to make run.

Residential Features: City of homes, fine and medium, no tenements. Homes worth $5,000 to $10,000 very largely predominate. Growing rapidly in new homes. A few $25,000 ones in city. Finest small park in western Pennsylvania.

Retail Shopping Section: Main Street from 1st to 5th and cross streets, 2nd, 3rd and 4th. Boulevard lighting system in business zone. Most business concentrated in this zone.

Trading Area: Radius of 10 miles, south 15 miles. Takes in 12 to 15 mining towns. Fine trolley and bus service everywhere.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, about 15; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 12; druggists, 5; dry goods, 3 (need more); department stores, 1 (need more); electrical supplies, 3; florists, 4; fruits, 20; furniture, 5; furriers, 6; garages (public), 5; grocers, 25 or 30; hardware, 4; jewelry, 4; meat markets, 12 or 15; men's furnishings, 10; men's clothing, 10; merchant tailors, none (need one); milliners, 5; opticians, 4; photographers, 3; stationers, 5; women's apparel, 8 to 12.

MT. CARMEL, PA.

(Northumberland County)

1920 Population, 17,469.

City and Suburban Estimate, 28,000.

Native Whites, 79.6%; **Foreign Born,** 20.4%; **Industrial Workers,** 32%; **English Reading,** 90%; **Families,** 3,375.

Schools: 13; Number of Pupils, 5,010.

Churches: 22.

Banks: 4; Total Resources, $11,478,789.79.

Theatres: 4; Total number of seats, 3,200.

Location: To nearest large city by railroad one-half hour; by trolley, 45 minutes; by auto, one-half hour.

Residential Features: One and two family houses.

Retail Shopping Section: About 15 blocks.

Trading Area: About nine mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 14; dressmakers, 24; druggists, 7; dry goods, 15; department stores, 2; electrical supplies, 7; florists, 5; fruits, 5; furniture, 8; garages (public), 12; grocers, 108 (chain, 6); hardware, 6; jewelry, 4; meat markets, 30, (chain, 2); men's furnishings, 9; mens clothing, 12; merchant tailors, 5; milliners, 5; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 15; sporting goods, 8; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 65 degrees. Average number of rainy days per twelve months, 60. Most pleasant months: March, to November. Doctors (medical, 16), (dentists, 8). Number of wired houses, 5,000. Street car service. Gas, artificial. Electric current, alternating. Water, hard.

NEW CASTLE, PA.

(Lawrence County)

1920 Population, 44,938.

City and Suburban Estimate, 55,000; Rural, 30,000.

Native Whites, 70%; **Negroes,** 11%; **Foreign Born,** 19%; **Industrial Workers,** 23%; **English Reading,** 85%; **Families,** 10,000.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 10,915.

Churches: Baptist, 6; Congregational, 1; (Welsh), Episcopal, 2; Hebrew, 1; Methodist, 14; Presbyterian, 8; Roman Catholic, 7; Miscellaneous: 3 Christian, 5 Lutheran, 9 Missions, 12 Miscellaneous.

Banks: National, 4; State, 7. Total Resources, $20,000,000. Savings Bank Deposits Total, $7,500,000.

Theatres: Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,300.

Location: 50 miles north of Pittsburgh, N. Y. C., B. & O., B. R. & P., Erie, Penna. and Western Allegheny Railroads. Pittsburgh, New Castle, Butler & Harmony Interurban line and P. O. electric system. Hard roads connecting with Pittsburgh, Youngstown and Cleveland, Erie, and Buffalo, Butler and the east. New Castle is the second largest shipping point in Penna., exceeded only by Pittsburgh. To nearest large city by railroad, 50 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: American Sheet and Tin Plate Co., Carnegie Steel Co., Lehigh Cement Works, rubber plant by Selberling; bronze factory, brick works, engineering works, National Radiator plant, silk mills, powder works, chemical works, paper mill, wire works.

Continued on page 222

PENNSYLVANIA (Cont'd)

New Castle (con't)

Manufacturing Establishments: 136. Leading firms: American Sheet and Tin Plate Co., Carnegie Steel Co., Lehigh Cement, Seiberling Rubber Co., Johnson Bronze Co. Total value of yearly output of factories estimated at $150,000,000.

Special Information: One of the finest junior high schools in the state. Low tax rate.

Residential Features: Mostly one family houses. North Hill and East Side sections are more exclusive than west and south side. North Hill section is best and has some restrictions. Average home in this section is $8,000.

Retail Shopping Section: Washington Street 5 blocks east of public square and 3 blocks west. Mill, Mercer, Jefferson Streets for a block north and south of Washington street. The retail buying section is well bunched together and affords easy shopping for those who come down town.

Trading Area: About 10 miles in each direction. Excellent roads, street cars and buses afford transportation to those not having their own cars. Our trading radius is circumscribed because of the closeness of Youngstown on the west, Pittsburgh on the south, Sharon on the north and Butler on the east. Pittsburgh and Youngstown draw some from this city.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3. Miscellaneous lines: Bakers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 15; automobile accessories, 26; automobile tire agencies, 24; bakers, 21; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 65; delicatessen, 3; dressmakers, 8; druggists, 12 (chain, 1); dry goods, 24; department stores, 5; electrical supplies, 11; florists, 5, fruits, 6; furniture, 16; garages (public), 19; grocers, 251 (chain, 12); hardware, 12; jewelry, 14; meat markets, 51; men's furnishings, 22; men's clothing, 21; merchant tailors, 12; milliners, 18; opticians, 14; photographers, 7; pianos and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 37; shoes, 26; sporting goods, 4; stationers, 2; women's apparel, 15.

Miscellaneous Data: Average temperature, 75 degrees. Average number of rainy days per twelve months, 60. Most pleasant months, May to October. Doctors (medical, 60); (dentists, 35), (osteopaths, 12). Number of wired houses, 12,000. Street car service. Gas, natural. Electric current, alternating. Water, soft.

NEW KENSINGTON, PA.

(Westmoreland County)

1920 Population, 11,987.

City and Suburban Estimate: 1920, 25,000; 1924, 30,000.

Native Whites, 65%; **Negroes,** 2%; **Foreign Born,** 33%; **Industrial Workers,** 75%; **English Reading,** 85%; **Families,** 6,000.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 3; Number of Pupils, 6,743.

Churches: Baptist, 3; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 3; State, 4; Total Resources, $16,000,000; Savings Banks Deposits Total $5,425,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,700.

Location: Penna. R. R., Connemaugh and West Penn branches. Main line between Pittsburgh and Buffalo. West Penn Traction Co. and Allegheny River. To nearest large city by railroad, 40 minutes; by trolley, 1½ hours; by auto, 45 minutes.

Principal Industries: Aluminumware, sheet and tin plate, springs, electrical goods, lead and oil, window glass, coal.

Manufacturing Establishments, 18. U. S. Aluminum Co., Aluminum Cooking Utensil Co., American Sheet & Tin Plate Co., American Window Glass Co., Union Spring & Mfg. Co., P. H. Murphy Co., Sprague Electric Co., National Lead & Oil Co.

Special Information: Center of population of Allegheny Valley outside of Pittsburgh. Largest town in the valley and draws trade for radius of 20 miles.

Residential Features: Mostly one-family houses, private homes predominating. Few tenements. Fine residential sections. Homes in latter probably average $15,000.

Retail Shopping Section: Covers several blocks in three directions, north, south and west of center at 5th Ave. and 9th St. Three outlying sections.

Trading Area: Extends about 20 miles north, south and east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 4; Miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; automobile accessories, 8; automobile tire agencies, 5; bakers, 11; cigar stores and stands (including hotels), 37; confectioners (including hotel stands), 17; delicatessen, 3; dressmakers, 6; druggists, 11; dry goods, 9; department stores, 7; electrical supplies, 6; florists, 2; fruits, 43; furniture, 8; garages (public), 11; hardware, 7; jewelry, 6; men's furnishings, 73; men's clothing, 26; merchant tailors, 9; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 17; restaurants (including hotels), 18; shoes, 11; sporting goods, 8; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to December; doctors (medical, 26); (dentists, 15); (osteopaths, 5); number of wired houses, 5,200; street car service; gas, natural; electric current, direct; water, hard.

NORRISTOWN, PA.

(Montgomery County)

1920 Population, 32,319. (1925 est. 35,000).

City and Suburban Estimate, 81,000 within radius of 12 miles.

Native Whites, 80%; **Negroes,** 5%; **Foreign Born,** 15%; **Industrial Workers,** 40%; **English Reading,** 85%; **Families,** 6,500.

Schools: Public Grade, 7; High, 2; Parochial, 1. Number of Pupils, 6,000.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous: Lutheran, 5.

Banks: National, 2; Trust Companies, 2; Bank clearings, $60,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,000.

Location: On north side of Schuylkill River, 20 miles from Delaware River. P. R. R., P. & R., Lehigh Valley Transit Co., Philadelphia & Western, Reading Transit and Light Co. and West Chester Transit Co. To nearest large city by railroad, ½ hour; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: Wood, steel, coke, iron, cigars, printing, hosiery, machinery, shirts.

Manufacturing Establishments: 60. Leading firms: Alan Wood Iron & Steel Co., Wildman Mfg. Co., Geo. Watt Woolen Co., Reading Screw Works, Tyson Shirt Co., Rainey-Wood Coke Co., Rambo and Regar Hosiery Co., Republic Cigar Co., Taubel Star Knitting Co., Summerill Tubing Co., Diamond State Fibre Co., Jas. Lee's Sons' Minerva Yarn Co., Ballard Knitting Co., Newbold Iron Foundry, Coral Rug Co., Dill Medicine Co., Norristown Box Co., McCarter Iron Works, Hosey Worsted Co., Philadelphia Slag Co., Norristown Magnesia and Asbestos Co.

Special Information: Norristown as community center in eastern Pennsylvania offers wide area for trade results. Great public improvement campaign is being carried on by residents.

Residential Features: Mainly 1-and 2-family houses, private homes predominating. Fine residential section to west and north end of city.

Retail Shopping Section: Astor to Ford Sts. on Main, River to Chestnut on De Kalb St. Astor to Kohn Sts. on Marshall. Usual small neighborhood sections. Number of stores beginning to locate on Swede St.

Trading Area. 20 miles west, 10 miles east, 30 miles north, 5 miles south.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 5; hardware, 4; dry goods, 4; drugs, 1; confectioners, 2; bakeries, 4; builders' supplies, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 19; bakers, 7; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 60; delicatessen, 25; dressmakers, 60; druggists, 23; dry goods, 50; department stores, 13; electrical supplies, 18; florists, 16; fruits, 125; furniture, 6; furriers, 2; garages (public), 25; grocers, 105 (chain, 20); hardware, 8; jewelry, 10; meat markets, 25; men's furnishings, 40; men's clothing, 15; merchant tailors, 6; milliners, 10; opticians, 10; photographers, 5; pianos (and miscellaneous musical instruments), 10; radio supplies, 20; restaurants (including hotels), 20; shoes, 20; sporting goods, 8; stationers, 6; women's apparel, 12.

Miscellaneous Data: Most pleasant months, June to October; doctors (medical, 52); (dentists, 20); (osteopaths, 5); number of wired houses, 6,500; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

OIL CITY, PA.

(Venango County)

1920 Population, 21,274. (1925 Est. 25,000).

City and Suburban Estimate, 59,184.

Native Whites, 64%; **Negroes,** 4%; **Foreign Born,** 32%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 3,000.

Schools: Public Grade, 11; High, 1; Junior High, 2; Parochial, 2. Number of Pupils, 5,262.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 7.

Banks: National, 2; State, 1; Trust Co., 1; Total Resources, $26,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: P. R. R., Erie, L. S. & M. S. Located on Alleghany River at the junction of Oil Creek. Oil City forms center of a triangle whose three points are Pittsburgh, Cleveland and Buffalo. To nearest large city (Pittsburgh), by railroad, 4 hours; by auto, 3½ hours.

Principal Industries: Oil, chemical and allied products, metal trades, barrel manufacturing, boilermakers, building materials, woodworking, candy, cigars, foundries, iron, gas engines, machine shops, oil refiners, oil well supplies, printers and bookbinders, pumping machinery, sheet metal works, tack mfrs.

Manufacturing Establishments, 20. Leading firms: National Transit Pump & Machine Co., Penn American Refining Co., Oil Well Supply Works, Allied Barrel Works Co., Peinzoil Co., Continental Refining Co., Reid Gas Engine Co., Oil City Boiler Works.

Residential Features: Mainly 1 and 2-family houses, owned. Very few apartments and no tenements.

Retail Shopping Section: Extends one half mile along Seneca Street, one fourth mile on Main Street, 3 blocks on First, 4 blocks on Elm, 4 blocks on Center, 3 blocks on Sycamore, 3 blocks on Spring, 1 block on Central Avenue, 3 blocks on East 2nd, 2 blocks on State, 3 blocks on Front, with numerous neighborhood stores.

Trading Area: About 25 miles west, south and east. Intermittent business from greater distances.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 20; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels,) ,25; confectioners (including hotel stands), 20; dressmakers, 20; druggists, a (chain, 2); dry goods, 11; department stores, 6; electrical supplies, 4; florists, 4; furniture, 4; grocers, 85 (chain, 15): hardware, 4; jewelry, 9; meat markets, 28; men's furnishings, 11; men's clothing, 6; merchant tailors, 4; milliners, 19; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 22; shoes, 11; sporting goods, 4; stationers, 4; women's apparel, 6.

Miscellaneous Data: Average temperature 58 degrees: average number of rainy days per twelve months, 75; most pleasant months, June, July, Aug., Sept.; doctors (medical, 60); (dentists, 18); (osteopaths, 1); number of wired houses, 3,000 street car service; gas, natural; electric current, alternating; water, hard.

PHILADELPHIA, PA.

(Philadelphia County)

City Classed As: Philadelphia is the third largest city in the United States and ninth in the world. It is the third richest city in the United States and ranks third in value of manufactured products. It is the second port of the United States and an important wholesale distributing point.

Population

1910 U. S. Census	1,549,008
1920 U. S. Census, City	1,823,779
1920 U. S. Census, Met. District	2,407,234
1920 U. S. Census (est. Jan. 1)	2,003,157
City and Suburban Estimate	4,936,913
Native Whites	70.7%
Negroes	7.4%
Foreign Born	21.8%
Industrial Workers	278,591
English Reading	85%
Families	402,946

Comparison of Philadelphia Population.

Male	907,633
Female	916,146
Native white nop	1,290,253
Native white—native parentage	698,782
Native white—foreign parentage	447,071
Native white—mixed parentage	144,000
Foreign-born white	397,927
Male	205,518
Female	192,409
Negro	134,229
Male	67,132
Female	67,097
Other races	1,370
Males of voting age	573,077
Illiterates over 10 years	58,631
No school age 7 to 20 years	425,517
Families	402,946

Distribution as to Suffrage

Male population 21 years and over	573,077
Foreign-born	188,025
Naturalized	92,819
Negroes	48,341
Female population 21 years and over	577,566
Foreign-born	173,623
Naturalized	85,864
Negroes	45,975

Distribution by Age Groups

	Male	Female	Total
Under 5 years	89,762	88,907	178,669
5 to 9 years	84,199	83,245	167,444
10 to 14 years	76,833	76,920	153,753
15 to 19 years	69,756	73,549	143,305
20 to 44 years	389,742	389,834	779,576
45 years and over	196,556	202,937	399,493
Age unknown	785	754	1,539
Total	907,633	916,146	1,823,779

Persons Engaged in Gainful Occupations

Manufacturing	388,696
Trade	110,579
Clerical	99,061
Domestic and Personal Service	84,424
Transportation	66,218
Professional Service	42,977
Public Service	22,068
Agriculture	3,594
Extraction of Minerals	483
Total	819,000

Nativity of Foreign Born

Armenia	1,393	Jugoslavia	1,099
Austria	13,387	Lithuania	4,392
Belgium	517	Norway	1,255
Canada	4,136	Poland	31,112
Czechoslovakia	2,240	Rumania	5,645
Denmark	1,131	Russia	95,744
England	30,844	Scotland	8,425
Finland	727	Spain	638
France	3,871	Sweden	2,651
Germany	39,766	Switzerland	1,889
Greece	1,814	Syria	426
Hungary	11,513	Wales	973
Ireland	64,590	All other countries	4,062
Italy	63,723		

Continued on page 224

Norristown Times Herald

Norristown, Pennsylvania

Montgomery County's Great Home Newspaper and a Journal of Distinction Since 1799

Published at the Seat of the

THIRD RICHEST COUNTY IN PENNSYLVANIA

98.2% Circulation Coverage of the Homes in Norristown

Norristown Trading Population - - - 75,000
Montgomery County Population - - over 200,000
Montgomery County Bank Resources over $83,000,000
Montgomery County Annual Payroll over $45,000,000
Montgomery County Value of Manufactured Products - over $215,000,000

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

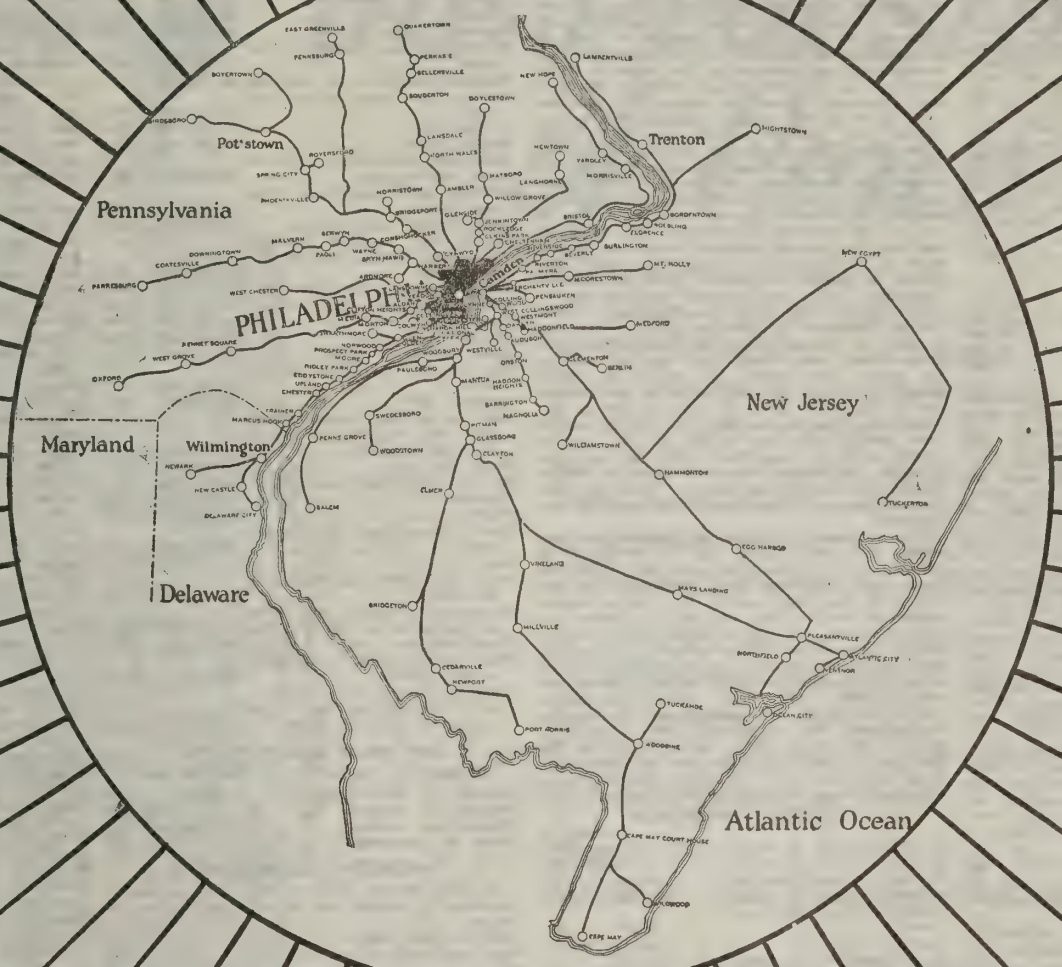
National Representative:

PAUL BLOCK, Inc.

New York Chicago Philadelphia Boston Detroit

Space Buyers' Guide to Philadelphia

America's Third Largest Market



Map of the Philadelphia Trading Area

Embraces 524,404 separate homes. Population, 3,005,090 people.

Advertisers who want their advertising outlay to do them the most good in Philadelphia should read and analyze the facts given below:

Question	Answer
What is the third largest market in the United States?	—Philadelphia
What is the city population?	—1,823,779
What's the population of the Philadelphia trading zone?	—3,005,090
How many separate dwellings in the Philadelphia trading zone?	—524,404
What Philadelphia newspaper goes daily into nearly every home in Philadelphia.	—The Evening Bulletin
What Philadelphia newspaper goes into most homes in the Philadelphia trading zone?	—The Evening Bulletin
What was the net paid daily average circulation of The Evening Bulletin for six months ending September 30, 1925?	—520,072 copies

Question	Answer
In what Philadelphia newspaper can you buy advertising space at the lowest rate per line per thousand copies?	—The Evening Bulletin
What is the agate line rate of The Evening Bulletin?	—65 cents
What Philadelphia newspaper carries most local retail and national display advertisements?	—The Evening Bulletin
What kind of a newspaper is The Evening Bulletin?	—High class and conservative
What Philadelphia newspaper has the largest circulation?	—The Evening Bulletin
What is the annual business done in Philadelphia, as indicated by the 1924 figures of the Philadelphia Clearing House?	—$25,645,000,000.00
What city and newspaper should be on the schedule of every advertiser?	—Philadelphia and The Evening Bulletin

The above questionnaire is the "acid test" of the Philadelphia newspaper advertising situation.

To get results it is important that your advertising should be in the newspaper that goes daily into nearly every home in Philadelphia, Camden and their vicinity.

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PENNSYLVANIA (Cont'd)

Philadelphia (con't)

Suburban Population—Among the towns included in the suburban district within 40 miles of the city's limits are: Ambler, Pa., 2,649; Ardmore, Pa., 3,650; Bristol, Pa., 10,273; Bryn Mawr, Pa., 2,400; Burlington, N. J., 9,409; Camden, N. J., 116,309; Chester, Pa., 58,030; Clifton, Pa., 26,470; Coatesville, Pa., 14,515; Conshohocken, Pa., 7,480; Downington, Pa., 3,326; Doylestown, Pa., 3,304; Eddystone, Pa., 7,500; Jenkintown, Pa., 2,968; Lansdale, Pa., 3,551; Lansdowne, Pa., 4,066; Marcus Hook, Pa., 1,573; Media, Pa., 3,562; Norristown, Pa., 32,319; Penns Grove, N. J., 6,060; Phoenixville, Pa., 11,871; Pottstown, Pa., 17,431; Salem, N. J., 7,435; Treaton, N. J., 119,269; Vineland, N. J., 6,769; West Chester, Pa., 11,717; Wilmington, Del., 110,168; Woodbury, N. J., 5,801; Allentown, Pa., 65,109; Atlantic City, N. J., 50,682; Bethlehem, Pa., 50,358; Columbia, Pa., 10,836; Dover, Del., 9,817; Easton, Pa., 33,813; Harrisburg, Pa., 75,917; Lancaster, Pa., 53,510; Lebanon, Pa., 24,643; Pottsville, Pa., 21,785; Reading, Pa., 111,607; Stroudsburg, Pa., 4,379; York, Pa., 52,770. These communities, as listed herein, are, in reality, a part of the great metropolitan market, shoppers going into the city daily, tri-weekly, semi-weekly and weekly to buy.

SCHOOLS

Public Grade	199	Pupils	211,231
High	12	Pupils	26,281
Colleges	10	Pupils	26,500
Junior High	12	Pupils	17,640
Normal School	1	Pupils	935
Trade School, Girls	1	Pupils	322

In addition to the regular schools there are 12 elementary evening schools, 8 evening high schools, and one evening trade school.

Of the 124 parishes in Philadelphia, 101 maintained schools during the last school year. Their combined enrollment was 39,797 boys and 40,955 girls, making a total of 80,732 pupils. There are 6 Parochial High Schools with an average daily attendance of 4,260, also 9 Catholic Charitable Institutions maintain schools with average daily attendance of 1,104.

Of collegiate institutions in or near Philadelphia, the best known are the University of Pennsylvania, Girard College, Temple University, Swarthmore College, Bryn Mawr College, Haverford College and Villa Nova. Among the famous special schools are Jefferson Medical College, Philadelphia College of Pharmacy, The Woman's Medical College and Hahnemann Medical College; and there are other technical, industrial, theological and commercial schools, too numerous to mention.

The University of Pennsylvania is an object of great pride to all Philadelphians. It now stands among the first American colleges. Its departmental schools—of medicine, dentistry, engineering, finance, law and science—occupy several of the seventy-one University buildings..

BANKS

National Banks	32
Deposits	$681,743,465
Resources	$820,064,595
Trust Co.	91
Deposits	$ 955,064,853
Resources	1,203,834,103
State Banks	6
Deposits	$7,926,172
Resources	$10,296,207
Savings Banks	6
Deposits	$308,995,629
Resources	$335,236,337

Total deposits in Banks, Trust Companies and Savings Funds, $1,953,730,119.

According to the report of the United States League of Building and Loan Associations, there are 3,300 of them in Pennsylvania, and 2,434 or 25% of total in the United States of the state's total are in the city of Philadelphia. 860,000 individuals are building and loan shareholders with resources of $404,000,000.

The bank clearings for 1924 amounted to $25,645,000,000; the bank clearings for first 6 months of 1925, $14,111,855,000; Per capita wealth (1923 figures only ones available) $3,369.

The postal savings for 1924 amounted to $2,905,080 with 14,851 depositors.

Real & personal property subject to city tax for 1925:

Real Estate	$2,768,876,335.00
Horses and Cattle	860,691.00
	$2,769,737,026.00
Personal property	859,729,691.08
	$3,629,466,717.08
Real & Personal Property 1925	$3,629,466,717.08
Real & Personal Property 1924	3,421,590,568.85
Increase for 1925 over 1924..	$ 207,876,148.23

Number of income tax returns under $5,000, 129,913; from $5,000 to $10,000, 13,345; over $10,000, 7,895.

The per capita savings for Philadelphia is $377.00.

CHURCHES

Hebrew, 139; Roman Catholic, 127; Episcopal, 123; Protestant Episcopal, 119; Methodist Episcopal, 118; Presbyterian, 114; Lutheran, 106; Baptist, 102; Reformed, 32; United Presbyterian, 19; Reformed Episcopal, 11; Evangelical, 9; Reformed Presbyterian, 7; Seven Day Advent, 7; Friends, 7; Congregational, 6; Friends Orthodox, 5; Mennonite, 5; Dutch Reformed, 4; Christian Science, 4; Church of Bethlehem, 4; Church of New Jerusalem, 4; United Brethren in Christ, 3; Moravian, 2; Unitarian, 2; Universalist, 2; United Evangelical, 2; Wesleyan Methodist, 2; Christian, 2; Greek Orthodox, 2; Latter Day Saints (Mormons), 1; Welsh Presbyterian, 1; Ethical Culture, 1; Methodist Protestant, 1; Catholic Apostolic, 1; African Methodist Episcopal, 17.

THEATRES

Legitimate	15
Seating capacity	26,315
Vaudeville & motion pictures	15
Seating capacity	30,634
Burlesque	3
Seating capacity	4,824
Vaudeville	1
Seating capacity	2,400
Minstrels	1
Seating capacity	882
Theatres (with stage but running motion pictures)	17
Seating capacity	28,546
Motion pictures (strictly)	171
Seating capacity	76,500
Total sating capacity all theatres	170,101

LOCATION AND TRANSPORTATION

Philadelphia, the metropolis of Pennsylvania, third city of the United States in population, is situated in the southeastern corner of the state, at the confluence of the Delaware and Schuylkill Rivers, about 60 miles from the sea. It occupies a central position on the North Atlantic seaboard, 90 miles by rail from New York, 96 from Baltimore and 132 from Washington. It occupies the peninsula about two miles in width between the two rivers, and extends westward and southward beyond the Schuylkill, including both shores of that stream. Philadelphia is connected with the rest of the country by three great trunk line systems of railroads—the Pennsylvania, Philadelphia and Reading and the Baltimore and Ohio, also the Lehigh Valley reaching Philadelphia over the Philadelphia and Reading. The two first named reach the center of the city by substantial viaducts. The Baltimore and Ohio has a fully equipped station on the east bank of the Schuylkill at Chestnut street, connected by tunnel and subway with the Reading Terminal. About one thousand trains a day enter and depart from these three terminals. At the freight terminals in different parts of the city millions of tons of freight are handled annually. Philadelphia has a Belt Line Railroad serving its active waterfront, by means of which freight from any railroad point in the country can be delivered direct in railroad cars to any steamship wharf in the city, and can be sent in cars direct from any wharf to any interior points without rehandling. Within the city there is a wonderful system of trackage, freight station and distributing points. There are seventy stations at which freight is received and delivered.

The terminal facilities of Philadelphia are second to none. There are 267 wharves, 41 railroad piers, 8 municipal piers and 12,000,000 square feet of storage space, practically all connected by the Belt Line R. R. The expensive system of transferring freight by lighters and car floats from one part of the harbor to another is not necessary in Philadelphia. A network of high speed electric lines connect suburban towns with Philadelphia and each other. Motor bus transportation has been highly developed, regular schedules are maintained. Connecting Philadelphia with all points of the world is a host of ship lines. Fifty-four now are serving this port. Forty of these are trans-Atlantic lines, while the rest go to South America, Asia, the South Seas, and Pacific Coast ports.

PRINCIPAL INDUSTRIES

		Per cent of increase 1914-1919
Number of establishments	9,065	7.2
Persons engaged in mfrs..	338,965	15.0
Proprietors and firm members	9,493	5.6
Salaried employees	48,325	40.6
Wage earners (average number)	281,147	11.9
Capital	$1,549,795,000	100.6
Services	426,922,000	130.2
Salaries	100,032,000	111.8
Wages	326,890,000	136.5
Materials	1,156,479,000	156.3
Value of products	1,996,727,000	154.5
Value added by manufacture	840,248,000	152.1

Adding machines, agricultural implements, air compressors, asbestos goods, automobile axles, beds and bed springs, bolts and nuts, bottles, brass and bronze castings, carpets, cash registers, chemicals, cigars, clay products, electric cranes, electric motors, elevators and apparatus, farm tractors, electric street cars and trucks, dyestuffs, cordage and twines, fertilizers, iron and steel products, heating apparatus, oil refining, marine tools, linoleum, locomotives, knitting machinery, knitting apparatus, lathes, ships, steam-shovels, worsted goods, wire wheels, paints, washing machines, watch cases, saws, shoes, soaps, speedometers, type casting machines, surgical appliances, worsteds, dyeing and finishing textiles, sporting goods, sugar, hats.

Philadelphia claims to hold first place in this country in the value of its manufacture of textiles, locomotives, steel ships, street cars, leather, storage batteries, cigars, dental instruments, talking machines, carpets, bone buttons, hosiery, saws and felt hats.

Philadelphia claims second rank in the production of worsted goods, sugar and molasses, fertilizers, foundry castings, petroleum products, chemicals, druggists' preparations, and machine-shop products.

With but one-sixtieth of the country's population, Philadelphia's manufacturing plants produce about one twenty-fifth of all American-made goods.

Of the 1,640 products listed in the latest census as manufactured in this country, this city makes 271, which shows that Philadelphia is not a specialist in a few lines. In other words, its eggs are not all in one basket, and it is not affected by seasonal conditions.

Philadelphia's production in 1920 was valued at $2,343,626,700, and in 1919 it was only $391,000,000 less.

Here are some of the stunning figures of Philadelphia production by the year.—365,000,000 pounds of cotton and cotton waste; 10,000,000 saws; 45,000,000 yards of carpet; 6,669,600 hats, or more than 18,000 hats per day; 180,000,000 yards of cotton piece goods; 400,000,000 cigars; 250,000,000 pairs of hosiery; 83,862,700 false teeth; 60 per cent of the world's glazed kid.

Three-fifths of the street cars of the country are made in this city, every day six steam locomotives have been turned out here, and daily two and a half million paper boxes are made.

The principal industries of Philadelphia for which statistics can be presented separately arranged in the order of value of products:

	Value of Products	Per cent U.S.Census of 1920	for State
Sugar, refining, not including beet sugar	$133,796,119	100.0	
Foundry and machine shop products	92,810,903	23.2	
Leather, tanned, curried, and finished	89,019,381	42.1	
Worsted goods	88,400,460	74.6	
Knit goods	85,848,934	45.4	
Printing and publishing, newspapers and periodicals	72,515,822	68.0	
Clothing, women's	69,183,831	89.3	
Clothing, men's	54,074,670	73.9	
Bread and other bakery products	51,762,528	39.0	
Slaughtering and meat packing	50,169,124	40.8	
Carpets and rugs, other than rag	43,111,096	90.8	
Cotton goods	37,801,939	56.9	
Woolen goods	36,265,468	75.2	
Electrical machinery, apparatus, and supplies	33,729,133	25.4	
Printing and publishing, book and job	29,895,039	64.8	
Confectionery and ice cream	29,657,357	41.7	
Dyeing and finishing textiles, exclusive of that done in textile mills	26,548,236	62.5	
Tobacco, cigars and cigarettes	25,790,996	26.2	
Automobile bodies and parts	24,931,029	55.0	
Chemicals	22,405,518	30.6	
Paints	20,567,143	57.5	
Boots and shoes	20,534,339	31.4	
Silk goods, including throwsters	19,766,861	8.5	
Liquors, malt	17,718,027	29.9	
Cars and general shop construction and repairs by steam railroad companies	16,457,853	7.1	
Hats, fur felt	15,952,099	88.6	
Oil, not elsewhere specified	15,595,759	61.2	
Furniture	15,307,372	36.1	
Shirts	14,182,348	57.2	
Brass, bronze, and copper products	13,352,498	39.9	
Soap	12,411,698	77.3	
Coffee and spice, roasting and grinding	11,389,589	77.6	
Structural ironwork, not made in steel works or rolling mills	10,707,860	13.7	
Paper and wood pulp	10,634,910	16.4	
Food preparations, not elsewhere specified	10,461,801	53.8	
Lumber, planing-mill products, not including planing mills connected with sawmills	10,153,828	28.0	

New Census Figures for 1923

(Subject to correction are as follows):

Number of establishments	6,425
Number of workers	274,819
Wages paid workers	$356,437,913
Value of products	$1,998,749,780

PRINCIPAL INDUSTRIES

Separate figures available for 1923, arranged according to groups and value of product are as follows:

Textiles and textile products	$521,601,100
Food and kindred products	268,788,300
Chemicals and allied products	177,376,600
Paper and printing industries	168,930,700
Leather and rubber goods	72,021,200
Tobacco and its products	41,567,500
Lumber and its re-manufacture	36,505,500
Clay, glass and stone products	16,713,700
Metals and metal products	13,960,700

Manufacturing Establishments

Baldwin Locomotive Works, J. G. Brill Co., street cars; Henry Disston Son's Co., saws; S. S. White Dental Mfg. Co., dental supplies; Wm. Cramp Ship and Engine Co., Atlantic Refining Co., Electric Storage Battery Co., S. B. & B. W. Fleischer Co., yarns; H. K. Mulford Co., chemicals; Franklin Sugar Refinery, Wm. Sellers Co., machine tools; Lanston Monotype Co., Dungan-Hood Co., glazed kid.

SPECIAL INFORMATION

Philadelphia is America's third largest market. It is also known as "The World's Workshop" and the "City of Homes." There are half a million separate dwellings in Philadelphia and suburbs. The city covers 129½ square miles and extends about 22 miles north and south, and from 6 to 10 east and west. 25% of America's Building and Loan Associations are in Philadelphia. 50% of the homes are owned by those living in them. Nearly 200,000 passenger autos are owned by the people. The payroll of the manufacturing plants exceeds $7,572,704 weekly. One of the greatest industries in Philadelphia is the textiles and allied products. The center of the textile industry is near Philadelphia, and in Philadelphia county alone there are 1,189 industries engaged in the manufacture of textiles and allied products. The leading product is yarn; hosiery and knit goods take the second position, while next in order come woolen, worsted and felt goods, women's and children's clothing, cotton goods, hats and caps, etc. Number of telephones, 303,480; number of houses wired for electricity, 300,000; number of gas meters (domestic and commercial), 460,000.

Building activities in 1924 amounted to $141,737,460, and it is estimated that this amount will be exceeded by the 1925 figures. The 8,379 Philadelphia establishments manufactured 211 of the 264 articles covered by the census of classifications, indicating the great diversity of its industrial activities. The Philadelphia retail shops rank very high, both in character of merchandise and point of service.

Philadelphia's financial institutions occupy a unique and important part in the industrial development of the city. Many of them are old established, and, in addition to being directed by industrial leaders, have during their long careers been identified in all their activities with the industries of the city.

The annual product of the factories in Philadelphia exceeds $1,998,000,000, employing more than 300,000 people. Philadelphia has 423,000 homes, only 11,607 of which are frame. It is distinctly a home town, and more homes are owned by the occupants than in any other city in the country. It is the shopping center for a tremendous population, living in the surrounding country.

Port of Philadelphia

Philadelphia is the second port of the United States. Modern piers, natural advantages and superior wharf and dock facilities, splendidly interlocked with the three railroad systems, give Philadelphia this proud position. Philadelphia has a water frontage of 34 miles, 20 miles on the Delaware and 14 on the Schuylkill. The Schuylkill River is unobstructed for the passage of large vessels to a point within two blocks of Market Street, and for some further distance for barges. At the lower end of the Schuylkill one of the largest Standard Oil Refineries is situated, and large shipments of oil for the foreign trade, as well as of grain, are made by way of the Schuylkill and Delaware. The Delaware River has a 35-foot channel, from 800 to 1,200 feet wide, running from the city to the sea. The Government pier, at the foot of Oregon Avenue, cost $15,000,000 and can accommodate 10 large ships at a time. The city owns 13 municipal piers and there are no port charges by either the city or state. There are 267 docks used for the shipment of cargo. In addition to the city owned piers the list includes thirty-three for foreign trade, ten for coastwise trade, two for river and bay trade, twelve coal piers, four ore piers, three grain piers, six lumber piers, thirteen miscellaneous and industrial cargo piers, eleven railroad waterfront freight stations, and three United States Government piers.

The foreign and coastwise arrivals and clearance during the calendar year 1924, as recorded in the office of the Commissioners of Navigation, numbered 10,896, a loss of 945 vessels over the preceding year. The aggregate net tonnage of the 5,449 arrivals was 11,181,668, and of the 5,447 clearances 11,133,285, or bottoms sufficient to move in excess of 55,000,000 tons of cargo.

The total value of imports was $202,712,364, a loss of $17,276,323 compared with 1923; export values also fell off $266,019, the total being $105,376,882, showing a total loss in the value of commerce of the port of $17,542,342.

Increases were shown in the importation of bananas, bauxite, china clay, coffee, chrome ore, manganese ore, molasses and sugar. Bananas increased from 3,706,269 bunches to 4,821,827 bunches; bauxite from 36,278 tons to 47,664 tons; china clay from 134,314 tons to 172,749 tons; coffee from 54,644 bags to 109,807 bags; chrome ore from 80,216 tons to 83,444 tons; manganese ore from 74,158 tons to 93,594 tons; molasses from 21,771,392 gallons to 30,559,650 gallons; and sugar from 5,260,957 bags and 613,536 sacks to 5,965,328 bags and 1,037,611 sacks.

The nationalities of foreign arrivals at the port during the calendar year 1924 were: American, 463; British, 564; Belgian, 16; Cuban, 1; Danish, 55; Dutch, 37; German, 60; Greek, 4; Finn, 2; French, 22; Italian, 72; Japanese, 47; Norwegian, 219; Panama, 1; Spanish, 51; Swedish, 40; Jugo-Slav., 2; Honduran, 8; Dom., 4; Czecho-Slav., 3; Peru, 3.

Statistics for the Port from Jan. 1 to June 30, 1925, showed 2,773 vessels arriving with gross tonnage of 9,412,556. Value of imports, foreign trade only, $117,015,648. In 1924 there were 1,887,198,928 gallons of oil imported and 74,849,643 gallons of gasoline. There were 135,787,492 gallons of lubricating oil shipped from this port in 1924.

The leading exports are grain, provisions, petroleum, tobacco, oil cake, lumber, tallow, hides, leather, shoes, cotton goods, machinery and coal.

RESIDENTIAL FEATURES

Philadelphia is a wide spread city, without the usual cramped living conditions of other large cities. Witin the city limits there are more than four hundred and twenty thousand individual dwellings, with over 40.6% owned by occupants.

Outside of the business districts and industrial sections, are to be found miles upon miles of neat, trim red-brick or stone dwellings, not flat and uninteresting in type, but laid out with a bit of ground and built with a certain artistry that is characteristic of the city.

Following are statistics on Philadelphia's housing accommodations:

Dwelling Houses

Brick or Stone	
One-story	992
Two-story	272,172
Three-story	133,577
Four-story	4,825
Five-story or over	204
	411,797
Frame Houses	
One-story	720
Two-story	7,712
Three-story or over	3,193
	11,607
Total number of dwelling houses 423,404.	
Hotels	348
Apartments & Tenements	3,906
Bldgs. used exclusively for business	8,486
Factories, mills, etc.	3,889
Office Bldgs.	868
Halls & Theatres	685
Unimproved parcels	44,602
All others including churches, hospitals, garages, schools, etc.	34,616
Total all kinds for assessment	520,804

Estimated cost of all construction for which permits were issued by the Bureau of Building Construction during 1924 set a new record, totalling $141,737,460, an increase of $19,086,525 over 1923, the previous high mark. Housing accommodations were increased by 10,017 dwellings of various types, 55 apartment houses and 4 rooming houses.

Continued on page 226



From the Pedestal of Penn—

If you could reach the lofty pedestal of William Penn, 548 feet atop Philadelphia's City Hall, and from that vantage point shout your advertising message in a voice loud enough to be heard as far as you could see, you would reach a miniature cross-section of the identical audience reached by the PUBLIC LEDGER —Morning—Evening—Sunday!

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Morning—Evening—Sunday
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PENNSYLVANIA (Cont'd)

Philadelphia (con't)

Building Construction and Permits

	No. of Permits	Buildings Affected	Cost of Construction
1923	14,513	21,570	$122,650,935
1924	15,500	24,234	141,737,460
1925 . 1st 6 mo.	7,429	14,632	86,014,515

RETAIL SHOPPING SECTION

City Hall, at the intersection of Broad Street, the main North and South Street and Market Street running East and West is the hub of Philadelphia.

Two railroads, the Pennsylvania and Reading Company, have their terminals at this hub. The city's main shopping, hotel and theatre district is located in this same section, so that either residents or visitors have ready access to these important phases of city life.

On Market Street are clustered the great department stores. Several of these stores have frontage on Chestnut Street, the next main street below Market. In addition to the railroads, subways, elevated and surface street car lines pour their tens of thousands into this shopping center, while the ferry boats plying the Delaware River deposit at the foot of Market and Chestnut Streets the flood of visitors from Southern New Jersey and the Atlantic Coast resorts.

The retail specialty shops are scattered along Chestnut and Walnut Streets, parallel streets just below Market and overflow into the various streets intersecting them.

West Philadelphia and North Philadelphia each have important shopping centers with department stores, specialty shops, hotels, theatres and restaurants on main thoroughfares.

TRADING AREA

Extending on the north to Easton, northeast to Trenton; south to Wilmington, ton, Delaware; on the east to Atlantic City and on the west to Harrisburg and Lancaster. Philadelphia's trading territory is the second largest and most densely populated in the United States. Within 10 miles of Philadelphia's City Hall there is a population of 2,078,961, to which may be added 281,010 people in the 20-mile zone and 514,780 people in the 40-mile zone. Philadelphia in a metropolitan sense has a population in its trading area of 4,936,913.

Wholesale Houses: Groceries, 99; meats, 35; florists, 14; fruits, 110; hardware, 43; dry goods, 85; butter and eggs, 25; shoes, 121; drugs, 92; cigars and tobacco, 228; confectionery, 184; electrical supplies, 95.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 212; commercial auto. agencies, 32; automobile accessories, 319; automobile tire agencies, 310; bakers, 811; total cigar stores and stands (including hotels), 3,482; confectioners (including hotel stands), 1,163; delicatessen, 628; dressmakers, 1,274; total druggists, 1,455; dry goods, 1,595; department stores, 33; electrical supplies, 2,759; florists, 293; fruits, 503; furniture, 216; furriers, 188; garages (public), 761; total grocers, 5,540 (chain, 2,400); hardware, 640; jewelry, 281; total meat markets, 1,978; men's furnishings, 726; men's clothing, 223; merchant tailors, 296; milliners, 453; opticians, 293; photographers, 192; pianos (and miscellaneous musical instruments), 99; radio supplies, 240; total restaurants (including hotels), 1,830; shoes, 638; sporting goods, 67; stationers, 108; women's apparel and specialty shops, 7,373.

The chain store field is dominated by three organizations with a total of approximately 2,400 stores. In the independent field, two co-operative buying associations have a membership of about 2,800 stores. To be fully efficient every merchandising campaign must take into consideration these factors and as they are naturally competitive, it is no small task to secure the support and co-operation of all.

See announcements pages 223 and 225

LOCK HAVEN, PA.

(Clinton County)

1920 Population, 8,557.

City and Suburban Estimate, 9,000.

Native Whites, 93%; **Negroes,** 1%; **Foreign Born,** 6%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 2,042.

Schools: 8; **Number of Pupils,** 2,050.

Churches: 11.

Banks: 3; **Total Resources,** $8,100,000.

Theatres: 3; **Total number of seats,** 1,200.

Residential Features: Mostly one family houses.

Retail Shopping Section: Seven blocks.

Trading Area: Ten mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 12; bakers, 11; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 16; dressmakers, 13; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; garages (public), 10; grocers, 65; hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 6; men's clothing, 9; merchant tailors, 8; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 10; shoes, 10; sporting goods, 2; stationers, 1; women's apparel, 4.

MAUCH CHUNK, PA.

(Carbon County)

1920 Population, 3,666.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 90%; **English Reading,** 90%; **Families,** about 800.

Schools: Public Grade, 3; High, 2; Parochial, 2; Number of Pupils, 1,400.

Churches: Episcopal, 3; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous: 3.

Banks: National, 2; Total Resources, $7,301,-071.19; 1 trust company.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,400.

Location: L. V. R. R., C. R. R. of N. J. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Silk, railroading.

Manufacturing Establishments: Two silk mills, Amalgamated Silk Corporation, Mauch Chunk Silk Co., Rosenan Kiddy Kloes.

Special Information: Natural attractions. Mauch Chunk is noted for its beautiful scenery. It is called the Switzerland of America.

Residential Features: One-family houses.

Retail Shopping Section: Three blocks.

Trading Area: Ten miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 2; bakers, 1; cigar stores and stands (including hotels), 2; confectioners, (including hotel stands), 14; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 4; grocers, 15; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; restaurants (including hotels), 5; shoes, 3; women's apparel, 4.

Miscellaneous Data: Most pleasant months, June to September; doctors (medical, 5), (dentists, 4); number of wired houses, 500; street car service; gas, artificial; electric current, alternating; water, hard.

PHOENIXVILLE, PA.

(Chester County)

1920 Population, 10,484.

City and Suburban Estimate, 20,000.

Native Whites, 65%; **Negroes,** 2%; **Foreign Born,** 33%; **Industrial Workers,** 65%; **English Reading,** 90; **Families,** 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 2,225.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Slavish and Polish.

Banks: National, 2; Trust Co.'s, 1; Total Resources, $4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: On the Schuylkill River 28 miles from Philadelphia, on the main line of Reading Railway.

Principal Industries: Iron and steel, bridges, boilers, knitting mills, silk mills, printing, cement blocks.

Manufacturing Establishments, 15. Leading firms: Phoenix Iron Co., Phoenix Bridge Co., Heine Boiler Co., Thomas F. Byrne Knitting Mills, Parsons & Balser.

Residential Features: Mostly one-and two-family houses; sections for foreigners working in industrial iron works. Fine residential section with houses valued at from $10,000 to $50,000.

Retail Shopping Section: Bridge, Main, Church and Gay Sts.

Trading Area: Radius of 10 miles.

Wholesale Houses: Meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 15; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 7; florists, 2; fruits, 10; furniture, 3; garages (public), 6; grocers, 30; hardware, 2; jewelry, 4; meat markets, 6; men's furnishing, 10; men's clothing, 9; merchant tailors, 2; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 11; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 12.

PITTSTON, PA.

(Luzerne County)

1920 Population, 18,497.

City and Suburban Estimate, 45,000.

Native Whites, 79.6%; **Foreign Born,** 20.4%; **Industrial Workers,** 28%; **English Reading,** 88%; **Families,** 3,619.

Schools: 9; **Number of Pupils,** 1,900.

Churches: 20.

Banks: 5; **Total Resources,** $15,900,000.

Theatres: 5; **Total number of seats,** 3,000.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: 20 blocks.

Trading Area: Eight mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 5; automobile accessories, 16; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; dressmakers, 48; druggists, 16; dry goods, 20; department stores, 4; electrical supplies, 9; florists, 8; fruits, 12; furniture, 15; furriers, 1; garages (public), 18; grocers, 261; hardware, 10; jewelry, 9; meat markets, 55; men's furnishings, 14; men's clothing, 19; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 10; shoes, 19; sporting goods, 4; stationers, 2; women's apparel, 6.

POTTSTOWN, PA.

(Montgomery County)

1920 Population, 17,431.

City and Suburban Estimate, 35,000.

Native Whites, 87%; **Negroes,** 3%; **Foreign Born,** 10%; **Industrial Workers,** 75%; **English Reading,** 96%; **Families,** 4,125.

Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,006.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 13.

Banks: National, 3; State, 1; Total Resources, $13,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: Forty miles northwest of Philadelphia on east bank of Schuylkill River, Reading R. R., and Pennsylvania R. R. Along the main outlet of anthracite coal fields.

Principal Industries: Fabrication of iron and steel, textiles.

Manufacturing Establishments: Leading firms: McClintic-Marshall Construction Co., Satterthwaite & Co., Eastern Steel Co., Sotter Bros., Spicer Mfg. Co., Light Mfg. Co.

Residential Features: Dwellings mainly 1 and 2 family houses. On a few streets there are houses built in rows. One large apartment house. In other cases, remodelled buildings in perhaps a dozen instances provide three to four suites.

Retail Shopping Section: High Street between Washington and Manatawny (5 blocks) and Hanover Street between Penna R. R. and King Street (4 blocks); Walnut Street in the 500 and 600 blocks contains several grocery and cigar stores.

Trading Area: 10 to 12 miles. Growing daily with the opening of concrete roads and bus lines. Royersford and Spring City (thriving boroughs on opposite sides of the Schuykill River and 8 miles southeast of Pottstown) are big feeders.

Wholesale Houses: Groceries, 2; meats, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 53; confectioners (including hotel stands, 4; delicatessen, 1; dressmakers, 8; druggists, 12; dry goods, 6; department stores, 5; electrical supplies, 7; florists, 3; fruits, 3; furniture, 5; furriers, 2; garages (public), 8; hardware, 7; jewelry, 4; meat markets, 13; men's furnishings, 9; men's clothing, 11; merchant tailors, 5; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 8; shoes, 13; sporting goods, 5; stationers, 6; women's apparel, 8.

PITTSBURGH, PA.

1920 Population, 588,343 (1924 est. 631,563).

City and Suburban Estimate: County, 1,185,-808. Metropolitan District, 1,500,000.

Native Whites, 429,995; **Negroes,** 37,725; **Foreign Born,** 120,266; **Families,** Metropolitan District, 311,094.

Schools: Public Grade, 145; High, 129; Junior High, 6; Parochial, 73; Number of Pupils, 130,457.

Churches: Baptist, 66; Christian Science, 3; Congregational, 4; Episcopal, 38; Hebrew, 26; Methodist, 68; Presbyterian, 89; Roman Catholic, 91; Miscellaneous, 111.

Banks: For the prosecution of the vast amount of business carried on in Pittsburgh a large capital is required and there is naturally a tremendous demand for banking facilities. National, 55; State, 41; Trust Cos., 35. Total Resources, $1,143,032,010. Savings Banks Deposits, $323,194,662.26. Per Capita Savings, $236.57. Per Capita Wealth, $2,580.41.

Theatres: Legitimate, 5; Moving Pictures, 134; Vaudeville, 8; Burlesque, 2; Miscellaneous, (Auditoriums, etc.), 196. Total Number of Seats: Syria Mosque, 3,800; Carnegie Hall, 2,000; Memorial Hall, 2,850.

Location: Pittsburgh is situated at the confluence of the Allegheny and Monongahela rivers, which form the Ohio river at this point. Fifty-four miles of harbor frontage. Heart of the Mississippi-Ohio-Missouri waterway system of over 8,000 miles of regularly navigable rivers. Surrounded within a night's ride by a population of 60,000,000 people. Railroad service by B. & O. R. R., Bessemer & Lake Erie R. R., Buffalo, Rochester & Pittsburgh Ry., Cleveland & Pittsburgh R. R., Erie & Pittsburgh R. R., Ligonier Valley R. R., Monongahela Ry., Pennsylvania R. R., Conemaugh Division, Buffalo & A. V., P. & L. E. R. R., P. C. C. & St. L. R. R., P. Ft. W. & C. Ry., Pittsburgh & W. Va., Western Allegheny R. R. In addition, electric interurban trolley passenger and freight service is furnished by Pittsburgh Railways Co., Pittsburgh, Mars & Butler Ry., Pittsburgh, Harmony & Butler Ry., West Penn Railways System. Street car companies operate over 2,000 modern street cars. To nearest larger city, by railroad, 10 hours; by auto, 15 hours.

Principal Industries: Pittsburgh has 259 different kinds of industries with a total of 3,410 establishments. The manufacture of iron, steel and their allied products, electrical equipment, glass, cork, coal, coke, aluminum, are Pittsburg's principal industries:

Latest Available Figures

Industry	Total Value of Products
Metals and products	$1,519,538,900
Food and kindred products	109,265,900
Chemical and allied products	54,911,600

Continued on page 228

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PENNSYLVANIA (Cont'd)

Pittsburgh (con't)

Paper and printing	33,673,000
Clay, glass and stove products	28,592,200
Lumber	13,159,600
Leather and rubber goods	3,387,600
Tobacco and its products	2,650,400
Mines and quarries	53,378,400
Textiles and textile products	11,514,400
Miscellaneous	49,405,400
Total	$1,883,477,400

Total wages paid, $283,413,400; average number employes, 186,359; total value of products, $1,883,477,400.

The proportion of output of the major industries in Pittsburgh and the immediate vicinity, in ratio to the entire output of the United States, is approximately as follows:

Steel	36%
Steel rails	45%
Steel cars	50%
Pipe and tubing	55%
Tin plate	60%
Pig iron	30%
Crucible steel	50%
Glass, flint and window	65%
Bituminous coal	25%
Coke	50%
Automobiles	49%
Hardware	47%
Agricultural implements	46%
Machinery	39%

Manufacturing Establishments: 3,410. Leading firms: National Fireproofing Co., Standard Sanitary Manufacturing Co., Westinghouse Electric Manufacturing Co., Pressed Steel Car Co., Jones & Laughlin Steel Co., American Sheet & Tin Plate Co., Koppers Company. W. & H. Walker Co., U. S. Glass Co., American Locomotive Co., Oil Well Supply Co., American Steel & Wire Co., Crucible Steel Co., A. M. Byers Co., Carnegie Steel Co. Pittsburgh is the 3d largest produce distributing center in the United States.

Special Information: Pittsburgh Bank Clearings for 1924 were—$8,036,969,343.95. Building permits issued in Pittsburgh during the year of 1924: 2,151 family dwellings for 2,751 families cost $18,294,396, a. 151 duplexes, b. 7 double duplexes, c. 88 double dwellings, d. 18 apartments, e. 24 rows; Total 288, leaving 1,863 single family dwellings. Cost comparisons in buildings;

1924—1st 7 months—$20,472,109

1925—1st 7 months—$26,517,554

The Per Capita wealth of Allegheny County based upon bank deposits, building & loan resources, real estate, and personal property assessments is $2,580.14.

Figures from March, 1925: 2,000,000,000 individual bank accounts in Pittsburgh.

In 5,000,000 acres of land there are 18,000 gas wells.

Pittsburgh has a sufficient quantity of Bituminous coal to last indefinitely.

The greater Pittsburgh territory produces 11,500,000 tons of coke annually and mines 228,000,000 tons of coal annually.

Residential Features: The City of Pittsburgh is well known for the beauty, elegance and abundance of its palatial homes. The Eastern extremes of Fifth Ave., Penn Ave., Highland Ave., Ridge Ave. and Irwin Ave., on the North Side, as well as the Squirrel Hill district and Sewickley Heights, suburban, are exclusively residential. Pittsburgh has 350 groups of apartments to which she can truly point with pride. The suburbs abound with the high priced homes and also medium priced homes for the middle class. There are estimated to be 138,274 dwellings in Pittsburgh Proper alone, and 247,225 in the Pittsburgh Metropolitan District.

Retail Shopping Section: Pittsburgh serves as a shopping center for 2,750,000 people and exceeded as a department store city only by New York and Chicago. Department store heads estimate that over 300,000 customers shop in an average day. The volume of business done by retail establishments is over $400,000,000 annually. These figures represent 18% of all the retail sales in Pennsylvania. Aside from the numerous neighborhood sections the larger retail area is as follows. Penn Ave., 10 blocks; Fifth Ave., 15 blocks; Stanwix St., 2 locks; Wood St., 6 blocks; Liberty Ave. 10 blocks; Fourth Ave., 3 blocks; Market St., 6 blocks; Smithfield St., 7 blocks; Ohio St. (North Side), 12 blocks; Federal St., 9 blocks.

The downtown stores occupy over 3,000,000 square feet of selling space and require many additional feet of warehouse space throughout the city.

Trading Area: The industrial, jobbing and distributing territory surrounding Pittsburgh, a 100 mile radius, embraces a wealthy region populated by approximately 5,400,000. Any populous point within this territory is reached in a railroad trip of less than three hours, and is covered in one day's postal or express delivery. Is easily reached in a one day drive by motor truck.

Wholesale Houses: Groceries, 66; meats, 5; fruits and produce, 247; hardware, 9; dry goods, 37; drugs, 17; automobiles, 11; electrical, 117; men's furnishings, 22.

Number of Retail Outlets for Nationally Advertised products: Passenger automobile agencies, 138; automobile accessories, 217; commercial auto agencies, 34; auto tire agencies, 60; bakers, 284; confectioners, 935; druggists, 524; cigar stores and stands, 290; delicatessen, 23; department stores, 43; florists, 136; garages (public), 354; paint and oil stores, 350; men's clothing, 64; photographers, 124; shoes, 186; dressmakers, 92; electrical supplies, 83; furriers, 30; jewelry, 191; hotels, 50; men's furnishings, 285; opticians, 58; furniture, 151; hardware, 165; hats and caps, 30; meat markets, 955; milliners, 261; radio supplies, 97; stationers, 55; dry goods, 174; fruits, 230; grocers, 5,023; stationery, 62; pool and billiard rooms, 500; merchant tailors, 486; pianos and mus. insts., 60; restaurants (hotels inc.), 2,100; women's apparel, 73; sporting goods, 14.

Miscellaneous Data: Average temperature, 52.6 degrees; average number of rainy days per twelve months, 153; most pleasant months, April, May, June, July, August, Sept., Oct.; doctors (medical, 811); (dentists, 588); (osteopaths, 38); number of wired houses, about 75,000; street car service; gas, natural; electric current, alternating; water, hard.

See announcements pages 227 and 229

READING, PA.

(Berks County)

1920 Population, 107,784 (1925, est. 148,000).

City and Suburban Estimate, 203,000.

Native Whites, 97,298; Negroes, 924; Foreign Born, 9,553; Industrial Workers, 41,100; English Reading, 95%; Families, 46,700.

Schools: Public Grade, 50; High, 2; Junior High, 4; Parochial, 6; Number of Pupils, 19,000.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 4; Hebrew, 4; Methodist, 9; Presbyterian, 5; Roman Catholic, 11; Miscellaneous, 45.

Banks: National, 8; State, 5. (36 in city and county); Total Resources, $73,751,210.92. (City and county total, $92,582,000.); Savings Bank Deposits for City, total, $28,455,000.); For City and County, Total Savings Bank Deposits, $67,760,000.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 28,000.

Location: 58 miles north of Phila. 126 miles west of N. Y. 50 miles east of Harrisburg. P. & R. R. R. and branches, and Penna. lines. Electric lines, bus, and motor truck lines.

Principal Industries: Iron, steel, pipe, hosiery, hardware, cotton-goods, woolens, cigars, shoes, paint, paper, locomotives, cars, silk, hats, braid, tapes and bindings, machinery, confectionery, optical goods, stoves, etc.

Manufacturing Establishments, 500. Leading firms: Reading Loco. and Repair shops, Reading Iron Co., Reading Steel Casting Co., Reading Hardware Co., Penn Hardware Co., Nolde-Horst Co., Berkshire Knitting Mills, Textile Machine Works, Narrow Fabric Co., Carpenter Steel Co., Vanity Fair Silk Mills, E. Richard Meinig Co., W. H. Luden, Inc., Curtis & Jones, Eisenlake Bros., Bethlehem Steel Co., Joseph Bancroft & Sons, Co., Taubel Scott Co., Reading Stove Works, Parish Mfg. Co. Total value of yearly output of factories estimated at $159,219,400.

Special Information: Reading is the home of full-fashioned knitting hosiery machinery, single thread lace machinery, high grade alloy steel, gloves, silk underwear, Holland window shades, small steel castings, menthol cough drops, heat-treated auto frames, butcher blocks, wrought iron pipe, goggles, children's shoes, narrow fabrics and optical goods.

Residential Features: Mainly 1-family houses of the row type; very few tenements. Number of better grade apartment houses. Beautiful residential sections surround the city, especially to the east and west. Homes costing $8,000 to $26,000.

Retail Shopping Section: Extends from Penn. Square west to 2d and Penn, and east to 10th and Penn; also north on 9th St. for 7 or 8 blocks; north on 5th St. for 3 blocks; south on 5th St. for 1 block; also usual neighborhood sections.

Trading Area: 25 miles in all directions. Railroad, trolley and bus service excellent.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 7; hardware, 1; dry goods, 2; Miscellaneous lines, 200.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies 37; commercial auto. agencies, 10; automobile accessories, 45; automobile tire agencies, 25; bakers, 50; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 155; delicatessen, 10; dressmakers, 144; druggists, 43; dry goods, 35; department stores, 6; electrical supplies, 17; florists, 24; fruits, 29; furniture, 30; furriers, 5; garages (public), 80; grocers, 441; hardware, 20; jewelry, 39; meat markets, 110; men's furnishings, 15; men's clothing, 30; merchant tailors, 82; milliners, 25; opticians, 27; photographers, 15; pianos (and miscellaneous musical instruments), 20; radio supplies, 15; restaurants (including hotels), 100; shoes, 41; sporting goods, 6; statioers, 11; women's apparel, 30.

See announcement below

POTTSVILLE, PA.

(Schuylkill County)

1920 Population, 21,876.

Native Whites, 75%; Negroes, 2%; Foreign Born, 23%; Industrial Workers, 65%; English Reading, 85%; Families, 6,473.

Schools: Public Grade, 61; High, 1; Parochial, 2; Number of Pupils, 4,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 4; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 7.

Banks: National, 3; State, 3; Total Resources, $22,000,000; Savings Bank Deposits Total, $18,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 9,350.

Location: The best trading point in the territory bounded by Harrisburg on the west, Scranton and Wilkes-Barre on the north, Allentown on the east and Reading on the south; 93 miles north of Philadelphia on main lines of

Continued on page 230

A Powerful Voice in a Great Market Place—

In a place where Prosperity bestows her gifts with a most lavish hand, strewing the land with plenty, and blessing all the people with means for the very highest average standard of living in that place,

READING AND BERKS COUNTY, PENNSYLVANIA,

the dominant newspaper is the

READING EAGLE

(Established 1867)

CIRCULATION 42,536 COPIES A DAY

(Sworn Average for October, 1925)

In this wonderful market, not excelled in buying power by any interior community in America, the *EAGLE* enters eighty per cent of the homes, and is the trusted and reliable newspaper, the powerful and compelling voice among the buyers of this great market, the third industrial city of the first industrial state.

The greater part of this rich, compact field, closely united by steam railways, electric railways and auto bus lines, would, in many parts of the country, be considered within one big city boundary.

It is covered fully by this one leading daily newspaper at a low cost, which makes the EAGLE'S territory a good field for try-out and all other advertising campaigns.

For sample copies, advertising rates, sworn circulation statements and any other information, write

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READING, PA.

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Williams, Lawrence & Cresmer Co., Managers

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The PRESS has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers *combined* — and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers *combined.*

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PENNSYLVANIA (Cont'd)

Pottsville (con't)

the Reading Ry., on Schuylkill Div. of Penna. Direct freight connections with L. V. and L. & N. E. Excellent service by suburban trolley lines and bus lines, which connect with the main lines of the Lehigh Valley and Central R. R. of N. J., in addition to regular connections.

Principal Industries: Coal iron and steel, knitting mills, shoe factories, silk works, railroad shops, building blocks, shirt factories.

Manufacturing Establishments, 66. Leading firms: Philadelphia & Reading Coal & Iron Co., Philips-Jones Shirt Factory, Tilt Silk Mill, East Penn Electric Co., Pottsville Gas Co., Ulmer Packing Co., Swift & Co., Eastern Steel Co., Pottsville Baking Co., Pottsville Foundry & Stove Co. Value of annual output $103,275,110.

Special Information: Located on the southern boundary of the rich and prosperous anthracite coal deposits of Penna. so that it draws from a population approximately 40% of farming interests, 40% mining interests and 20% of various other lines. Center of a large shoe factory territory.

Residential Features: Mostly one and two-family houses. Tenement district practically limited to several squares on one street. There are several different building booms in different parts of town with houses averaging $8,000.

Retail Shopping Section: Extends 12 squares on Centre St., 2 on Norwegian St. and 3 on Market St. Besides this there are several small shopping districts scattered throughout the city

Trading Area: The trading area of Pottsville which sends in business each week extends from 20 to 25 miles in each direction and special sales held by various merchants have brought people into Pottsville to shop from greater distances.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies: 21; commercial auto. agencies, 10; automobile accessories, 12; automobile tire agencies, 10; bakers, 13; cigar stores and stands (including hotels, 27; confectioners (including hotel stands), 42; delicatessen, 1; dressmakers, 18; druggists, 10; dry goods, 11; department stores, 2; electrical supplies, 15; florists, 3; fruits, 8; furniture, 12; furriers, 2; garages (public), 21; grocers, 134; hardware, 4; jewelry, 8; meat markets, 21; men's furnishing, 14; men's clothing, 18; merchant tailors, 18; milliners, 9; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 22; shoes, 11; sporting goods, 5; stationers, 7; women's apparel, 17.

PUNXSUTAWNEY, PA.

(Jefferson County)

1920 Population, 10,311; (1925, est. 11,600).

City and Suburban Estimate, 51,000.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 50%; **English Reading,** 85%; **Families,** 6,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,600.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic 1; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, $6,940,572.87; Savings Bank Deposits Total $3,352,772.86.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Municipal Hall; Community House; Total number of seats, 2,900.

Location: Buffalo, Rochester & Pittsburgh R. R.; Pennsylvania, New York Central. Good shipping facilities. Best natural gas section of State. Abundance of good water. High quality bituminous coal. To nearest large city (Pittsburgh) by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Coal, iron, glass, silk, packing, diamond drilling, natural gas, lumber.

Manufacturing Establishments: Leading Firms: Rochester & Pittsburgh Coal and Iron Co.; Punxsutawney Beef and Provision Co., Punxsutawney Furnace Co., Punxsutawney Foundry and Machine Co., Eldred Window Glass Co., Tibby-Brawner Glass Co. (Bottles), Hoffman Brothers Diamond Drilling Co., Punxsutawney Drilling & Contracting Co., Star Iron Works; Punxsutawney Throwing Co., Mahoning Foundry Co., Miller Construction Co., Morris Beef Co.; G. C. Cleaver Construction Co., Star Broom Co.; People's Planing Mill, Kurtz Coal, Lumber & Supply, Spirit Pub. Co., Publishers and Blank Books, Ruling and Binding; Mahoning Ice Cream Co., Ice and Ice Cream, Mahoning Valley Milling Co., Jefferson Flour & Feed Co., Punxsutawney Ice Co.

Residential Features: Estimate of 3,800 single homes; 150 double houses and 250 apartments; majority of streets paved and mostly level.

Retail Shopping Section: Extends 10 blocks on Mahoning Street; Findley Street, 4 blocks; Gilphin Street, 3 blocks; Indiana Street, 4 blocks.; Front Street, 3 blocks.

Trading Area: Shopping area includes all towns within a radius of 20 miles, and farther where improved roads have been built in the past two years.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Adtised Products: Passenger automobile agencies: 22; commercial auto. agencies, 11; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 14 (chain, 3); confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 11; druggists, 9 (chain, 1); dry goods, 8; department stores, 4; electrical supplies, 3; florists, 3; fruits, 9; furniture, 4; garages (public), 12; grocers, 51: (chain, 11); hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 14; men's clothing, 12; merchant tailors, 4; milliners, 9; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 14; shoes, 9; sporting goods, 6; stationers, 7; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 17), (dentists, 11); (osteopaths, 1); street car service; gas, natural; electric current, alternating and direct; water, hard.

RIDGWAY, PA.

(Elk County)

1920 Population, 6,037.

City and Suburban Estimate, 10,000.

Native Whites, 90%; **Negroes,** 5%; **Foreign Born,** 5%; **Industrial Workers,** 16%; **English Reading,** 90%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,700.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; Total Resources, $4,049,-715.15. Savings Bank Deposits Total, $2,522,-361.52.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,960.

Location: B. R. & P. and P. R. R

Principal Industries: Electrical and tool machine plants, canneries, silk mill, etc.

Manufacturing Establishments: 12. Leading firms: Ridgeway Dynamo & Engine Co., Elk Tanning Co., Hyde-Murphy Co., Miles-Bement-Pond Co.

Special Information: County seat, 150 miles from Pittsburgh.

Residential Features: One family houses, averaging $6,000. Many beautiful homes.

Retail Shopping Section: Four blocks on Main St. and 3 on Broad St.

Trading Area: On Buffalo-Pittsburgh highway, many towns of 3,000 to 5,000 within 15 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines: tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies 8; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; delicatessen, 1; druggists, 4; dry goods, 12; department stores, 1; electrical supplies, 5; florists, 1: fruits, 12; furniture, 3; garages (public), 8; grocers, 17; hardware, 6; jewelry, 3; meat markets, 15; men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 5; shoes, 4; sporting goods, 6; stationers, 2; women's apparel, 8.

ST. MARYS, PA.

(Elk County)

1920 Population, 6,967. (1924 est., 7,500.)

City and Suburban Estimate, 10,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 95%; **English Reading,** 90%; **Families,** 1,800.

Schools: Public Grade, 3; High, 4; Junior High, 1; Parochial, 2; Number of Pupils, 2,700.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 1; State, 2; Total Resources, $2,500,000. Savings Bank Deposits Total, $1,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 800.

Location: Northwestern part of Pennsylvania. P. R. R. and P. S. & N. R. R. Bus service to nearby towns. To nearest large city by railroad, 5½ hours; by auto 2 hours.

Principal Industries: Railroad shops, clay and coal, carbon plants, incandescent lamp factory, printing, brick.

Manufacturing Establishments: 16. Leading firms: Stackpole Carbon Co., Speer Carbon Co., Penna. Fireproofing Co., Sewer Piper Co., Tannery, Novelty Incandescent Lamp Works, P. S. & N. Shops, Miners, Builders & Mfr. Supply, Machine Shops, Elk Fire Brick Co. Total value of yearly output of factories estimated at $8,381,500.90.

Special Information: Natural gas, coal and clay. Another sewer pipe plant nearing completion will employ 250 to 300 men. During the present year, a new highway will be opened between here and Emporium, Pa., a distance of 20 miles, opening up new avenues of trade.

Residential Features: Mainly private houses, with a few two family houses.

Retail Shopping Section: Extends from public square, which is surrounded by business section.

Trading Area: Eight miles north, south, east and west. Good roads and train service.

Wholesale Houses: Fruits, 1; Miscellaneous lines: Lamp and candy factory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 8; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 2; florists, 3; fruits, 1; furniture, 3; garages (public), 6; grocers, 16; (chain,, 3); hardwars, 4: mens clothing, 5; merchant tailors, 6; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 5; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average number of rainy days per twelve months, 57; most pleasant months, June, July, August, September, October. Doctors (medical, 6); (dentists, 4). Number of wired houses, 780. Gas, natural. Electric current, direct. Water, soft.

SAYRE, PA.

(Bradford County)

1920 Population, 8,078.

City and Suburban Estimate, 25,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Individual Workers,** 75%; **English Reading** 95%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1. Number of Pupils, 1,800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; Total Resources, $2,454,-230.04. Savings Bank Deposits Total, $38,500.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 1,500.

Location: L. V. R. R., Erie and Lackawanna touching on near north. Bus service north and south for 25 miles.

Principal Industries: L. V. R. R. shops, Ingersoll-Rand Tool Co., National Car Wheel & Fdy. Co., Cayuta Mfg. Co., Foreman & Clark Mfg. Co., Tele-meter Co., White Star Mfg. Co., F. G. Corneby Lumber Co.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: Extends from Lockhart St. on north to Hayden St. at Desmond on south, two locks and from Lockhart St. to Packer Ave. at So. Elmer Ave. one block. Outlying neighborhood sections on east side about 2 blocks on Thomas Ave. In West Sayre about 2 blocks on Keystone Ave. Small stores scattered over city.

Trading Area: Ten miles north, 20 miles east, south and west. Intermittent business from greater distances on south and east because of roads and bus service.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies: 7; commercial auto. agencies, 1; automobile accessories, 14; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 20; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 2; grocers, 18; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 8; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 7.

SCRANTON, PA.

(Lackawanna County)

1920 Population, 137,783 (1924, est. 151,000).

City and Suburban Estimate, 400,000.

Native Whites, 78%; **Negroes,** 1%; **Foreign Born,** 21%; **Industrial Workers,** 75%; **English Reading,** 85%; **Families,** 30,000.

Schools: Public Grade, 51; High, 2; Junior High, 1; Parochial, 12; Number of Pupils, 40,-000.

Churches: Baptist, 16; Christian Science, 1; Congregational, 5; Episcopal, 6; Hebrew, 10; Methodist, 15; Presbyterian, 16; Roman Catholic, 31; Miscellaneous, 25.

Banks: National, 5; State, 16; Total Resources, $170,000,000; Savings Bank Deposits Total, $100,000,000.

Theatres: Legitimate, 1; Moving Pictures, 23; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 10. Total number of seats 30,000, including armory, 7,000.

Location: 130 miles from N. Y. City, 160 from Philadelphia. Served by D. L. & W., D. & H., Jersey Central, Erie and Lackawanna & Wyoming Valley, which connects with the L. V. at Pittston (9 miles) and the Penn. at Wilkes-Barre (19 miles). To nearest large city by railroad, 25 minutes; by trolley, 30 minutes; by auto, 50 minutes.

Principal Industries: Coal mined in 1924 valued at $130,000,000. Value of manufactured products in 1923, including coal, $193,000,000. Scranton has 101 silk mills, and is the second largest silk city in U. S. There are 553 manufacturing plants in Scranton, employing more help than in the coal mining industry.

Manufacturing Establishments, 553. Saquoit Silk Co., Scranton Button Co., Scranton Lace Co., Lackawanna Woolen Mills, D. L. & W. machine shops, which are the railroad's principal shops.

Special Information: Largest correspondence school in the world, employing 1,800 hands in Scranton. Nearly 3,000,000 students enrolled in these schools. Present enrollment is 150,000, which fairly represents the average number at one time. Scranton is the metropolis of the anthracite region. Scranton is a cultured city and its people, especially devoted to music, there being upward of 100 music teachers in the city.

Residential Features: City of home owners. Few tenements. On the Lackawanna Trail. 100 miles street railways.

Retail Shopping Section: In the central part of the city are about 24 blocks devoted to retail and wholesale business. Also shopping centers with good sized stores in West Scranton, South Scranton, East Scranton and North Scranton, and in adjoining municipality of Dunmore, which is a part of Scranton in every way except that it has a separate borough government.

Trading Area: On the north and northwest for 50 miles; on the south 10 miles, on the east 20 miles and on the west 15 miles.

Wholesale Houses: Groceries, 16; meats, 14; fruits, 16; hardware, 5; dry goods, 15; miscellaneous lines, coal companies, 72.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 61; commercial auto. agencies, 23; automobile accessories, 28; automobile tire agencies, 27; bakers, 46; cigar stores and stands (including hotels), 29 (chain, 2); confectioners (including hotel stands), 140; delicatessen, 5; dressmakers, 62; druggists, 62 (chain, 3); dry goods, 45; department store, 4; electrical supplies, 24; florists, 28; fruits, 500; furniture, 31; furriers, 20; garages (public), 66; grocers, 705 (chain, 6); hardware, 30; jewelry, 41; meat markets, 135; men's furnishing, 40; men's clothing, 39; merchant tailors, 102; milliners, 35; opticians, 15; photographers, 18; pianos (and miscellaneous musical instruments), 15; radio supplies, 25; restaurants (including hotels), 400; shoes, 39; sporting goods, 10; stationers, 5; women's apparel, 30.

Miscellaneous Data: Average temperature, 49.4 degrees; average number of rainy days per twelve months, 137; most pleasant months, June, Sept., October; doctors (medical, 214); (dentists, 110); (osteopaths, 9); number of wired houses, 25,000; street car service. gas, artificial; electric current, alternating and direct; water, soft.

SHAMOKIN, PA.

(Northumberland County)

1920 Population, 21,204.

City and Suburban Estimate, 50,000.

Native Whites, 65%; **Foreign Born,** 35%; **Industrial Workers,** 35%; **English Reading** 95%; **Families,** 12,000.

Schools: Public Grade, 16; High, 4; Parochial, 6; Number of Pupils, 12,000.

Churches: Baptist, 1; Christian Science, 1; Congregational 1; Episcopal 1; Hebrew 1; Methodist 3; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 6.

Banks: National, 4; State, 5; Total Resources, $70,000,000. Savings Bank Deposits Total, $63,-000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 12,500.

Location: Central Pennsylvania in lower region of Anthracite belt. On Phila. & Reading, and Pennsylvania R. Rds. City and trolley—connecting suburbs. $1,000,000 monthly paid to employes of collieries, silk, and other industries. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Coal and silk, overalls, and hosiery mills, railroad shops.

Manufacturing Establishments: 10. Leading firms: J. H. & K. Eagle Silk Co. Total value of yearly output of factories estimated at $30,-000,000.

Residential Features: One and two family houses; some apartments. Mostly private homes. Many new residential sections being opened.

Retail Shopping Section: Independence, Shamokin, Market, Spruce, Second, and Sunbury Sts., all covered by trolley routes. From 8 to 12 blocks.

Trading Area: Within a radius of 19 miles each direction.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 4; dry goods, 2; Miscellaneous Lines, candy manufacturers, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 4; automobile accessories, 16; automobile tire agencies, 24; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 15: druggists, 18; dry goods, 9; department stores. 8; electrical supplies, 22; florists, 7; fruits, 23; furniture, 12; furriers, 5; garages (public), 16; grocers, 178; hardware, 12; jewelry, 8; meat markets, 28; men's furnishings, 10; men's clothing, included; merchant tailors, 15; milliners, 12; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 17; shoes, 15; sporting goods, 6; stationers, 3; women's apparel, 17.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct.; doctors, (medical, 20), (dentists, 16), (osteopaths, 6); number of wired houses, 2,500; gas, artificial; electric current, alternating; water, soft.

SHARON, PA.

(Mercer County)

1920 Population, 21,747.

City and Suburban Estimate, 60,000.

Native Whites, 84%; **Negroes,** 1%; **Foreign Born,** 15%; **Industrial Workers,** 60%; **English Reading,** 90%; **Families,** 5,200.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 4,300.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7; United Presbyterian, 1.

Banks: National, 3; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 5,218.

Location: On Pennsylvania-Ohio State line

PENNSYLVANIA (Cont'd)

midway between Pittsburgh and Erie, Penna., Erie, L. S., P. & L. E. and B. & O. Ry's.

Principal Industries: Iron and steel, tin plate, tank cars, steel castings, auto parts, electrical equipment, hardware. To nearest large city, by railroad, ½ hour; by trolley, 1 hour; by auto, 45 minutes.

Manufacturing Establishments: Westinghouse, Carnegie Steel Co., Sharon Steel Hoop, American Steel Foundries, American Steel & Wire, American Sheet & Tin Plate Co., National Malleable Castings Co., Petroleum Iron Works, Standard Tank Car Co., Aetna Foundry and Machine Co., Air Reduction Sales Co., Keystone Eng. Co., Pickhands Mather Co., Reliance Coal & Coke Co., Sharon Fire Brick Co., Sharon Hardware Mfg. Co., Sharon Pattern Works, Sharpsville Boiler Works, Sharpsville Furnace Co., Shenango Furnace Co., Standard Slag Co., Valley Mould & Iron Co.

Residential Features: Mostly two- story homes. New residential section started in 1920 and now mostly built up with homes valued at $10,000 to $30,000.

Retail Shopping Section: Confined to small downtown sections 4 blocks on Main St. and side streets one block.

Trading Area: About 25 miles north, east and south. West 10 miles. Trolley from 5 large suburban towns and excellent roads bring shoppers to Sharon.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 4; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 18; commercial auto agencies, 15; automobile accessories, 20; automobile tire agencies, 17; bakers, 9; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 20; druggists, 11 (chain, 1); dry goods, 7; department stores, 10; electrical supplies, 6; florists, 2; fruits, 12; furniture, 6; furriers, 1; grocers, 80 (chain, 9); hardware, 4; jewelry, 7; meat markets, 24; men's clothing, 17; merchant tailors, 9; milliners, 12; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 20; shoes, 11; sporting goods, 7; stationers, 4; women's apparel, 14.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 19), (dentists, 12), (osteopaths, 3); number of wired houses, 4,375; street car service; gas, natural; electric current, alternating; water, hard.

See announcement column 4

SHENANDOAH, PA.

(Schuylkill County)

1920 Population, 24,726.

City and Suburban Estimate, 40,000.

Native Whites, 68.5%; **Negroes,** 0.1%; **Foreign Born,** 31.4%; **Industrial Workers,** 31%; **English Reading,** 80%; **Families,** 4,560.

Schools: 16; **Number of Pupils,** 5,500.

Churches: 27.

Banks: 5; Total Resources, $9,000,000.

Theatres: 3; Total number of seats, 2,800.

Location: To nearest large city, by railroad, 4 hours; by auto, 5 hours.

Residential Features: One and two family houses.

Retail Shopping Section: 19 blocks.

Trading Area: Radius of ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and cigar stands (including hotels), 8; confectioners (including hotel stands), 14; dressmakers, 18; druggists, 8; dry goods, 10; department stores, 2; electrical supplies, 6; florists, 3; fruits, 5; furniture, 5; garages (public), 14; grocers, 27; hardware, 5; jewelry, 3; meat markets, 18; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 11; sporting goods, 3; stationers, 2; women's apparel, 3.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct.; doctors (medical, 16), (dentists, 7); street car service; gas, natural; electric current, alternating; water, soft.

STROUDSBURG, PA.

(Monroe County)

1920 Population, 5,278.

City and Suburban Estimate, 24,925.

Native Whites, 93.5%; **Negroes,** 1.5%; **Foreign Born,** 5%; **Industrial Workers,** 21%; **English Reading,** 96%; **Families,** 1,334.

Schools: Public Grade, 2; High, 2; Junior High, 1; Number of Pupils, 1,460.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $6,100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of D. L. & W. Railroad between New York and Buffalo, 80 miles from New York. Terminal of Belvidere Division of Penna. Railroad, 84 miles from Philadelphia. Terminal of N. Y. S. & W. and terminal of Wilkes-Barre & Eastern feright line. Located on the Trail, and also north to Port Jervis, on Lackawanna Trail, with bus line transportation. Through trolley service to Philadelphia. To nearest large city, by railroad, 1 hour; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Silks, woolens, glassware, cut glass, leather, elevators and hoisting engines, stoves and ranges, metal products, building bricks, paper, lumber, wood novelties, vinegar, food products, therapeutic devices, flour and feed.

Manufacturing Establishments: 45. Kitson Woolen Mills, Derry Silk Co., Monroe Silk Co., N. Y. S. & W. Railroad Shops, Stroudsburg Cut Glass Co., Elk Tanning Co., Analomink Paper Co., Galvanized Products Co., Lenape Silk Co., Stanford Silk Co., L. A. W. Silk Co., The Tanite Co. Annual output, $9,377,900.

Special Information: Stroudsburg is located in the heart of the Pocono Resort Section, 4 miles from Delaware Water Gap and 14 miles from Mount Pocono, and provides the only shipping center in the entire resort region.

Residential Features: Practically all one- and two-family houses with a few flats. No tenements. Many beautiful homes on hill section are above the $10,000 class. Splendid broad streets with large shade trees add to the beauty of the residential section.

Retail Shopping Section: Begins on Main St. at Eighth and continues on down Main Street to Third Street. On block north and one block south on Seventh Street and one block north on Sixth Street.

Trading Area: North, 25 miles; west, 25 miles; south, 10 miles; east, 4 miles. The Delaware River shuts off trade from the east except opposite Portland Bridge where trade is drawn from the Blairstown section, a distance of 20 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto agencies, 5; automobile accessories, 13; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels, 26 (chain, 8); confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 7; furniture, 5; furriers, 1; garages (public), 8; grocers, 12 (chain, 8); hardware, 4; jewelry, 3; meat markets, 6 (chain, 1); men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 10), (dentists, 4), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

SUNBURY, PA.

(Northumberland County)

1920 Population, 15,721.

City and Suburban Estimate, 50,000.

Native Whites, 97.6%; **Negroes,** 0.1%; **Foreign Born,** 2.3%; **Industrial Workers,** 35%; **English Reading,** 98%; **Families,** 3,948.

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 3,750.

Churches: Baptist, 1; Christian Science, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Discount Co., 1; Total Resources, $7,480,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,800.

Location: 54 miles north of Harrisburg at confluence of the north and west branches of the Susquehanna River, on the Penna. R. R., D. L. & W., and P. & R. R. Rs. To nearest large city, by railroad, 1¼ hours; by auto, 1¼ hours.

Principal Industries: Silks, caskets, shirts, overalls, coal, lumber, vehicles, cigars, waists, bed springs, dye-stuffs, grain, flour, sash, doors and blinds, cement products.

Leading Firms: Home of Susquehanna Silk Mills.

Residential Features: Principally two-story houses with 3 modern apartments and duplexes.

Retail Shopping Section: On Market St., seven blocks; Third St., two blocks; Fourth St., two blocks, and several intersecting streets.

Trading Area: North to Williamsport; south to Harrisburg; east to Shamokin; west to Lewistown; embracing many small communities and a prosperous farming district.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; confectionery, 1; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 18 (chain, 2); confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 14; druggists, 10; dry goods, 5; department stores 2; electrical supplies, 5; florists, 1; fruits, 3; furniture, 6; furriers, 1; garages (public), 8; grocers, 74 (chain, 13); hardware, 3; jewelry, 5; meat markets, 7; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 19; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 88; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 19), (dentists, 10), (osteopaths, 3); number of wired houses, 3,415; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement column 3

SUSQUEHANNA, PA.

(Susquehanna County)

1920 Population, 3,764.

City and Suburban Estimate, 6,000.

Native Whites, 90%; **Foreign Born,** 10%; **Railroad Workers,** 75%; **English Reading,** 97%; **Families,** 931 (Dwellings, 802).

Schools: Public Grade, 1; High, 1; Parochial, 1. Number of Pupils, 968; 500 in Public—400 in Parochial.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: 1 Christian Missionary Alliance.

Banks: National, 2; Total Resources, $3,000,000.

Theatres: Hogan Opera House. Total number of seats, 800.

Location: On Erie R. R. and D. & H. R. R. To nearest large city (Scranton), by railroad, 3 hours; by auto, 2 hours.

Manufacturing Establishments: Erie R. R. repair shop and one furniture factory—Susquehanna Furniture Co., one mattress factory—Susquehanna Mattress Co., one silk mill, Oakland Rayon Silk Co.

Special Information: Erie R. R. payroll here runs over $250,000 per month. Rich farming section surrounds Susquehanna.

Residential Features: Mostly one family homes About 70% of the people own homes; 30% own cars.

Retail Shopping Section: Main Street, 4 blocks; East Main, one block; Erie Ave., one block; Exchange St., one block and one-half; Franklin Ave., one-half block; Grand St., one block. Several neighborhood groceries.

Trading Area: 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto agencies, 2; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 2; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 4; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 15 (chain, 3); hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months, April, to December; doctors (medical, 6), (dentists, 2), (osteopaths, 1); number of wired houses, 750; electric current, alternating; water, hard.

TAMAQUA, PA.

(Schuylkill County)

1920 Population, 12,363.

City and Suburban Estimate, 19,500.

Native Whites, 90%; **Foreign Born,** 10%; **English Reading,** 95%; **Families,** 4,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, $8,130,964.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,000.

Location: On Phila. & Reading Railroad, Central Railroad of New Jersey, and Lehigh and New England R. R. Central terminus for P. R. R., between Phila. and Williamsport and Western terminus for Central from New York. Excellent shipping facilities with direct lines to Phila. and New York. To nearest large city, (Phila.) by railroad, 2½ hours; by auto, 4 hours.

Principal Industries: Anthracite coal mining and railroad terminal. At western end of Lehigh coal and navigation mining operation, also the Phila. & Reading operation in the Schuylkill Valley.

Manufacturing Establishments: 8. Leading firms: Tamaqua Mfg. Co., Taubel Knitting Mills, Bob & Boskind Shirt Factory, Remaly Mfg. Co. Total value of yearly output of factories estimated at $8,000,000.

Special Information: Tamaqua is one of the rapidly growing cities of Eastern Pennsylvania. Situated at the extreme southern end of the anthracite coal field, its large deposits of hard coal have only been touched. The coal companies have recently opened up new operations, which are scheduled to be the largest of their kind in the anthracite district. A new railroad classification yard was opened in April 1925.

Residential Features: Consist mostly of single homes, well maintained, owned privately by individuals.

Retail Shopping Section: Extends from two blocks from center of town on west to three blocks to east of central part, and north and south from central part one block each way.

Trading Area: Extends six miles east and west, and five miles north and south.

Wholesale Houses: Groceries, 1; meats, 1; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 5; auto. tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 4; furriers, 2; garages (public), 7; grocers, 20 (chain, 5); hardware, 3; jewelry, 2; meat markets, 5 (chain, 2); men's furnishings, 6; men's clothing, 7; merchant tailors, 3; milliners, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, April to December; doctors (medical, 8), (dentists, 8), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

TARENTUM, PA.

(Allegheny County)

1920 Population, 8,925. (1925 est., 10,100.)

City and Suburban Estimate, 35,000.

Native Whites, 70%; **Negroes,** 5%; **Foreign Born,** 25%; **Industrial Workers,** 80%; **English Reading,** 86%; **Families,** 6,848.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,107.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 3; Miscellaneous: Lutheran, 4; others, 5.

Banks: National, 2; State, 2; Total Resources,

Continued on page 232

The Sunbury Daily

Established 1872

MEMBER A. B. C.

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Sept. 30, 1925

7031

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Special Representative:

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PENNSYLVANIA (Cont'd)

Tarentum (con't)

$8,892,043. Savings Bank Deposits Total, $7,745,211.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,100.

Location: On Allegheny River, 22 miles northeast of Pittsburgh. Penn. R. R. Good steamboat navigation to Pittsburgh and south. Trolley connection with Pittsburgh. To nearest large city, by railroad, 1½ hours; by trolley, 2½ hours; by auto, 1½ hours.

Principal Industries: Steel, plate glass, paper mill, bottle factories, sand and gravel, chemicals.

Manufacturing Establishments, 7. Leading firms: Pittsburgh Plate Glass Co., Allegheny Steel Co., West Penn Steel Co., Penna. Salt Mfg. Co., Ford Motor Co.

The industrial output in dollars below includes that of the Allegheny Steel Co., which is not in the city limits, but in which plant 1,500 Tarentum men are employed. Total value of yearly output of factories estimated at $32,000,000.

Special Information: Tarentum is on the Allegheny River, center of the rich Allegheny Valley industrial district, in the heart of Western Pennsylvania's great field of natural resources. Coal and gas in abundance, with an output in a 12-mile radius that is not exceeded anywhere in the soft coal district. Industries booming. $4,000,000 addition to Pittsburgh Plate Glass Co. plant near completion, with $2,000,000 additional unit just finished. 60% of all Pittsburgh Plate Glass products at this plant. Ford Motor Co., recently took over Allegheny Plate Glass Co. plant, and has added $1,000,000 unit, with more additions planned. Ford Company building model suburbs. New government dam one mile north Tarentum is booming steamboat navigation in Allegheny Valley. $350,000 campaign for street widening in business section now under way. Wages high, population in exceptionally fine financial circumstances. Over 70% of families own automobiles.

Residential Features: Tarentum is a borough of middle class residences, in only one street are tenement and crowded living quarters found. Average home two story structure, 20% of brick. Extreme heights district is the center of finest homes, colonial, bungalow types of brick and stucco.

Retail Shopping Section: Center of shopping district is Corbet St. between 3rd and 6th Aves. Nine business blocks, along Corbet St. or south of it. Corbet St. runs north and south to the river, with lower 5th, 4th and East 6th Ave. crossing it and comprising the business blocks.

Trading Area: Five miles north and south, along the Allegheny River and "Heights" district. The West Penn trolley and cross town trolley provide accommodations.

Wholesale Houses: Miscellaneous lines; sand and gravel, 1; confectionery, 1; dairy products, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 21; automobile tire agencies, 21; bakers, 7; cigar stores and stands (including hotels), 54 (chain, 2); confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 50; druggists, 6; dry goods, 11; department stores, 4; electrical supplies, 3; florists, 2; fruits, 8; furniture, 6; garages (public), 17; grocers, 32 (chain, 8); hardware, 6; jewelry, 3; meat markets, 12; men's furnishings, 10; men's clothing, 24; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 11; shoes, 5; sporting goods, 8; stationers, 10; women's apparel, 32.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 70; most pleasant months, June, July, August, Sept., Oct.; doctors (medical, 24), (dentists, 8), (osteopaths, 2); number of wired houses, 1,435; street car service; gas, natural; electric current, alternating and direct; water, soft.

See announcement column 4

TITUSVILLE, PA.

(Crawford County)

1920 Population, 8,432.

City and Suburban Estimate, 10,000.

Native Whites, 80%; **Negroes,** 2%; **Foreign Born,** 18%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 2,550.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,745.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $11,167,968.83. Savings Bank Deposits Total, $4,002,825.38.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 2,050.

Location: Titusville is situated in the extreme eastern part of Crawford County, about 100 miles north of Pittsburgh, and 50 miles southeast of Erie, and is served by Pennsylvania and New York Central Railroads.

Principal Industries: Iron, steel and oil.

Manufacturing Establishments, 15. The Titusville Iron Works Co., Titusville Oil Works, The American Radiator Co., American Oil Works The Cyclops Steel Co., The Schatt & Morgan Cutlery Co., Titusville Forge Co., Crew Levick Co., Oil Creek Refining Co. Total value of yearly output of factories estimated at $22,500,000.

Special Information: Titusville is the birthplace of the oil industry and a considerable quantity of high grade Pennsylvania crude oil is still produced in the region roundabout.

Residential Features: No tenement section; large majority of residents own their own homes, which are of substantial type. There are also many handsome residences. Titusville being credited with 30 millionaires.

Retail Shopping Section: Spring St., 2 blocks west, 1 block east; Diamond St., 1 block east; Franklin St., 1 block north, 2 blocks south; Central Ave., 2 blocks west, 2 blocks east, and a few outlying sections with grocery, meat and other small shops.

Trading Area: Extends about 15 miles in all directions.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 7; automobile accessories, 17; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 18; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 5 garages (public), 12; grocers, 42; hardware, 4; jewelry, 5; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 8; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 20; shoes, 7; sporting goods, 2; stationers, 8; women's apparel, 9.

TYRONE, PA.

(Blair County)

1920 Population, 9,084; (1925 est., 10,500).

City and Suburban Estimate, 15,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 10%; **English Reading,** 97%.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 2,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; Total Resources, $5,500,000. Savings Bank Deposits Total, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,165.

Location: On main line P. R. R., midway between Harrisburg and Pittsburgh. Junction point. Junction point of L. P. T. Tyrone & Clearfield; Bald Eagle branches of P. R. R. open up coal and coke regions of Cambria and Clearfield counties. Direct connections north, south, east and west; 50 passenger, 200 freight trains daily. Trolley connection with neighboring towns. Bus lines. State highways. To nearest large city, by railroad, ½ hour; by trolley, 45 minutes; by auto, ½ hour.

Principal Industries: Paper, shirts, drugs, boiler and foundry works, railroad shops, heaters, planing mills.

Manufacturing Establishments, 16. Leading firms: W. Va. Pulp & Paper Co., Reader Bros. Boiler & Heater Works, J. C. Stine Foundry, Wilson Chemical & Mfg. Co., Barr Mfg. Co., F. D. Beyer Planing Mill and Eureka Shirt Mfg. Co.

Special Information: On Wm. Penn Highway and Horseshoe Trail. Mineral resources, shale, ganister rock, limestone, clay and sands. Wholesale center. Annual postal receipts $1,760,565.57; 36 out- and 36 incoming mails daily.

Residential Features: Residential section mainly one-family houses, private houses predominating. Labor and capital blend to the highest degree, which accounts for practically the entire town being composed of attractive and well kept residences.

Retail Shopping Section: Five blocks on 10th, 4 blocks on Penn. Ave. Convenient to bus, trolley and steam lines. Neighborhood stores.

Trading Area: 30 miles north and south and 10 miles east and west, trolley and bus connection.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 2; Miscellaneous lines, drugs, coffee, tea, sugar.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 10; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 20; druggists, 8; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 2; fruits, 11; furniture, 3; furriers, 1; garages (public), 10; grocers, 32 (chain, 10); hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 6 opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 19; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 8), (dentists, 5), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

UNIONTOWN, PA.

(Fayette County)

1920 Population, 15,692.

City and Suburban Estimate, 35,000.

Native Whites, 69%; **Negroes,** 17.6%; **Foreign Born,** 13.4%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 5,229.

Schools: Public Frade, 7; High, 1; Parochial, 2; Number of Pupils, 6,522.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 3; State, 4; Total Resources, $27,000,000. Savings Bank Deposits Total, $4,200,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 8,000.

Location: P. R. R., B. & O., and West Penn Ry. Co.

Principal Industries: Coal, mining, coke, radiators and enamel ware, lumber and brick.

Manufacturing Establishments: 1. Leading firms: Richmond Radiator Co.

Special Information: Located on National Pike and surrounded by rich coal fields. Heavy tourist traffic and active chamber of commerce and active merchants club.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 4; automobile accessories, 22; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 40; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 4; department stores, 2; electrical supplies, 10; florists, 4; fruits, 20; furniture, 7; garages (public), 14; grocers, 25; hardware, 6; jewelry, 4; meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 10; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

WARREN, PA.

(Warren County)

1920 Population, 14,272.

City and Suburban Estimate, 20,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 3,500.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 2; Brethren, 1; Nazarene, 1; Evangelical, 2.

Banks: National, 3; State, 2; Total Resources, $25,699,629.58. Savings Bank Deposits Total, $18,683,286.01.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 2,200.

Location: On Allegheny River, 160 miles above Pittsburgh; on main line of Philadelphia and Erie Division of Pennsylvania; D. A. V. branch New York Central; Buffalo and Allegheny Valley division of Pennsylvania. Trolley service to Jamestown, N. Y., and Sheffield, Pa. Hourly bus service to Youngsville, Pa., and Sugargrove, Pa. To nearest large city, by trolley, 1¼ hours; by auto, 45 minutes.

Principal Industries; Petroleum refining, furniture manufacture, sheet metal construction, axe and tool manufacture; patent medicine manufacture, chemical manufacture, car repair shops mail order houses.

Manufacturing Establishments: 90. Struthers & Wells Co., Warren Axe & Tool Co., New Process Co., Piso Co., Conewango Furniture Co., Warren Furniture Co., Crescent Furniture Co., 9 independent oil refineries. Total value of yearly output of factories estimated at $20,000,000.

Special Information: Warren has eleven independent petroleum refineries, and, being located in the center of Pennsylvania oil fields, is one of the largest producers of petroleum products in the United States. Is also a center for the manufacture of high grade furniture.

Residential Features: More than 75 per cent of the people own their own homes, which are mainly one-family dwellings. There are no tenements and no "poor" section. A number of residents of the city have made fortunes in oil and lumber, some of these owning homes valued at upwards of $100,000.

Retail Shopping Section: Extends from Poplar St. on Pennsylvania Ave., 12 blocks east to Carver St.; 2 blocks on Liberty St., from Pennsylvania Ave. to Market St., and 1 block on Hickory Street, from Pennsylvania Ave. to Third Ave.

Trading Area: Extends north 16 miles to New York State Line; west 16 miles, south 20 miles and east 20 miles. The towns in the trading area being connected to Warren by trolley lines, bus lines and hard surfaced roads.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; Miscellaneous Lines, 2 bread and bakers' goods, 2 candy, 2 soft drinks, 2 cigars, 1 ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 17 (chain, 1); delicatessen, 1; dressmakers, 16; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 5; fruits, 4; furniture, 6 (chain, 1); furriers, 1; garages (public), 7; grocers, 65 (chain, 14); hardware, 5; jewelry, 7; meat markets, 14; men's furnishing, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 47 degrees; most pleasant months, June to October; doctors (medical, 20), (dentists, 14), (osteopaths, 2); number of wired houses, 4,500; street car service; gas, natural; electric current, alternating; water, hard.

WASHINGTON, PA.

(Washington County)

1920 Population, 21,480.

City and Suburban Estimate, 46,000.

Native Whites, 80%; **Negroes,** 15%; **Foreign** 5%; **Industrial Workers,** 15%; **English Reading,** 92%; **Families,** 6,137.

Schools: Public Grade, 3,700; High, 700; Junior High, 200; Parochial, 230; Number of Pupils, 4,830.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 3; Total Resources, $29,000,000. Savings Bank Deposits Total, $7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: On Penna. and B. & O., Waynesburg and Washington connecting railroad between Penna. and B. & O. Buses connect counties of Washington and Green, and trolleys with Pittsburgh, 32 miles distant. To nearest city (Pittsburgh), by railroad, 1 hour; by trolley, 1¾ hours; by auto, 1¼ hours.

Principal Industries: Glass jars, tableware, cathedral glass, woven wire glass, window glass (7 glass factories), tinplate.

Manufacturing Establishments, 26. Leading firms: Hazel-Atlas Glass Co., Highland Glass Co., Sidway-Topliff Co., Duncan-Miller Glass Co., Washington Tin Plate Co., Tyler Tube & Pipe Co., Pittsburgh Sheet Glass Co. Total value of yearly output of factories estimated at $45,000,000.

Special Information: One of the largest glass manufacturing centers in the country. Large toy factory. Two large coal mines in city limits. The George Washington Hotel, costing $2,000,000, is owned by 960 community stockholders. New $750,000 hospital in course of construction.

Residential Features: 90% homes owned, private houses predominating. Several very fine residences ranging from $75,000 to $500,000.

Retail Shopping Section: Main and Chestnut Sts., 6 blocks each.

Trading Area: 25 miles in each direction, covered by buses, trolley, railroads and improved highways.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 6; automobile accessories, 14; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 22; delicatessen, 3; dressmakers, 16; druggists, 14 (chain, 1); dry goods, 10; department stores, 1; electrical supplies, 3; florists, 3; fruits, 20; furniture, 5; furriers, 3; garages (public), 3; grocers, 70 (chain, 30); hardware, 5; jewelry, 5; meat markets, 20; men's furnishings, 6; men's clothing, 13; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct.; doctors (medical, 30), (dentists, 7), (osteopaths, 4); number of wired houses, 3,600; street car service; gas, natural; electric current, alternating; water, hard.

WAYNESBORO, PA.

(Franklin County)

1920 Population, 9,720.

City and Suburban Estimate, 20,000.

Native Whites, 98%; **Negroes,** 1.5%; **Foreign Born,** 0.5%; **Industrial Workers,** 35%; **English Reading,** 99%; **Families,** 2,200.

Schools: Public Grade, 24; High, 1; Junior

Established 1904

The Valley Daily News

"The People's Paper"

TARENTUM, PA.

Brackenridge, Natrona, Creighton, Glassmere, Springdale

Serving 65,000 people in rich steel, plate glass, chemical and paper industrial district of the Lower Allegheny Valley.

No other newspaper in field.

Ford Motor Co.; 2 millions in plate glass expansion.

Pittsburgh Plate Glass Co., 13 millions in local rebuilding program.

2 Steel Companies manufacturing automobile steel.

Second largest milk bottle factory in the world. Diversified industries—No slump season.

PENNSYLVANIA (Cont'd)

High, 2; Parochial, 1; Number of Pupils, 2,049.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1; Trinity Reformed, 1; St. Paul Reformed, 1; Reformed Mennonite, 1; Otterbein U. B., 1; A. M. E., 1; First U. B., 1; First Brethren, 1; Church of Christ, 1; Church of the Brethren, 1; Assemblies of God, 1; Gospel Hall, 1.

Banks: National, 2; State, 1; Total Resources, $10,600,000. Savings Bank Deposits Total, $7,700,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: In southern Pennsylvania 70 miles southwest of Harrisburg (State Capital), near Maryland line, in the Cumberland Valley. Is served by Penn R. R. and Western Maryland Ry. Has excellent trolley service on lines of Potomac-Edison Co. System of electric buses operates over suburban trade territory. To nearest large city, by railroad, 3½ hours; by auto, 3 hours.

Principal Industries: Manufacture ice making and refrigerating machinery, grinders, bolt cutters, nut threading machines, tractors, threshers, sawmills, engines (traction and portable), vises, electric program clocks, garage equipment, nut facing machines, nut locks, engine bronzes, journal bearings, self-opening die heads, collapsible taps, pipe nipples, card index machines, automatic phonographs, reamers, underwear, men's clothing, hosiery.

Manufacturing Establishments, 12. Leading firms: Frick Co., Landis Tool Co., Emerson-Brantingham Co., Landis Machine Co., Bostwick-Lyon Bronze Co., Victor Tool Co., Wayne Tool Mfg. Co., Waynesboro Knitting Co. Total value of yearly output of factories estimated at $12,000,000.

Special Information: Waynesboro is the center of a rich agricultural, fruit-growing and dairying section. Is buying center for Blue Ridge Summit and Pen Mar Summer Resorts, where there are numerous large hotels and boarding houses. Town has no foreign population Majority of workmen own their homes.

Residential Features: Residence section made up wholly of private homes, with no tenement sections. New and restricted residence section now growing.

Retail Shopping Section: Extends over four blocks on main business street. Business section is extending also to four blocks on two streets intersecting the main business street.

Trading Area: Extends 10 miles north, south, east and west, and includes a number of smaller towns. Greencastle, Pa., with population of about 2,500, is included in this trade territory. On special trade days buyers are brought to Waynesboro from an area much more extensive.

Wholesale Houses: Groceries, 1; fruits, 3; Miscellaneous Lines, 1 tobacco and cigars.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 10; dressmakers, 10; druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 6; florists, 3; fruits, 5; furniture, 4; furriers, 1; garages (public), 10; grocers, 30 (chain, 4); hardware, 4; jewelry, 4; meat markets, 10; men's furnishing, 3; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 12; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct.; doctors (medical, 14), (dentists, 6), (osteopaths, 1); number of wired houses, 2,600; street car service: gas, artificial; electric current, alternating: water, soft.

WEST CHESTER, PA.

(Chester County)

1920 Population, 11,717.

City and Suburban Population, 12,500.

Native Whites, 77%; Negroes, 20%; Foreign Born, 3%; Industrial Workers, 16%; English Reading, 98%; Families, 3,500.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,827.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 3; Total Resources, $11,634,079.58. Total Bank Deposits, $8,000,023.83.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: In southeastern section of Chester Co. on P. R. R., 22 miles west of Philadelphia. Rapid transit connection with Philadelphia, Coatesville, Kennett Square, with lines connecting elsewhere. Bus lines to Wilmington, Pottstown, Chester, Norristown, etc. P. R. R. branch connecting with main line at Frazer. To nearest large city (Phila.), by railroad, 1 hour; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Wheels, cream separators, milking machines, shipping tags, gasoline engines, nurseries, crayon.

Manufacturing Establishments, 12. Leading firms: Hoopes Bros. & Darlington Spoke and Wheel Works, Sharples Separator Co., Schramm Co., gasoline engines; Denney Tag Co., Keystone Tag Co., Sharples Milker Co., Hoopes Bros. & Thomas, Morris Nursery Co., Brandywine Nurseries, National Crayon Co. Combined value of farm and shop products in Chester Co. in 1920 was $140,211,801. Total value of yearly output of West Chester, estimated at $7,000,000.

Special Information: State Normal, Darlington Seminary, St. Aloysius Academy. One of the richest agricultural counties in the United States.

Residential Features: Private homes predominate. Number of apartment houses recently erected. Many retired persons make their homes here. Several fine building sites which surround the town are being developed.

Retail Shopping Section. Four blocks on Gay and Market Sts., which run parallel; two or more on Walnut, High and Church Sts., crossing Gay and Market.

Trading Area: 10 miles north, south, east and west. Excellent trolley and bus service and good roads bring many shoppers to town.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 3; automobile accessories, 12; automobile tire agencies, 1; bakers, 6; cigar stores and stands (including hotels), 15, (chain, 1); confectioners (including hotel stands), 12; dressmakers, 10; druggists, 8, (chain, 1); dry goods, 6; department stores, 1; electrical supplies, 3; florists, 3; fruits, 7; furniture, 4; furriers, 1; garages (public), 11; grocers, 46, (chain, 8); hardware, 3; jewelry, 6; meat markets, 10, (chain, 2); men's furnishings, 8; men's clothing, 7; merchant tailors, 8; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 13; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 52.7 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 23), (dentists, 12), (osteopaths, 3); number of wired houses, 2,500; gas, natural; electric current, alternating; water, soft.

See announcement columns 3 and 4

WILKES-BARRE, PA.

(Luzerne County)

1920 Population, 73,833. (1924 est., 83,000).

City and Suburban Estimate, 250,000 (22 surrounding towns and mining boroughs).

Native Whites, 79.5%; Negroes, .8%; Foreign Born, 19.7%; Industrial Workers, 24%; English Reading, 80%.

Schools: Public Grade, 13,000; High, 2,000; Parochial, 2,000; Total Number of Pupils, 17,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 7; Methodist, 13; Presbyterian, 8; Roman Catholic, 20; Miscellaneous, 10.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On east bank of Susquehanna River. To nearest large city (Philadelphia), by railroad, 5 hours; by auto, 6 hours.

Principal Industries: Anthracite mining gives 85% of wealth. Third largest silk throwing and weaving center in country. Iron works, locomotives, cement machinery, axles, lace mills, railroad shops, chocolate works, wire rope, etc.

Manufacturing Establishments: Leading firms: Lehigh Valley Coal Co., Lehigh & Wilkes-Barre Coal Co., Susquehanna Coal Co. and a number of independents, including Kingston Coal Co., Vulcan Iron Works, Sheldon Axle & Spring Co., Planters Nut & Chocolate Co., Hazard Mfg. Co., General Cigar Co., Wales Adding Machine Co., Wilkes-Barre Lace Co., Hess Goldsmith Silk Co.

Special Information: Junction point between eastern and mid-western markets. Seldom affected by depression on account of diversified interests. Wilkes-Barre is the actual centre of the anthracite (coal) region; 50,000 men and boys are employed. General Cigar Co., one of the largest in the world, employs 13,000 girls.

Residential Features: A city of beautiful

Continued on page 234

To reach one of the richest industrial and agricultural sections of south central Pennsylvania, use the

WAYNESBORO RECORD HERALD

"Circulation Books Open"

S. G. Lindenstein, Inc.
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Foreign Representative.

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One of the wealthiest country districts in the U. S. A.

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Is it any wonder that so many national advertisers use the

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PENNSYLVANIA and MANILA, P. I. Standard Market Surveys

PENNSYLVANIA (Cont'd)

Wilkes-Barre (con't)

homes, with scientific playground system and acres of parks surrounding residential sections.

Retail Shopping Section: 115 miles of trolley track throughout Wilkes-Barre and suburbs, 155,000 people in one-fare limit, 250,000 within two-fare limit. Adequate bus lines.

Trading Area: Total retail zone 485,000 people. Within wholesale zone 1,423,695.

Wholesale Houses: Groceries, 24; meats, 10; fruits, 21; hardware, 7; dry goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; automobile accessories, 60; automobile tire agencies, 16; bakers, 38; cigar stores and stands (including hotels), 53 (chain, 2); confectioners (including hotel stands), 111; delicatessen, 10; druggists, 50; dry goods, 35; department stores, 15; electrical supplies, 18; florists, 12; fruits, 27; furniture, 24; furriers, 7; garages (public), 43; grocers, 410; hardware, 17; jewelry, 32; meat markets, 103; men's furnishings, 25; merchant tailors, 64; milliners, 23; opticians, 16; photographers, 10; pianos (and miscellaneous musical instruments), 12; radio supplies, 4; restaurants (including hotels), 61; shoes, 27; sporting goods, 5; stationers, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, July, Aug., Sept.; doctors (medical, 230), (dentists, 124), (osteopaths, 111); gas, artificial; electric current, alternating and direct; water, soft.

WILLIAMSPORT, PA.

(Lycoming County)

1920 Population, 36,198.

City and Suburban Estimate, 50,000.

Native Whites, 91.2%; **Negroes,** 2.5%; **Foreign Born,** 6.3%; **Families,** 10,000.

Schools: Public Grade, 15; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 8,305. (Dickinson Seminary).

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 12; Presbyterian, 5; Roman Catholic, 5; Miscellaneous, 24.

Banks: National, 4; State, 5; Total Resources, $7,568,118.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,200.

Location: In Central Penna. on west branch of Susquehanna River. P. R. R., N. Y. C., Reading & Susquehanna and N. Y. Ry. Fine state roads radiate in all directions, including Susquehanna Trail and Horseshoe Trail. Bus service makes Williamsport easily reached.

Principal Industries: Furniture, sole leather, rubber boots and shoes, silk, steel, machinery, motors, railroad shops, sandpapers.

Manufacturing Establishments, 80. Leading firms, Armour & Co., J. K. Mosser Co., U. S. Rubber Co., Lycoming Motors Corp., Crooks-Dittmar Co., U. S. Sand Paper Co., J. K. Rishel Furniture Co., Sweet Steel Co.

Special Information: Great diversity of industries, making business very uniform and depression in business seldom experienced.

Residential Features: Mainly one- and two-family houses, majority of people own their own houses.

Retail Shopping Section: Three blocks east on 3rd St. from Market Square and 3 blocks west from Market Square on West 3rd St. Four blocks west from Market St. on West 4th St. Intersecting 3rd and 4th Sts. the retail section runs for 3 blocks on both Pine and Market Sts.

Trading Area: Extends 25 miles west, 30 north, east and south. Some trade from greater distances because of fine roads and good train service.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 11; automobile tire agencies, 14; bakers, 20; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 55; delicatessen, 1; dressmakers, 29; druggists, 25; dry goods, 17; department stores, 2; electrical supplies, 9; florists, 9; fruits, 9; furniture, 20; furriers, 3; garages (public), 38; grocers, 201; hardware, 9; jewelry, 18; meat markets, 39; men's furnishings, 10; men's clothing, 24; merchant tailors, 8; milliners, 18; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 11; restaurants (including hotels), 61; shoes, 20; sporting goods, 8; stationers, 10; women's apparel, 13.

YORK, PA.

(York County)

1920 Population, 47,512.

City and Suburban Estimate, 144,520.

Native Whites, 93.7%; **Negroes,** 2.8%; **Foreign Born,** 3.5%; **Industrial Workers, Women,** 29.3%; **Men,** 70.7%; **Families,** 11,692.

Schools: Public Grade, 24; High, 1; Parochial, 5; Number of Pupils, 8,396.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 6; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 54.

Banks: National, 8; State, 6; Total Resources, $33,653,431; Savings Bank Deposits Total, $12,739,033.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,450.

Location: On P. R. R., M. & P. R. R., and the W. M. R. R. At intersection of Lincoln Highway and Susquehanna Trail, which cross at right angles in Centre Square. Interurban railway line to Dallastown (7 miles), Wrightsville (11), York Haven (10), Dover (7) and Hanover (18). Bus lines to Gettysburg, East Berlin and Shrewsbury.

Principal Industries: York has nine of the largest industrial plants that lead all others in volume of production in ice-making and refrigerating machinery, bank safes and vaults, water turbines, artificial teeth, wall paper, roofing paper, pretzels, commercial auto bodies and tire chains. Also agricultural machinery, pianos, hosiery, silk, furniture, pottery products, stained glass windows, lime, wire cloth, heating systems, candy, cement.

Manufacturing Establishments, 255. Leading firms, York Mfg. Co., York Safe & Lock Co., S. Morgan Smith Co., Dental Supply Co., Certainteed Products Corp., York Wall Paper Co., York Pretzel Baking Co., Martin-Parry Corp., American Chain Co.; 21,000 people work in York, with a payroll of $21,000,000.

Total value of yearly output of factories estimated at $87,000,000.

Special Information: York leads the U. S. in number of cigars produced, manufacturing one-eighth of all made in U. S. York county 14th in value of production in the entire U. S. Four city markets, farmers bring and sell produce themselves.

Residential Features: Practically all one-family houses, large proportion owned. Very few apartments. Residential sections in three parts of city. No foreign section.

Retail Shopping Section: From Centre Square west on Market St. 4 blocks: east on Market 2 blocks; 2 blocks north and south on George St. All trolley lines cross and transfer at Centre Square. Neighborhood groceries throughout city. No other important retail centres in city. Retail sections in West York and North York, adjoining boroughs usually considered in Greater York.

Trading Area: Covers roughly York County, 12 miles east, 10 miles north, 20 south and 14 miles to eastern limits of Adams Co., including indefinite portion of northern Maryland. Southwest corner includes Hanover, a town of 8,000, which is a small trading center whose people buy greatly in York. Area covered by electric lines and buses, radiating from York, and bus systems on main roads.

Wholesale Houses: Groceries, 6; fruits, 3; hardware, 2; dry goods, 3; miscellaneous lines, shoes, 1; confectioneries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 12; automobile accessories, 12; automobile tire agencies, 50; bakers, 11; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 24; delicatessen, 8; dressmakers, 75; druggists, 18; dry goods, 9; department stores, 4; electrical supplies, 18; florists, 7; fruits, 10; furniture, 30; furriers, 10; garages (public), 64; grocers, 180; hardware, 10; jewelry, 18; meat markets, 45; men's furnishings and men's clothing, 22; merchant tailors, 7; milliners, 19; opticians, 24; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 37; shoes, 20; sporting goods, 6; stationers, 9; women's apparel, 21.

See announcement columns 3 and 4

Standard Surveys of MANILA, PHILIPPINE IS.

MANILA, PHILIPPINE ISLANDS

1920 Population, 1918 Census, 285,306. 1924 (estimated), 300,000.

City and Suburban Estimate, 350,000.

Native Filipinos, 71%; **Chinese,** 21%; **American and European,** 8%; **Industrial Workers,** 20%; **English Reading,** 25%; **Families,** 56,780.

Schools: Public Grade, 95; High, 4; Junior High, none; Private Schools, 137; Catholic, 84; Protestant, 8; Non-Sectarian, 45.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 50.

Banks: 9. Total Resources, $250,000,000; Savings Bank Reports—See attached bank report (A).

Theatres: Moving Pictures, 45; Vaudeville, 2. Total number of seats, 15,000.

Location: On the island of Luzon. Manila Bay at mouth of Pasig River. Steamship lines to all parts of Islands. Foreign steamers to and from all parts of world. Good auto roads throughout Luzon. Many auto bus lines. Manila Railroad Co. lines reach important points in Luzon, fed by auto bus lines.

Principal Industries: Rice milling. Hand embroideries, cocoanut oil and allied products, shoes and slippers, Manila hemp rope, sugar, alcohol, cigars and cigarettes, candies, etc.

Manufacturing Establishments: 8,354. Leading firms, Compania Gral. de Tobacas de Filipino, Ynchanster & Co., U. S. Shoe Co., Atlanta Gulf & Pacific Co., Insular Lumber Co., Cadwallader Gibson Co., Smith, Bell & Co., W. F. Stevenson & Co., Johnson & Pickett Rope Co., Philippine Refining Corporation, etc. Total value of yearly output of factories estimated at $356,094,433 (Census 1918).

Special Information: Center of Philippine commerce and principal seaport. Distributing center for Orient. More than one-half population of the earth live within a radius of 1,700 miles of Manila and more than three-quarters within a radius of 3,500 miles. Fine harbor and one of the finest piers in the world. Ample docking facilities.

Residential Features: Many fine residences. Congested districts thickly populated. Many wealthy Filipinos and Chinese have fine homes, ranging in value from $50,000 to $200,000. Few Americans and Europeans consider themselves permanent enough to warrant their investing in fine homes.

Retail Shopping Section: Widely scattered. Escolta is main rental street. Rasario is Chinese retail street. About 90% of retail business in hands of Chinese.

Trading Area: People come from all parts of Islands. Retail trading area probably includes points in Luzon along railroads and near-by points not on railroad but reached by bus lines.

BANK REPORT (A).

July 12, 1924.

1. Total loans, discounts and overdrafts, July 12, $145,742,888; July 5, $145,704,716.
2. Total investments, July 12, $20,764,738; July 5, $20,307,258.
3. Total due from banks, agencies and branches in Philippine Islands, July 12, $36,081,110; July 5, $36,380,789.
4. Total due from head office and branches which supply working capital to foreign banks doing business in the Philippine Islands, July 12, $4,473,734; July 5, $3,973,540.
5. Total due from other banks, July 12, $17,409,771; July 5, $17,365,904.
6. Total cash on hand: (a) Treasury certificates, July 12, $16,286,936; July 5, $17,431,107; (b) other cash available for reserve, July 12, $1,062,695; July 5, $1,099,704; (c) bank notes, July 12, $1,086,707; July 5, $1,103,330; (d) other cash, July 12, $268,851; July 5, $538,775; total, July 12, $18,705,189; July 5, $20,154,916.
7. Total resources (not a total of above items), July 12, $246,045,877; July 5, $247,392,654.
8. Total demand deposits, July 12, $62,781,929; July 5, $64,682,178.
9. Total time deposits, July 12, $61,400,315; July 5, $61,068,076.
10. Total due to head office or other offices, representing working capital of foreign branch banks doing business in the Philippine Islands, July 12, $29,181,245; July 5, $30,476,982.
11. Total due to banks, agencies and branches in the Philippine Islands, July 12, $5,718,999; July 5, $5,226,822.
12. Total due to other banks, July 12, $1,379,550; July 5, $1,403,575.
13. Total exchange bought by banks since last report—spot, July 12, $3,519,347; July 5, $2,047,042.
14. Total exchange, sold by banks since last report—spot, July 12, $2,737,871; July 5, $2,680,528.
15. Total exchange bought by banks since last report—future, July 12, $2,347,329; July 5, $1,337,939.
16. Total exchange sold by banks since last report—future, July 12, $1,621,471; July 5, $866,138.
17. Total debits to individual accounts since last report, July 12, $26,848,315; July 5, $25,782,464.

General classification of business taxed under each section of the Internal Revenue Law:

KIND OF BUSINESS	No. of privilege tax receipts issued last year at Manila
Merchants and manufacturers	10,317
Peddlers of merchandise	2,016
Common carriers	3,467
Contractors, warehousemen, proprietors of dockyards, and persons selling light, heat or power, as well as persons engaged in conducting telephone or telegraph lines, or exchange, and proprietors of steam laundries and of shops for the construction and repair of bicycles or vehicles of any kind, and keepers of hotels and restaurants	3,167
Tobacco dealers	3,504
Opticians and dental surgeons	118
Photographers, engravers and professional appraisers or connoisseurs of tobacco and other domestic or foreign products	83

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You can get best results by concentrating in the paper "most everyone" reads—

THE YORK DISPATCH

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York's Only Evening Paper

Market Surveys of RHODE ISLAND

ARCTIC, R. I.

(Providence County)

1920 Population, (est.) 4,500 (1925 est. 20,000 for Pawtuxet Valley).

Churches: Baptist, 3; Congregational, 1; Episcopal, 3; Methodist, 3; Roman Catholic, 7.

Banks: National, 1.

Theatres: Moving Pictures, 2. Total number of seats, about 3,500.

Location: Between Providence and Willimantic and between Providence and Hope. New York, New Haven & Hartford Railroad, two branches—one Providence and Hope, one Providence and Willimantic. The latter is one of the direct routes Boston to New York through Providence.

Principal Industries: Cotton manufacturing.

Manufacturing Establishments: Many mills. Leading firms, B. B. & R. Knight, Inc., Crompton Mills, Goddard Mills, Hope & Phenix, Coventry Cotton Mills, Warwick Mills, Livingston Worsted Co.

Special Information: Arctic is the center of several prosperous mill towns, so closely connected that it is hard to define the boundary lines of any of them. It is the shopping center of these towns. It is one of the state's four big textile centers.

Residential Features: There are some splendid residential sections in this community. Near shore resorts. Near Providence. On direct line to New York and Boston. Around several large factories there are well managed mill settlements.

Retail Shopping Section: About ½ mile on Washington, Main and Allen Streets.

Trading Area: Radius from 18 to 20 miles.

Wholesale Houses: Trade is served by Providence.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 9; automobile accessories, 1; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 19; dressmakers, 13; druggists, 9; dry goods, 9; department stores, 1; electrical supplies, 4; florists, 2; fruits, 8; furniture, 5; furriers, 4; garages (public), 12; grocers, 32; hardware, 7; jewelry, 7; meat markets, 17; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 10; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 7; shoes, 12; sporting goods, 3; stationers, 7; women's apparel, 6.

NEWPORT, R. I.

(Newport County)

1920 Population, 30,255.

City and Suburban Estimate, 75,000.

Native Whites, 74.8%; **Negroes,** 7%; **Foreign Born,** 18.2%; **Industrial Workers,** 6.5%; **English Reading,** 95%; **Families,** 6,800.

Schools: Public Grade, 13; High, 2; Parochial, 4; Number of Pupils, 6,100.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 3; State, 3; Total Resources, $30,000,000. Savings Bank Deposits Total, $17,783,854.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 14. Total number of seats, 8,200.

Location: At entrance to Narragansett Bay, N. Y., N. H. & H. R. R. Co. and New England Steamship Co., the former giving direct and quick transportation facilities with Boston, and the latter overnight transportation facilities with New York City. Nearest larger city is 50 minutes by auto, 1½ hours by trolley, and 50 minutes by railroad.

Principal Industries: Torpedo manufacture (Government), chewing gum, cigars, cartoning machinery.

Manufacturing Establishments: 6. Leading firms: U. S. Naval Torpedo Station, New England Steamship Co., repair shops, Listerated Gum Corp., American Cigar Co., Cartoning Machinery Corp., Rueckert Mfg. Co. Total value of yearly output of factories estimated at $596,000,000.

Special Information: Newport is favored by a practically unlimited anchorage in deep and perfectly sheltered harbor. It is not a manufacturing city, but because of its natural beauties and healthful climate it is the summer headquarters for many of the wealthiest families in the country.

Residential Features: Mostly one-family houses. Private homes predominate. One of the finest private residential sections in the world is located in the southeastern part of the city.

Retail Shopping Section: Extends along Thames St. and for about half the length of Broadway, with a small section on Bellevue Ave. There are several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about three miles west and east and about eight miles north.

Wholesale Houses: Groceries, 1; meats, 2; Miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 6; automobile accessories, 32; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 19; delicatessen, 12; dressmakers, 47; druggists, 14; dry goods, 21; department stores, 5; electrical supplies, 11; florists, 16; fruits, 125; furniture, 19; furriers, 5; garages (public), 35; grocers, 126 (chain, 1); hardware, 11; jewelry, 12; meat markets, 61; men's furnishings, 16; men's clothing, 17; merchant tailors, 39; milliners, 17; opticians, 6; photographers, 11; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 58; shoes, 18; sporting goods, 10; stationers, 12; women's apparel, 37.

Miscellaneous Data: Average temperature, 49.5 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, July, Aug., Sept., Oct.; doctors (medical, 30), (dentists, 28), (osteopaths, 2); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, soft.

PAWTUCKET, R. I.

(INCLUDING CENTRAL FALLS)

(Providence County)

1920 Population, 64,248. (1925 est., 69,760.) Central Falls, 24,174. (1925 est., 25,403.)

City and Suburban Estimate, 150,000.

Native Whites, 66.7%; **Negroes,** 0.5%; **Foreign Born,** 32.7%; **Families** (both cities), 21,628.

Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 8,743.

Churches: Baptist, 5; Congregational, 5; Episcopal, 2; Hebrew, 1; Methodist, 3; Roman Catholic, 8; Miscellaneous, 10.

Banks: State, 3; Savings Bank, 1; Morris Plan, 1.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 18.

Location: New York, New Haven & Hartford R. R. Co., Blackstone Valley Transportation Co. Trolley lines from the entire territory come to a point at Main St. Square. Nearest larger city is 15 minutes by auto, 25 minutes by trolley, and 15 minutes by railroad.

Principal Industries: Textile industry, cotton machinery, bolts and nuts, machinery, weaving, gymnasium appartus.

Manufacturing Establishments: Leading firms: J. & P. Coats, Inc., Manville-Jenks Co., Royal Weaving Co., Lorraine Mfg. Co., Sayles Finishing Plants, Narragansett Machine Co., Wm. H. Haskell Mfg. Co., Phillips Wire Co., Potter & Johnston, Seekonk Lace Co.

Special Information: This section is notably one of the large cotton textile centers. However, it is not dependent on this alone, as about 40% of the manufacturing is in other lines. As a result of this diversification of industries, business conditions in this city are generally good.

Residential Features: Largely two and three-family houses with a very few apartment houses. In a few sections only do one-family houses and cottages predominate. Pawtucket is a typical industrial city.

Retail Shopping Section: Extends from Main Street Square, which is the trolley transfer, centering out in both directions on Main St., No. Main St., East Ave. and Broad St., making a total of about 15 blocks. The larger stores are concentrated in space of about six blocks.

Trading Area: Extends to the west to include No. Providence, 4 miles, 7 miles to the north as far as Manville in Rhode Island, and 15 miles to the northeast to Plainsville in Massachusetts, including 11 miles to the city of Attleboro and the towns of North and South Attleboro, in Mass., and 2 miles to the east to include Seekonk.

Wholesale Houses: Groceries, 2; meats, 3; hardware, 1; Miscellaneous lines, 2 confectionery, 2 tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 5; automobiles accessories, 23; automobile tire agencies, 17; bakers, 44; cigar stores and stands (including hotels), 16 (chain, 2); confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 111; druggists, 56 (chain, 2); dry goods, 52; department stores, 5; electrical supplies, 11; florists, 12; fruits, 18; furniture, 31; furriers, 3; garages (public), 4; grocers, 319 (chain, 70); hardware, 8; jewelry, 16; meat markets, see grocers; men's furnishings, 13; men's clothing, 8; tailors, 57; milliners, 37; opticians, 5; photographers, 17; pianos (and miscellaneous musical instruments), 6; radio supplies, 11; restaurants (including hotels), 79 (chain, 1); shoes, 27; sporting goods, 1; stationers, 2; women's apparel, 13.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 126; most pleasant months, August, September, October; doctors (medical, 65), (dentists, 53), (osteopaths, 1); number of wired houses, 20,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

To Place

Your Sales Message

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The Pawtucket Times

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The A. B. C. Auditors' reports on Rhode Island newspapers will explain why you need this newspaper for your sales message to these 150,000 New Englanders.

All leading Providence advertisers use The Pawtucket Times to a greater extent than Providence newspapers with only one exception.

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RHODE ISLAND (Cont'd)

PROVIDENCE, R. I.

(Providence County)

1920 Population, 237,595. (1925—267,918.)

City and Suburban Estimate, 575,000.

Native Whites, 68.2%; Negroes, 2.4%; Foreign Born, 29.4%; Industrial Workers, 24%; English Reading, 89.1%; Families, 54.728.

Schools: Public Grade, 127; High, 4; Junior High, 1; Parochial, 14; Number of Pupils, 43,582.

Churches: Baptist, 21; Christian Science, 2; Congregational, 9; Episcopal, 15; Hebrew, 10; Methodist, 13; Presbyterian, 4; Roman Catholic, 27; Miscellaneous, 32.

Banks: National 7; Trust Companies, 3; Savings Banks, 4; State Banks, 3; Total Resources, $396,515,212.95. The Providence bank clearings for the year 1924 were $621,855,500.

Theatres Legitimate, 1; Moving Pictures, 16; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 32,000.

Location: On main line of N. Y. N. H. & H. R. R. Also the following steamship lines: Providence Line to New York; Colonial Line to New York; Bay State Line to New York; Merchants' and Miners' Transporation Co. to Norfolk, Va., and Providence Block Island Packet Line. Fabre Line to Naples; oil vessels from Port Arthur, Port Lopos, Tampico and Port Neches, Texas. Isthmian and Argonaut Lines from Pacific lumber ports to largest city in state. Nearest larger city is Boston—2 hours by railroad.

Principal Industries: Manufacturing of cotton, woolen and silk goods. Large jewelry manufacturing city. Knit goods and rubber manufacturing, bleaching and dyeing. Manufacturing of soap, notions and novelties. Manufacturing of mill machinery and supplies. Over 350 jewelry manufacturing plants. Metal trades products.

Manufacturing Establishments: 1,274. Leading firms: Gorham Mfg. Co., Brown & Sharpe Mfg. Co., B. B. & R. Knight Co., United States Rubber Co., American Woolen Co., Atlantic Mills, Wanskuck Co., American Screw Co., Joslin Mfg. Co., George E. Boyden & Son, General Fire Exting. Co., Ostby & Barton, Nicholson File Co., United States Finishing Co., Universal Winding Co., American Silk Spinning Co., Davol Rubber Co. Total value of yearly output of factories estimated at over $675,425,000.

Special Information: Second largest city in New England. Large oil distributing port. 1,741,478 tons of oil entered port in 1923. Total tonnage that entered port in 1923, 4,389,409 tons. Gorham Mfg. Co., largest silverware concern in the world. Value of Providence jewelry output over $37,000,000. Total value of worsted goods output, $148,648,000. Over 300 trains arrive at and depart from Union Station every day. State Pier 600 ft. by 120 ft. with housing shed 400 by 110 ft. 1924 street and office building program exceeded all former records by several million dollars.

See announcements this page

Residential Features: Very few large apartment houses. Great majority of homes are one and two-family houses.

Retail Shopping Section: West from College Hill, Westminster, Weybosset, Washington and Fountain Sts. and intersecting streets to Cathedral Square and Franklin St. About nine blocks; south on Broad St. for five blocks. Exchange Place, Suburban, Edgewood, Pawtuxet, East Side, Mount Pleasant, Olneyville, East Providence and South Providence.

Trading Area: Within 25 mile radius. Greatest part of Rhode Island's population is within 15 mile radius. While the population of Providence, according to 1925 census, is but 267,918, merchants figures that 575,000 people live within their trading area.

Wholesale Houses: Grocers, 23; meats, 24; fruits, 21; hardware, 4; dry goods, 16; miscellaneous lines, drug, 5; shoes, 10; jewelry, 8; confectionery, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 15; automobile accessories, 71; automobile tire agencies, 43; bakers, 137; cigar stores and stands (including hotels), 58 (chain, 9); confectioners (including hotel stands), 80; delicatessen, 35; dressmakers, 364; druggists, 207 (chain, 12); dry goods, 133; department stores, 5; electrical supplies, 92; florists, 61; fruits, 45; furniture, 95; furriers, 29; garages (public), 138; grocers, 1,228 (chain, 140); hardware, 45; jewelry, 52; meat markets, 110; men's furnishings, 60; men's clothing, 12; merchant tailors, 285; milliners, 110; opticians, 18; photographers, 40; pianos (and miscellaneous musical instruments), 29; radio supplies, 80; restaurants (including hotels), 313 (chain, 7); shoes, 82; sporting goods, 11; stationers, 16; women's apparel, 70.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 124; most pleasant months, April to Nov.; doctors (medical, 424), (dentists, 192), (osteopaths, 31); number of wired houses, 49,952; street car service; gas, artificial; electric current, alternating, water, soft.

WESTERLY, R. I.

(Washington County)

1920 Population, 9,952. (1925, 15,000.)

City and Suburban Estimate, 42,996.

Native Whites, 74%; Negroes, 1%; Foreign

Continued on page 237

THE

Providence Tribune

EVENING AND SUNDAY

Fair, Decent and Independent

ALL RHODE ISLAND and adjacent parts of the neighboring States make the general field of

The Providence Tribune

Its special particular fields are the Cities of Providence and Cranston and the nearby towns of North Providence, East Providence, Barrington, Warren, Bristol, Johnston, Warwick, West Warwick, Coventry and East Greenwich. Combined they form one of the busiest aggregations of varied industries and highly paid workers.

Providence is NOT a one paper field, as Rhode Island is an Industrial Community and it is therefore an

EVENING NEWSPAPER TERRITORY

IT IS ESSENTIAL TO USE THE TRIBUNE IN COVERING RHODE ISLAND

A FERTILE FIELD FOR ADVERTISERS

104,242

was the average net paid circulation of The Providence Journal and The Evening Bulletin for the six months ending September 30, 1925. This is a *net gain of 3,032* per day over the same period of 1924.

These great newspapers, with their responsive reader influence, offer advertisers coverage of the great majority of English speaking families in Rhode Island.

23c a Line Flat Rate

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Providence, R. I.

Charles H. Eddy Co.
Boston New York Chicago

R. J. Bidwell Co.
Los Angeles San Francisco

Standard Surveys of Markets of RHODE ISLAND and SOUTH CAROLINA

RHODE ISLAND (Cont'd)

Westerly (con't)

Born, 25%; Industrial Workers, 25%; English Reading, 85%; Families, 1,500.

Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 6; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Seventh Day Adventist, 1.

Banks: State, 2; Total Resources, $13,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,210.

Location: On Shore Line Division of N. Y., N. H. & H. R. R.

Principal Industries: Granite, printing presses, webbing and elastic fabrics, cotton cloth, felt woolen, thread, macaroni, silk, florists.

Residential Features: One and two-family houses and a few mill tenements.

Retail Shopping Section: One and one-half miles on Broad, High, Main and Canal Sts., in Rhode Island, and Mechanic and West Broad Sts. on Connecticut side of state line.

Trading Area: About 10 miles (including Pawtucket, Conn.).

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 46; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 6; fruits, 3; furniture, 7; furriers, 2; garages (public), 9; grocers, 38; hardware, 5; jewelry, 6; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 9.

WOONSOCKET, R. I.

(Providence County)

1920 Population, 43,496. (1925 Population, 49,681.)

City and Suburban Estimate, 90,000.

Native Whites, 31,738; Negroes, 38; Foreign Born, 17,872; all others, 33; Families (approximately, 1925),11,000.

Schools: Public Grade, 20; High, 1; Parochial, 7. Number of Pupils, 11,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 9.

Banks: National, 3; State, 7; Total Resources, $5,500,000. Savings Bank Deposits Total, $33,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 8,000.

Location: Woonsocket is 39 miles southwest of Boston, Mass., and 16 miles north of Providence, R. I., at a point on the Blackstone River where is situated the famous Woonsocket Falls. There are three electric roads and two steam roads (Providence-Worcester division and Boston-Pascoag branch of N. Y., N. H. & H. R. R.). Convenient trucking facilities to Boston, Worcester, Providence and Pawtucket. Trolleys and motor busses to Providence, Worcester and all suburban points. Nearest larger city (Providence) is 40 minutes by auto, 1 hour by trolley, and ½ hour by railroad.

Principal Industries: Textiles and Appliances: 125 mills, manufacturing woolen and worsted yarns by French, Belgian and Bradford processes. Numerous mills make cotton, woolen, worsted, plush and corduroy piecegoods. Silks, satins, underwear, bathing suits, handkerchiefs, narrow fabrics, machines, top rolls, shuttles, fiber spools, paper tubes, combs, presses, wool carbonizing, dyeing, bleaching and finishing, rubber shoes, washing wringers, rubber rolls, special order machinery, areoplane motors, brushes, candy, castings, cigars, sheet metal products, wagons and paper boxes.

Manufacturing Establishments: 175. Leading firms: United States Rubber Co., Manville-Jenckes Co., American Wringer Co., Woonsocket Machine and Press Co., Taft-Pierce Manufacturing Co., Guerin Mills, Lawton Spinning Co., Nyanza Mills, Lafayette Worsted, French Worsted, Dunn Worsted, Barni Worsted, Perserverance Worsted, Woonsocket Worsted, Lippit Woolen Co., Verdun Worsted, Desaumont Worsted, Masurel Worsted, Andrews Mills, Branch River Combin Company, and others. Total value of yearly output of factories estimated at $100,000,000.

Residential Features: Especially attractive and wealthy residential sections include Harris Avenue, Blackstone, Prospect and Winter Streets; Oakley, Woodland, Glen and Meadow Roads, in the fourth ward; Elm Street and the Wood Avenue section in the fifth ward; South Main, Providence and adjacent streets in the second ward, and various sections of the first ward. The Fairmount district of Woonsocket and the Union Village district in adjacent North Smithfield, also contain fine residences.

Retail Shopping Section: Extends along Main Street from Young's Square to Monument Square, and includes many stores in the latter section. Also, it extends along Front Street, North Main Street and South Main Street. There are many stores in the Benon, Fairmount, Hamlet, Millerville and Cass Avenue districts. The social district is almost a second city in itself, with many fine stores of all kinds.

Trading Area: Extends approximately 15 miles north, east, south and west.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 2; Miscellaneous, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 33; automobile tire agencies, 10; bakers, 7 wholesale, 18 retail; cigar stores and stands (including hotels), 40 (chain, 4); confectioners (including hotel stands), 60; dressmakers, 48; druggists, 29; dry goods, 31; department stores, 9; electrical supplies, 18; florists, 9; fruits, 18; furniture, 21; furriers, 5; garages (public), 20; grocers, 226 (chain, 29), 3 wholesale; hardware, 9; jewelry, 13; meat markets, 30; men's furnishings, 20; men's clothing, 20; merchant tailors, 2; tailors, 32; milliners, 25; opticians, 9; photographers, 10; pianos (and miscellaneous musical instruments), 15; radio supplies, 16; restaurants, 49; shoes, 27; sporting goods, 5; stationers, 7; women's apparel, 20.

Miscellaneous Data: Average temperature, 78 degrees; average number of rainy days per twelve months, 65; most pleasant months, June, to November; doctors (medical, 31), (dentists, 28), (osteopaths, 5), number of wired houses, 10,000; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

Standard Surveys of SOUTH CAROLINA

ANDERSON, S. C.

(Anderson County)

1920 Population, 10,570.

City and Suburban Estimate, 25,000.

Native Whites, 65%; Negroes, 35%; Industrial Workers, 40%; English Reading, 98%; Families, 2,600.

Schools: Public Grade, 8; High, 2; Number of Pupils, 5,000.

Churches: Baptist, 4; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Anderson is situated in the northwest section of South Carolina on Blue Ridge railway, (southern) C. & W. C. railway, (A. C. L.), Piedmont & Northern Ry., (electric). Nearest larger city (Greenville), 1 hour by trolley; 1 hour by railroad.

Principal Industries: Textile industry in and around city; county is agricultural with average cotton crop of 80,000 bales. Manufacturing cotton cloth, cotton seed oil products, cement products, spring beds and mattresses, hosiery, horse collars, tents and awning, etc.

Manufacturing Establishments, 50. Leading firms: Anderson Cotton Mill (cloth), Brogon Mills, Gluck Mills, Equinox Mills, Riverside Mfg. Co., Orr Cotton Mill, Conneross Mill (asbestos yarn mill now making mops), Anderson Bagging & Tile Co., Southern Concrete Products Co., Johnson Grave Vault Co., Anderson Mattress and Spring Bed Co., Anderson Hosiery Mill. Total value of yearly output of factories estimated at $27,000,000 (county).

Special Information: Anderson is the geographical and business center of Anderson county; 640 square miles, 76,000 population. It is at the foot of the Blue Ridge mountain chain, in the famous Piedmont section. It enjoys a mild even climate the year round, a winter average of 44 degrees and summer average of 76 degrees. Anderson has a street railway and is served by Southern Public Utilities Co., with ample hydroelectric power. Is on Bankhead highway, direct route from East to Florida.

Residential Features: Greatest portion of its city streets paved and well kept. Mostly one family houses. Two apartment houses.

Retail Shopping Section: Plaza Square and the following described territory. North Main st., from Whitner north 5 blocks; McDuffie Street, 12 blocks total. South Main from Whitner South, 6 blocks; east and west; Whitner Street, 7 blocks; Benson Street, 8 blocks; Earle Street, 5 blocks; Orr Street, 3 blocks; Church Street, 5 blocks; Market Street, 3 blocks. Department stores and fashionable shops center and front on Plaza.

Trading Area: Area is Anderson county and small territory beyond. North 30 miles to Pickens and Easley. est 35 miles to Lavonia, Ga., Hartwell, Ga., Elberton, Ga.; south to Iva, 17 miles; southeast to due west, 27 miles. East to Anderson county line, past Belton 10 miles to river, 17 miles.

Wholesale Houses: Groceries, 8; meats, 3; fruits, 1; hardware, 2; dry goods, 1; Miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: (county figures) Passenger automobile agencies, 33; automobile accessories, 30; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; druggists, 25; dry goods, 26; department stores, 1; electrical supplies, 8; florists, 2; fruits, 4; furniture, 7; grocers, 130 (chain, 4); hardware, 18; jewelry, 10; meat markets, 60 (chain, 4); men's furnishings, 20; men's clothing, 15; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 9; restaurants (including hotels), 6 (chain, 1); shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 62 degrees; most pleasant months, Mar., Apr., May, June, Oct., Nov.; doctors (medical, 30), (dentists, 14), (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, soft.

CHARLESTON, S. C.

(Charleston County)

1920 Population, 67,957. (1925, 73,125.)

City and Suburban Estimate, 108,000.

Native Whites, 49.2%; Negroes, 47.6%; Foreign Born, 3.2%; Families, 17,900.

Schools: Public Grade, 9; High, 3; Parochial, 5; Number of Pupils, High, 1,427; Grade, 33,570 Colleges: The Citadel College of Charleston, S. C. Medical College, Ashley Hall, Porter Military Academy, averaging 1,300 students.

Churches: Baptist, 19; Christian Science, 1; Congregational, 2; Episcopal, 22; Hebrew, 4; Methodist, 27; Presbyterian, 9; Roman Catholic, 7; Miscellaneous, 10.

Banks: National, 4; State, 4; Total Resources, $50,000,000. Savings Bank Deposits Total, $35,000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Total number of seats, 7,500.

Location: On Atlantic coast at conjunction of Ashley and Cooper Rivers, seven and one-half miles from the open sea, served by Clyde Line and Baltimore Carolina Co., coastal steamers and having freighters to Europe, South America and the Pacific. Served by Southern Ry. direct route to Cincinnati and the west and by Atlantic Coast Line and Seaboard Air Line R. R. Directly on fine highways for motor travel.

Principal Industries: Fertilizer (commercial); gasoline and oils, bakeries, cotton presses, candy, lumber, agriculture, bedding, baking powder, paint. Textile Asbestos (General Asbestos and Rubber Co.), cigar manufacturing, cotton and jute textiles, oil refining, agriculture.

Manufacturing Establishments: 153. Leading firms: (fertilizer) Planters Fertilizer & Phosphate Co., V-C Chemical Co., Read Phosphate Co., Etiwan Fertilizer Co. (Asbestos), General Asbestos & Rubber Co., Standard Oil Co. (Charleston refinery), Leland Moore Paint & Oil Co., Charleston Bagging Mfg. Co. Total value of yearly output of factories estimated at $25,000,000.

Residential Features: Mostly one family with two family houses becoming more popular. Two very exclusive residential sections in southern section "Battery" and Hampton Park Terrace. Houses in latter section average in value $25,000 to $40,000. Elsewhere over city $7,000 to $15,000.

Retail Shopping Section: King Street from Broad to Spring Streets, with a few stores on cross streets, but near King Street. There are neighborhood grocery, drug, fruit and meat stores all over the city.

Trading Area: Approximately fifty (50) miles radius.

Wholesale Houses: Groceries, 12; meats, 5; fruits, 10; hardware, 4; dry goods, 5; Miscellaneous lines, coal, 4; lumber, 10; shoes, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 2; automobile accessories, 52; automobile tire agencies, 55; bakers, 29; cigar stores and stands (including hotels), 23; druggists, 37; dry goods, 25; department stores, 8; electrical supplies, 8; florists, 6; fruits, 59; furniture, 21; furriers, 1; garages (public), 2; grocers, 264; hardware, 6; jewelry, 20; meat markets, 66; men's furnishings, 4; men's clothing, 44; merchant tailors, 11; milliners, 31; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 55; shoes, 26; sporting goods, 3; stationers, 12; women's apparel, 9.

COLUMBIA, S. C.

(Richland County)

1920 Population, 37,524.

City and Suburban Estimate, 55,000 (A B C Census Trade Territory, 275,000)

Native Whites, 65%; Negroes, 34%; Foreign Born, 1%; Industrial Workers, 40%; English Reading, 88.9%; Families, 8,651.

Schools: Public Grade, 11; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 8,300.

Continued on page 238

THE WOONSOCKET CALL

WOONSOCKET, R. I.

Covers a Trading Area with Population of 100,000 People in Northern Rhode Island and Central Portion of Southern Massachusetts.

This thickly populated and prosperous industrial area in the heart of Southern New England is fertile ground for the sale of advertised goods. No advertising list for Massachusetts and Rhode Island is complete without THE WOONSOCKET CALL.

THE WOONSOCKET CALL is the only evening newspaper printed in English between Pawtucket, R. I., 12 miles south; Worcester, Mass., 28 miles north; Boston, Mass., 38 miles east, and Willimantic, Conn., 48 miles west.

THE WOONSOCKET CALL is read in practically every home in the City and immediate suburbs, and is very largely read in surrounding towns where it circulates.

Circulation over 14,000 every week-day.
"The Home Paper of Its Territory"

National Advertising Representatives

GILMAN, NICOLL & RUTHMAN

New York Chicago Boston San Francisco

SOUTH CAROLINA and SOUTH DAKOTA Markets in Standard Survey

SOUTH CAROLINA (Cont'd)

Columbia (con't)

Churches: Baptist, 20; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 2; Methodist, 19; Presbyterian, 8; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 4; State, 3; Total Resources, $29,177,904.26. Total Deposits, $21,588,911.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of easts, 6,000.

Location: On Congaree River, served by Southern, Atlantic Coast Line, Seaboard Air Line, and Columbia, Newberry and L. railroads. Bus lines to 6 directions—Columbia being geographical center of the state it is easy to reach any section.

Principal Industries: Center of rich agricultural district. Cotton and cotton oil mills, fertilizer factories, machine shops, lumber manufacturing, granite quarries, brick manufacturing, tool handles, store fixtures, hair cloth, auto accessories.

Manufacturing Establishments: 150. Leading firms: Pacific Mills, Hoffman Lumber Co., Richland Shale Products Co., Columbia Clay Co., American Agricultural Chemical Co., Weston & Brooker, Swift & Co., Oil Mills, Columbia Lumber & Manufacturing Co., Columbia Mills, Harris Mfg. Co. Total value of yearly output of factories estimated at $45,000,000.

Residential Features: Mostly private houses. One of the most exclusive residential sections in this part of state. 10 high-class apartment houses. Several suburban developments.

Retail Shopping Section: Main Street, between State Capitol and Jefferson Hotel. This is the principal retail district; also Assembly Street from Gervais to Taylor Street. Sumter Street from Lady to Blanding. There are about 10 neighborhood districts with the usual food stores.

Trading Area: Extends over a 50 mile radius with no competition. Population of area, 500,000.

Wholesale Houses: Groceries, 18; meats, 3; fruits, 5; hardware, 2; dry goods, 3; Miscellaneous lines, tobacco, 3; candy, 2; coffee, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto agencies, 6; automobile accessories, 29; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 20; druggists, 38; dry goods, 28; department stores, 6; electrical supplies, 7; florists, 10; fruits, 8; furniture, 15; furriers, 3; garages (public), 15; grocers, 310; hardware, 8; jewelry, 13; meat markets, 42; men's furnishings, 18; men's clothing, 13; merchant tailors, 14; milliners, 10; opticians, 9; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 42; shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 8.

GREENVILLE, S. C.

(Greenville County)

1920 Population, 23,127.

City and Suburban Estimate, 60,000 including chain of cotton mills around the city.

Native Whites, 80%; **Negroes,** 20%; **Foreign Born, less than 1%; Industrial Workers,** 10,000.

Schools: Public Grade, 16; High, 2; Parochial 1; Number of Pupils, 6,500.

Churches: Baptist, 15; Christian Science, 1; Congregational, 1 (colored); Episcopal, 4; Hebrew, 1; Methodist, 13; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 4; State, 5; Total Resources, $23,738,000.00.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 2.

Location: In the Piedmont section of South Carolina on the main line of the Southern Railway from Washington to Atlanta, also served by the Charleston & Western Carolina, the Piedmont & Northern, the Columbia branch of the Southern. Excellent bus service to surrounding territory and to resorts in the nearby Blue Ridge Mountains. Nearest larger city is 8 hours by auto and 4 hours by raiload.

Principal Industries: Cotton manufacturing, bleaching and finishing fine goods and domestics, cotton seed oil mills, cigar factory, ladder factory, woodworking plant, large fabricated house building plant, peanut products, including peanut butter and candy, mayonnaise, meat packing plant, textile machinery plants, underwear factory.

Manufacturing Establishments, about 35. Leading firms: The Woodside Cotton Mill, Mayonnaise Company, The Union Bleachery. Total value of yearly output of factories estimated at $40,000,000.

Special Information: Within a night's ride of any point in the southeast, is the commercial center of the entire northwestern section of South Carolina. Its altitude of 1,040 feet makes its climate delightful all the year round.

Residential Features: A city of home owners, very few apartment houses. Homes of the bungalow type predominate in suburban sections, but many large modern residences in shady grounds make city very attractive. No tenement districts, and colored sections consist of small houses. The adjacent cotton mills provide employees with attractive bungalows.

Retail Shopping Section: Extends for 12 blocks on Main Street and Pendleton Street, two blocks each on east and west North Street, east and west Coffee Street, east and west Washington Street, east and west McBee Avenue, Laurens Street and Court Street. There are many neighborhood grocery stores and other small establishments.

Trading Area: We have a retail trading area of 25 miles or more.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 39; confectioners (including hotel stands), 172; delicatessen, 2; dressmakers, 17; druggists, 14; dry goods, 17; department stores, 6; electrical supplies, 6; florists, 3; fruits, 128; furniture, 9; garages (public), 14; grocers, 159; hardware, 6; jewelry, 5; meat markets, 28; men's furnishings, 13; men's clothing, 15; merchant tailors, 3; milliners, 10; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 18; shoes, 7; sporting goods, 4; stationers, 2; women's apparel, 16.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 125; most pleasant months, April, May, October, November; doctors (medical, 75), (dentists, 20), (osteopaths, 2); number of wired houses, 6,894; street car service; gas, artificial; electric current, direct; water, soft.

ROCK HILL, S. C.

(York County

1920 Population, 8,809.

City and Suburban Estimate, 15,000.

Native Whites, 11,000; **Negroes,** 4,000; **English Reading,** All.

Schools: Public Grade, 5; High, 2.

Churches: Baptist, 3; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $5,000,000.

Theatres: Moving Pictures, 2.

Location: Southern R. R.—2 branches.

Principal Industries: 10 cotton mills and allied industries. Auto factory.

Residential Features: 150 new homes in the past year. Largely home owning class in town. In mill sections houses owned by mills.

Retail Shopping Section: Main Street, Trade Street, Caldwell Street, Hampton Street.

Trading Area: 25 miles.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; druggists, 15; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 6; grocers, 20; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings' 2; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

SPARTANBURG, S. C.

(Spartanburg County)

1920 Population, 22,638.

City and Suburban Estimate, 42,000.

Native Whites, 70.7%; **Negroes,** 29.1%; **Foreign Born,** 0.2%; **Industrial Workers,** 26%; **English Reading,** 98%; **Families,** 7,000.

Schools: Public Schools, 7; High, 1; Business Colleges, 2; Textile Industrial Institute, S. C., Institute for Deaf and Blind and Wofford College for men and Converse College for women. Grammar and High School enrollment, 6,800 and Wofford and Converse, 926.

Churches: Baptist, 15; Christian Science, 1; Episcopal, 4; Hebrew, 1; Methodist, 16; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 4; State, 5; Total Resources, 1925, $15,000,000; 1924 bank clearings, $176,807,007. Savings accts. total about $11,000,000.

Theatres: Roadshows and Vaudeville, 2; Moving Pictures, 5; High School auditorium seats, 800; Converse College auditorium, 2,600 and Montgomery Theatre, 1,500.

Location: Northwestern part of South Carolina, top of Piedmont Plateau and within sight of the Blue Ridge Mts. Distances—mail hours to New York, 19:43; New Orleans, 21:25; Norfolk, 18:35; Charleston, 11:55; Jacksonville, 13:10; and Atlanta, 5:30. is served by Southern, (main line doubletracked from Washington to Atlanta); C. C. and O.; C. and W. C. (A. C. L.) and Piedmont and Northern Railways. Electric street railways. Excellent bus service in city and to all outside points.

Principal Industries: Textile manufacturing, farming, railway repair shops, loom, reed and harness works, sizing compounds, iron and steel works, lumber and fertilizer plants, broom works, oils, flour and grist mills, bread and cake bakeries, candy, drug, leather and harness, cement pipe and cigar industries, creosoting plant.

Manufacturing Establishments: Southern railway repair shops, Andrews Looms, Reed and Harness Works, Geilfuss Bakery, P. S. Minus, cement pipe; Spartan Grain and Mills Co., Beaumont, Arkwright, Spartan, Crescent, Star Hosiery, Saxon textile mills. Piedmont and Standard Iron and Steel Works, Pickens Roofing Co., Spartanburg Underwear Mill; Hygeia Ice and Fuel Co., Hallet Ice and Coal Co.; Muckenfuss Mfg. Co., Spartanburg Fertilizer Co., Taylor-Colquitt Co., creosoting plant. Total value of products manufactured annually about $60,000,000.

Residential Features: Mostly all one family houses; eight apartment houses with one to six room apartments. Latest in construction and comfort.

Retail Shopping Section: Extends from intersection of Main and Church sts. (heart of business section) five blocks on East Main st.; four blocks West Main st.; four North Church st.; three South Church st.; six blocks Liberty st. (parallel with Church); five blocks, Broad, two Commerce, five Wofford, which parallels Main st.; several outlying sections and also around textile mills general merchandise stores.

Trading Area: About 43 miles northeast and 15 miles other directions.

Wholesale Houses: Groceries, 12; meats, 3; hardware, 4; dry goods, 2; candy, 4; cigars, 8; drugs, 1; electrical supplies, 3; furniture, 1.

Number of Retail Outlets for Nationally Advertised Products: Automobiles, 14; commercial auto trucks, 8; auto accessories, 8; auto tires, 10; cigar stores and stands (including hotels), 80 (chain, 1); confectioners, 180; drug stores, 10 (chain, 1); delicatessen, 2; dressmakers, 15; dry goods, 20; department stores, 8; electrical supplies, 10; florists, 3; fruits, 130; furniture, 14; grocers, 180 (chain, 3); hardware, 8; jewelry, 10; garages (public), 18; meat markets, 30; men's furnishings, 18; men's clothing, 15; merchant tailors, 4; milliners, 8; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants, (including hotels), 19; shoes, 9; sporting goods, 6; stationers, 8; women's apparel, 18; printing, 5.

Miscellaneous Data: Average temperature, 60.4 degrees; average number of rainy days per twelve months, 60; most pleasant months, Mar. 1st to Nov. 1st; doctors (medical, 30), (dentists, 15), (osteopaths, 5); number of wired houses, 78%; street car service; gas, artificial; electric current, alternating; water, soft.

SUMTER, S. C.

(Sumter County)

1920 Population, 9,508.

City and Suburban Estimate, 13,000.

Native Whites, 59%; **Negroes,** 40%; **Foreign Born,** 1%; **Industrial Workers,** 8%; **English Reading,** 100%; **Families,** 2,000.

Schools: Public Grade, 3 W., 2 N., High, 2 W., 1 N., Parochial, 1 W., 2 N.; Number of Pupils, 4,097.

Churches: Baptist, 3 W., 6 N., Christian Scinece, 1; Episcopal, 1 W., 1 N.; Hebrew, 1; Methodist, 2 W., 4 N.; Presbyterian, 1 W., 2 N., Roman Catholic, 1.

Banks: National, 4; State, 1; Total Resources, $8,866,154.66, One trust company. Saving Bank Deposits Total, $3,601,667.80.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,721.

Location: In the upper coastal plains. On the A. C. L. Ry., Atlanta and Birmingham Div.; Southern Ry. and Seaboard Air Line and N. W. of S. C. Have nine lines radiating to several eastern points and principal seaports in southeast.

Principal Industries: Lumber, hardwood, veneer, caskets, wardrobe garment hangers, radio receiving sets, saw mill machinery, machine die castings, canned goods, butter, ice cream, sash, door, flooring, blinds, cotton oil, cigars, cotton trouserings, fertilizer, flour, feed, meal, face brick, automatic sewer flushers, hardwood dimension materials.

Manufacturing Establishments: 60. Leading firms, Korn Co., C. L. Williams Veneer Co., Sumter Brick Works, Sumter Machinery Co., Witherspoon Bros. & Co., London Mills, Sumter Radio Mfg. Corp., Sumter Veneer Cabinet Co., Sumter Planing Mills, Sumter Packing Co. (Cannery), 2 creameries.

Special Information: One of the leading pine and hardwood lumber centers in the southeast. Its R. R. Service and system of ten diverging hard surface highways makes it an excellent distributing point. Industrial survey by Lockwood, Green & Co., industrial engineers, develop the fact that there is a surplus of female labor for industries. The retail and wholesale trade territory is unusually large for a city of its size.

Residential Features: Practically all individual homes. Limited section devoted to homes for laboring classes. Negroes segregated. City mostly paved, sanitary and storm sewage. Parks, playgrounds, bathing and picnic resorts, country club and easily accessible to seashore and mountain resorts.

Retail Shopping Section: Main street (4 blocks), Liberty street (3 blocks), Liberty and Main intersection is center of city. Retail district is split in center by intersection of these streets.

Trading Area: The normal retail trade territory is roughly a radius of 20 to 25 miles. Considerable volume of business comes from points as much as 35 to 40 miles distant.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 1; hardware, 1; Miscellaneous Lines, drugs, 1; mill supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 1; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 5; druggists, 10; dry goods, 11; department stores, 4; electrical supplies, 1; florists, 2; fruits, 4; furniture, 5; garages (public), 3; grocers, 44; hardware, 4; jewelry, 8; meat markets, 11; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 2.

Standard Surveys of SOUTH DAKOTA

ABERDEEN, S. DAK.

(Brown County)

1920 Population, 14,537.

Native Whites, in 1920 12,335; **Negroes,** 21; **Foreign Born,** 2,171; **Industrial Workers,** 700; **English Reading,** 98.6%; **Families,** 3,239.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Capacity, 400.

Location: Aberdeen is county seat of Brown County. Situated in famous James River Valley, 707 miles from Chicago, 380 miles from Duluth, 286 miles from the Twin Cities, 265 miles from Sioux City, 183 miles from Sioux Falls, 107 miles west of the Minn. State Line, 98 miles east of Missouri River, 185 miles from Fargo, and 35 miles north of N. Dakota state line. Four trunk lines serve Aberdeen—C. M. & St. P., C. & N. W., Gt. Northern and M. & St. L., with 9 lines radius in all directions. On transcontinental line of C. M. & St. L. It is an important division point of that road where 700 people are employed with annual payroll of 1,125,000. 22 passenger trains daily give Aberdeen connections with important points north, south, east and west. Aberdeen is on the famous Yellowstone Trail, which extends from Plymouth Rock to Puget Sound. It is also on the Sunshine Highway from Canada to the Gulf. These two highways give Aberdeen tourist travel of approximately 60,000 every year.

Principal Industries: Candy factory, railroad shops, publishing, 6 creameries, metal products, road machinery, jobbing groceries, fruits, hardware, drugs, bakeries, 3 ice cream factories, farm machinery, automobile accessories.

Manufacturing Establishments: 57. Leading firms: Milwaukee R. R. shops, Ward-Owsley Candy Factory, Gilbert Mfg. Co. (road machinery). Total value of yearly output of factories estimated at $6,055,139 in 1919.

Special Information: Location and railroad facilities makes it a center (trading) for the northern half of So. Dakota. In 1922 Brown County produced 2,710,000 bu. of matured corn. The same year there were 2,995,000 lbs. of butter manufactured in Brown County.

Residential Features: Private homes predominate. 15 miles of paved streets. Fine residential section.

Retail Shopping Section: Main Street principal business street, especially for about 15 to 20 blocks, from the Milwaukee depot on Railroad Ave. and Main St. to the M. & S. L. depot on Main St. and 12th Ave. All along this distance, particularly from R. R. Ave. to about 7th Ave. there are stores and shops in the cross avenues for 1 or 2 blocks east and west.

Trading Area: 100 miles in all directions. Auto trails from all directions make travel easy.

Wholesale Houses: Groceries, 2 meats, 2; fruits, 3; hardware, 1; Miscellaneous lines, approx. 60.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 14; automobile accessories, 17; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 1 (school); druggists, 8; dry goods, 9; department stores, 4; electrical supplies, 5; florists, 3; fruits, 55; furniture, 5; furriers, 2; garages (public), 10; grocers, 55; hardware, 6; jewelry, 4; meat markets, 36; men's furnishings, 12; men's clothing, 11; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 30; shoes, 7; sporting goods, 10; stationers, 6; women's apparel, 8 (including dept. stores).

SOUTH DAKOTA (Cont'd)

DEADWOOD, S. DAK.

(Lawrence County)

1920 Population, 2,403.

City and Suburban Estimate, 75,000.

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 425.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; Total Resources, $1,175,000. Savings Bank Deposits Total, $1,228,846.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 6—City Auditorium, Masonic Auditorium, Elks Auditorium, Odd Fellows, Eagles, Firemen.

Location: Terminal of Chicago & Northwestern and Chicago, Burlington & Quincy Railroads. In the heart of the Black Hills of South Dakota. More than 3,500 gold miners and gold mill men are employed in the county at from $4.50 to $7.00 per day.

Principal Industries: Principal industries are gold mining and milling, with rich agricultural district surrounding; tourists' Mecca. Total value of yearly output of mines and mills, $7,000,000.

Special Information: $25,000 spent in building modern tourists camp with community house.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Main Street for four blocks, side streets one block each way.

Trading Area: Extends over entire Black Hills district, 100 miles north to North Dakota line and into eastern Wyoming and Montana.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; Miscellaneous lines, fruits, 2; candy, 1; ice cream, 2; butter, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; druggists, 2; dry goods, 3; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 2; garages (public), 6; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 3; women's apparel, 4.

HURON, S. DAK.

(Beadle County)

1920 Population, 8,310. (1925 State Census, 10,196.)

City and Suburban Estimate, (1925) 10,259.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 50%; **English Reading,** 90%; **Families,** 3,359.

Schools: Public Grade, 8; High, 1; Junior High, 1; Number of Pupils, 2,229.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $3,145,168.51 (as per called, Sept. 28, 1925). Deposits total for Huron, $2,900,000; for Beadle County, 6½ millions.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2—one seats 2,300. Total number of seats, 3,600—4,000.

Location: Chicago Northwestern, Great Northern. Most accessible city in South Dakota. Five railroad avenues out and in. Excellent mail service. Nearest larger city 5 hours distant by automobile and 6 hours by railroad.

Principal Industries: Armour Packing Co., Swift & Co., Northwestern Public Service, Star Sash & Door, Huron Wholesale Grocery, Moirn, Colton & Co., Division Office of Chicago & Northwestern, State Headquarters of Standard Oil of Indiana, Reese Elevators, Scruby Mills, Mayflower Flour Mills, Huron Mills.

Special Information: Location of Huron College, Presbyterian Endowment, 1¼ million, enrollment, 450. Seat of South Dakota State Fair. Best day's attendance, 79,000, average, 60,000 per day for week.

Residential Features: Mostly one-family houses.

Retail Shopping Section: 3 blocks on 3rd St. and 4 blocks on Dakota Ave., 2 blocks on 4th St., 2 blocks on Wisconsin Ave., 3 blocks on 2nd St.

Trading Area: 30 miles south and southwest, 60 miles west, 35 miles northwest and north 40 miles northeast and east.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 22; (chain, 1); confectioners (including hotel stands), 14; delicatessen, 6; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 9; grocers, 25; hardware, 3; jewelry, 4; meat markets, 3; men's furnishings, 6; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Number of wired houses, 2,900; gas, artificial; electric current alternating; water, soft.

LEAD, S. DAK.

(Lawrence County)

1920 Population, 5,013. (1925—6,810.)

City and Suburban Estimate, 8,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous—Augustana Lutheran; Bethel Lutheran, 1.

Banks: National, 1; State, 1; Total Resources, $3,286,224.13.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,500.

Location: Northern Black Hills. Rich valleys for farming and stockraising. C. & N. W. Ry. and C. B. & Q. Ry. lines serve the city and community. Besides, auto truck service. To nearest larger city is 20 hours by auto and 18 hours by railroad.

Principal Industries: Gold mining. The Homestake mine is the largest free milling gold mine in the world and employs about 2,500 men. Also valuable farmlands in valleys. Extensive dairying and stockraising.

Special Information: Lead is located in one of the scenic beauty spots of the Black Hills, and therefore attracts large numbers of tourists throughout the summer season.

Retail Shopping Section: Covers not only Lead but several smaller mining camps and agricultural communities. Also numerous tourists camps.

Trading Area: Twenty-five miles to the west and twenty miles north and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 7; furniture, 2; garages (public), 6; grocers, 10; hardware, 3; jewelry, 4; meat markets, 5; men's furnishing, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, summer; doctors (medical, 7), (dentists, 4); number of wired houses, 1,500; electric current, alternating; water, soft.

MADISON, S. DAK.

(Lake County)

1920 Population, 4,144. (1925—4,320.)

City and Suburban Estimate, 6,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 2%; **English Reading,** 100%; **Families,** 1,000.

Schools: Public Grade, 8; High, 4; Junior High, 2; Number of Pupils, 1,200.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $2,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: C. M. and St. P. Ry. Nearest larger city is 2 hours distant by automobile, 50 minutes by trolley and 2 hours by railroad.

Principal Industries: Agricultural center.

Manufacturing Establishments: 2. Leading firms: Hoseguard Creamery, Hoseguard factory.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Egan Ave. 4 blocks, Center St. 2 blocks.

Trading Area: Radius of 20 to 35 miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 2; druggists, 4 (chain, 1); dry goods, 4; department stores, 3; electrical supplies, 1; florists, 2; fruits, 4; furniture, 3; garages (public), 2; grocers, 12 (chain, 1); hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 4.

MITCHELL, S. DAK.

(Davison County)

1920 Population, 8,478.

City and Suburban Estimate, 65,000.

Native Whites, 90%; **Foreign Born,** 10%; **English Reading,** 98%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, $4,850,949.77; Savings Bank Deposits Total, $2,919,960.

Theatres: Legitimate, 1; Moving Pictures, 3; Corn Palace Auditorium. Total number of seats, 6,500.

Location: Division point on Chicago, Milwaukee & St. Paul R. R. Western terminus of Chicago, Omaha & St. Paul R. R.

Principal Industries: No particular industries. Big agricultural trading center.

Special Information: Location of city makes it the retail trading center for an area, extending 70 miles west, 50 miles north, south and east.

Residential Features: Mostly one and two-family houses, a very large percentage owned by the occupants.

Retail Shopping Section: Extends four blocks on Main Street, two blocks east on East Third Avenue, two blocks on Lawler Street, one block east and west on Second Avenue and on First Avenue.

Trading Area: 70 miles west, 50 miles north, east and south. Other seasonable business comes from the west up to 250 to 300 miles because Mitchell is the nearest large town. Good roads and the large auto ownership also contributes to the bringing up of trade from long distances.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines—automobiles accessories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 3; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruit, 5; furniture, 2; furriers, 1; garages (public), 15 grocers, 30; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 1; men's clothing, 5; merchant tailors, 5; milliners, 7; opticans, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 2.

PIERRE, S. DAK.

(Hughes County)

1920 Population, 3,209. (1925—3,667.)

City and Suburban Estimate, 3,500.

Native Whites, 95%; **Negroes,** .009%; **Foreign Born,** 4.991%; **Industrial Workers,** 5%; **English Reading,** 100%; **Families,** 500 (estimated).

Schools: Public Grade, 735; High, 287. Total number of seats, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $3,750,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1 (4 lodge halls). Total number of seats, 12,000.

Location: Exact center of Southern Dakota, on C. & M. W. Ry., on north bank of Missouri River. Is on Black and Yellow Trail. Fine graveled road from Chicago to Yellowstone Park. Is capital city of State. Nearest larger city is 1 hour by auto and 1½ hour by railroad.

Principal Industies: Farming and cattle country. State Capitol and R. R. have largest payroll. No other large manufacturing concerns.

Residential Features: Mostly small houses. No big, modern apartment houses. Considerable building this year of small cottages, twenty new homes, about $5,000 to $8,000 each.

Retail Shopping Section: Pierce Street, four blocks Dakota Avenue, three blocks; Capitol Avenue, two blocks.

Trading Area: 90 miles radius.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 1; fruits, 7; furniture, 2; garages (public), 5; grocers, 6; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 9; shoes, 4; sporting goods, 4; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, July, Sept., Oct., November; doctors (medical, 4), (dentists, 2), (osteopaths, 1); gas, natural; electric current, alternating; water, soft.

RAPID CITY, S. DAK.

(Pennington County)

1920 Population, 5,777. (1925—7,500.)

City and Suburban Estimate, 50,000.

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 25½; **English Reading,** 99%; **Families,** 1,600.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; State School of Mines, and State Indian School; Number of Pupils, 2,819.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 1; Total Resources, $5,000,000; Savings Bank Deposits, $4,000,000; $280 savings deposits.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,500.

Location: Railroads enter Rapid City from five directions: C. M. & St. P. from Chicago; Two, C. & N. W. lines from Chicago via Omaha and Twin Cities; locally owned Black Hills & Western connects Rapid City with the Burlington South, East and West and Northwest. Is the junction of two main state highways and of all railroads entering the Black Hills from the East. County highways, 3; state highways, 4; national highways, 5. Nearest larger city, 12 hours by auto or railroad.

Principal Industries: Diversified group of industries. These include mining, lumbering, packing, alfalfa seed distribution, hay shipping, cement and stucco mills, stock shipping and dairying, flour milling, cattle and sheep raising.

Residential Features: Pricipally one-family houses, generally first class. Few apartment houses. Residential districts uniformly attractive. Out of the 1,500 homes in Rapid City, we estimate 80% are owned by the occupants, and not more than 50% so owned carry any encumbrance.

Retail Shopping Section: Ten lineal blocks of retail section.

Trading Area: Fifty to 75 miles east; 60 miles west; 30 miles north, and a fan-shaped territory up to 125 miles of inland territory northeast. People come from much greater distances, however, up to 150 miles southeast and from all towns in a radius of 100 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; tires, 1; lumber, 5; mineral products, 1; oil, 6; biscuits, 2; machinery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotel), 5; confectioners (including hotel stands), 4; delicatessen, 1; druggists, 5; dry goods, 2; department stores, 3; electrical supplies, 4; florists, 2; fruits, 1; furniture, 4; garages (public), 8; grocers, 30; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 5; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 46.02 degrees; average number of rainy days per twelve months, 90; most pleasant months, May 1 to Nov. 1., Dec., Feb., and March; doctors (medical, 8), (dentists, 6), (osteopaths, 3); number of wired houses, 1,800; gas, artificial; electric current, alternating; water, soft (mountain spring).

SIOUX FALLS, S. DAK.

(Minnehaha County)

1920 Population, 25,202 (1925 at 30,134).

City and Suburban Estimate, 230,000.

Native Whites, 89%; **Negroes,** .003%; **Foreign Born,** 11%; **Families,** 7,800.

Schools: Public Grade, 15; High, 1; Parochial, 1; Colleges, 4; Commercial, 2; Number, of Pupils, 7,100.

Churches: Adventist, 1; Baptist, 4; Christian Science, 1; Christian, 1; Christian Reform, 1; Congregational, 1; Episcopal, 2; Evangelical, 1; Hebrew, 2; Luthern, 4; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 2; State, 1; Savings Bank Deposits Total, $11,000,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,400.

Location: Eastern South Dakota, on Sioux River. Served by Great Northern; Rock Island; Chicago, Milwaukee & St. Paul; Illinois Central, and Northwestern Rys. Four of these lines furnish direct service from Chicago and eastern supply centers, and three connect directly with western lake ports. Nearest larger city is 9 hours by auto, 10 hours by railroad.

Principal Industries: Jobbing, distributing point (especially for farm implements), meat packing, educational center, stock yards, stone quarries and gravel pits.

Manufacturing Establishments: 73. Leading firms, John Morrell Co., Farley-Loetcher Co., Sioux Falls Metal Culvert Co., Crescent Creamery Co., Wisconsin Granite Co., Manchester Biscuit Co., Sioux Falls Paper Co., John W. Tuthill Lumber Co. Total 1834 wage earners. Total value of yearly output of factories estimated at $27,000,000.

Residential Features: Large number of large, beautiful homes. Mostly one and two-family houses. Limited section devoted to workmen's homes.

Retail Shopping Section: Phillips and Main avenues from 6th to 12th streets; Dakota avenue from 8th to 11th streets; two blocks on 6th and 7th streets, and three blocks of 8th, 9th, 10th, 11th and 12th streets.

Trading Area: 75-mile radius.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 4; Hardware, 1; Miscellaneous Lines—Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 23; bakers, 9; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 17; delicatessen, 3; dressmakers, 12; druggists, 16; dry goods, 6; department stores, 4; electrical supplies, 7; florists, 3; fruits, 5; furniture, 5; furriers, 3; garages

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SO. DAKOTA and TENNESSEE Markets

SOUTH DAKOTA (Cont'd)

Sioux Falls (con't)

(public), 16; grocers, 94; hardware, 6; jewelry, 8; meat markets, 13; men's furnishings, 4; men's clothing, 5; merchant tailors, 5; milliners, 9; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 15; shoes, 11; sporting goods, 3; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, September, October; doctors (medical 33), (dentists 35), (osteopaths 6); number of wired houses, 5,800; street car service, gas, artificial; electric current, alternating; water, hard.

YANKTON, S. DAK.

(Yankton County)

1920 Population, 5,024.

City and Suburban Estimate, 20,000.

Native Whites, 70%; Negroes, 2%; Foreign Born, 28%; Industrial Workers, 20%; English Reading, 98%; Families, 1,150.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,300.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, $4,000,000; Savings Bank Deposits Total, $800,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 16,500.

Location: C. M. & St. P., C. & N. W., Great Northern. Located on the Missouri River, over which the Meridian Highway Bridge has been completed at a cost of $1,300,000 financed largely by local enterprise. Furnished bus and truck service to Nebraska towns.

Principal Industries: Agricultural products, creamery and dairy industries, poultry products, large nursery and green house enterprises, automobile and machinery supplies, printing.

Manufacturing Establishments: 16. Leading firms, Repalee Marble Works, Sanitary Dairy, Keating Creamery, Binder Ice Cream Factory, J. T. Coxhead Cabinet Works, Yankton Printing Co. Total value of yearly output of factories estimated at $2,500,000.

Residential Features: Private houses predominate. Attractive residential section opened to north of city recently.

Retail Shopping Section: Third street, seven blocks; Broadway, two blocks; Cedar, one block; Walnut, two blocks; Douglas avenue, two blocks; Capitol, two blocks.

Trading Area: About 25 miles in all directions, with probably half the people trading here from 75 miles in each direction.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines—Seeds, Bakery Goods, Cigars, Ice Cream, School Supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies; 15; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 24; dressmakers, 14; druggists, 5; dry goods, 8; department stores, 4; electrical supplies 12; florists, 1; fruits, 20; furniture, 4; furriers, 4; garages (public), 9; grocers, 16; hardware, 4; jewelry, 4; meat markets, 6; men's furnishing, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 15; shoes, 6; sporting goods, 2; stationers, 10; women's apparel, 6.

Standard Surveys of TENNESSEE

BRISTOL, TENN.

(Sullivan County)

1920 Population, (including Bristol, Va.), 14,776.

City and Suburban Estimate, 22,500.

Native Whites, 85.9%; Negroes, 13.5%; Foreign Born, 0.6%; Industrial Workers, 28%; English Reading, 76%; Families, 3,621.

Schools: Public Grade, 10; High, 2; Junior High, 2; Number of Pupils, 5,630.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 5; Total Resources, $12,000,000. Savings Bank Deposits Total, $7,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800 in auditorium.

Location: Southern Railway and Norfolk & Western. Bus service to Bluefield, W. Va.; Radford, Va.; Goldfield, Johnson City, Tenn.; Kingsport, Tenn.; and surrounding towns within 75 miles.

Principal Industries: Paper, leather, lumber, iron, hosiery, clothing, furniture, drugs, and various manufactures.

Manufacturing Establishments: 57. Leading firms: Lincoln Furniture Mfg. Co., Columbia Paper Co., Shieren & Co., Enterprise Wheel Corp., S. E. Massengill Drug Co., Bristol Door & Lumber Co., Bristol Stove and Foundry Co., Central Glass Co., Dominion Veneer Co.

Residential Features: Most people own their own homes and have gardens which contribute to the contentment of labor. Residential sections chiefly at altitude of 2,000 ft.

Retail Shopping Section: Extends from passenger and freight station west for about 15 blocks on State street and there are quite a number of stores both retail and wholesale on the streets crossing State, such as Lee, Moore, Fourth, Fifth, Sixth and Commonwealth. Also small groceries, etc., in outlying districts.

Trading Area: About 50 miles radius, including the Virginia coal fields 80 miles distant. Trading radius embraces southwest Va., eastern Tenn. and Western N. C. and to some extent eastern Ky. and West Va.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 3; hardware, 2; dry goods, 2; Miscellaneous lines, 54 wholesale houses, all lines of jobbing represented.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 7; automobile accessories, 28; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 35; delicatessen, 1; dressmakers, 10; druggists, 5; dry goods, 22; department stores, 3; electrical supplies, 10; florists, 2; fruits 18; furniture, 7; furriers, 3; garages (public), 8; grocers, 121; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 18; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 22.

CHATTANOOGA, TENN.

(Hamilton County)

1920 Population, 57,895 (1925 est., 136,464).

City and Suburban Estimate, 125,748.

Native Whites, 71%; Negroes, 27%; Foreign Born, 2%; Industrial Workers, 18%; English Reading, 84%; Families, 32,000.

Schools: Public Grade, 23; High, 7; Junior High, 2; Parochial, 1; Number of Pupils, 21,456.

Churches: Baptist, 20; Adventist, 2; Christian Science, 2; Congregational, 3; Episcopal, 4; Hebrew, 3; Methodist, 37; Presbyterian, 13; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 10; Total Resources, $52,247,667. Savings Bank Deposits Total, $43,273,336. Bank clearings (1924), $331,326,020.

Theatres: Legitimate, 1; Moving Pictures, 10; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 15,173.

Location: On Tennessee River, open to through navigation. Served by nine trunk lines. Southern Railway, Central of Georgia, C. N. O. & T. P. N. C. & St. L., A. G. S., and T. A. G. Four bus lines operate in 100-mile radius. Nearest larger city is 4½ hours by auto or railroad.

Principal Industries: Hosiery, boilers, mercerized products, woolen goods, plows, saw mill machinery, oil well machinery, gas ranges, shovels, automobile wrecking cars, clay, cedar chests, undertaking goods, fire hydrants, valves, paper box boards, patent medicines, refrigerators, gas tips, steel alloys, inside finishings for buildings, mine drills, mouldings, ratchet drills, wirebound boxes, sewer pipe, candy, logging machinery, malleable, gray iron and steel castings. Capital invested $124,146,000.

Manufacturing Establishments: 378. Leading firms: United Hosiery Mills, Walsh & Wiener Boiler Works, Chattanooga Plow Co., Lucey Mfg. Co., Ross-Mehan Foundries, Dixie Portland Cement Co., Signal Mountain Portland Cement Co., Tenn. Furniture Corp., Chattanooga Stamping & Enameling Co., U. S. Cast Iron Pipe & Fdry. Co., Chattanooga Medicine Co., Thatcher Medicine Co., Dixie Mercerizing Co., Standard Processing Co. Total value of yearly output of factories estimated at $151,601,000.

Special Information: Location of the city makes it the ideal distributing point of the South, served as it is by transportation on the Tennessee River and by nine trunk lines. Fine for manufacturing because of proximity to unlimited coal fields, and unlimited current furnished by three hydro-electric plants of the Tennessee Electric Co. Big wholesale and distributing center.

Residential Features: Mostly a city of home owners; houses constructed in last few years are of bungalow type; average in price $6,000 to $9,000. Fine residential district in the South on Lookout and Signal Mountains, and Missionary Ridge, reaches by convenient trolley lines or by automobile on paved roads, homes averaging in price $6,000 to $25,000 and more. About twenty new sub divisions now under way east of Missionary Ridge.

Retail Shopping Section: On Market St. from Fourth to Main, 11 blocks, and on parallel street—Chestnut, Broad, Cherry, Walnut, and

Continued on page 241

KNOWN CIRCULATION

The CHATTANOOGA TIMES

Only morning and Sunday paper in Chattanooga, Tennessee, the fastest growing city in the Industrial South. Average net paid circulation for the six months ending September 30th, 1925—

30,140 Daily
30,149 Sunday

Largest circulation of any newspaper—morning or evening—in East Tennessee.

The CHATTANOOGA TIMES goes every day and Sunday into every home in Chattanooga and Suburbs that a National Advertiser would send his salesman to effect a sale. The CHATTANOOGA TIMES is not a street sale newspaper, rainy days and fair days affect its circulation scarcely at all. It is a CARRIER DELIVERED, HOME NEWSPAPER, merit alone accounting for the superiority of its circulation, both in quantity and quality,—the kind that brings results.

It censors its advertising columns as it does its news columns. That accounts for its small lineage in certain advertising classifications.

No National Advertising Campaign has ever failed in Chattanooga when the CHATTANOOGA TIMES has been used—none can if the advertised goods have merit and proper distribution.

You, MR. NATIONAL ADVERTISER, if your goods have the merit, if your advertising has the punch, if you are willing to pay for the space you buy, IF YOU DO NOT SEEK TO BREAK THE RATE, BY DEMANDING FREE READERS, AND POSITION WITHOUT PAYING FOR IT, can also firmly entrench yourself in Chattanooga and the Chattanooga territory (55 miles in every direction from the center of Chattanooga) by using the advertising columns of

The Chattanooga Times

No other method has ever yet met with unqualified success

Member Audit Bureau of Circulations

THE JOHN BUDD COMPANY,
National Advertising Representatives

New York Chicago St. Louis Atlanta San Francisco Los Angeles

TENNESSEE (Cont'd)

Chattanooga (con't)

Georgia Ave., for about five blocks on each. Also Main St. for five blocks. There are eight outlying business sections, with a number of smaller neighborhood sections with the usual grocery, confectionery and other shops.

Trading Area: Extends twenty-five miles in all directions. Good business secured by Chattanooga merchants from sections fifty miles distant, and farther, due to fine bus service and convenient railroad schedules.

Wholesale Houses: Groceries, 8; meats, 6; fruits, 9; hardware, 4; dry goods, 7; Miscellaneous Lines: steel, 9; cigars, 4; novelties, 6; confectionery, 4; toys, 1; shoes, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto agencies, 5; automobile accessories, 9; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 43; delicatessen, 3; dressmakers, 10; druggists, 58; dry goods, 59; department stores, 5; electrical supplies, 5; florists, 9; fruits, 11; furniture, 44; furriers, 2; garages (public), 13; grocers, 588; hardware, 12; jewelry, 18; meat markets, 54; men's furnishing, 4; men's clothing, 32; merchant tailors, 23; milliners, 19; opticians, 8; photographers, 14; pianos (and miscellaneous musical instruments), 12; radio supplies, 10; restaurants (including hotels), 40; shoes, 25; sporting goods, 6; stationers, 5; women's apparel, 16.

Miscellaneous Data: Average temperature, 57.6 degrees; average number of rainy days per twelve months, 80; most pleasant months, April to December, inclusive; doctors (medical, 146), (dentists, 54), (osteopaths, 4); number of wired houses, 25,493; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement page 240

CLARKSVILLE, TENN.

(Montgomery County)

1920 Population, 8,110.

City and Suburban Estimate, 10,000.

Native Whites, 64%; **Negroes,** 36%; **English Reading,** 80%.

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, $5,000,000. Savings Bank Deposits Total, $610,000. Includes "1st Woman's Bank of Tennessee,' owned and managed exclusively by women. Deposits $120,000.00.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Confluence of Cumberland and Red Rivers—north bank of Cumberland and south bank of Red—Cumberland River transportation up to Nashville, Tenn. and points beyond—down to Paducah, Ky., St. Louis, New Orleans. Served by L. & N. R. R. main line and two branches, Mineral and Clarksville and Princeton. Also served by Tenn. Central with connections with Illinois Central at Hopkinsville. Nearest larger city 2¼ hours by auto or railroad.

Principal Industries: Dark leaf tobacco market. Tobacco, snuff, cigars, nicotine, flour, corn shellers, iron, lumber, one daily newspaper, one semi-weekly newspaper, staves, hogsheads.

Manufacturing Establishments: Leading firms: American Snuff Mfg. Co., American Cigar Co., Dunlop Mill Co., A. H. Patch, (mfg. corn shellers), Red River Iron Co., Nicotine Production Corp., (tobacco by-products, insecticides, etc.), Mason & Hughes, (pants and overalls) Edgar Orgain & Sons (tobacco).

Special Information: Shipped 26,000 hhds. tobacco last year. Leaf tobacco, 1924, received

on Associated floors	9,000,000 lbs.
on Independent floors	14,472,800 lbs.
Bought at barns	5,000,000 lbs.
	28,472,800 lbs.

Total tobacco receipts this year will approximate 30,000,000 lbs. Quality above average. Price will probably average 14 to 16 cents per lb. Some individual fine crops 30 to 52 cents.

Residential Features: Mostly one and two family houses. Private homes predominate.

Retail Shopping Section: Extends three blocks on Franklin, and three blocks on cross section known as Third street. Several adjoining business sections on First, Second, Commerce, Main and Legion streets. A number of outlying neighborhood sections.

Trading Area: Extends for probably 40 miles radius, covering Montgomery, Robertson, Chatham, Stewart, Dickson, Houston, Humphreys and Benton counties in Tennessee, and Christian, Todd, Logan and Muhlenberg counties in Kentucky.

Wholesale Houses: Groceries, 3; hardware, 1; Miscellaneous lines, hogsheads and staves.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; dressmakers, 12; druggists, 6; dry goods, 5; department stores, 1; electrical supplies, 3; florists, 3; fruits, 10; furniture, 4; garages (public), 3; grocers, 40; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailor, 1; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 2.

Miscellaneous Data: Average temperature, 58.22 degrees; average number of rainy days per twelve months, 126; most pleasant months, Apr., May, June, Oct., Nov.; doctors (medical, 17), (dentists, 7), (osteopaths, 1); number of wired houses, 1,800; street car service; gas, artificial; electric current, alternating; water, medium.

CLEVELAND, TENN.

(Bradley County)

1920 Population, 6,522.

City and Suburban Estimate, 8,000.

Native Whites, 75%; **Negroes,** 24%; **Foreign Born,** 1%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, $3,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: On trunk line of Southern Railway and nine miles from trunk line of L. & N. R. R. Thirty miles from Chattanooga, Tenn., a connecting line with a number of railroads. Shipping facilities excellent and R. R. service good. Spur tracks numerous and sites for new spurs available.

Principal Industries: Stoves, hosiery, chairs, flour, etc., coffins, woolens.

Manufacturing Establishments: 26. Leading firms: Hardwick Stove Co., Cleveland Woolen Mills, Cleveland Chair Factory, Cleveland Coffin Co., Knox Hosiery Mills, Dixie Foundry Co., Weiss Hosiery Mills, Cleveland Milling Co., Benderson & Lusk, (lumber products).

Special Information: Cheap electric power; reasonable labor in abundance, ample railroad facilities, good health and climate, cheap living costs.

Residential Features: Mostly one and two family houses. Workmen's tenements virtually all located in one section of the city. All important streets are paved with hard surface. Good private residential section, with sufficient lots available for new homes. Percentage of home owners is very large.

Retail Shopping Section: Ocoee, 3 blocks; Edwards, 3 blocks; Church, 3 blocks; 31st, 32nd, 30th, 3 blocks each.

Trading Area: Extends 25 miles to the north, 25 to east, 25 to west, and 12 to 15 to the south.

Wholesale Houses: Groceries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 3; grocers, 20; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 8; men's clothing, 8; milliners, 2; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 1; sporting goods, 1; women's apparel, 4.

COLUMBIA, TENN.

(Maury County)

1920 Population, 5,526.

City and Suburban, 10,000.

Native Whites, 63%; **Negroes,** 37%; **Industrial Workers,** 22%; **English Reading,** 83%; **Families,** 1,411.

Schools: 7; Number of Pupils, 1,201.

Churches: 8.

Banks: 5; Total Resources, $4,420,000.

Theatres: 2; Total number of seats, 2,500.

Residential Features: Mostly one family houses.

Retail Shopping Section: About six blocks.

Trading Area: Radius 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 12; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 9; grocers, 33; hardware, 3; jewelry, 3; meat markets, 11; men's furnishings, 3; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

GREENEVILLE, TENN.

(Greene County)

1920 Population, 3,775.

City and Suburban Estimate, 5,600.

Native Whites, 87.5%; **Negroes,** 12.5%; **Industrial Workers,** 23%; **English Reading,** 91%; **Families,** 844.

Schools: 3; Number of pupils, 831.

Churches: 7.

Banks: 4; Total Resources, $4,200,000.

Theatres: 2; Total number of seats, 1,200.

Residential Features: Mostly one family houses.

Retail Shopping Section: Four blocks.

Trading Area: About 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 4; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 4; furniture, 2; garages (public), 8; grocers, 24, hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 1; women's apparel, 3.

JACKSON, TENN.

(Madison County)

1920 Population, 18,860. (1925, est. 25,000.)

City and Suburban Estimate, 28,000.

Native Whites, 75%; **Negroes,** 25%; **Industrial Workers,** 15%.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 4,600.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; state, 3. Savings Bank Deposits Total, $9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Jackson in Madison County in the center of West Tennessee. Served by Illinois Central, Mobile & Ohio, Nashville, Chattanooga & St. Louis, Gulf Mobile & Northern, and Birmingham & Northwestern.

Principal Industries: Hardwood products, railroad shops, lumber, cotton products, iron and steel, furniture, church and bank fixtures, machinery supplies, cotton seed products, printing.

Manufacturing Establishments: 44. Leading firms: Piggly-Wiggly Corp., Ashby Veneer, Bears Ice & Coal Co., Bemis Cotton Mill, Bedna Young Lumber Co., Budde-Weis Mfg. Co., W. H. Coleman Co., Hashew & Co., Heathcock, Rush Mch. Co., Lawrence Mill & Elevator Co., Long Brick Yard, Madison Mattress Co., Model Mill Co., Motor Wheel Corp., Berkhouser Lumber Co. (Planing Mill), Southern Eng. Works, Wood-Mosaic Co. and Preister Hosiery Mill.

Residential Features: Majority citizens own their homes. Seat of Union University, Lambuth College, Lane College, and several business schools. Fifteen miles of paved streets, good sewerage, and high elevation.

Retail Shopping Section: Clean and modern business section which is not confined to one street. Stores for the most part are well arranged, carry excellent stocks.

Trading Area: Fifty miles in every direction, encompassing a population of 250,000 which is accessible by five railroads, three national highways, and numerous laterals.

Wholesale Houses: Groceries, 8; meats, 1; fruits, 2; dry goods, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 5; dressmakers, 20; druggists, 12; dry goods, 17; department stores, 6; electrical supplies, 3; florists, 5; fruits, 2; furniture, 10; furriers, 1; garages (public), 5; grocers, 65; hardware, 4; jewelry, 8; meat markets, 11; men's furnishing, 5; milliners, 14; opticians, 9; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 20; shoes, 13; stationers, 2; women's apparel, 9.

JOHNSON CITY, TENN.

(Washington County)

1920 Population, 12,442. (Official City Census 20,085.)

City and Suburban Estimate, 14,000, (1920); 25,000, (1924.)

Native Whites, 86.6%; **Negroes,** 12.8%; **Foreign Born,** 0.6%; **English Reading,** 90%.

Schools: Public Grade, 8; High, 2; Junior High, 1; Number of Pupils, 5,000.

Churches: Baptist, 7; Episcopal, 1; Methodist, 6; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 2; Total Resources, $8,000,000.00. Savings Bank Deposits Total, $1,400,000.00.

Theatres: Legitimate, 4; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditorium, etc.), 1; Total number of seats, 4,900.

Location: Southern Railway, East Tenn. and Western, North Carolina R. R., Carolina, Clinchfield & Ohio R. R. On Southern main line east and west, 20 hours to New York. C. C. & O., north and south, Ohio River to Seaboard. E. T. & W. N. C., feeder through mountains.

Principal Industries: Flour, flooring, interior trim, brick, chairs, hosiery, silk yarn, cement products, building material, cigar box lumber, boxes, auto floor boards, foundry products.

Manufacturing Establishments: Model Mill Co., Johnson City Shale Brick Co., Empire Chair Co., Tennessee Silk Mill, Harris Mfg. Co., Tennessee Box Co., American Cigar Box Co., Cranberry Blast Furnace, M-B Chemical Co., American Tanning Co. Total value of yearly output of factories estimated at $9,000,000.

Residential Features: Temperature 30 to 80. Excellent water and moderate rainfall. Many fine apartment houses. Large high-class residential section, also extensive colonies in mountains nearby.

Retail Shopping Section: Main street, 4 blocks; Market street, Roan to Boone, 4 blocks; Roan from Market to Jobe, 3 blocks; Spring from Main to Joan, 1 block; Buffalo from Main to Ashe, 3 blocks; Boone from Main to Kine, 2 blocks; Fountain Square, 4 blocks, (one each side).

Trading Area: East 75 miles, west 65 miles, north 125 miles, south 100 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 3; dry goods, 2; miscellaneous lines, 30; shoes, ice cream, harness, implements, feeds, produce, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 13; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 25; delicatessen, 3; dressmakers, 14; druggists, 9; dry goods, 9; department stores, 5; electrical supplies, 3; florists, 4; fruits, 5; furniture, 8; garages (public), 10; grocers, 95; hardware, 4; jewelry, 6; meat markets, 12; men's furnishings, 15; men's clothing, 15; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 18; shoes, 18; sporting goods, 5; stationers, 2; women's apparel, 10.

KINGSPORT, TENN.

(Sullivan County)

1920 Population, 5,692. (1925 est. 9,500.)

City and Suburban Estimate, 18,000.

Native Whites, 80%; **Negroes,** 19%; **Foreign Born,** 1%; **Industrial Workers,** 50%; **English Reading,** 90%; **Families,** 1,850.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,971.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 3; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, $3,500,000. Savings Bank Deposits Total, $100,000.00.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,400.

Location: Clinchfield Railroad. Three mile connection Southern Railway. Bus passenger and freight service on improved roads to Johnson City, Tenn., Knoxville, Tenn., Bristol, Tenn., Gate City, Va., Rogersville, Tenn. and all smaller towns within fifty miles of the city. Nearest larger city (Knoxville) is 4 hours distant by automobile, and 5 hours by railroad.

Principal Industries: Leather, tanning extract, harness, cement, hosiery, books, cloth, flour, lumber, brick, tile, wood alcohol, commercial charcoal, acetone, iron, glass, pulp, paper, stone quarries, brooms, burley tobacco market, cheese, canning. Other smaller industries as wood working, ice cream, ice, etc.

Manufacturing Establishment: Leading firms: The Mead Fibre Company, Tennessee Eastmen Corporation, Kingsport Press, Clinchfield Portland Cement Corp., Kingsport Brick Co., Kingsport Extract Corp., Slip-Not Belting Corp., Kingsport Mfg. Co., Kingsport Foundry & Machine Works, Borden Mills, Inc., Kingsport Hosiery Mills, Kingsport Flour Mills, Hensley & Gibson, Corning Glass Works. Total value of yearly output of factories estimated at $18,000,000.

Special Information: The number of employees in Kingsport's plants number 3200 and the annual payroll of these plants totals $3,900,000. Kingsport Press has capacity of 90,000 average sized books or novels per day. The Eastman Kodak Company's southern plant is located here. Over $3,000,000 worth of wood is used yearly by the various industries in the city.

Residential Features: Mostly one family houses. Large subdivisions ranging from 50 to 200 houses have been built in various sections of the city by the various industries and sold to the employees of the plants on payments ranging over 11 years which amounts to no more than rent.

Detail Shopping Section: Four blocks on Main street, two blocks on Broad street, three blocks on Market street, two blocks on Shelby street, two blocks on Cherokee street, two blocks on Sullivan street, one block on Boone street.

Trading Area: Sixteen miles to the east. About twenty miles to the south. Thirty-five miles to the west, and about twenty miles to the north. All connected by good roads and regular bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies (where tires are sold), 12; bakers, 1; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 4; druggists, 5; dry goods, 11; department stores, 5; electrical supplies, 2; florists, 1; fruits, 8; furniture, 5; garages (public), 10; grocers, 28 (chain, 2); hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 11; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 9), (dentists, 4). No street car service; no gas; electric current, alternating; water, soft.

TENNESSEE (Cont'd)

KNOXVILLE, TENN.

(Knox County)

1920 Population, 77,818.

City and Suburban Estimate, 125,694.

Native Whites, 84.3%; Negroes, 14.4%; Foreign Born, 1.3%; Industrial Workers, 42%; English Reading, 100%; Families, 14,494.

Schools: Public Grade, 42; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 19,203. Bond Issue $2,500,000 being spent for increased schools.

Churches: Baptist, 40; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 47; Presbyterian, 15; Roman Catholic, 2; Miscellaneous, 16.

Banks: National, 5; State, 2; Total Resources, $42,452,858.26, Savings Bank Deposits Total, $16,329,231.84.

Theatres: Legitimate, 2; Moving Pictures, 7; Miscellaneous (Auditorium, etc.), 4; Total number of seats, 6,000.

Location: On the Tennessee River; served by the Southern Railway, L. & N. Railway, and Knoxville & Carolina Railway. Railroad lines radiate in nine directions. Halfway between Chicago and Miami., Halfway between Mississippi River and Atlantic Ocean. Halfway between New York and New Orleans. Over 45,000,000 people live within 500 miles radius. Excellent motor bus service to all nearby points. Nearest large city is 6 hours by auto or railroad.

Principal Industries: Textile mills and clothing factories. Iron, steel and brass working plants, furniture and lumber; Tennessee marble quarries and finishing mills; miscellaneous industries. 9,000,000 tons coal mined annually within 30 miles of Knoxville.

Manufacturing Establishments: 278. Leading firms: Brookside Mills, Southern Railway Shops, Standard Knitting Mills, Appalachian Mills, Knoxville Iron Co., The Fulton Co., Sanford-Day Iron Works, Knoxville Knitting Mills, Knoxville Table & Chair Co., C. B. Atkin Co., Cherokee Spinning Co., Knoxville Cotton Mills, Appalachian Marble Co., Tennessee-Colorado Marble Co., Tennessee Producers Marble Co., Knox Porcelain Co., Southern Extract Co., Tate Mfg. Co., J. Allen Smith & Co.

Special Information: Bank Debits for 1924 were $379,293,011; Post Office receipts for 1924 were $579,214; Building permits for 1924 were $6,512,411; New $2,500,000 water plant started in 1925.

Residential Features: Private homes predominate. Of the 19,128 homes in Knoxville, 41.3 per cent are owned by the occupants. Homes in the best residential section average in value approximately, $35,000. Homes in the medium residential section range in value from $5,000 to $15,000.

Retail Shopping Section: Extends from Gay street and Magnolia avenue south 9 blocks to the corner of Gay street and Main avenue, also from the corner of Wall and Market street south three blocks to the corner of Church and Market. There are five prominent cross streets with many retail stores, which connect the two main trading arteries. Excepting for a number of outlying drug and grocery stores the major portion of the retail stores are restricted to the above mentioned territory.

Trading Area: About 50 miles in each direction. Much business, however, is secured from greater distances.

Wholesale Houses: Groceries, 13; meats, 7; fruits, 4; hardware, 2; dry goods, 5; Miscellaneous lines, 5 wholesale shoe houses.

Number of Retail Outlets for Nationally Advertised Products: Passengers automobile agencies, 21; commercial auto. agencies, 17; automobile accessories, 6; automobile tire agencies, 26; bakers, 11; cigar stores and stands (including hotels), 20 (chain, 3); confectioners (including hotel stands), 102; delicatessen, 3; dressmakers, 14; druggists, 45 (chain 9); dry goods, 48; department stores, 10; electrical supplies, 33; florists, 7; furniture, 38; furriers, 1; garages (public), 22; grocers, 478 (chain, 5); hardware, 11; jewelry, 13; meat markets, 53; men's furnishings, 6; men's clothing, 51; merchant tailors, 24; milliners, 14; opticians, 16; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 26; shoes, 20; sporting goods, 3; stationers, 26; women's apparel, 23.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months; 111; most pleasant months, April, May, June, Oct., Nov., Dec.; doctors, (medical, 160); (dentists, 54); (osteopaths, 10); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement bottom columns 3 and 4

MEMPHIS, TENN.

(Shelby County)

1920 Population, 162,351.

City and Suburban Estimate, 200,000.

Native Whites, 61%; Negroes, 36%; Foreign Born, 3%; Industrial Workers, 16%; English Reading, 99%; Families, 45,369

Schools: Public Grade, 40; High, 3; Parochial, 20, Number of Pupils, 32,764.

Churches: Baptist, 30; Christian Science, 2; Congregational, 2; Episcopal, 8; Hebrew, 5; Methodist, 20; Presbyterian, 18; Roman Catholic, 11; Miscellaneous, 12.

Banks: National, 2; State, 14; Total Resources, $125,027,577.53; Savings Bank Deposits Total, $92,504,069.49.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 26,757.

Location: Ten railroad systems converge at Memphis. Missouri Pacific, St. Louis Southwestern, Chicago, Rock Island & Pacific St. Louis & San Francisco, Illinois Central, Yazoo & Mississippi Valley, Southern, Louisville & Nashville, Nashville, Chattanooga & St. Louis, Mobile & Ohio.

Principal Industries: Woodworking and cotton seed oil, mixed feeds, cereals, automobiles and bodies, iron and steel, lumber and cotton.

Manufacturing Establishments: 800. Leading firms: Buckeye Cotton Oil Co., Dixie Cotton Oil Co., Kelsey Wheel Co., Ford Motor Co., Fisher Bodies Corp., Virginia Bridge Iron Co. Total value of yearly output of factories estimated at $180,000,000.

Special Information: Broad streets, splendid park system; 1,342.05 acres of parks and playgrounds, good educational institutions, $2,000,000 river and rail terminal, $1,500,000 auditorium, 12,500 seating capacity.

Residential Features: Most of homes for one and two families with bungalow type predominating. Great increase in recent years in number of apartment buildings. Several districts for working people and several for negroes. Best residence district in eastern and northeastern sections of the city.

Retail Shopping Section: Main, Second and Third streets. Main street, 16 blocks; Second street, 5 blocks; Third street, 2 blocks; Beale street, 6 blocks; Madison street, 4 blocks. There are other shopping sections one to four miles from business section.

Trading Area: Sixty-nine miles west into Arkansas, north into Tennessee, east into Tennessee and south into Mississippi. Good train service in all directions. Good roads contribute to the city's position as marketing and shopping center.

Wholesale Houses: Groceries, 22; meats, 9; fruits, 10; hardware, 5; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; automobile accessories, 40; automobile tire agencies, 20; bakers, 38; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 46; delicatessen, 10; druggists, 140; dry goods, 132; department stores, 4; electrical supplies, 30; florists, 12; fruits, 21; furniture, 75; furriers, 8; garages (public), 40; grocers, 831; hardware, 30; jewelry, 39; meat markets, 193; men's furnishings, 20; men's clothing, 20; merchant tailors, 87; milliners, 20; opticians, 16; photographers, 17; pianos (and miscellaneous musical instruments), 15; radio supplies, 8; restaurants (including hotels), 270; shoes, 46; sporting goods, 6; stationers, 10; women's apparel, 25.

MORRISTOWN, TENN.

(Hamblen County)

1920 Population, 5,875.

City and Suburban Estimate, 9,000 to 10,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 20%; English Reading, 90%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 4; Episcopal, 1; Methodist, 3; Presbyterian, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $5,000,000; Savings Bank Deposits Total $100,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,500.

Location: Main line of Southern Railway from Washington to New Orleans and western terminus of Carolina division of Southern; 42 miles east of Knoxville and 90 miles northwest of Asheville. Excellent bus service to all outlying districts.

Principal Industries: Poultry growing and shipping, pork packing, wagon manufacturing, furniture, knitting mills.

Manufacturing Establishments: 35. Leading firms: Morristown Produce & Ice Co., Taubell-Scott Co., Carver Wagon Works, Morristown Chair Co., Taylor Table Co., Haskew Mfg. Co., Morristown Packing Co., S. M. Holtsinger Co., Hamblen County Creamery Co., Davis Tyler Canning Co. Total value of yearly output of factories estimated at $7,500,000.

Special Information: Large poultry and egg market; junction point of railway and highways between north, south, east and west. A large wholesale center.

Residential Features: Mostly one family houses, limited section of industrial workers homes. Miles of paved streets; beautiful shade.

Retail Shopping Section: Four blocks on Main street with small stores in outlying district.

Trading Area: 15 miles to the east, 25 south, 20 north and 16 west. Some business is secured at greater distances.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 15; druggists, 3; dry goods, 8; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; furriers, 1; garages (public), 6; grocers, 48; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 5; sporting goods, 6; stationers, 4; women's apparel, 8.

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First in **City** Circulation—First in **Suburban** Circulation—First in **Country** Circulation

First in Local Advertising—First in National Advertising

THE NASHVILLE BANNER LEADS IN EVERYTHING

"EVERY DAY AND SUNDAY TOO"

National Representatives,
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The Knoxville Sentinel

East Tennessee's Leading Daily Newspaper

Published in metropolis of rich commercial, industrial, mining, timber and resort section of Southeast.

125,000 population in Knoxville; 450,000 population within 50 mile radius; 1,560,000 population within 100 mile radius.

The Sentinel will carry your message to the great majority of those whom you wish to reach in Knoxville and adjacent trading territory.

The Sentinel has carried the greatest volume of advertising of any Knoxville newspaper during the first ten months of 1925, *WITH A TOTAL OF 7,034,958 LINES.* It led its nearest competitor by more than 360,000 lines.

Six Afternoons and Sunday Morning

National Representatives:

STORY, BROOKS & FINLEY

New York, Philadelphia, Chicago and San Francisco

Space Buyers' Guide to Newspaper Markets of TENNESSEE and TEXAS

TENNESSEE (Cont'd)

NASHVILLE, TENN.

(Davidson County)

1920 Population, 118,342.

City and Suburban Estimate, 140,000.

Native Whites, 67.9%; **Negroes,** 30.1%; **Foreign Born,** 2%; **Families,** 30,220.

Schools: Public Grade, 39; High, 2; Number of Pupils, 23,000.

Churches: Baptist, 24; Christian Science, 2; Congregational, 2; Episcopal, 7; Methodist, 51; Presbyterian, 9; Roman Catholic, 6; Miscellaneous, 95.

Banks: National, 5; State, 9.

Theatres: Legitimate, 2; Moving Pictures, 11; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: L. & N. R. R., N. C. & St. L. R. R., T. C. R. R., Cumberland River Steamboat Lines.

Principal Industries: Shoe factory, stove foundry, coffee roasters, self raising flour mill, cement plant, fibre silk plant, paper box factories.

Special Information: One of largest hardwood flooring markets in the country. One of the largest manufacturing points in south. Grinds great quantity of wheat. Publishes many religious periodicals. Inland barge manufacturing plant. Produces 90 per cent of coffee cans used in the South.

Residential Features: Most of apartments in this section, no factories, no tenement sections.

Retail Shopping Section: Cumberland River, east boundery; Broad street, south; Cedar street, north; 14th avenue, west, (except auto row).

Trading Area: Radius of 65 miles. Auto lines in every direction for 30 miles, two interurban lines.

Wholesale Houses: Groceries, 19; meats, 9; fruits, 9; hardware, 7; dry goods, 12; Miscellaneous Lines: Candy, 10; Cigars, 5; Shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 10; automobile accessories, 100; automobile tire agencies, 50; bakers, 23; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 30; dressmakers, 44; druggists, 86; dry goods, 75; department stores, 4; electrical supplies, 14; florists, 10; fruits, 25; furniture, 47; furriers, 3; garages (public), 35; grocers, 650; hardware, 11; jewelry, 36; meat markets, 121; men's furnishings, 12; men's clothing, 52; merchant tailors, 56; milliners, 18; opticians, 15; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 217; shoes, 29; sporting goods, 4; stationers, 14; women's apparel, 26.

See announcement top columns 3 and 4 page 242

Standard Surveys of TEXAS

ABILENE, TEXAS

(Taylor County)

1920 Population, 10,274.

City and Suburban Estimate, 22,000.

Native Whites, 98%; **Negroes,** 2%; **Industrial Workers,** 10%; **English Reading,** 100%.

Schools: Public Grade, 6; High, 1; Number of Pupils, 4,420.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, $6,000,000. Savings Bank Deposits Total, $800,000.

Theatres: Moving Pictures, 6; Vaudeville, 1; Total number of seats, 4,000.

Location: Texas & Pacific Ry., Wichita Valley Ry. Co., Abilene & Southern Ry. Co. To nearest large city by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Grain elevator, gins, oil mill, cotton compress, broom factory, printing, auto springs, planing mills and railroad shops. Wholesale center.

Special Information: Three denominational colleges with a daily attendance of 2,500 students. A wholesale, retail and financial center for a hundred mile radius.

Residential Features: Principally a city of homes. Civic improvement attracts well-to-do families throughout this section, which is fast developing from a ranch country with large tracts into an agricultural section. Natural gas.

Retail Shopping Section: Ten blocks on Pine and Chestnut Streets with business houses extending a block in each direction from each of these streets.

Trading Area: Wholesale area extends for many miles. Strictly retail from 25 to 50 miles in each direction, with considerable additional retail trade from a much farther distance as the largest stores and varieties are carried here. Some retail shopping is not uncommon for a distance of 200 miles.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 10; automobile accessories, 25; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 7; druggists, 16; dry goods, 12; department stores, 4; electrical supplies, 6; florists, 4; fruits, 6; furniture, 6; garages (public), 20; grocers, 84 (chain, 2); hardware, 5; jewelry, 5; meat markets, 14; men's furnishings, 15; men's clothing, 12; merchant tailors, 1; milliners, 12; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 36; shoes, 20; sporting goods, 5; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 66; most pleasant months, April, May, June, Oct.; doctors (medical, 37), (dentists, 10), (osteopaths, 3); number of wired houses, 4,246; street car service; gas, natural; electric current, alternating; water, hard.

AMARILLO, TEXAS

(Potter County)

1920 Population, 15,494.

City and Suburban Estimate, 31,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 4,655.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,766.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 3; State, 2; Total Resources, $9,816,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,200.

Location: In Northwest Texas at intersection of Rock Island, Santa Fe and Fort Worth & Denver Railways. Direct connection with Chicago, Kansas City, Denver, Los Angeles, El Paso, Memphis, North Texas and Texas Gulf ports. Seven rail outlets. Bus lines to all surrounding towns.

Principal Industries: Railroad shops, zinc smelter, flourmill, creamery, oil refinery, leather goods, sheet metal, products, candy, ice, brick and tile, oil development.

Manufacturing Establishments: 44. Leading firms: U. S. Zinc Co., Great West Mills, Mistletoe Creamery, Amarillo Refining Co., J. E. Bryant Co., candy manufacturing. Total value of yearly output of factories estimated at $3,000,000 exclusive of smelter and refinery, figures of which are not available.

Special Information: City is distributing center for territory 300 miles square; 64 wholesale houses, yearly business $60,000,000. Large natural gas field in the near vicinity. Fuel cost to industry is equivalent to coal at $1.00 per ton. Direct rail connection with principal cities of the West.

Amarillo is located in heart of the southern gas field. Fifty wells are each producing 150,000 to 200,000,000 cu. ft. of gas daily. Large quantities of helium found in this gas.

Residential Features: Mostly well-built one-family homes, many brick; 15 miles paved in main residential district; natural gas in addition to usual public utilities. Water 98% pure. Moderate temperatures; winter mean average 43 degrees, summer 69 degrees.

Retail Shopping Section: Polk Street, 3rd to 9th; Taylor Street, 3rd to 8th; average of two blocks on each of intervening numbered streets. Neighborhood groceries in residence sections. Few suburban drug stores.

Trading Area: Absolute trade area averages 22 miles in all directions.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 7; hardware, 2; dry goods, 1; miscellaneous lines, farm implements, 14; auto accessories, 6; auto tires, 9; miscellaneous, 19.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 23; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 8; druggists, 20; dry goods, 17; department stores, 1; electrical supplies, 3; florists, 3; fruits, 5; furniture, 13; (garages (public), 10; grocers, 90; hardware, 5; jewelry, 13; meat markets, 26; men's furnishings, 16; men's clothing, 16; merchant tailors, 6; milliners, 12; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 36; shoes, 16; sporting goods, 6; stationers, 1; women's apparel, 17.

ATHENS, TEXAS

(Henderson County)

1920 Population, 3,176.

City and Suburban Estimate, 4,500.

Native Whites, 75%; **Negroes,** 25%; **Industrial Workers,** 8%; **English Reading,** 100%; **Families,** 1,500 (estimated).

Schools: Public Grade, 2; High, 2; Number of Pupils, 1,357.

Churches: Baptist, 2; Methodist, 2; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $2,672,436.33.

Theatres: Moving Pictures, 1; Total number of seats, 600.

Location: In the heart of eastern Texas. Served by St. L. S. W. and T. & N. O. branch of Southern Pacific. Bus service to Dallas and other leading cities; 8 passenger trains daily. Direct freight route from St. Louis, Dallas and New Orleans. To nearest large city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Brick, building tile, pottery and clay products, auto batteries, printing, mattresses, poultry dressing plant.

Manufacturing Establishments: 8. Leading firms: Athens Brick & Tile Co., Athens Pottery Co., Dixie Battery Co., Hugh Drane Co. Annual output: $1,300,000

Special Information: Large shippers of peaches, watermelons, hogs, cattle, poultry, only pea processing plant in south. Henderson county produces great amount of hogs. Two large lignite mines in county. $5,000,000 electrical plant under construction. Athens has a 70 acre city park and municipal golf course.

Residential Features: Private homes predominate, mainly owned. Some of the finest homes for a city of its size in the state.

Retail Shopping Section: Extends from Public Square, which forms heart of the business section, two blocks north, one block south, one block east and one block west. Neighborhood groceries in south and west sections.

Trading Area: Extends 25 miles north, south, east and west. Good trade from adjoining counties, except of east. Automobile lines, in all directions.

Wholesale Houses: Groceries, 2; poultry, 1; automobile tires, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 7; bakers, 1; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 5; dry goods, 9; department stores, 3; electrical supplies, 1; florists, 1; furniture, 2; garages (public), 6; grocers, 18; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; milliners, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; women's apparel, 2.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 25; most pleasant months, April, May, Oct., Nov., Dec.; doctors (medical, 7), (dentists, 3); number of wired houses, 832; street car service; electric current, alternating; water, soft.

AUSTIN, TEXAS

(Travis County)

1920 Population, 34,876.

City and Suburban Estimate, 60,000.

Native Whites, 90%; **Negroes,** 5%; **Foreign Born,** 5%; **Industrial Workers,** 1,300; **English Reading,** 94%; **Families,** 7,000.

Schools: Public Grade, 18; High, 1; Junior High, 1; Parochial, 21; Number of Pupils, 8,258.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 5; Presbyterian, 6; Roman Catholic, 4; Miscellaneous, 42.

Banks: National, 3; State, 3; Total Resources, $27,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: On Colorado River 155 miles northwest of Houston. On Houston & Texas Central Ry., M. K. & T. Ry., I. & G. N. Ry., 85 miles from San Antonio.

Principal Industries: Furniture, chili factory, printing, foundries, machine shops, ice factories, fruit and meat canning, compresses, brick factories.

Manufacturing Establishments: 112. Leading firms: Walker Properties, Elgin-Butler Brick Works. Annual output, $7,121,000.

Special Information: Texas State University has annual enrollment of 8,000.

Residential Features: Private homes predominate, large percentage owned. Sections devoted to Mexican and Negro laborers.

Retail Shopping Section: Extends from State Capitol to First Street on Congress, 10 solid blocks of business houses. Business locations over area of 3 to 12 blocks on 1st to 10th Streets, included. Suburban business section in University neighborhood of 8 blocks, including bank, barbers, candy, drugs, etc. Numerous outlying residential sections.

Trading Area: Extends as far as 40 to 50 miles. Daily train and trolley service. Bus lines and I. G. N. motor car service serve as transportation for trading population to come to Austin. Good roads inducement to auto trading class to come to this city.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 7; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 10; automobile accessories, 19; automobile tire agencies, 18; bakers, 20; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 40; dressmakers, 40; druggists, 33; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 8; fruits, 36; furniture, 18; furriers, 1; garages (public), 34; grocers, 132; hardware, 5; jewelry, 12; meat markets, 51; men's furnishings, 8; men's clothing, 25; merchant tailors, 1; milliners, 9; opticians, 5; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 1; restaurants (including hotels), 73; shoes, 13; sporting goods, 3; stationers, 6; women's apparel, 8.

BALLINGER, TEXAS

(Runnels County)

1920 Population, 2,767.

City and Suburban Estimate, 20,000.

Native Whites, 85%; **Negroes,** 10%; **Foreign Born,** 5%; **English Reading,** 95%; **Families,** 900.

Schools: Public Grade, 850 pupils; High, 250 pupils; Number of Pupils, 1,100.

Churches: Baptist, membership 400; Episcopal, membership 40; Methodist, membership, 400; Presbyterian, membership 350; Roman Catholic, membership, 120; Miscellaneous, membership, 300.

Banks: National 1; State, 2; Total Resources, $3,000,000. Savings Bank Deposits Total, $1,500,000.

Theatres: Moving Pictures, 2; Total number of seats, 800.

Location: Santa Fe Ry., Abilene & Southern Ry. To nearest larger city by railroad, 10 hours; by automobile, 8 hours.

Principal Industries: Cottonseed oil, poultry dressing and eggs.

Manufacturing Establishments: Leading firms: Creasy Rotary Files Co. (gin saw filers), Ballinger Poultry & Egg Co.

Special Information: Ballinger is a growing cotton market. County will produce this year over 60,000 bales, a large part of which comes to this market.

Residential Features: About 1,000 houses; few apartments.

Retail Shopping Section: Hutchins Avenue, about 8 blocks; 8th Street, 4 blocks.

Trading Area: Eighteen miles in each direction. On special occasions Ballinger's trade covers a territory of 50 miles.

Wholesale Houses: Groceries, 2; fruits, 1; miscellaneous lines, poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 6; automobile accessories, 13; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 8; druggists, 4; dry goods, 11; department stores, 1; electrical supplies, 3; fruits, 4; furniture, 2; garages (public), 14; grocers, 12; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 13; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 10), (dentists, 3), (osteopaths, 4); number of wired houses, 860; street car service; electric current, alternating; water, hard.

Not Satisfied?

Perhaps changes in your organization will let you out or maybe you just *want* to make a change. You can visualize your opportunities — find out what is open in your line —if you state your qualifications under "Situations Wanted" on the classified page of

Editor & Publisher

TEXAS (Cont'd)

BEAUMONT, TEXAS

(Jefferson County)

1920 Population, 40,422. (1924, est. 57,962.)

City and Suburban Estimate, 131,862.

Native Whites, 70%; **Negroes,** 25%; **Foreign Born,** 5%; **Industrial Workers,** 60%; **English Reading,** 98%; **Families,** 11,225.

Schools: Public Grade, 23; High, 3; Junior High, 3; Parochial, 2; Junior College, 1; Business Schools, 2; Number of Pupils, 11,225.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 5; Christian, 3.

Banks: National, 4; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 5,000.

Location: On Neches River, 30 ft. channel to Gulf of Mexico, 27th seaport in United States, 4 railway systems—Santa Fe, Southern Pacific, Gulf Coast Lines, Kansas City Southern Railway; 13 outlets; 11 steamship lines to all parts of the world and coastwise trade. Interurban to Port Arthur. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Oil refining, lumbering, rice, milling, iron manufacturing, shipbuilding, hardwood manufacturing.

Manufacturing Establishments: 83. Leading firms: Magnolia Oil Refinery, Pennsylvania Car Co., Petroleum Iron Works Co., Pennsylvania Shipbuilding Co., Boykin Machine Co., Beaumont Iron Works, John Dollinger.

Special Information: Beaumont is the center of one of the largest oil refining areas in the country. Over 16,000 men are employed in six refineries located in and within 20 miles of Beaumont. Southwestern headquarters for the yellow pine lumber industry. Over 20,000 men employed in the Texas and Louisiana sawmills.

Residential Features: Most of the homes are one-family houses on lots 50 ft. wide. About 55% of the people own their homes. Very few apartment houses. No tenements.

Retail Shopping Section: Three retail streets —Pearl, Orleans and Crockett. Pearl and Orleans extend from river for 12 blocks. Crockett extends from Tevis Street for 10 blocks.

Trading Area: Extends 40 miles west, 100 miles east, 125 miles northeast, 100 miles north, 30 miles south. People travel from Leesville, La., to Beaumont to do their retail shopping. They travel from Remlig on the north and from Sabine on the south.

Wholesale Houses: Groceries, 5; meats, 7; fruits and produce, 5; hardware, 3; dry goods, 1; drugs, 1; miscellaneous, 34.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 80; automobile tire agencies, 14; bakers, 9; cigar stores and stands (including hotels), 54 (chain, 2); confectioners (including hotel stands), 10; delicatessen, 15; druggists, 34; dry goods, 8; department stores, 7; electrical supplies, 17; florists, 10; furniture, 15; furriers, 2; garages (public), 12; grocers, 185 (chain, 8); hardware, 5; jewelry, 16; meat markets, 139 (chain, 6); men's furnishing and clothing, 8; merchant tailors, 7; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 8; radio supplies, 7; restaurants (including hotels), 48 (chain, 3); shoes, 12; sporting goods, 4; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 81; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 52), (dentists, 40), (osteopaths, 2); number of wired houses, 10,600; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

BONHAM, TEXAS

(Fannin County)

1920 Population, 6,008.

Native Whites, 85%; **Negroes,** 14%; **Foreign Born,** 1%; **Industrial Workers,** 300; **English Reading,** 99%.

Schools: Public Grade, 3; High, 1.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1, not active; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, $2,000,000.

Theatres: Moving Pictures, 2.

Location: Tex. & Pac., and D. B. & N. O. R.Rs.

Principal Industries: Cotton mill, cottonseed oil mill, mattress factory, gasoline pump manufactory, farming truck and fruit raising, dairying.

Manufacturing Establishments: Leading firms: Gasoline Pump Mfg. Co. and Mattress Mfg Co.

Residential Features: Many beautiful homes, many of which are brick. Much pride is taken in beautifying homes especially on paved street sections. Streets are marked and houses numbered. City mail delivery.

Retail Shopping Section: Main square and streets, leading north and south for two blocks.

Trading Area: 15 to 20 miles surrounding.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 6 or 8; bakers, 1; confectioners (including hotel stands), 5; druggists, 3; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 5; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

BRENHAM, TEXAS

(Washington County)

1920 Population, 5,066. (1925 est. 6,125.)

City and Suburban Estimate, 6,546.

Native Whites, 45%; **Negroes,** 45%; **Foreign Born,** 10%; **Industrial Workers,** 22%; **English Reading,** 95%; **Families,** 1,233.

Schools: Public Grade, 3; High, 2; Parochial, 1; Number of Pupils, 650.

Churches: Baptist, 5; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Private, 1; Total Resources, $5,000,000; Savings Bank Deposits Total, $2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: One hundred twenty-six miles north of Galveston on main line of Gulf, Colorado and Santa Fe Railway; on Austin branch of the Houston and Texas Central Railway. Concrete roads afford splendid jitney service east and west. Through refrigerator service on Santa Fe affords splendid service for truck shipments. To nearest large city by railroad, 3 hours; by auto, 3½ hours.

Principal Industries: Cotton seed oil mill, cotton mill, creamery, ice cream, foundry, machine shops, gas light and electric plant, printing, chicken hatchery, two cotton gins, planing mill.

Manufacturing Establishments: 7. Leading firms: Brenham Compress, Oil & Mfg. Co. Total value of yearly output of factories estimated at $1,846,000.

Special Information: Splendid distributing point for wholesale grocers; one of the best cotton markets in the state; long noted for the excellent staple of cotton produced in this section. Educational system consists of a splendid system of public schools and Blinn Memorial College.

Residential Features: Residential section of the whites consists of mainly one-family houses (cottages and bungalows). During the past two years apartments houses and apartments in the business section of the city have sprung up. Most homes owned by occupants. Negro homes mostly one, two and three rooms on the cheapest construction, located at the edge of city.

Retail Shopping Section: Main section surrounding the Court House Square. Business section as a whole very compact. Very few neighborhood stores. Business firms mostly old established—many over 50 years in business, solid, substantial and conservative.

Trading Area: Trading area within a radius of 30 miles. Surrounding territory is mostly a farming community, peopled by farmers owning their own farms and thrifty and prosperous.

Wholesale Houses: Groceries, 4; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 19; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 1; florists, 2; fruits, 12; furniture, 3; garages (public), 8; grocers, 26 (chain, 1); hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 3; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 55; most pleasant months, March, April, May, Oct.; doctors (medical, 9), (dentists, 7); number of wired houses, 984; gas, artificial; electric current, alternating; water, hard.

BROWNSVILLE, TEXAS

(Cameron County)

1920 Population, 11,791. (1925, est. 16,000.)

City and Suburban Estimate, 22,000 to 24,000; includes Matamoras, Mexico, across the Rio Grande from Brownsville.

Native Whites, 67.5%; **Negroes,** 0.1%; **Foreign Born,** 32.4%; **English Reading,** 60%; **Families,** 3,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 3,845.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 3; State, 1; Total Resources, $7,000,000. Total Deposits, $5,500,000.

Theatres: Moving Pictures, 4. (Equipped for legitimate, or vaudeville.)

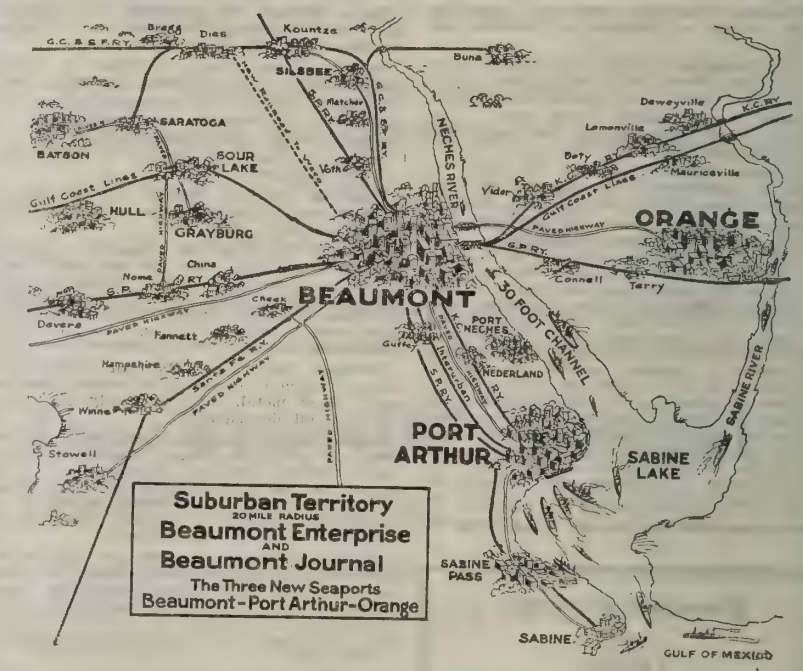
Continued on page 245

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL

Necessary to Any Campaign in Either Texas or Louisiana

Southeast Texas and Southwest Louisiana form an industrial territory producing dependable revenue twelve months in the year. A territory in which there is no competition by outside newspapers; thus an advertiser receives full value for the money invested in advertising in the Beaumont Enterprise and the Beaumont Journal.

These publications cover the fifth market in Texas and the third market for Louisiana.



Greater Beaumont Population 131,862

In reality Beaumont is the fifth city in Texas for in and within twenty miles of Beaumont, the A. B. C. has set the population as 131,862 (these are 1923 figures). Every part of the twenty-mile radius is served with concrete roads and carrier service is afforded every home within this radius for both the Beaumont Enterprise and the Beaumont Journal.

Beaumont should be included in every campaign even if the plans include cities of 100,000 and over.

Sole National Representatives

S. C. BECKWITH, Special Agency

New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City, Los Angeles, San Francisco

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL

TEXAS (Cont'd)

Brownsville (con't)

Location: Extreme southern terminus of the Missouri Pacific R.R. System. Eastern terminus of the National railway lines of Mexico. Probable southern terminus of the Southern Pacific System now building; 26 miles from Point Isabel, on Gulf of Mexico. To nearest large city (San Antonio) by railroad, 12 hours; by auto, 16 hours.

Principal Industries: Agriculture (including winter-grown truck), citrus fruits, cotton, corn; winter and summer tourist resort.

Manufacturing Establishments: Three factories for manufacture of hats from palm leaf straw; factory for manufacture of work and other common shirts, work trousers, khaki jackets, etc., employing fifty women; cotton-seed oil mill; brick and hollow and drain tile plant representing investment of $150,000; broom factory; mattress factory; ice factory; 5 soda water bottling establishments. Total value of yearly output of factories estimated at $1,000,000.

Special Information: Brownsville is a Summer and Winter resort, and is the largest city in what is known as the "Lower Rio Grande Valley of Texas," which has become important as a winter truck and citrus fruit section; truck shipments in past two seasons, 14,000 carloads per season, including cabbage, carrots, beets, eggplant, beans, tomatoes, and other products; 750 carloads of grapefruit shipped in 1924-25, and production in 1925-26 estimated at 1,000 cars. Section raised 90,000 bales of cotton in 1924, and 115,000 bales in 1925. Brownsville is known as the first cotton producing section in the United States, growing first bale as early as June 15. Towns in this territory number 15, all located on concrete highway, 65 miles long, and being extended further. Towns include San Benito, 5,000; Harlingen, 5,000; La Feria, 1,200; Mercedes, 5,000; Weslaco, 3,000; Donna, 1,500; Pharr-San Juan, 1,500; McAllen, 5,500; Mission, 4,000; Edinburg, 1,500; Raymondville, 1,000; Lyford, 600. Counties in lower Rio Grande valley include Cameron, Hidalgo, Willacy, and Starr. Total assessable valuations for taxes, $75,000,000; bank deposits, $20,000,000. Growing season, all months of the year. Cameron, and Hidalgo counties are now expending $3,120,000 for control of flood waters of Rio Grande, insuring stable land values. Brownsville is wholesale and financial center of this section, although much buying is done in San Antonio, 320 miles distant; Houston, 372 miles distant; and Dallas, 555 miles distant. Fort Brown, U. S. army post, with garrison of 500 men, is located here. Fort Ringgold, in Rio Grande City 110 miles west of Brownsville, has garrison of 500 men. Value of irrigation canals and pumping plants in lower Rio Grande placed at $20,000,000, irrigating 400,000 acres of agricultural land. All except two systems are owned by farmers and landowners. American Land & Irrigation Company, Mercedes, is watering 80,000 acres and is one of the privately owned irrigation systems in the United States.

Retail Shopping Section: Includes 5 blocks on Elizabeth (principal business street); 3 on Washington; 5 on Levee (one side); 3 on 11th; 5 on 12th; 2 on 13th. Many grocery and other small stores in residential sections.

Trading Area: Extends north 50 miles to Raymondville; north and west 65 miles to Mission; across Rio Grande to Matamoras, and extends from 50 to 75 miles. Bus lines operate over concrete highway between Brownsville and Mission, and by parallel railroad. Trading area includes Matamoras on account of its inhabitants virtually doing all their wholesale and retail buying in Brownsville. fruits, 2; dry goods, 2; iron and steel, and allied lines, 1; drugs, 1; cigars, 1.

Wholesale Houses: Groceries, 5; meats, 4;

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial autos, 4; automobile accessories, 7; automobile tires, 10; bakers, 6; cigar stores and stands (including hotels), 6; confectioners, 5; dressmakers, 23; druggists, 7; dry goods, 15; electrical supplies, 3; florists, 3; fruits, 40 (including stalls in city market); furniture, 4; garages (public), 5; grocers, 18 (chain, 1); hardware, 5; jewelry, 4; meat markets, 10 (all in city market); men's furnishings, 5; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; restaurants (including hotel cafes), 8; sporting goods, 2; stationers, 1; women's apparel, 7; curio stores, 2.

Miscellaneous Data: Average temperature, 73 degrees; average number of rainy days per twelve months, 65; most pleasant months, March, April, July, Aug., Sept., Oct.; doctors (medical, 13), (dentists, 4), (osteopaths, 2); number of wired houses, 1,600; electric current, alternating; water, soft.

BROWNWOOD, TEXAS

(Brown County)

1920 Population, 8,223.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 2,400.

Churches: Baptist, 5; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 1; Private, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, $4,118,819.56; Savings Bank Deposits Total, $3,411,300.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 8,600.

Location: Gulf, Colorado & Santa Fe Ry., and the Fort Worth & Rio Grande Ry. (The G. C. & S. F. is part of the Santa Fe system on the main route from New Orleans to California. The F. W. & R. G. is part of the Frisco system.) To nearest large city by railroad, 6 hours; by auto, 6 hours.

Principal Industries: Flour, cotton gins, rock crushers, candy and pecan products, brick, women's clothing, printing, mattress factories, woodwork plants, cotton oil, gasoline refineries, petroleum production, shale products, cream products, cigars.

Manufacturing Establishments: 27. Leading firms: Walker-Smith Co., Brooke Ramey, Brownwood Cotton Oil Mill, Brownwood Brick & Tile Co., Alamo Mfg. Co.

Residential Features: Principally private residences—many apartment houses. About 2,500 residences.

Retail Shopping Section: Extending from Court Square south on East Broadway and West Broadway to Center Avenue and Fisk Avenue, intersecting streets, Baker, Lee, South Broadway, North Broadway, Adams. Outlying sections have usual neighborhood stores, etc.

Trading Area: Around fifty miles each side.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 3; druggists, 10 (chain, 5); dry goods, 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 6; garages (public), 8; grocers, 50 (chain, 2); hardware, 7; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments) 4; radio supplies, 1; restaurants (including hotels), 15; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 10; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 30), (dentists, 10), (osteopaths, 3); number of wired houses, 2,400; gas, natural; electric current, alternating and direct; water, soft.

BRYAN, TEXAS

(Brazos County)

1920 Population, 6,307 (1925 est., 8,500).

City and Suburban Estimate, 12,000.

Native Whites, 45%; Negroes, 30%; Foregin Born, 25%; Industrial Workers, 20%; English Reading, 50%; Families, 2,300.

Schools: Public Grade, 3; High, 2; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, $4,379,712.21.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 9,800.

Location: Houston & Texas Central RR. (Southern Pacific), International & Great Northern RR. Interurban line to College Station—five miles.

Principal Industries: Ice and bottling; laundry, cotton gins, general merchandise, oil mills.

Manufacturing Establishments: 3. Leading firms: Bryan Fertilizer Co., Stephon Ice Box Co., Western Public Service Co. Total value of yearly output of factories estimated at $1,500,000.

Special Information: Rich cotton farming district, Brazos River bottom nearby, and trade territory covers Brazos and parts of three other counties.

Residential Features: Fine residences of wealthy citizens for small community are features, but for most part ordinary frame one- and two-story houses.

Retail Shopping Section: Main Street ¾-mile long, extending between two railways. Retail section beginning to occupy parallel street to west—also the intersecting ones.

Trading Area: Extends to west and south 20 miles in heavy cotton producing section, and to north and west of well populated district of small farmers, 20 to 30 miles.

Wholesale Houses: Groceries, 2; hardware, 1; miscellaneous lines, 1 ice, 1 cotton seed oil, coke and fertilizer.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 5; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 22; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

CISCO, TEXAS

(Eastland County)

1920 Population, 7,422.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 99%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,900.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: Private, 1; State, 2; Total Resources, $2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,700.

Location: Texas & Pacific RR., M. K. & T. RR., Cisco & Northeastern RR.

Principal Industries: Oil and gas, nitro glyc. plants, oil well supplies. Headquarters for the larger oil companies.

Manufacturing Establishments: Several small plants. Mattress, candy, ice, etc.

Special Information: Cisco is the home city of the North Central Texas Oil Fields. It has just completed a large reinforced concrete hollow type dam, costing $1,250,000. Cisco is noted for its paved streets, good water and all modern improvements.

Residential Features: Modern homes 75% owned by occupants. Best residential section on West Side of city.

Retail Shopping Section: About 8 blocks. Business section (shopping) confined mostly to Main Street about 6 blocks.

Trading Area: Extends about 30 miles in each direction, on account of hard surfaced road leading from Cisco, north, east, south and west.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 1; florists, 2; fruits, 1; furniture, 1; garages (public), 15; grocers, 20; hardware, 3; jewelry, 1; meat markets, 2; men's furnishings, 2; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 25; sporting goods, 1; women's apparel, 2.

CLEBURNE, TEXAS

(Johnston County)

1920 Population, 12,820.

Native Whites, 97%; Negroes, 3%; English Reading, 95%; Families, 4,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,300.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, First Christian, Central Church of Christ, Church of God in Christ, Pentecostal Holiness.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,500.

Location: Cleburne, located in north central Texas, with the Santa Fe Railroad running four ways out of Cleburne; also served by the Trinity & Brazos Valley; thirty miles from Fort Worth and fifty miles from Dallas, and connected with hourly interurban service, bus lines and good roads.

Principal Industries: Agricultural products especially the raising of cotton, also dairy, poultry, fruit and vegetable products; Cleburne is noted for her pure bred Jersey cattle, as well as beef cattle.

Manufacturing Establishments: 8. Leading firms: Starling's Creamery, manufacturing butter, ice cream and cream products; Cleburne Broom Factory, Cleburne Ice & Cold Storage, Coco Cola Bottling Works, Cleburne Mattress Factory, Keel Manufacturing Co. (making potato chips and candy), Palace of Sweets (candy).

Special Information: Cleburne, present approximate population, 20,000; county seat of Johnson County, whose area is 464,000 acres, of which 85% is under cultivation; Johnson County last year raised 50,000 bales of cotton; over a hundred thousand dollars' worth of dressed turkeys were shipped from Cleburne. Cleburne has an excellent school system, pure artesian water, excellent railroad facilities, natural gas, cheap electrical power and splendid roads; and has modern homes and fine churches.

Residential Features: Majority of people in Cleburne own their own homes, however, we have all the rent houses needed, which are moderately priced in rent; most of houses are one-family houses, from four to eight rooms. Special section devoted to the negroes.

Retail Shopping Section: Extends from the Court House, which is in the center of our business district, about four blocks down each street leading from the Court House, whcih are North Main Street, South Main Street, West Chambers, East Chambers, West Henderson, East Henderson, North Caddo, South Caddo.

Trading Area: Extends about 15 miles north, thirty east, fifty south and seventy-five west.

Wholesale Houses: Groceries, 4; lumber companies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 16; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 9; dry goods, 10; department stores, 7; electrical supplies, 5; florists, 4; fruits, 20; furniture, 5; garages (public), 10; grocers, 75; hardware, 6; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 9; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 10; shoes, 15; sporting goods, 4; stationers, 10; women's apparel, 12.

Miscellaneous Data: Average number of rainy days per twelve months, 100; most pleasant months, April, May, Oct., Nov.; doctors (medical, 21), (dentists, 6), (osteopaths, 2); gas, natural; electric current, alternating and direct; water, soft.

COMMERCE, TEXAS

(Hunt County)

1920 Population, 3,842 (1925, est. 6,000).

City and Suburban Estimate, 40,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 15%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 5; High, 2; Junior High, 1; Number of Pupils, 1,200. State Teachers' College with annual enrollment of more than 3,000.

Churches: Baptist, 2; Christian, 2; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3; State, 1; Total Resources, $1,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), two high school auditoriums and two auditoriums at State College. Total number of seats, 2,500.

Location: On St. Louis-Southwestern (Cotton Belt), and Texas Midland railroads, with five railroad outlets. Has three freight divisions of St. L.-S.W. Ry. and roundhouse and shops. Through freight is received from St. Louis in two days and from Dallas in one day. To nearest large city by railroad, 1 hour: by auto, 1 hour.

Principal Industries: Cotton seed oil mill, railroad shops, cotton gins (4), flour mills, ice factory, bottling and ice cream factory, planing mill, paper mill.

Manufacturing Establishments: Leading firms: Commerce Cotton Seed Oil Co., Commerce Ice Co., Lone Star Paper Mills, Thomas Grain & Coal Co. (Milled stock and poultry feeds.)

Special Information: Is located at division of black land cotton, corn and grain belt on the west, and light soil fruit and vegetable region on east. Country is thickly settled by farmers. Is noted as a school town, the biennial appropriation for the State college here being more than $500,000. Is 74 miles from Dallas with an asphalt and concrete paved road all the way. Also has paved road outlets north and east. Is noted for modern homes and paved streets.

Residential Features: Owing to the school and railroad population there are quite a number of apartment houses and boarding houses.

Retail Shopping Section: Main Street, 2 blocks; Alamo Street, 2 blocks; Washington Street, 2 blocks.

Trading Area: A radius of ten miles is regarded by the merchants here as Commerce trade territory and they advertise to cover this area.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines: feed and grain, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 18; dressmakers, 4; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 1; fruits, 8; furniture, 3; garages (public), 6; grocers, 21; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 10; women's apparel, 9.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 9), (dentists, 3), (osteopaths, 1); number of wired houses, 800; electric current, alternating; water, soft.

CORPUS CHRISTI, TEXAS

(Nueces County)

1920 Population, 10,522 (1925, est. 17,500).
City and Suburban Estimate, 40,000.

Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 2%; English Reading, 75%; Families, 3,500.

Schools: Public Grade, 6; High, 1; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 3; Total Resources, $8,750,000; Savings Bank Deposits Total, $800,000

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TEXAS (Cont'd)

Corpus Christi (con't)

Theatres: Moving Pictures, 7. Total number of seats, 2,800.

Location: West shore of Corpus Christi Bay off the Gulf of Mexico. Served by the Missouri Pacific, Texas-Mexican, Southern Pacific and the San Antonio Uvalde and Gulf Railways. Bus service to San Antonio, Kingsville,, and Rio Grande Valley points. To nearest large city by railroad, 6 hours; by auto, 5 hours.

Principal Industries: At present strictly agritural. Neuces County produced 35,000 bales of staple cotton this year, about one-third of the normal crop, despite a general drought that prevailed in the central, and northern part of the state. This county has had the highest yield per acre of any section of the cotton belt for the last 10-year period.

Manufacturing Establishments: 6. Leading firms: Cloverdale Creamery, Dixon Sprayer Co., Corpus Christi Oil Mill, Lone Star Ice Factory, Gulf Coast Power & Ice Co., Corpus Christi Foundry.

Special Information: Terminal for three railways. Port facilities benefiting states as far west as Arizona, and north to the Dakotas. Abundance of cheap labor, and municipally owned gas field supplying industry with 6-cent fuel at city limits. Two million acres Victoria clay, and Victoria loam farm lands within a radius of 50 miles of Corpus Christi. Summer and winter resort, with all-year-round bathing and fishing.

Residential Features: Mostly families, with limited section for homes of laboring class occupying smaller dwellings. First-class deep-water port, with safe and adequate harbor, which will be completed in May, 1926.

Retail Shopping Section: Five blocks on Chaparral Street, 5 blocks on Mesquite Street, 3 blocks on Leopard Street, 2 blocks on Peoples Street, 2 blocks on Scatzel Street, 2 blocks on Starr Street.

Trading Area: Thirty miles north, 30 miles northeast, 40 miles south, and 40 miles west. Bay lies due east of city.

Wholesale Houses: Groceries, 9; meats, 2; fruits, 3; hardware, 1; Miscellaneous lines, 3 grain, 1 ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 15 (chain, 2); confectioners (including hotel stands), 12; delicatessen, 3; druggists, 8; dry goods, 20; department stores, 6; electrical supplies, 5; florists, 4; fruits, 15; furniture, 4; garages (public), 12; grocers, 48 (chain, 1); hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 7; men's clothing, 9; merchant tailors, 4; milliners, 9; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 14; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 70.6 degrees; most pleasant months, nearly all; doctors (medical, 16), (dentists, 9), (osteopaths, 2); number of wired houses, 1,100; street car service; gas, natural; electric current, alternating; water, hard.

CORSICANA, TEXAS

(Navarro County)

1920 Population, 11,356. (Since recent gusher oil field has been opened population has increased to 22,000.)

City and Suburban Estimate: Population in oil field and suburban sections about 26,000.

Native Whites, 85%; **Negroes,** 15%; **Industrial Workers,** 4,000; **English Reading,** 90%; **Families,** about 5,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 4,700.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 2; Total Resources, $17,000,000. Savings Bank Deposits Total, $15,000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 5,000.

Location: Southern Pacific, St. Louis & Southwestern, Trinity and Brazos Valley, Hillsboro branch, Interurban, Texas Electric Co. To nearest large city by railroad, 2¼ hours; by trolley, 2¼ hours; by auto, 3 hours.

Principal Industries: Oil refineries, cotton mills, cotton oil mills, big machine shops, oil well machinery manufacturers, road graders, candy factory, broom factory, fruit cake factory, brick plants, cotton warehouses and compressers, wholesale center with large oil well supply houses, planing mills, and many smaller industries. Center of large agricultural district.

Manufacturing Establishments: Leading firms: American Well & Prospecting Co., Magnolia Petroleum Co., Corsicana Oil & Refining Co., Corsicana Cotton Mills, Southland Cotton Oil Co., Navarro Cotton Oil Co., De Luxe Fruit Cake Factory, Frick Ice Cream Co., Corsicana Ice & Utilities Co. Total value of yearly output of factories estimated at $25,000,000.

Special Information: Corsicana is so located in the black land belt that it is an important agricultural center, and having an almost unlimited trading territory, has developed into a wholesale and jobbing center, there being located here at the present time forty-seven wholesale houses, groceries, hardware, tinware, poultry, oil products, oil well machinery, supplies, etc., cotton products, cotton oil products. It is located in Navarro County which is the second largest cotton county in Texas, sixth largest county in individual farm owners, eighth largest county in population, and third richest county in Texas due to its extended gusher oil field—greatest daily production reaching over 425,000 barrels. Estimated cotton crops for 1925, 80,000 bales.

Residential Features: Corsicana is a city of homes, churches and religious environments, together with being a good school town, there are now being completed five new public school buildings, with a new $400,000 high school to take care of the growing attendance. With a municipal lake large enough to accommodate a city three times its size, Corsicana has sufficient fresh water for all purposes, industrial and otherwise, with plenty left for the beautification of lawns, flowers, etc., thereby making the city one of flowers and trees.

Retail Shopping Section: Corsicana being centrally located and seventy miles distant from any larger trading district, makes it an ideal trading center. With forty miles of pavement, 300 miles piked roads and ample railroad and motor car service, together with hourly interurban service, makes transportation easy and available for retail shoppers. With several large department stores, attractive cafes and daily amusements, the shoppers are well cared for.

Trading Area: The trading area of Corsicana is almost unlimited to the east and south, with larger cities seventy miles north and west dividing the trade about half way.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 2; hardware, 1; dry goods, 2; miscellaneous lines, oil well supplies, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 9; druggists, 11; dry goods, 12; department stores, 6; electrical supplies, 3; florists, 2; fruits, 4; furniture, 7; garages (public), 7; grocers, 49 (chain, 7); hardware, 5; jewelry, 3; meat markets, 14; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, June, Oct., Nov., Dec.; doctors (medical, 30), (dentists, 9), (osteopaths, 2); number of wired houses, 5,000; street car service; gas, natural; electric current, alternating; water, soft.

CUERO, TEXAS

(De Witt County)

1920 Population, 3,671.

City and Suburban Estimate, 5,500.

Native Whites, 65%; **Negroes,** 20%; **Foreign Born,** 15%; **Industrial Workers,** 3%; **English Reading,** 85%; **Families,** 1,000.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,350.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; Private, 1; State, 1; Total Resources, $3,000,000. Total deposits estimated, $2,600,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,400.

Location: On Guadalupe River, 60 miles from sea coast, in south central Texas in the center of a fertile farming, dairy stock and poultry production territory. Situated about half way between Houston and San Antonio at the intersection of the San Antonio & Arkansas Pass and Southern Pacific railways, and on four designated State and Federal highways. Motor bus service to neighboring cities.

Principal Industries: Cotton cloth, cottonseed products; dressed turkeys and poultry, poultry and stock feeds. Important inland concentration point for south Texas cotton. Home of Mid-West utilities, dam and power company, supplying lights and power for Cuero and three neighbor cities. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Manufacturing Establishments: 2. Leading firms: Guadalupe Valley Cotton Mills, Cuero Cotton Oil & Mfg. Co., Washington Gray Co., Cuero Mill & Feed Co., R. C. Flick, Buchel Milling Co., Cuero Compress & Warehouse Co.

Special Information: Location makes city market center for large and fertile territory. Jobbing center for groceries, pecans, fruits and produce. Home of large cotton compress. Large shipping point for dressed turkeys. Internationally known for its famous "Turkey Trots." City of attractive homes.

Residential Features: 75% of residents own their own homes. City of beautiful homes and wide streets bordered by huge live oak trees. Well kept lawns. Sixteen miles of paved streets.

Retail Shopping Section: Extends six blocks on Main Street and four blocks on Esplanade, the two principal streets. Two blocks each on Church and Railroad Streets, which parallel Main; and two blocks on Gonzales, which runs parallel with Esplanade.

Trading Area: Extends about 15 miles north, 35 miles west, 30 miles south and 18 miles east. Some business from points even further away because of modern stores and stocks and city's reputation as cotton and poultry market.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines: machinery, 1; feed, 1; seed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, about 10; druggists, 3; dry goods, 16; department stores, 4; electrical supplies, 3; florists, 1; fruits, 4; furniture, 2; garages (public), 15; grocers, 12; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1, exclusive; men's clothing, 8; merchant tailors, 5; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 8; supply goods, 2; stationers, 1; women's apparel, 12. Only two exclusive women's shops.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 36; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 16), (dentists, 3); number of wired houses, 1,050.

.DALLAS, TEXAS

(Dallas County)

1920 Population, 158,976. (1925, est. 193,450.)

City and Suburban Estimate, 257,000.

Native Whites, 79.3%; **Negroes,** 15.2%; **Foreign Born,** 5.5%; **Industrial Workers,** 5.2%; **English Reading,** 96.8%; **Families,** 45,000.

Schools: Public Grade, 45; High, 6; Private, 80; Universities, 3; Number of Pupils, 43,825.

Churches: Baptist, 22; Christian Science, 2; Congregational, 6; Episcopal, 5; Hebrew, 3; Methodist, 19; Presbyterian, 11; Roman Catholic, 9; Miscellaneous, 22.

Banks: National, 8; State, 8; Total Resources, June 30, 1925, $156,509,329.50.

Theatres: Legitimate, 3; Moving Pictures, 25; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 29,500.

Location: Dallas is located on the Trinity River in the northern portion of Texas. Served by the following interurban lines: Waco, Sherman, Forth Worth, Terrell, Denison, Waxahachie, Corsicana and Fenton. The following trunk steam lines also serve Dallas: M. K. & T., H. & T. C., Rock Island, T. & N. O., Santa Fe, Southern Pacific, Texas & Pacific, Frisco, St. Louis Southwestern, Trinity and Brazos Valley and Ft. Worth & Denver. To nearest larger city (Kansas City) by railroad, 12 hours.

Principal Industries: Petroleum products, cotton seed products, iron and steel, cement, clothing, flour, mixed feeds, bakery products, furniture, packing house products, paints, building materials, cigars, candy, trunks, sporting goods, engraving, architectural stone, automobile accessories, ice cream, jewelry, tents and awnings, tools, show-cases and toys. The leading industry is cotton raising.

Manufacturing Establishments: Leading firms: Procter & Gamble, Holcombe & Hoke Mfg. Co., Dallas Textile Mills, Dallas Wire Works, Texas Keen Kola Co., Trinity Portland Cement Co., Texas Portland Cement Co., Simns Oil Co., Oriental Oil Co., Miller Mfg. Co., National Macaroni Co., Ralston's Mfg. Co., Southern Steel Co., Standard Fixture Co., Standard Sanitary Mfg. Co., Thrift Packing Co., Lone Star Bed Mfg. Co., Daltex Spring Bed Mfg. Co., Co-Co Lime Co., Pollock Trunk Mfg. Co., Schoelkopf Co., and Padgitt Bros. 752 factories in 1923 produced merchandise worth $92,188,697.

Special Information: Location and transportation facilities make Dallas the market and distributing point for the Southwest. Dallas a high place in the manufacture of gins, saddlery, harness and leather goods. Dallas finances one-third the Texas cotton crop, which is one-fourth the cotton crop of the entire U. S. Dallas is the largest inland cotton market in the South. Much of the oil of the U. S. is produced within a radius of 150 miles of Dallas. This city is one of the first fifteen jobbing centers of the United States. The last figures available show Dallas manufactured one-half the cotton gin machinery sold in the United States. 55,000 telephone installations.

Residential Features: Dallas has 50,000 homes. Two of the finest residential sections to the southwest are located in Dallas, Highland Park, and Munger Place. Homes in these two sections will average between $30,000 and $40,000 each. There are numerous medium class additions to the city. All sections of Dallas have direct street car service to the business district.

Retail Shopping Section: Retail business is located principally on the following streets: Pacific, Elm, Main, Commerce, from Houston to H. & T. C. Ry.; on Jackson from Market to Pershing Square, and on Young, from the Union Terminal Station, to Harwood Street. These streets are about 24 blocks long in the business section, while the cross streets are six blocks. Dallas also has twenty-five or thirty small business districts, with the usual drug stores, groceries and small shops.

Trading Area: Dallas has a weekly trading radius of 150 miles in the rich black land

New and Important

Dallas Data

IN Dallas, the great jobbing and distributing center of Texas, advertising should be "laid on thick" in order to cash to the fullest extent the rich possibilities of this Key City.

Dallas is the "sky-scraper city of the south" and presents the most imposing sky-line of any city save New York.

Dallas cannot be covered without the Dallas Dispatch.

Circulation, six months ending October 1, 1925, was 30,796. October average was 32,241. Advertising gain for 12 months exceeds 1,000,000 lines. Rate only 7c a line. The most distinctive and virile newspaper in Dallas with an intelligent and cultured reader-following.

The Dallas Dispatch

Member of the A. B. C.

Represented in the national advertising field by
ALLIED NEWSPAPERS, INC.

TEXAS (Cont'd)

farming belt of Texas. Within the 100-mile radius of Dallas there are 198,673 people, according to the 1920 census. Residents of this section have excellent facilities for coming to Dallas to do their buying and shopping. The steam railroads, interurbans, and good automobile highways make it easy for them to reach Dallas in a very short time and at small expense.

Wholesale Houses: Groceries, 11; meats, 15; fruits, 13; hardware, 5; dry goods, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 106; automobile accessories, 210; bakers, 30; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 35; delicatessen, 10; dressmakers, 6; druggists, 275; dry goods, 30; department stores, 8; electrical supplies, 62; florists, 16; fruits, 68; furniture, 62; furriers, 18; garages (public), 100; grocers, 954; hardware, 16; jewelry, 20; meat markets, 63; men's furnishings, 12; men's clothing, 12; merchant tailors, 69; milliners, 26; opticians, 16; photographers, 22; pianos (and miscellaneous musical instruments), 15; radio supplies, 5; restaurants (including hotels), 97; shoes, 24; sporting goods, 8; stationers, 18; women's apparel, 40.

Miscellaneous Data: Average temperature, 64 degrees; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 454), (dentists, 123), (osteopaths, 22); number of meter connections, 52,168; street car service; gas, natural; electric current, alternating; water, soft.

See announcements pages 246 and 247

DENISON, TEXAS

(Grayson County)

1920 Population, 17,065 (1925 est. 22,000).

City and Suburban Estimate, 27,000.

Native Whites, 79.3%; Negroes, 17.9%; Foreign Born, 2.8%; Industrial Workers, 25%; English Reading, 93.9%; Families, 4,404.

Schools: Public Grade, 9; High, 2; Parochial, 2; Number of Pupils, 5,338.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $4,989,702.10. Savings Bank Deposits Total, $184,628.59; individual deposits subject to check, $2,677,065.07.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,850.

Location: Denison, the gate city to North Texas is located in Grayson County in the fertile Red River valley. On M. K. & T., T. & P., M. O. & G., Southern Pacific and Frisco Lines. Electric lines to Central Texas points. Bus service to Oklahoma and Texas points. Seven marked auto trails through city and three bridges across Red River lead into city. Terminal point for four steam and one electric line.

Principal Industries: Railroad shops, textile mill, coffee roasting, peanuts and pecans, mattresses, woodwork and cabinet work, nursery stock, greenhouses, flour mills, poultry and cow feeds, ice, ice cream, candy and soda water. Rich farming lands in every direction. Truck farming, cotton corn and small grains principal crops.

Manufacturing Establishments: 34. Leading firms: Denison Cotton Mills, Barnhart Mercantile Co., Waples-Platter Grocer Co., Denison Mattress factory, Knaur Grain Co., M. K. & T. R. R. car shops.

Special Information: Wholesale center for groceries, bank and store fixtures, hardware, poultry and eggs, barber supplies, nursery stock, packing house products. Largest mail distribution point in this district. M. K. & T. freight terminal just west of the city is among the largest west of Mississippi River, with a capacity of 5,000 cars daily and 65 miles of track. Heavy tourist travel through city, due to marked highways, free tourist park, and general location.

Residential Features: Largely railroad employes, many of whom own their homes. In the northwest central portion, private homes of business men predominate. The extreme northwest portion near the new M. K. & T. Ry. terminals is building up with homes for employes of the railway.

Retail Shopping Section: Extends West along Main Street from Union Station six blocks, and along the avenues north and south of Main Street for two blocks in each direction. Some business on Woodward Street north of Main, and also on Chestnut Street, south of Main. There is also a section in the southwest section, called "Sugar Bottom," where there are a couple of blocks devoted to business. There are retail grocers and markets in all sections of town.

Trading Area: Covers a radius of about twenty-five miles, though business is secured from greater distances because of the good roads, and the railroad and interurban service.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines; nursery stock, 1; barber supplies, 1; poultry and eggs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 3; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 3; fruits, 6; furniture, 8; furriers, 1; garages (public), 15; grocers, 75; hardware, 2; jewelry, 3; meat markets, 11; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 3.

DENTON, TEXAS

(Denton County)

1920 Population, 7,626. (1925, est. 9,647.)

City and Suburban Estimate, 40,000.

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 5%; English Reading, 99½%; Families, 1,950.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,475.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, $2,945,669.54.

Theatres: Moving Pictures, 3. Total number of seats, 1,500.

Location: Served by M. K. & T. and T. & P. Railroads and Dallas-Denton Interurban. Good bus service to suburban points. In center of Denton County, leading producer of wheat in Texas. Four designated state highways leading out of city. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Flour milling, brick manufacturing, pottery making.

Manufacturing Establishments: Leading firms: Alliance Milling Co., Denton Milling Co., Acme Brick Co., Daugherty Art Pottery.

Special Information: Denton is a college town, having the College of Industrial Arts, a noted college, of the first class, for women. Annual enrollment about 2,500. North Texas State Teachers' College, with annual enrollment of 4,500. Also has a large high school.

Residential Features: Private homes ranging in value from $3,000 to $15,000. Large boarding houses for students, near both colleges. Average homes a credit to the town.

Retail Shopping Section: Public Square and for one block west on Hickory and Oak streets, two blocks north on Locust Street, three blocks east on Hickory, one block east on Oak Street. Several neighborhood groceries.

Trading Area: Extends about twenty miles in each direction.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), confectioners (including hotel stands), 3; dressmakers, 3; druggists, 10; dry goods, 8; electrical supplies, 2; florists, 3; furniture, 5; garages (public), 8; grocers, 33; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 1; milliners, 5; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 1; sporting goods, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, March, April, May, June, Oct., Nov.; doctors (medical, 10), (dentists, 6), (osteopaths, 2); number of wired houses, 1,849; bus service; gas, natural; electric current, alternating; water, soft.

EL PASO, TEXAS

1920 Population, 77,560. (1925, July 1, U. S. Census, 104,928.)

City and Suburban Estimate, 250,000.

Native Whites, 54.7%; Negroes, 1.7%; Foreign Born, 43.6%; Industrial Workers, 5%; English Reading, 57%; Families, 20,985; Spanish Speaking, 59,809 or 57%; English Speaking, 45.119 or 43%.

Schools: Public Grade, 17; High, 1; Junior High, 3; Parochial, 9; Number of pupils, 15,699; Number of Parochial pupils, 3,200; Total Number of pupils, 18,899.

Churches: Baptist, 5; Christian Science, 3; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 11; Presbyterian, 8; Roman Catholic, 12; Miscellaneous, 12.

Banks: National, 3; Resources, $25,501,507.18; State, 1; $3,613,880.07; Savings Bank Deposits, $6,861,102.32; Total Resources, $35,976,490.57.

Theatres: Legitimate, 1; Moving Pictures, 14; Motion Picture and Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 17,344.

Location: Extreme western point of Texas on the Rio Grande. Served by the Southern Pacific Railway System; Atchison, Topeka & Santa Fe, Texas & Pacific, National Railways of Mexico, and the Mexico Northwestern R. R. Bus service to all nearby points.

Principal Industries: Gold, silver, copper, lead, cement, brick and tile, flour, sawmill, railroad shops, sash and doors, automobile repairing, machine shops, dairying, cotton seed oil and by-products, cotton textile mill, overalls, oil refineries, food products.

Manufacturing Establishments: 208. Leading firms: El Paso Smelting Works, El Paso Gas Co., El Paso Electric Railway Co., El Paso Milling Co., El Paso Packing Co., El Paso Refining Co., Southwestern Portland Cement Co., International Brick Co., Atlas Brick Co., El Paso Brick Co., El Paso Cotton Mill, Hayman Krupp Clothing Co., Globe Flour Mills. Total value of yearly output of factories estimated at $18,000,000.

Special Information: El Paso is the gateway to Mexico on the south; to New Mexico, Arizona and California on the west. It is in the center of the great "Rio Grande Project." The water stored by the Elephant Butte Dam being used at present to irrigate 100,000 acres of fertile land in the Rio Grande Valley, and another 100,000 acres yet to be put under irrigation. One of the largest custom smelters in the world is located here, as is also a woodworking factory with a capacity of a trainload of finished products daily. Fort Bliss, the largest U. S. A. cavalry post is located here. It is a wholesale center for a large area in Northern Mexico. El Paso ranks eighth with $1,753.00 average income per family per annum. The tax department has listed for the year 1925 13,049 pleasure cars and 2,056 commercial cars. The total business by manufacturers, jobbers and other dealers is $25,000,000 in trade territory. Crops in valley this year exceed $15,000,000, two-thirds in cotton.

Residential Features: Mostly one-family houses, though there are many splendid apartment houses. Private homes predominate. Practically all of the residences are built with brick, cement, stone, stucco or deep adobe walls. There are 14,989 individual of these about 200 are apartment houses, containing 2,400 apartments.

Retail Shopping Section: Bounded on north by Franklin Street, on the west by Santa Fe Street, on the south by Second Street and on the east by Campbell Street. It runs seven blocks east and west and six blocks north and south. There is one outlying business district and several "neighborhood" sections with the usual grocery, confectionery, drugs, meat market, etc.

Trading Area: Extends approximately 100 miles in each direction. Jobbers do a good business over a much larger area.

Wholesale Houses: Groceries, 11; meats, 6; fruits, 3; hardware, 3; dry goods, 9; drugs, 1; seeds, 7; cigars and tobacco, 5; building supplies, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile dealers, 23; commercial truck dealers, 1; automobile accessories, 15; automobile tire agencies, 28; bakers, 25; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 51; dairy products, 13; dressmakers, 20; druggists, 58; dry goods, 42; department stores, 4; electrical supplies, 11; florists, 6; fruits, 28; furniture, 44; furriers, 4; garages (public), 37; grocers, 595; hardware, 12; jewelry, 26; meat markets, 81; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 11; opticians, 6; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 15; restaurants (including hotels), 121; shoes, 22; sporting goods, 6; stationers, 4; women's apparel, 3.

FORT WORTH, TEXAS

(Tarrant County)

1920 Population, 106,482. (1925, est. 160,000.)

City and Suburban Estimate, 250,000.

Native Whites, 80%; Negroes, 14% Foreign Born, 6% Industrial Workers, 22%; English Reading, 96.1%; Families, 41,567.

Schools: Public Grade, 42; High, 4; Junior High, 5; Parochial, 5; Number of Pupils, 32,000.

Churches: Baptist, 28; Christian Science, 4; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 22; Presbyterian, 13; Roman Catholic, 5; Miscellaneous, 82.

Banks: National, 6; State, 10; Total Resources, $87,000,000. Savings Bank Deposits Total, $9,500,000.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 21,700.

Location: At the junction of the Clear and West Forks of the Trinity River, north central Texas, and at the junction of the Santa Fe, Rock Island, St. Louis & San Francisco, St. Louis Southwestern (Cotton Belt), Ft. Worth & Denver, Texas & New Orleans, Houston & Texas Central, International & Great Northern, Trinity & Brazos Valley, Texas & Pacific, Missouri, Kansas & Texas, Cleburne Interurban and Dallas Interurban. Connection by electric lines to Sherman, Waco, Denison and other points. To nearest large city by railroad, 1¼ hours; by trolley, 1¼ hours; by auto 1 hour.

Principal Industries: Meat packing, petroleum refining, metal working, flouring mills, wheat elevators, furniture factories, cotton seed oil mills, railroad shops, overall shirt and dress factories, cement mill, printing and book binding, candy, shoes, hosiery. Total value of output of factories estimated at $175,000.000.

Manufacturing Establishments: 392. Leading firms: Swift & Co., Armour & Co., Ft. Worth

Continued on page 248

Some Reasons

WHY

The DALLAS TIMES HERALD

Should be *First* on Texas Advertising lists!!

1ST

in Texas in TOTAL Advertising Lineage for the Last SIX Consecutive YEARS!

First in Local Advertising in Dallas!

First in Circulation in Dallas and suburbs!

First in Home Delivered Circulation in Texas!

The Dallas Times Herald

"First in Dallas"

THE S. C. BECKWITH Special Agency

National Representatives

New York—Chicago Detroit—St. Louis
Kansas City—Atlanta
Los Angeles—San Francisco

TEXAS (Cont'd)

Ft. Worth (con't)

Packing Co., Texas Dressed Meat Co., King Candy Co., Texas Steel Rolling Mill, Pierce Oil Corp., Magnolia Petroleum Co., Gulf Refining Co., White Eagle Refining Co., Transcontinental Oil Co., Riverside Cotton Oil Mills, Bain Peanut Oil Mills, Purina Mills, Hub Furniture Co., Trinity Portland Cement Co., Ft. Worth Well Drilling & Tool Co., Dixie Hosiery Mill, Justin Boot & Shoe Co., Bunker Paper Box Co., Midland Mfg. Co., Worth Cotton Mills, Texas Power & Light Co., T. & P. Ry. Shops, Rock Island Shops, Frisco Shops, Smith Bros. Elevator Co., Stafford-Lowden Co., Ellison Furn. Co., Bewley Mills, Burrus Mills and Universal Mills.

Special Information: Location of the city makes it the largest railroad center in north central Texas. Large oil refining center, meat packing, and grain center. Eighteen railroads. Trade territory of West Texas, population, 1920, 1,580,931. Headquarters for large steel fabricating mills, large power and light plant. 1920 census report shows that Tarrant County (Ft. Worth) produced manufactured products worth $155,000,000.

Residential Features: City has large percentage of home owners. Apartments and rented houses are not in such proportion as is generally found in such a city. This is due to the intensified "Own Your Own Home" campaign that has been waged here for years. Beautiful additions are being added. Four such additions now on the market. Home cost averages in all new additions $5,600. Golf links and country clubs in most new additions.

Retail Shopping Section: Main retail business section is composed of Main, Houston, Throckmorton and Commerce streets, eighteen blocks in length; North Main, 20 blocks; South Main, 12 blocks; East Front, 8 blocks; Jennings, 8 blocks; and all cross streets from five to eight blocks. Usual suburban centers, with groceries, etc.

Trading Area: Extends about 15 miles east; 50 miles north; 50 miles west and south. Intermittent business is received from all over the Panhandle and West Texas areas from distances as far as 500 miles. This trade is made possible by the splendid paved highway system centering in Ft. Worth and the unusual railroad service. Trading area population, 1,500,000.

Wholesale Houses: Groceries 7; meats, 35; fruits, 14; hardware, 4; dry goods, 3; miscellaneous lines, drugs, 3; oil well supplies, 42; grain, 37; cotton, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 70; commercial auto. agencies, 12; automobile accessories, 204; automobile tire agencies, 51; bakers, 38; cigar stores and stands (including hotels), 40 (chain, 5); confectioners (including hotel stands), 100; delicatessen, 40; dressmakers, 53; druggists, 500 (chain, 11); dry goods, 38; department stores, 5; electrical supplies, 14; florists, 24; fruits, 97; furniture, 64; furriers, 3; garages (public), 142; grocers, 854 (chain, 28); hardware, 22; jewelry, 42; meat markets, 274 (chain, 14); men's furnishings, 32; men's clothing, 44; merchant tailors, 62; milliners, 24; opticians, 12; photographers, 20; pianos (and miscellaneous musical instruments), 11; radio supplies, 12; restaurants (including hotels), 340; shoes, 112; sporting goods, 5 stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 76; most pleasant months, April, May, June, Oct., Nov., Dec.; doctors (medical, 174), (dentists, 68), (osteopaths, 7); number of wired houses, 25,000; street car service; gas, natural; electric current, alternating and direct; water, soft.

GAINESVILLE, TEXAS

(Cooke County)

1920 Population, 8,648.

City and Suburban Estimate, 10,000.

Native Whites, 85%; Negroes, 15%; Industrial Workers, 20%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,800.

Churches: Baptist, 5; Christian Science, 2; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Disciple of Christ, 3; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $2,585,573.77. Savings Bank Deposits Total, $105,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,100.

Location: On main line of Gulf, Colorado & Santa Fe, and branch of M. K. & T. R. R. Two National Highways six miles from Southern Oklahoma line. Excellent motor truck service and passenger car lines. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Oil refinery; casing head gasoline plant, flour mill, cottonseed oil mill, brick plant, iron foundry, ice plant, bottling works, mattress factories, work clothing factory, electric cut-off switch factory, automobile oil filter factory, ice cream factory, cotton gins, saddleries, monumental works, cotton compress, cigar factory, gravel beds, produce houses, 4; producing oil wells, railroad shops.

Manufacturing Establishments: 8. Leading firms: Producers Oil Refining Co., North Texas Gas Co., refinery, Gainesville Brick Co., Crystal Bottling Works, Crystal Ice Cream Co., Gainesville Ice Co., Blanchard Garment Mfg. Co., Whaley Mill & Elevator Co. Total value of yearly output of factories estimated at $2,000,000.

Special Information: An inexhaustible supply of pure artesian water; State Training School for Girls; public sanitary camp ground; municipal swimming pool; 2 country clubs; 155-piece boys' band; boy scout camp and swimming pool; 100,000 trees of all varieties. City and county free library and museum.

Residential Features: Mostly one and two-story types of buildings; 75% private homes; no zoning.

Retail Shopping Section: Extends from Court House Square east, 8 blocks on California; north on Commerce, 4 blocks; on Dixon north 3 blocks; on California west 3 blocks; on Dixon south 1 block. Business houses on all four sides of Court House Square. Number of suburban stores.

Trading Area: An area of about 35 miles in every direction.

Wholesale Houses: Groceries, 3; fruits, 2; miscellaneous lines: drugs, 1; candy, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 17; automobile accessories, 22; automobile tire agencies, 22; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 7; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 6; grocers, 62 (chain, 2); hardware, 7; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 20; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 81 degrees; average number of rainy days per twelve months, 40; most pleasant months, April, May, June, Oct., Nov., Dec.; doctors (medical, 17), (dentists, 5); (osteopaths, 1); number of wired houses, 1,623; gas, natural; electric current, alternating; water, soft.

GALVESTON, TEXAS

(Galveston County)

1920 Population, 44,255. (1925. est. 55,000.)

City and Suburban Estimate, 63,275.

Native Whites, 62%; Negroes, 22.3%; Foreign Born, 15.6%; English Reading, 88.5%; Families, 10,588.

Schools: Public Grade, 9; High, 2; Parochial, 7; Number of Pupils, 10,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 11; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 13.

Banks: National, 4; Total Resources, $35,000,000. Savings Bank Deposits Total, $10,850,000. Four private banks.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 8,000.

Location: On Galveston Island. Has large harbor on Gulf Coast with berthing space for 100 ocean-going vessels. Potential dock frontage 15 miles. Served by Southern Pacific, Santa Fe, M. K. & T., I. & G. N., Houston-Galveston Interurban trunk lines, etc. To nearest large city by railroad, 1½ hours; by trolley, 1 hour and 40 minutes; by auto, 2 hours.

Principal Industries: Marine iron works and ship repairing, package rice mill, flour mill, soft drinks, coffee roasting, printing and binding, meat packing.

Manufacturing Establishments: 118. Texas Star Flour Mills, Southern Beverage Co., Seaboard Rice Mills, Clark & Courts, Galveston Dry Dock Co., McDonough Iron Works, Texas Consumers Co., Rosenthal Packing Co., Texas Carnegie Steel Association. Annual output, $14,979,034.

Special Information: Leading cotton port, second port of the nation in value of exports and imports, including principally cotton and cotton seed products, rice, oil, sulphur, grain, flour, etc. Summer and Winter resort attracting thousands annually, principally from Southwestern states but increasing materially in tourists by automobile from all parts of the country. Potential industrial center with all advantages of cheap labor and power, good sites and nearness to centers of production of raw materials and advantage of cheap water rates. Second largest Life Insurance Co's home office in the South.

Residential Features: Forty-five per cent of homes owned. Individual prosperity. Houses compactly built with all modern conveniences. Plenty of homes provided for industrial and wharf workers. Three or four sections of city confined to better residences. Streets practically all are paved.

Retail Shopping Section: Included between 19th and 27th Streets and Avenues C. and F. Neighborhood groceries, drug stores, etc., are predominant. Small retail section on beach front, largely drug stores and restaurants.

Trading Area: City is located on an island and retail area is confined to section less than 40 miles at points, but extending 200 miles at other points. Some of the largest wholesale houses of state are located here and in one instance one of the largest in the South.

Wholesale Houses: Groceries, 15; meats, 6; fruits, 4; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 14; bakers, 19; cigar stores and stands (including hotels), 70 (chain, 1); confectioners (including hotel stands), 35; delicatessen, 2; dressmakers, 37; druggists, 23; dry goods, 16; department stores, 5; electrical supplies, 8; florists, 5; fruits, 12; furniture, 21; garages (public), 11; grocers, 199 (chain, 5); hardware, 7; jewelry, 14; meat markets, 75 (chain, 1); men's furnishings, 14; merchant tailors, 23; milliners, 9; opticians, 4; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 146; shoes, 16; sporting goods, 5; stationers, 9; women's apparel, 9.

Miscellaneous Data: Average temperature, 87 degrees; average number of rainy days per twelve months, 35; most pleasant months, April, May, Sept., Oct., Nov., Dec.; doctors (medical, 100), (dentists, 47), (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcement below

GILMER, TEXAS

(Upshur County)

1920 Population, 2,268. (est. 2,500.)

City and Suburban Estimate, 3,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 1%; English Reading, 100%; Families, 500.

Schools: Public Grade, 2; High, 1.

Churches: Baptist, 1; Methodist, 1; Miscellaneous; Christian, 1.

Banks: National, 2; State, 1; Total Resources, $1,300,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: On Jefferson Highway (Winnipeg to New Orleans), and on Cotton Belt R.R. (main line, St. Louis to Waco). To nearest larger city (Shreveport, La.) by auto, 4 hours.

Principal Industries: Agriculture, lumbering, oil mill (cottonseed), ice plant, bottling works, shingle mill, box factory. Farming includes cotton, sweet potatoes, peanuts, citrus, fruits, peaches, figs, melons, etc.

Special Information: Gilmer has a population of about 25,000. It is in the geographical center of the county and is its chief trading center as well. More than half the cotton raised in the county is sold in Gilmer. 90% of the people depend upon the prosperity of the farmers, as this is primarily an agricultural community, and known as the "Garden Spot of Texas," as anything grown in Texas, except oranges and grape fruits, can be grown, and are grown, abundantly here.

Residential Features: Most people are home owners. There is not a single apartment house, but houses owned by the occupant predominate, and while there are houses that are in the $15,000 to $20,000 cost class, the average is the brick or frame cottage so prevalent in Texas.

Retail Shopping Section: Extends on streets running into the Square. 75% of the stores are built around the Square, which is the location of the County Court House.

Trading Area: Roads lead to Gilmer from every community and settlement in the county and its trade area extends for a distance of about ten miles around Gilmer—in some cases as much as fifteen miles, from the more remote parts of the county.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 1; florists, 1; furniture, 3; garages (public), 4; grocers, 12; hardware, 3; jewelry, 1; meat markets, 3; men's clothing, 1; merchant tailors, 2; milliners, 5; opticians, 1; photographers, 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 1.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, June, Sept., Oct., Nov., Dec.; doctors (medical, 6), (dentists, 3); electric current, alternating; water, soft.

GONZALES, TEXAS

(Gonzales County)

1920 Population, 3,128.

City and Suburban Estimate, 5,500.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 5%; English Reading, 75%.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, $450,000; Private, 1; B. & L. Assn., 1.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,200.

Location: Located on Galveston, Harrisburg

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TEXAS (Cont'd)

and San Antonio Railway and San Antonio and Aransas Pass Railway. Bus service to San Antonio, Austin, Cuero and Yoakum.

Principal Industries: Cotton duck, building and face brick. Large cement products manufacturing. Large commercial chicken hatchery. Cotton oil manufacturing.

Manufacturing Establishments: 22. Leading firms: Gonzales Cotton Mills, The Continental Hatcheries, Sunset Brick & Tile Co., Gonzales Cement Works, Gonzales Cotton Oil & Mfg. Co.

Special Information: Located at the junction of the Old Spanish Trail and Middle Buster Highway giving improved highways from four directions of the compass. At the confluence of the Guadalupe and San Marcos Rivers, giving great waterpower possibilities. In the heart of a rich agricultural district; greatest poultry center in southwest Texas. Home of the finest pecans.

Residential Features: All private homes, no tenements.

Retail Shopping Section: Principally around two main plazas of the city.

Trading Area: About 20 miles north, east and west, and about 30 miles south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; miscellaneous lines: poultry and eggs, baby chicks, produce and pecans; confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 6; fruits, 3; furniture, 3; garages (public), 7; grocers, 25; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 15; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 5.

GREENVILLE, TEXAS

(Hunt County)

1920 Population, 12,384.

Native Whites, 80%; Negroes, 18%; Foreign Born, 2%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,750.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 2.

Theatres: Moving Pictures, 2.

Location: M. K. T., St. Louis Southwestern, L. R. & N., Texas Midland Railroads. To nearest larger city (Dallas) by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Cotton raising.

Manufacturing Establishments: 44. Leading firms: Greenville Compress Company, Texas Refining Co., Greenville Mill & Elevator Co.

Special Information: Elevation 548, nine railway outlets; motor freight and passenger lines. 8; Junior Sectarian colleges, 2; state improved highways, 8. Ample electric Power and Lignite Fuel for manufacturing purposes. 34 miles paved streets. Center of North and East Texas Agricultural and Horticultural section, the light and black soil sections. A leading distributing point for north and northeast Texas. County seat of Hunt County, Texas.

Residential Features: Greenville is a city of 4,000 homes, with many fine residences.

Retail Shopping Section: Embraces 50 blocks, distributed throughout 25 streets.

Trading Area: 40 miles in each direction.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Delicatessen, 1; druggists, 10; dry goods, 14; department stores, 4; electrical supplies, 11; florists, 2; fruits, 1; furniture, 10; garages (public), 9; grocers, 51 (chain, 2); hardware, 6; jewelry, 3; meat markets, 4; men's furniture, 3; men's clothing, 3; merchant tailors, 4; milliners, 10; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 25; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 80 degrees; most pleasant months, May and June; doctors (dentists, 9), (osteopaths, 2); number of wired houses, 3,047; bus service; gas, artificial; electric current, alternating; water, soft.

HILLSBORO, TEXAS

(Hill County)

1920 Population, 6,952. (1925, est. 9,500.)

City and Suburban Estimate, 10,500.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 99%; Families, 1,550.

Schools: Public Grade, 6; High, 1; Junior High, 1; Junior College, 1; Number of Pupils, 2,775.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3; Christian, 1; Church of Christ, 1; Lazarus, 1.

Banks: National, 2; State, 1; Trust Co., 1; Total Resources, $540,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: Hillsboro is located a little east of the center of the State. Served by M. K. & T. Ry., St. Louis & Southwestern Ry., Trinity & Brazos Valley Ry., and the Texas Electric Railway Interurban, also by a system of good roads, two of which are State highways and are improved with hard surface entirely through the county. To nearest larger city by railroad (Ft. Worth), 2 hours; by auto (Dallas), 3 hours; by auto (Waco), 1 hour.

Principal Industries: Farming, Cottonseed oil and cake, cotton duck and Osneberg, advertising novelties.

Manufacturing Establishments: 5. Leading firms: Hillsboro Cotton Mills, Hill County Cotton Oil Co., Exporters & Traders Compress & Warehouse Co., Texas Novelty Advertising Co., Monarch Foundry & Machine Co.

Special Information: The location of the city of the main state highways and trunk line railroads places it among the prominent cities of the state, and the improvement of the highways bespeaks its public enterprise. The character of its business houses and institutions are evidence of its importance as a trade center. The establishment of a Junior College in connection with the school system places it in the front rank as an educational community.

Residential Features: Houses are mainly one and two-story structures tending toward modern features. Private houses predominate. A great deal of pride is manifested in keeping of private homes. 75% of citizens own homes.

Retail Shopping Section: Embraces all of the Public Square; 3 blocks on E. Elm Street, 3 on S. Waco Street, 3 on W. Elm Street, and 2 each on N. Waco and E. Franklin. 1 on W. Franklin, 1 on S. Covington. Two community neighborhoods in which minor supplies are sold, with quite a number of retail stores in other parts of the city.

Trading Area: Extends about twenty miles in all directions, while some business is secured from distances up to thirty miles. The interurban and excellent county roads provide means for transportation which increases business from a distance.

Wholesale Houses: Groceries, 3; miscellaneous lines, produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 10; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 5; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 4; garages (public), 7; grocers, 45; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 6; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 15), (dentists, 4), (osteopaths, 1); gas, natural; electric current, alternating and direct; water, soft.

HOUSTON, TEXAS

(Harris County)

1920 Population, 138,276. (1925, est. 230,000.)

City and Suburban Estimate, 300,000.

Native Whites, 76.3%; Negroes, 16.5%; Foreign Born, 7.2%; Industrial Workers, 22%; English Reading, 95%; Families, 33,392 in 1922 (Present Est. 43,000).

Schools: Public Grade, 53; High, 6; Junior High, 3; Parochial, 14; Number of Pupils, 35,434.

Churches: Baptist, 15; Christian Science, 3; Congregational, 2; Episcopal, 8; Hebrew, 5; Methodist, 47; Presbyterian, 19; Roman Catholic, 12; Miscellaneous, 66.

Banks: National, 9; State, 8; Total Resources, $132,810,395. Savings Bank Deposits Total, $24,474,879.

Theatres: Legitimate, 1; Moving Pictures, 23; Vaudeville, 1; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 30,000.

Location: Houston is located fifty miles from natural deep water and 25 miles from the head of Galveston Bay on the Houston ship channel. This is an artificial waterway with a depth of thirty feet and bottom width of one hundred and fifty feet. With terminals which are owned by the Port District, it has cost over $20,000,000. To nearest large city by railroad, 2 hours; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Petroleum refining, vegetable oil pressing and refining, cottonseed products, car wheel foundries, rice milling, oil well machinery and supplies, press cloth, bagging factories, cement and fertilizer, iron and brass foundries, machine shops, packing house products, locomotive repair plants, flour mills, textile mills, railroad shops, candy, overalls, ice cream, boilers and tanks.

Manufacturing Establishments: 400. Leading firms: Sinclair Oil & Refining Co., Texas Company, Humble Oil Co., Texas Chemical Co., American Maid Flour Mills, Texas Portland Cement Co., Houston Packing Co., Cheek-Neal Coffee Co., Texas Creamery Co., Houston Textile Co.

Special Information: Houston claims to be the largest inland cotton market in the U. S., and the second cotton port, handling one-fifth of the American cotton crop. About one-seventh of all American oil is controlled by companies with head offices in Houston. Houston is the largest wool and lumber market in the Southwest. Houston is the home of the most heavily endowed university in the South. Houston leads the State of Texas in savings deposits.

Residential Features: Houston is primarily a city of one and two-family houses. More than 75% of its people live in one-family houses. There are practically no tenement districts. Apartments are mostly four or six-family size. Residences in the best section average from $8,000 to $20,000 in value. Ordinary houses, $4,000 to $7,000.

Retail Shopping Section: Main Street, running north and south from 100 to 1,200 blocks inclusive. Fannin and San Jacinto Streets, east of Main and Travis and Milam Streets, west of Main from 100 to 1,000 blocks inclusive.

Trading Area: Extends about thirty to thirty-five miles, north, west and south, possibly a little farther along the Interurban Line east.

Wholesale Houses: Groceries, 10; meats, 7; fruits, 33; hardware, 8; dry goods, 7; miscellaneous lines: shoes, 2; tires, 9; bottles, 2; genl. mdse., 1; grain, 16; confectionery, 6; tobacco, 5; bakers, 6; drugs, 3; ice, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 13; automobile accessories, 54; automobile tire agencies, 51; bakers, 60; cigar stores and stands (including hotels), 43 (chain, 3); confectioners (including hotel stands), 573; delicatessen, 14; dressmakers, 227; druggists, 152 (chain, 5); dry goods, 64; department stores, 5; electrical supplies, 17; florists, 40; fruits, 89; furniture, 68; furriers, 4; garages (public), 63; grocers, 841 (chain, 7); hardware, 17; jewelry, 35; meat markets, 158; men's furnishings, 22; men's clothing, 52; merchant tailors, 87; milliners, 23; opticians, 12; photographers, 37; pianos (and miscellaneous musical instruments), 19; radio supplies, 24; restaurants (including hotels), 225; shoes, 37; sporting goods, 9; stationers, 7; women's apparel, 17.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per twelve months, 101; most pleasant months, March, April, Oct., Nov.; doctors (medical, 375), (dentists, 115), (osteopaths, 11); number of wired houses, 37,875; street car service; gas, natural and artificial; electric current, alternating; water, hard.

JACKSONVILLE, TEXAS

(Chereokee County)

1920 Population, 3,723.

City and Suburban Estimate, 6,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 15%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Junior College, 2; Number of Pupils, 1,800.

Churches: Baptist, 2 (white).

Banks: National, 1; State, 2; Total Resources, $2,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), four school auditoriums. Total number of seats, 4,000.

Location: On Missouri Pacific, Southern Pacific, and Cotton Belt R.Rs. Largest shipping point in Texas for tomatoes (551 carloads in 1925, with a total of 900 cars originating within 8 miles of town, out of total of 1,900 cars in Texas). Also large peach shipping point, about 100 cars this year. 10,000 bales of cotton this year. To nearest larger city (Dallas) by railroad, 5 hours; by auto, 6 hours.

Principal Industries: Three box and crate factories; two lumber and planing mills; cotton compress; ice factory; creamery; railroad repair shops.

Residential Features: About 1,000 residences, mostly frame houses, ranging from cheapest, to some costing $25,000. Probably a dozen apartment houses. Four to the house.

Retail Shopping Section: On Commerce Street. 5 blocks; Main, 5 blocks; Bolton, 2 blocks; and Rusk, 1 block.

Trading Area: 15 to 20 miles in each direction.

Wholesale Houses: Groceries, 4; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 12; druggists, 5; dry goods, 12; electrical supplies, 2; florists, 1; fruits, 6; furniture, 4; garages (public), 15; grocers, 15; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 1; radio supplies, 4; restaurants (including hotels), 10; shoes, 10; sporting goods, 4; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 12), (dentists, 4); number of wired houses, 600; electric current, alternating; water, soft.

LAMPASAS, TEXAS

(Lampasas County)

1920 Population, 2,107.

City and Suburban Estimate, 3,500.

Native Whites, 90%; Negroes, 10%; English Reading, 100%.

Schools: Public Grade, 2; High, 1; Number of Pupils, 850.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Private, 1; Total Resources, $1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,500.

Location: In center of Texas on G. C. & S. F. Railway and Southern Pacific.

Principal Industries: Farming and stock raising.

Manufacturing Establishments: Large shipping point for wool mohair, pecans, turkeys, chickens, sheep and cattle.

Residential Features: Large percentage own their own homes.

Trading Area: 25 to 40 miles in each direction.

Wholesale Houses: Groceries, 4; Produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 12; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; furriers, 1; garages (public), 10; grocers, 5; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 3; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 5.

LAREDO, TEXAS

(Webb County)

1920 Population, 22,710.

City and Suburban Estimate, 30,000.

Native Whites, 46.5%; Negroes, 0.2%; Foreign Born, 53.3%; Industrial Workers, 40%; English Reading, 75%; Families, 6,100.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 7,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, $10,000,000. Savings Bank Deposits Total, $500,000.

Theatres: Legitimate, 3; Moving Pictures, 5. Total number of seats, 3,000.

Location: North bank of Rio Grande; served by International & Great Northern Ry., Texas-Mexican Ry. and Rio Grande & Eagle Pass Ry. Excellent bus service between Laredo and San Antonio over Meridian Highway to all parts of state. To nearest large city by railroad, 6 hours; by auto, 5 hours.

Principal Industries: Crude oil refining, Laredo brick, railroad shops, printing. Numerous miscellaneous factories such as ice, bakeries, rope and twine, planing mills, concrete materials, cotton gins, soap factory, garment factory, Mexican products, cotton-seed oil mill.

Manufacturing Establishments: About 100. Leading firms: Texas-Mexican Oil Refining Co., Mexican-American Soap Co., Laredo Brick Co., S. N. Johnson Brick Co., Farmer's Gin Co., Miskro Refining Co.

Special Information: Laredo is the natural and most important gateway for all commercial trade relations with Mexico. Also for passenger traffic and for the movement of cheap labor. Laredo's import and export movement between Mexico and the United States represents fifty million dollars' worth of commodities annually, ranking second to New York in trade relations with Mexico. Laredo is a producing territory for the famous Bermuda-Texas onions, spinach, and other winter truck growing crops. The movement is represented by 1,500 cars of onions, 1,200 cars of spinach, 1,000 cars of cabbage, carrots and other miscellaneous crops.

Residential Features: Mostly one-family houses. Private homes predominate. One of the finest residential sections is known as the Heights, being the eastern portion of the city.

Retail Shopping Section: Extends from Market Square, which constitutes the heart of the business section for a depth of two or three blocks each way around the square. Extends also toward the Federal Building and hotels, six or eight business blocks intervening between the Federal Building Square and Market Square. Street railway centers at Market Square, and radiates through the business district to the residential sections.

Trading Area: Includes Nueva Laredo in the State of Tamaulipas, across the Rio Grande. This also is a city of about 15,000. Surrounding territory is largely ranch and stockmen's country for a radius of 60 to 80 miles along the Rio Grande both north and south on the American side.

Wholesale Houses: Groceries, 6; meats, 5;

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Laredo (con't)

fruits, 5; hardware, 1; dry goods, 6; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 10; dry goods, 10; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 5; furriers, 1; garages (public), 10; grocers, 30 (chain, 1); hardware, 3; jewelry, 3; meat markets, 15; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 5; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 7.

Miscellaneous Data: Most pleasant months, April, June, July, Nov.; street car service; gas, natural; electric current, alternating and direct; water, hard and soft.

LUFKIN, TEXAS

(Angelina County)

1920 Population, 4,878; (1924, 6,500).

Native Whites, 80%; **Negroes,** 19%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 1,200.

Schools: Public Grade, 5; High, 1; Number of Pupils, 2,400.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, $2,500,000; Savings Bank Deposits Total, $87,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,000.

Location: On main line of Houston East and West Texas Railway at the intersection of Lufkin Branch of St. Louis Southwestern. Also terminus of 3 branch lines and on direct highway between Shreveport and Houston where 5 hard surfaced roads meet.

Principal Industries: Four lumber mills, manufacturing pine and numerous hard wood mills that aggregate capacity of 600,000 feet per day. Foundry and machine shop, railroad shops, wagon works, special gin machinery, chemical plant, veneering plant, brick factory, chair and handle factory, 2 printing plants.

Manufacturing Establishments: 3. Lumber Manufacturing, Martin Wagon Works, Foundry and Machine Shops are shipping products to all parts of the United States and some foregin ports.

Special Information: Lufkin is located in the timber belt of the south and makes it a desirable location for the manufacture of furniture and other wood products. One of the largest distributing points in east Texas. Inbound and outbound car load traffic amount to more than 22,000 cars per annum.

Residential Features: Business portion of city covers about 25 blocks in the center of a tract of land covering 4 square miles. The residence portion surrounds this cental business portion and is built up largely with well constructed bungalows and two story frame structures. Very few rent homes in town; mostly owned.

Retail Shopping Section: Located largely on three principal streets, one of which lies at right angle of the other two, with a number of prominent stores being located on what is known as the square.

Trading Area: The trade territory reaches out on the rail lines 50 miles or more, while the highways bring in rural patronage up to 25 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; miscellaneous lines: Hay and grain, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 1; fruits, 3; furniture, 4; garages (public), 6; grocers, 40; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6 men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 7; stationers, 3; women's apparel, 7; sporting goods, 2; dressmakers, 6.

McALLEN, TEXAS

(Hidalgo County)

1920 Population: 5,331.

City and Suburban Estimate, 10,000.

Native Whites, 60%; **Foreign Born,** 20%; **English Reading,** 70%.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $1,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On Rio Grande River sever miles from Mexico, and 60 miles from mouth of river. On Gulf Coast Ry. in what is known as Rio Grande Valley. Franchises and arrangements made for second railway. The county of Hidalgo has more American farmers than any county in the state. McAllen largest city in upper valley.

Principal Industries: No manufacturing. Citrus fruit, grapefruit, oranges, lemons, etc.

Special Information: McAllen—the trading center of the valley—14 years old and just beginning to build rapidly. Big Baptist University going this Fall. Never freezes, tropical climate, gulf breeze, 60 miles from Gulf of Mexico.

Residential Features: Mostly all houses owned by residents. Many people from colder climates build homes and live here. A winter resort. City homes average approximately $4,000.

Retail Shopping Section: Extends along railroad and down Main Street about five blocks and on all side streets for a block or two.

Trading Area: Includes entire Rio Grande Valley, 25 miles wide and 60 miles long.

Wholesale Houses: Groceries, 3; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 5; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 3; garages (public), 12; grocers, 7 (chain, 2); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 4.

Miscellaneous Data: Most pleasant months, Dec., Jan., Feb., March; doctors (medical, 6), (dentists, 3), (osteopaths, 2); electric current, alternating; water, soft.

McKINNEY, TEXAS

(Collin County)

1920 Population, 6,677.

City and Suburban Estimate, 11,000.

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **English Reading,** 95%; **Families,** usual per cent.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, $8,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 2,000.

Location: Located in northeast Texas, on Southern Pacific, L. R. & N., and Texas Electric.

Principal Industries: Cotton oil mill, ice plant, cotton mill, flour mills.

Manufacturing Establishments: 10. Texas Cotton Mills.

Special Information: Specially adapted for the manufacture of anything made of cotton or cotton products.

Residential Features: Well built, principally one and two story frame houses and brick veneer residences. Average in value from $2,000 to $15,000.

Retail Shopping Section: The square and one or two blocks in each direction off the square.

Trading Area: Radius 5 to 15 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 3; fruits, 2; furniture, 3; garages (public), 5; grocers, 30; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 1.

MARSHALL, TEXAS

(Harrison County)

1920 Population, 14,271.

City and Suburban Estimate, 15,000.

Native Whites, 60%; **Negroes,** 39%; **Foreign Born,** 1%; **Industrial Workers,** 21%; **English Reading,** 98%; **Families,** 2,377.

Schools: Public Grade, 8; High, 2; Parochial, 2; Number of Pupils, 3,950.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources, $5,729,210.79; Savings Bank Deposits Total, $1,105,410.52; Total Deposits, $4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Total number of seats, 1,585.

Location: About center of Harrison County, northeast Texas. Served by Texas & Pacific Railroad east, west and north. Excellent bus service east into Louisiana and west to main cities of northeast Texas.

Principal Industries: Lumber, baskets and crates, brick, pottery, car wheels and castings, candy, heavy trailers for trucks, machinery supplies, printing, railroad shops. Darco (a clarifier manufactured from lignite coal, mainly used for clarifying sugar).

Manufacturing Establishments: Leading firms: Texas & Pacific Railroad (shops), Marshall Car Wheel & Foundry Co., Marshall Mfg. Co., Marshall Brick Co., Marshall Pottery Co., Marshall Candy Co., Huntsberger Coffee Co., Taylor Lumber Co., S. R. Burnett Lumber Co., French Wheel & Body Works, the Darco Corp. (subsidiary of Du Pont Powder Co., of Wilmington, Del.), Turney Lumber Co. Total value of yearly output of factories estimated at $9,000,000.

Special Information: Is on Jefferson, Dixie Overland, and East Texas highways. Almost exact center of the four southwestern states, Oklahoma, Arkansas, Louisiana and Texas. Cheapest natural gas for industrial purposes in the southwest at 7 cents per thousand. Marshall is surrounded by an unlimited supply of iron ore. Other natural resources found in commercial quantities near Marshall are lignite, silica sand, ochre, second growth pine, shale, fire and brick clays.

Residential Features: Mostly one family houses; more than 50% occupied by owners.

Retail Shopping Section: Extends from Public Square, which forms heart of business section and terminal for three city trolley lines and bus lines, one block south, three blocks east and west, three blocks north. The usual suburban groceries, etc.

Trading Area: Extends 20 miles east; 15 miles south and north; 20 miles west.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 5; garages (public), 10; grocers, 96; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 1; sporting goods, 3; stationers, 1; women's apparel, 5.

MEXIA, TEXAS

(Limestone County)

1920 Population, 3,482. (1923) official census, 10,621.

City and Suburban Estimate, 10,000.

Native Whites, 75%; **Negroes,** 15%; **Foreign Born,** 10%; **English Reading,** 80%; **Families,** 2,500.

Schools: Public Grade, 5; High, 2; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, $3,470,156.13.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,000.

Location: 30 miles east of center of population of Texas. On main line Houston & Texas Central Division of Southern Pacific Railway. Also Texas & Brazos, Valley Ry. Connected by stage line with Waco, Corsicana, Teague.

Principal Industries: Oil, agricultural center, printing, machinery supplies, railroad shops.

Manufacturing Establishments: 15. Leading firms: Texas Glove factory, Baxter Candy Co., Munger Oil & Cotton Co., Mexia Brick Plane, Mexia Planing Mill, Wear Candy Co., Anderson Ice Cream Co., Federal Machine & Supply Co., Radley's Mattress factory.

Special Information: Mexia is known as the "Hub of the world's greatest oil field," being within only a few miles of the Mexia oil field. Richland field, Currie and Powell fields. Mexia is also the shopping center for a vast area of the finest farming section of the state.

Residential Features: Mostly one and two-family houses. Limited section devoted to oil-field workers' shacks. One fine residential section with homes averaging around $10,000.

Retail Shopping Section: Extends from Central Avenue on Commerce Street to Paris Street, a distance of 4 blocks. Parallel to Commerce Street are Main and Palestine Streets, which are business blocks for two or three blocks each. Running north and south are Central Avenue, Sherman, McKinney and Paris Streets, with shopping districts of two or three blocks each.

Trading Area: The shopping center of about 25 miles in each direction, covering a vast area of fine agricultural lands, also numerous oil fields.

Connected by bus with Waco, 50 miles; Corsicana, 30 miles; Teague, 12 miles; Cooledge, 12 miles; Tehuacana, 6 miles. Has only daily newspaper within a radius of 30 miles.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 2; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 13; department stores, 4; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 4; grocers, 15; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 1; stationers, 2.

NACOGDOCHES, TEXAS

(Nacogdoches County)

1920 Population, 3,546, (1925, est. 5,500.)

City and Suburban Estimate, 8,500.

Native Whites, 75%; **Negroes,** 20%; **Foreign Born,** 5%; **English Reading,** 85%; **Families,** 1,600.

Schools: Public Grade, 3; High, 1; Number of Pupils, 2,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, $2,548,618.72; Savings Bank Deposits Total, $1,872,190.09.

Theatres: Moving Pictures, 3; Total number of seats, 1,000.

Location: On Southern Pacific Lines traversing Eastern Texas—parts of system known as Houston East & West Texas RR., Texas & New Orleans RR. and a small line running across east Texas headed for Alexandria, La., known as the Nacogdoches & Southeastern.

Manufacturing Establishments: 39. Leading firms; Frost-Johnson Lumber Co., T. M. Hans Lumber Co., J. W. Williams Lumber Co., Nacogdoches Oil Mill, Yuba Refining Co., Nacogdoches Compress Co., Southern Ice & Utilities Co., Nacogdoches Mattress Factory, Candy factory, Mahdeen Hair Tonic Co. Farming and stock raising.

Special Information: Nacogdoches is the largest little city between Beaumont & Dallas, and between Houston and Shreveport. It is the junction of 2 railroads and there is more traffic created here than in any two towns along the line between Houston and Shreveport and Beaumont and Dallas.

Residential Features: Mostly private residences, with one and two story tenant houses. Lately a great many houses of 4 to 30 rooms have been built in the suburbs for the students attending the new state school. This school is a State Teacher's College.

Retail Shopping Section: Surrounds the Square, with the government building in the center, and branching off on Main, Fredonia, Church and North Streets.

Trading Area: Covers the entire county of Nacogdoches and draws from the adjoining counties of San Augustine, Angelina, Cherokee, Rusk and Shelby.

Wholesale Houses: Groceries, 2; meats, 1; hardware, 1; dry goods, 2; miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 3; dry goods, 9; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 3; garages (public), 9; grocers, 21; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 11; shoes, 1; sporting goods, 3; stationers, 3; women's apparel, 5.

NAVASOTA, TEXAS

(Grimes County)

1920 Population, 5,060.

Native Whites, 60%; **Negroes,** 35%; **Foreign Born,** 5%; **English Reading,** 95%; **Families,** 1,500.

Schools: Public Grade, 2; High, 2; Number of Pupils, 1,150.

Churches: Baptist, 4; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, $1,769,344.22.

Theatres: Moving Pictures, 1.

Location: On I. & G. N. RR., Southern Pacific, Santa Fe.

Principal Industries: Hoop and barrel factory, cotton seed oil mill, cooperage and bottling works.

Special Information: This town is especially located for wholesale supplies.

Residential Features: Mostly five and six room houses occupied by owner.

Retail Shopping Section: Ten blocks of business houses.

Trading Area: Extends over the whole county and 25 miles in all directions.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 12; automobile accessories, 15; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 1; delicatessen, 6; dressmakers, 2; druggists, 5; dry goods, 9; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 8; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; restaurants (including hotels), 8; shoes, 1; stationers, 1.

TEXAS (Cont'd)

ORANGE, TEXAS

(Orange County)

920 Population, 9,212.

ity and Suburban Estimate, 15,000.

lative Whites, 85%; Negroes, 10%; Foreign rn, 5%; Industrial Workers, 20%; English ding, 98%; Families, 3,000.

chools: Public Grade, 3; High, 2; Parochial, Number of Pupils, 2,400.

hurches: Baptist, 1; Christian Science, 1; scopal, 1; Methodist, 1; Presbyterian, 2; man Catholic, 1; Miscellaneous, 1.

anks: National, 2; State, 1; Total Reources, $7,000,000.

heatres: Legitimate, 1; Moving Pictures, 2; scellaneous (Auditoriums, etc.), 2. Total mber of seats, 3,000.

ocation: On west bank of Sabine River, 40 es from the Gulf. Served by Orange & thwestern RR. (Gulf Coast Lines) and Pac. Co. Steamship service direct with ncipal ports of the world.

rincipal Industries: Saw mill, creosoting ut, iron and steel fabricating plant, iron ndry, railway car building plant, box facy, machine shops, etc., ship yards, rice, mill.

lanufacturing Establishments: 9. Leading s: The Lutcher & Moore Lbr. Co., The as Cresoting Co., The Yellow Pine Paper l Co., The Orange Car & Steel Co., The nge Rice Mill Co., Orange Foundry Co., nge Box Mfg. Co., Orange Ice, Light & ter Co., The E. Z. Opener Bag Co. Annual put: $10,000,000.

pecial Information: Orange is a deep sea t with one of the best fresh water harbors the Gulf especially adapted to the exporta- of lumber, rice, naval stores, and especially pted on account of its location and facilities manufacturing industries, particularly those uiring hardwood lumber. Fine churches, ools and hospitals, as well as large oil fields.

esidential Features: Principally one family ses, private homes predominate.

etail Shopping Section: Fifth Street from en to Border, three blocks, Front Street m Third to Eighth Street, five blocks. Small cery stores scattered throughout the city.

rading Area: Extends about 60 miles north, miles west and 70 miles east and northeast.

Wholesale Houses: Groceries, 2; hardware, 2.

lumber of Retail Outlets for Nationally Advtised Products: Passenger automobile agenes, 5; commercial auto. agencies, 5; automoe accessories, 10; automobile tire agencies, bakers, 5; cigar stores and stands (includ- hotels), 50; confectioners (including hotel nds), 10; delicatessen, 1; dressmakers, 15; ggists, 7; dry goods, 2; department stores, electrical supplies, 2; florists, 1; fruits, 10; niture, 2; furriers, 1; garages (public), 5; cers, 35; hardware, 3; jewelry, 4; meat rkets, 35; men's furnishings, 4; men's cloth- , 4; merchant tailors, 4; milliners, 2; opans, 3; photographers, 1; pianos (and misaneous musical instruments), 2; radio supes, 3; restaurants (including hotels), 20; es, 1; sporting goods, 3; stationers, 1.

PALESTINE, TEXAS

(Anderson County)

920 Population, 11,039.

ity and Suburban Estimate, 15,000.

lative Whites, 80%; Negroes, 20%; Foreign n, 3%; Industrial Workers, 3,500; English ding, 80%; Families, 3,600.

chools: Public Grade, 8; High, 2; Junior h, 1; Parochial, 1.

hurches: Baptist, 2; Christian Science, 1; ngregational, 1; Episcopal, 1; Hebrew, 1; thodist, 2; Presbyterian, 1; Roman Catholic, 1.

anks: National, 3; State, 2; Total Reources, $5,000,000.

heatres: Moving Pictures, 3; Miscellaneous uditoriums, etc.), 1; Total number of seats, 00.

ocation: International and Great North, RR. the Southern Pacific. I. & G. N. is an a state railway entering into Mexico via edo from St. Louis. The S. P. is a Texas te leased railway.

rincipal Industries: Cotton oil mill, furnie factory, candy factory, salt plant, coal es, ice factory, fertilizer plant, printing railroad shops, I. & G. N. headquarters, iculture, cotton, cucumbers, poultry, waterons, vegetables.

pecial Information: Palestine, Texas, is ilar to Palestine of the Bibical lands; here religion, and it is unquestionably the Gar- of Eden of the Western Hemisphere, for re is farm land fertile, coal, oil, gas and er minerals under the surface that but d developing, including iron and clays. The face will raise anything for its climate; uent rainfall and good streams; good shipg point via railways; nearly three million ars being expended on good roads now under struction. On Farrier Highway and Lone r Highway.

esidential Features: Mostly one- and twoily homes; many duplex apartment houses to large transieint population, being a road town; also large frame apartment ses. Private homes predominate. Values unreasonable. City has slow but steady sure growth.

Retail Shopping Section: Business section estimated at 50 blocks; suburban grocers do very good business. Paved streets with grocer's delivery service; also delivery service from majority of stores. Business and principal residential streets all paved. Excellent water, sewer and fire system. Government post office building is center of town; half-million dollar new court house.

Trading Area: Extends throughout the county. Intermittent business is secured from towns on edge of adjoining counties within 30 to 50 miles radius. This trade is both by train and dirt roads kept in passable condition as an inducement to motorists.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1; hardware, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 25; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 1; druggists, 9; dry goods, 12; department stores, 5; electrical supplies, 2; florists, 3; fruits, 4; furniture, 4; garages (public), 8; grocers, 70; hardware, 4; jewelry, 2; meat markets, 70; men's furnishings, 15; men's clothing, 15; merchant tailors, 6; milliners, 9; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; sporting goods, 5; stationers, 3; women's apparel, 13.

PARIS, TEXAS

(Lamar County)

1920 Population, 15,040. (1925, est. 23,000.)

Schools: Public Grade, 8; High, 2; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,000.

Location: Seventeen miles from Oklahoma border; served by the Frisco, Santa Fe, Texas Midland, Paris & Mt. Pleasant and Texas & Pacific. Bus service in every direction. Frisco-Santa Fe terminal and shops of the P. & M. P. To nearest large city by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Furniture factory, box factory, crate factory, iron foundry, handle factory, printing, overalls, flour, cottonseed products, candy.

Manufacturing Establishments: 35. Leading firms: Rogers-Wade Furniture Co., Miller Mfg. Co., Hamman Box Factory, Cummer Mfg. Co., Ames Shovel & Tool Co., Bennett Printing Co., North Texas Iron Foundry, Southern Ice & Utility Co., Texas Power & Light Co., Paris Milling Co., Lamar Cotton Oil Co., Southland Cotton Oil Co., Paris Compress & Warehouse Co., Paris Candy Co., Saunders Candy Co.

Special Information: Municipal water plant; cost $900,000. Capacity of 4 billion gallons of water in lake; reserve supply of 1 billion gallons; municipally owned abbatoir; biggest compress in this end of state; three gins; highways from north to south and east to west junction here; hard surface in all directions. There are grouped here many specialists for treatments of various sorts—dentists, oculists, optometrists—doctors of several cults for the reason that people come from all this section for the treatments. This also adds to the trade area. Three large hospitals.

Residential Features: One and two-family homes. Thirty apartment houses in city. Two principal residential streets. Civic center in which are located six churches, one of which cost $300,000. Others very handsome and well equipped. New post office; junior college; high school; new county-city hospital to be built; sanitarium which draws people from all southern Oklahoma as well as northeast Texas.

Retail Shopping Section: Concentrated about Plaza, where street car lines converge and meet bus line; Lamar, Bonham, Grand Avenue and Clarksville Streets run east and west; about six business blocks on each; Main, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd run north and south. Varying number of business blocks, but an average of about three. About thirty grocery and feed stores scattered in the residential section.

Trading Area: Extends about 25 miles to the east; 20 miles to the west; 20 miles to the south and 30 miles to the north. Good highways leading in each direction, with interlacing dirt roads that are fair. Many cars are owned and there is an especially good rural route distribution—thirty-seven in the trading area.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 1; hardware, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 30; bakers, 3; cigar stores and stands (including hotels), 150; confectioners (including hotel stands), 75; delicatessen, 1; dressmakers, 20; druggists, 7; dry goods, 10; department stores, 3; electrical supplies, 6; florists, 3; fruits, 50; furniture, 7; garages (public), 18; grocers, 40 (chain, 1); hardware, 4; jewelry, 2; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 10; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 12; sporting goods, 6; stationers, 2; women's apparel, 12.

Miscellaneous Data: Street car service; gas, natural; electric current, alternating and direct; water, soft.

See announcement column 4

PORT ARTHUR, TEXAS

(Jefferson County)

1920 Population, 22,251; (1924) 42,618.

City and Suburban Estimate, 30,000; (1924) 55,000.

Native Whites, 75%; Negroes, 20%; Foregin Born, 5%; Industrial Workers, 65%; English Reading, 90%; Families, 8,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 8,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 1; Total Resources, $10,000,000; Savings Bank Deposits Total, $1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 4,000.

Location: S. E. Jefferson County on Port Arthur ship canal, 19 miles from the Gulf of Mexico. On Kansas City South RR., Southern Pacific and Interurban from Beaumont to Port Arthur. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Refineries, Gulf Co., The Texas Co., The Atlantic Oil Prod. Co., Humphries Co.; shipbuilding, railroad shops, planing mills, bottling works, cigar factory, asphalt plant, box factory, ice plant, sulphur plant.

Manufacturing Establishments: 25. Leading firms: Gulf Refining Co., The Texas Co., Port Arthur Planing Mill Co., McEwan Shipbuilding Co., Pekin Cooperage Co., Port Arthur Ice Co., G. & H. Mattress Co., Milk Products Co., Southern Acid & Sulphur Co.

Special Information: The population has doubled in the last four years. Has the finest school system in the south, representing an investment of about $7,000,000. The fifth port of America. Ranks fifth in volume of building permits in state in 1923. Assessed valuation of property in school district more than $80,000,000. Has a payroll of $25,000,000 annually. The oil refining center of the world. Home of the largest refinery in the world.

Residential Features: One and two family houses. Section devoted to workingmen's tenements. Noted for beautiful homes. Better homes cost on average of $10,000.

Retail Shopping Section: Proctor Street, 8 blocks: Houston Avenue, 7 blocks; Fifth Street, 6 blocks; Austin, Ft. Worth, Dallas and Beaumont Avenues, 5 blocks.

Trading Area: Extends about ten miles to north and west and twenty miles to the south. Trolley and bus service.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; miscellaneous lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 15; dressmakers, 8; druggists, 35; dry goods, 50; department stores, 5; electrical supplies, 6; florists, 2; fruits, 10; furniture, 8; garages (public), 40; grocers, 350 (chain, 4); hardware, 5; jewelry, 10; meat markets, 20; men's furnishings, 20; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 20; shoes, 5; sporting goods, 4; stationers, 3.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 26), (dentists, 12), (osteopaths, 3); number of wired houses, 7,300; street car service; gas, artificial; electric current, direct; water, soft.

RANGER, TEXAS

(Eastland County)

1920 Population, 16,205.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 6,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: State, 2; Total Resources, $1,200,000.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 2,000.

Location: Located on main line T. P. RR. and U. F. R. & F. W. RR. and on main line Bankhead Highway. T. P. Ry. connects with all main roads at Fort Worth and El Paso. General offices U. F. R. & F. W. RR. located here. This road connects with M. K. & T. and Frisco at Dublin. To nearest large city by railroad, 2½ hours; by auto, 4 hours.

Principal Industries: Casing head gasoline manufacturing; oil production and refining; crushed stone; brick, flour, railroad shop.

Manufacturing Establishments: 15. Leading firms: Hagaman Refining Co., Oil Cities Electric Co., Lone Star Gas Co., T. P. Coal & Oil Co., Prairie Oil & Gas Co., Southern Ice Co., Texas Pipe Line Co., Thurber Earthen Products Co., Southern Gasoline Co., Arab Gasoline Co.

Special Information: Located in heart of Texas' greatest oil and gas fields; adjacent to widely developed soft coal fields; over $5,000,000 gals. of gasoline shipped from Ranger each month.

Residential Features: Mostly one family homes—large number of private homes.

Retail Shopping Section: Business section of city covers about 30 blocks, which is paved with brick.

Trading Area: Extends about 20 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen 2; dressmakers, 3; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; fruits, 10; furniture, 6; garages (public), 10; grocers, 40; hardware, 1; jewelry, 2; meat markets, 12; men's furnishings, 2; men's clothing, 4; merchant tailors, 6; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 15; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 1.

Miscellaneous Data: Most pleasant months, April to September; doctors (medical, 13), (dentists, 4), (osteopaths, 1); number of wired houses, 1,000; gas, natural; electric current, direct; water, hard.

SAN ANGELO, TEXAS

(Tom Green County)

1920 Population, 10,050. (1925, est. 16,775.)

City and Suburban Estimate, 18,500.

Native Whites, 89%; Negroes, 4%; Foreign Born, 7%; English Reading, 90%; Families, 2,600.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,232.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, $9,599,948; Bank Deposits Total, $7-032,574.05.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of Kansas City, Mexico and Orient and branch of the Santa Fe. Three branch lines of the Santa Fe run out of here to surrounding territory. To nearest large city by railroad, 13 hours; by auto, 10 hours.

Principal Industries: Livestock, sheep, cattle, cotton; alfalfa, oil production, refining and distribution, wool concentration point. 8 million pounds wool and 1 million pounds of mohair, shipped annually. Flour mill, mattress factory, 2 packing houses, foundries.

Manufacturing Establishments: 21. Leading firms: San Angelo Cotton Seed Oil Mill, Big Lake Oil Co. (gasolene plant), West Texas Elevator & Grain Co., Western Gin Co., San Angelo Foundry & Machine Co.

Special Information: Location of the city makes it the banking, marketing and wholesale center of great section of Texas. Health resort, mineral springs, winter resort, large primary wool and mohair market. Distributing center for the great Marathon Fold oil fields.

Residential Features: City beautifully situated at confluence of the three Concho Rivers which run through the main part of the city. Homes of all types found in small cities, but many beautiful building sites along the river are occupied by homes costing from $15,000 to $40,000.

Retail Shopping Section: Extends along Chadbourne Street from Santa Fe Station on north to Orient on south, a distance of one mile, and on Beauregard and Concho Avenues, two intersecting streets.

Trading Area: Extends 175 miles south, 115 west, 50 north and 45 east. These distances may seem gross exaggerations to Easteners, but in a state like Texas distance gets little

Continued on page 252

The Paris Morning News

Only daily paper with a paid-for circulation in a territory of ten thousand square miles.

4525 last government statement.

Flat rate 3c and carrying most of the National advertising in this territory.

Represented New York, Chicago and Dallas by

TEXAS DAILY PRESS LEAGUE

TEXAS (Cont'd)

San Angelo (con't)

consideration. A hundred miles here is like twenty in the Middlewest.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 1; hardware, 3; dry goods, 1; miscellaneous lines, sash and doors, 1; tires, 2; jewelry, 1; drugs, 2; paint, 1; oil, 7.

Number of Retail Outlets for Nationlaly Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 1; automobile accessories, 41; automobile tire agencies, etc., 4; bakers, 4; cigar stores and stands (including hotels), 53; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 5; druggists, 9; dry goods, 10; department stores, 6; electrical supplies, 3; florists, 4; fruits, 8; furniture, 9; garages (public), 16; grocers, 67 (chain, 3); hardware, 6; jewelry, 5; meat markets, 21 (chain, 3); men's furnishings and men's clothing, 2; merchant tailors, 5; milliners, 8; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 16; shoes, 14; sporting goods, 3; stationers, 5; women's apparel, 5.

Miscellaneous Data: Average temperature, 76 degrees; average number of rainy days per twelve months, 40; most pleasant months, March, April, May, Sept., Oct., Nov.; doctors (medical, 31), (dentists, 8), (osteopaths, 1); number of wired houses, 2,118; gas, artificial; electric current, alternating; water, medium.

SAN ANTONIO, TEXAS

(Bexar County)

1920 Population, 161,379. (1925, est. 201,724.)

City and Suburban Estimate, 234,624; (total in county), 300,000).

Native Whites, 76%; Negroes, 8%; Foreign Born, 16%; Industrial Workers, 7%; English Reading, 80%; Families, 45,506.

Schools: Public Grade, 49; Private, 37; High. 2; Junior High, 7.

Churches: Baptist, 17; Presbyterian, 12; Episcopal, 4; Christian Science, 2; Christian, 4; Lutheran, 4; Evangelical, 3; Church of Christ, 1; Unitarian, 1; Nazarine, 1; Congregational, 1; Methodist, 17; Catholic, 17; Jewish, 3; Total, 87.

Banks: National, 8; State, 5; Total Resources, $65,000,000.

Theatres: Legitimate, 1; Moving Pictures, 20; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 24,745.

Location: About 100 miles south of geographical center of the State. Served by Southern Pacific, International & Great Northern, M. K. & T., San Antonio & Aransas Pass, San Antonio, Uvalde & Gulf, Artesian Belt Ry. To nearest large city by railroad, 7½ hours; by auto, 9 hours.

Principal Industries: Iron and steel shops, flour milling, oil and oil refining, railroad offices and shops, cigar making, saddlery and harness making, cotton seed oil refining, sash, doors and mill work, food and candy manufacturing.

Manufacturing Establishments: 605. Leading firms: Alamo Iron Works, San Antonio Machine & Supply Co., Pioneer Mills, Finck Cigar Co., Gebhardt Chili Powders Co., Grayburg Oil Co., San Antonio Drug Co., Straus-Frank Co., Steves Sash & Door Co., Duerler Mfg. Co.

Special Information: San Antonio is one of the largest army and aviation centers in the U. S. San Antonio is a scenic and historic city dating back more than 200 years. Noted Winter and Summer tourist city, especially Winter. 190 motor buses connect all outlying towns with San Antonio on convenient schedules. Big wholesale center for territory 500 east to west and south to Mexico. Noted for a dozen private schools and colleges. Art and music center; an unusually wide diversificatin of crops prevails. Here is natural gas, oil, lignite, artesian water in abundance, 100,000 acres irrigated. Great cattle, sheep, and goat country. San Antonio employes over 15,000 workers regularly.

Residential Features: One-family houses predominate. Close-in apartments and flats cater to transients and tourists. Next to New Orleans more San Antonioians own their own homes free from debt than does any other city in the U. S. Miles of modern homes in bungalow and stucco 2-story type have been constructed since the war. All roofs painted and everything modern, with much attention given to landscaping. Average value, $6,500.

Retail Shopping Section: Includes about 25 blocks reaching from Flores to Alama Plaza and extending along Houston and Commerce Streets. Side streets have many small shops. Four principal neighborhood retail centers are worthy of attention and special consideration by manufacturers. Retail sections also in West Commerce and West Houston Streets. East Commerce Street from Alamo Plaza to 3 blocks beyond the Southern Pacific station; also Flores Street for about a mile north and south of Commerce Street.

Trading Area: Retail daily and weekly shopping area extends out 75 miles north and east, and 100 miles south and west. Entire territory served by convenient trains and motor bus lines operating 125 buses on schedule. Wonderful hard surface roads radiate in all directions. It never freezes here so we operate out automobiles 12 months in the year.

Wholesale Houses: Groceries, 12; meats, 13; fruits, 16; hardware, 4; dry goods, 14; miscellaneous lines, 117.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 9; automobile accessories, 113; automobile tire agencies, 92; bakers, 40; cigar stores and stands (including hotels), 1,290 (chain, 2); confectioners (including hotel stands), 81; delicatessen, 25; dressmakers, 125; druggists, 127 (chain, 8); dry goods, 74; department stores, 13; electrical supplies, 21; florists, 15; fruits, 75; furriers, 3; garages (public), 118; grocers, 725 (chain, 31); hardware, 32; jewelry, 35; meat markets, 179 (chain, 3); men's furnishings, 81; men's clothing, 44; merchant tailors, 20; milliners, 20; opticians, 25; photographers, 25; pianos (and miscellaneous musical instruments), 10; radio supplies, 12; restaurants (including hotels), 294 (chain, 2); shoes, 76; sporting goods, 16; stationers, 9; women's apparel, 30.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per twelve months, 20; most pleasant months, Oct., Nov., Dec., Jan., Feb.; doctors (medical, 230), (dentists, 110), (osteopaths, 11); number of wired houses, 37,856; street car service; gas, natural; electric current, alternating and direct; water, hard and soft.

See announcement columns 3 and 4

SHERMAN, TEXAS

(Grayson County)

1920 Population, 15,031.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Negroes, 7%; Foreign Born, 3%; Industrial Workers, 17%; English Reading, 99%; Families, 5,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,500.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Christian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $9,930,300.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 1.600.

Location: In northern part of the state, on intersection of four important highways: highway 5, Jefferson, King of Trails, Red Star Route. Served by Texas & Pacific, H. & T. C., M. K. & T., Cotton Belt RRs. Frisco & Texas Electric Co.

Principal Industries: Manufacturing, agriculture and livestock.

Manufacturing Establishments: 50. Leading firms: A. B. C. Candy Co., Chapman Milling Co., Diamond Mill & Elevator Co., G. B. R. Smith Milling Co., Fant Milling Co., Hardwicke-Etter Co., Interstate Cotton Oil Refining Co., Pool Mfg. Co., Sherman Mfg. Co., Texas Nursery Co., Washington Iron Works, Buffalo Refining Co., Coca-Cola Bottling Works. Sherman claims to manufacture as much or more than any southwestern city of her size, and is 5th largest manufacturing city in Texas.

Special Information: The high location, and fine artesian water make Sherman a healthy city, and her educational and cultural advantages, supported by her large manufacturing and wholesale business, constitute an unusually well-balanced city, and an ideal place in which to live and rear a family. Sherman's six splendid colleges and private schools have given her the name of the "Athens of Texas." Two of these colleges are among the best in the South.

Residential Features: Sherman has a number of paved streets, and many beautiful homes, and apartment houses. Several large additions have been built with fine residences and parks, also addition for workingmen's homes.

Retail Shopping Section Extends north, south, east, and west of the court house, which is the center of the business district.

Trading Area Sherman, the county seat of Grayson County, has a large trade from the nearby towns.

Wholesale Houses: Grocers, 2; meats, 2; fruits, 3; hardware, 4; furniture, 3; miscellaneous, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 25; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 15; dressmakers, 15; druggists, 8; dry goods, 14; department stores, 12; electrical supplies, 8; florists, 4; fruits, 5; furniture, 8; furriers, 8; garages (public), 20; grocers, 95; hardware, 4; jewelry, 5; meat markets, 20; men's furnishings, 14; men's clothing, 9; merchant tailors, 7; milliners, 14; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 50; shoes, 12; sporting goods, 6; stationers, 14; women's apparel, 13.

SULPHUR SPRINGS, TEXAS

(Hopkins County)

1920 Population, 5,558.

City and Suburban Estimate, 8,000.

Native Whites, 85%; Negroes, 8.5%; Foreign Born, ⅛%; Industrial Workers, 2%; English Reading, 95%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

(*Continued on page 253*)


San Antonio Express

156 REVELERS HELD UNDER ANTI-MASK LAW

OBSERVER SEES DANGER BEHIND NEW PEACE ERA


SAN ANTONIO EVENING NEWS

GOVERNOR INTERESTED IN ROAD SUIT CHARGES

Both Rail and Highway Traffic Crippled by Cloudbursts

The Most Complete Coverage of San Antonio

Nearly 100% More Coverage of the Territory

—and at a lower cost!

That is what the

San Antonio Express.

Every Morning and Sunday

and the

SAN ANTONIO EVENING NEWS

Every Evening Except Sunday

Offer the National Advertiser

Two Distinct and Separate Newspapers of almost Non-Duplicating Circulations

San Antonio Express	32,767 Daily, 58,393 Sunday
San Antonio Evening News	34,143 Daily
Combined Daily Circulation	66,910 Daily

Over 26,000 Non-Duplicated City Carrier Circulation Alone

Lead in Circulation. Both the Express and News lead all other San Antonio papers in circulation. Their circulation is now at the highest point ever attained by either paper.

Nearly Double the Outside Circulation. The Daily Express, the only morning paper in San Antonio, has the class circulation in the city and nearly double the outside circulation of any other San Antonio paper.

Leads the Evening Field. The Evening News leads the evening field in total circulation, street sales and its carrier circulation is larger than the combined carrier, dealer and independent carrier circulation of the other evening paper.

The Sunday Express Leads. The Sunday Express leads in city carrier and outside circulation. Its outside circulation is nearly twice that of any other San Antonio Sunday paper.

Prestige Enjoyed. The prestige enjoyed by the San Antonio Express (morning), San Antonio Evening News (evening), makes them the greatest mediums for the National advertiser in a territory larger than the New England States and Ohio combined.

The Express and News, or our National Advertising Representatives, will be pleased to give you further information as to why and how the Express and Evening News combination covers San Antonio and the San Antonio territory more completely than any other combination of San Antonio newspapers.

Our National Advertising Representatives

THE JOHN BUDD COMPANY

New York—Chicago—St. Louis—Atlanta
Los Angeles—San Francisco

TEXAS (Cont'd)

Sulphur Springs (con't)

anks: National, 2; State, 2; Total, Re-ces, $2,000,000.

heatres: Moving Pictures, 2.

ocation: St. Louis & S. W. RR. and L. R. N. of Texas, Bankhead National Highway, erson National Highway.

rincipal Industries: Wholesale ice and re-eration, cotton seed oil, compress, poultry sing and shipping, lignite coal mining.

anufacturing Establishments: Aprons and nets, fire-proof brick, cotton seed oil, ice, ling works. Total value of yearly output factories, $2,000,000.

pecial Information: Agriculture is the prin-l industry; there are 5,500 farms in county. rage size farm is 83 acres.

esidential Features: All streets in residen-section paved. Private homes predominate.

holesale Houses: Groceries, 4; fruits, 1.

umber of Retail Outlets for Nationally Ad-ised Products: Passenger automobile agen-, 7; men's furnishings, 2; men's clothing, merchant tailors, 3; milliners, 5; opticians, photographers, 2; pianos (and miscellaneous ical instruments), 2; radio supplies, 2; aurants (including hotels), 5; shoes, 4; ting goods, 1; stationers, 1.

SWEETWATER, TEXAS

(Nolan County)

920 Population, 4,307.

ity and Suburban Estimate, 25,000.

ative Whites, 70%; Negroes, 15%; Foreign n, 15%; Industrial Workers, 20; English ding, 100%; Families, 1,000.

chools: Public Grade, 4; High, 1.

hurches: Baptist, 2; Episcopal, 1; Methodist, Presbyterian, 1; Roman Catholic, 1; Mis-aneous, 5.

anks: National, 2; State, 1; Total Re-ces, $2,500,000.

heatres: Moving Pictures, 3; Miscellaneous uditoriums, etc.), 4; Total number of seats, 00.

ocation: On Texas Pacific, Santa Fe, sas City, Mexico & Orient railways in the st of a fertile agricultural section that nces large quantities of cotton and where boll weevil is unkown. Rail facilities te it an ideal wholesale distributing point a section of Texas larger than most states. al Winter resort.

rincipal Industries: Manufacture, gypsum ducts, cottonseed products, agriculture, rail-d shops, cotton ginning.

anufacturing Establishments: 35. Leading s: United States Gypsum Co., Sweetwater ton Oil Co., Santa Fe Railroad shops, West-n Compress. Total value of yearly product mated at $5,000,000.

pecial Information: Location of town with erence to existing rail facilities make it an il distributing center for the most rapidly wing community in the entire southwest. llion dollar plant of United States Gypsum put into operation May 1, 1924. Much ding and other development at this time.

esidential Features: Mostly one family ses with limited number high class apart-nts. Home owners principally; very few ted houses.

etail Shopping Section: Extends from blic square, two or three blocks in each ection.

rading Area: Extends 35 miles west, 40 es north, 20 miles east, 40 miles south. Tis is retail trade. Wholesale trade extends 0 miles in some lines.

holesale Houses: Groceries, 5; meats, 1; its, 2; hardware, 1; dry goods, 1; miscel-eous lines, 15.

umber of Retail Outlets for Nationally Ad-ised Products: Passenger automobile agen-, 5; commercial auto. agencies, 2; automo-ile accessories, 5; automobile tire agencies, 7; kers, 2; cigar stores and stands (including tels), 12; confectioners (including hotel nds), 12; dressmakers, 3; druggists, 10; dry ds, 7; department stores, 4; electrical sup-lies, 4; florists, 1; fruits, 2; furniture, 3; rages (public), 10; grocers, 32; hardware, 2; elry, 28; meat markets, 5; men's furnish-gs, 5; men's clothing, 12; merchant tailors, milliners, 5; opticians, 3; photographers, 1; anos (and miscellaneous musical instruments), radio supplies, 3; restaurants (including tels), 11; shoes, 7; sporting goods, 3; sta-ners, 3; women's apparel, 6.

TERRELL, TEXAS

(Kaufman County)

920 Population, 8,349.

ty and Suburban Estimate, 55,000.

ative Whites, 75%; Negroes, 25%; Indus-r. Workers, 20%; English Reading, 100%; milies, 2,000.

hools: Public Grade, 12; High, 1; Junior h, 1; Parochial, 1; Number of Pupils, 0.

urches: Baptist, 2; Christian Science, 1; iscopal, 1; Hebrew, 1; Methodist, 2; Presby-ian, 1; Roman Catholic, 2; Miscellaneous, .

anks: National, 3; Total Resources, $7,200,-0 Savings Bank Deposits Total, $1,750,-0

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

Location: Intersection of Texas Midland and Texas & Pacific railroads. Terminal of Texas Interurban from Dallas. On Dixie highway. To nearest large city by railroad, 1½ hours; by trolley 1 hour and 20 minutes; by auto, 1¼ hours.

Principal Industries: Cotton raising tributary, with oil mill, seven gins in city.

Manufacturing Establishments: Miller Mfg. Co., Overalls and Shirts; Terrell Broom factory. Ice cream factory, candy factory, 2 bottling plants, flour mill, grain elevator.

Special Information: Twenty-one miles of concrete road on D. H. through Terrell, opened to traffic on Sept. 8th. A bus line with $100,000 capital operating 16 to 28 passenger de-luxe cars, extends 75 miles east of Terrell. A modern depot is being erected.

Residential Features: Private homes ascendant; in south section is a tenement district for negro laborers. These homes are modest in value. North Texas Hospital for the Insane with 2,200 patients is located here; 250 employes.

Retail Shopping Section: Main shipping center on Moore Avenue which is the heart of the shopping district. Many outlying suburban stores.

Trading Area: Covers a radius of 30 miles. Some trade accrues from jitney service extending 75 miles, and from Interurban, 30 miles.

Wholesale Houses: Groceries, 3; meats, 5; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 25; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 26; delicatessen, 3; dressmakers, 12; druggists, 8; dry goods, 26 (chain, 2); department stores, 5; electrical supplies, 6; florists, 3; fruits, 5; furniture, 7; garages (public), 33; grocers, 56; hardware, 5; jewelry, 6; meat markets, 11; men's furnishings, 5; men's clothing, 12; merchant tailors, 8; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 80 degrees; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 12), (dentists, 8), (osteopaths, 2); electric current, alternating; water, soft.

TYLER, TEXAS

(Smith County)

1920 Population, 12,085. (1923, New City Directory, 16,078.)

City and Suburban Estimate, 20,000; Smith County, 48,000.

Native Whites, 74%; Negroes, 23%; Foreign Born, 3%; English Reading, 2%; Families, 5,000.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 1,200.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Churches, 2; Lutheran, 1.

Banks: National, 1; State, 2; Total Resources, $750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School Auditorium. Total number of seats, 1,000.

Location: Central East Texas served by St. Louis Southwestern Ry., I. & G. N. Ry. and Lufkin Branch of the St. L. & S. W. Ry. Also served by Texas-Mexico Branch of Bankhead Highway, Dixie Highway, Jim Hogg Highway, Woodrow Wilson, Stone Fort & Hourly Bus Service to all towns within a radius of 100 miles of Tyler.

Principal Industries: Long-Hargrove Mfg. Co., (Overalls); Marcey-Lee Mfg. Co., (Dresses); Tyler Potato Chip Factory, Woldert Peanut Factory, Tyler Mattress Factory, Tyler Canning & Pickling Co., Tyler Candy Factory, Ward Crate & Box Factory, Jensen Veneer Company, Tyler Fertilizer Plant, Auto Truck Body Factory, Jewell Battery Company.

Manufacturing Establishments: Leading firms: Long-Hargrove Mfg. Co., and Woldert Peanut Products Co., Tyler Mattress Factory.

Special Information: Location of Tyler makes it the financial and jobbing center of the Eastern part of the State. Also located in the heart of the berry, truck and fruit region of Texas.

Residential Features: One and two-family houses. Private homes predominate. Excellent private residential sections surround the city. Homes average in value $8,000 in the entire city. Private residential section, $20,000 and above.

Retail Shopping Section: Extends all four sides of Public Square and for two blocks on each street radiating from Public Square. There are fifty outlying retail suburban business houses, usually grocery, confectionery, meat and small shops.

Trading Area: Extends 40 miles north, 35 miles south, 40 miles west, 40 miles east. Intermittent business is secured from people living 75 miles distance because of bus service.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 2; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 18; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 30; delicatessen, 10; dressmakers, 8; druggists, 8; dry goods, 30; department stores, 12; electrical supplies, 7; florists, 3; fruits, 40; furniture, 8; furriers, 1; garages (public), 20; grocers, 100; hardware, 6; jewelry, 5; meat markets, 16; men's furnishings, 35; men's clothing, 35; merchant tailors, 2; milliners, 15; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 22; shoes, 35; sporting goods, 3; stationers, 9; women's apparel, 12.

WACO, TEXAS

(McLennau County)

1920 Population, 38,500. (1925, est. 57,210.)

City and Suburban Estimate, 75,000.

Native Whites, 75.3%; Negroes, 20.1%; Foreign Born, 4.6%; Industrial Workers, 6%; English Reading, 69.6%; Families, 8,011 (1920 Census).

Schools: Public Grade, 15; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 10,376.

Churches: Baptist, 22; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 11; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 6; State, 1; Private, 2; Total Resources, $3,500,000.

Theatres: Legitimate. 1; Moving Pictures, 11; Vaudeville, 1.

Location: M. K. & T. Ry. of Texas, St. L. S. W., Southern Pacific R. R., Santa Fe R. R., S. A. A. P., I. G. N., Texas Electric—making 12 steam and electric outlets. To nearest large city by railroad, 2½ hours; by trolley, 3½ hours; by auto, 4 hours.

Principal Industries: Textile mills, work clothing, tents and awnings, shoe dressing, flour, wood working establishments.

Manufacturing Establishments: 150. Leading firms: C. R. Miller Mfg. Co., Waco Sash & Door Co.

Residential Features: 12 parks. Many beautiful, substantial homes, numerous 4 to 6 room homes.

Retail Shopping Section: On Austin Street from Third to Twelfth Streets; Third to Eighth Streets, and Franklin Street.

Trading Area: A radius of 15 to 20 miles.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines, 35—drugs, auto accessories, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 6; automobile tire agencies, 22; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 35; dressmakers, 27; druggists, 35; dry goods, 21; department stores, 4; electrical supplies, 5; florists, 4; fruits, 10; furniture, 23; furriers, 3; garages (public), 10; grocers, 321 (chain, 7); hardware, 11; jewelry, 12; meat markets, 59; men's furnishings, 12; men's clothing, 9; merchant tailors, 12; milliners, 11; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 74; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 49; most pleasant months, March, April, May, Sept., Oct., Nov.; doctors (medical, 92), (dentists, 36), (osteopaths, 5); number of wired houses, 9,036; street car service; gas, natural; electric current, alternating; water, hard.

WAXAHACHIE, TEXAS

(Ellis County)

1920 Population, 7,958.

City and Suburban Estimate, 20,000.

Native Whites, 84%; Negroes, 15%; Foreign Born, 1%; Industrial Workers, 5%; English Reading, 100%; Families, 1,550.

Schools: Public Grade, 4; High, 2; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian 2; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, $5,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 650.

Location: Thirty-two miles south of Dallas, 45 miles southeast of Ft. Worth, served by M. K. & T., Southern Pacific, T. & N. V. RR., Texas Electric Ry.

Principal Industries: Cotton duck, cotton seed products, hosiery, medicine and toilet goods.

Manufacturing Establishments: 30. Leading firms: Waxachie Cotton Mills, Southland Cotton Oil Co., Planters Cotton Oil Co., Waxahachie Medicine Co., Ellis County Hosiery Mill. Total value of yearly output of factories estimated at $500,000.

Special Information: County seat of greatest cotton producing county in United States. Home of Trinity University—only college of the Presbyterian Church in Texas.

Residential Features: Homes are mostly comfortable bungalows or two story brick residences.

Retail Shopping Section: Principally around four sides of the main square, on which is the Court House, and extending one block in every direction from Square.

Trading Area: About 10 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 12; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 8; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 5; grocers, 20; hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 2; men's clothing, 10; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 11; sporting goods, 2; stationers, 10; women's apparel, 12.

WICHITA FALLS, TEXAS

(Wichita County)

1920 Population, 40,079.

City and Suburban Estimate, 58,023.

Native Whites, 90.1%; Negroes, 4%; Foreign Born, 5.9%; Industrial Workers, 8%; English Reading, 98.4%; Families, 12,000.

Schools: Public Grade, 12; High, 1; Junior High, 2; Junior College, 1; Parochial, 7; Number of Pupils, 8,315.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 1; Trust Company, 1; Total Resources, $4,218,000.

Theatres: Legitimate, 2; Moving Pictures, 5. Total number of seats, 8,000.

Location: On Wichita River in northwest Texas. Served by Ft. Worth & Denver Ry., M. K. & T., (Missouri, Kansas & Texas); Wichita Falls & Oklahoma, Wichita Falls & Northwestern, Wichita Valley, and Wichita Falls & Southern. This gives seven outlets into the rich agricultural and oil regions of northwest Texas, and southern Oklahoma. The advantage in freight rates over other cities due to the Texas Common Point, makes this an ideal distributing center. Stage line service to surrounding points. To nearest large city by railroad, 4 hours; by auto, 5 hours.

Principal Industries: Refineries, motor trucks, fruit jars, window glass, brick and tile, railroad and machine shops, flour, poultry stock beds, printing, tank oil wells, tool supply mfrs.

Manufacturing Establishments: 125. Leading firms: Texhoma Oil & Refining Co., American Refinery, Panhandle Refinery, Wichita Motors, Ball Bros. Fruit Jar Co., Wichita Falls Window Glass Co., Wichita Mill & Elevator, Wichita Falls Brick & Tile Co. Total value of yearly output of factories estimated at $24,169,241.

Special Information: Oil center of north Texas and wholesale and distributing point of a territory of over 700,000 people. Recently completed Wichita irrigation project which will provide water to irrigate 150,000 acres of rich valley land. There are 18 refineries in immediate territory.

Residential Features: Mostly five and six room bungalows. Many beautiful and expensive homes scattered throughout the best residential sections.

Retail Shopping Section: Extends from Sixth Street to Tenth on Ohio, Indiana and Scott Avenues. A number of small neighborhood sections, with groceries, drug stores, meats, etc.

Trading Area: Extends about five miles in all directions with much business from greater distances because of good highways and bus service.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 5; hardware, 5; miscellaneous lines, 35.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies, 28; bakers, 9; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 43; delicatessen, 4; dressmakers, 40; druggists, 25 (chain, 8); dry goods, 7; department stores, 6; electrical supplies, 4; florists, 3; fruits, 25; furniture, 7; furriers, 6; garages (public), 28; grocers, 150 (chain, 10); hardware, 5; jewelry, 6; meat markets, 48; men's furnishings, 15; men's clothing, 17; merchant tailors, 2; milliners, 14; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 98; shoes, 16; sporting goods, 4; stationers, 5; women's apparel, 15.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 48; most pleasant months, April, May, Oct., Nov., Dec.; doctors (medical, 60), (dentists, 23), (osteopaths, 3); number of wired houses, 10,800; street car service; gas, natural; electric current, alternating; water, hard.

YOAKUM, TEXAS

(De Witt County)

1920 Population, 6,184.

City and Suburban Estimate, 12,300.

Native Whites, 73%; Negroes, 15%; Foreign Born, 12%; Industrial Workers, 40%; English Reading, 90%; Families, 1,750.

School: Public Grade, 6; High, 2; Parochial, 1; Number of Pupils, 1,761.

Churches: Baptist, 2; Episcopal, 1; Method-

Continued on page 254

TEXAS and UTAH Markets in Standard Survey

TEXAS (Cont'd)

Yoakum (con't)

ist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Resources, $2,947,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,000.

Location: Midway between Houston and San Antonio on S. A. & A. P. Ry., which makes direct connections with ports at Houston and Port Aransas and a direct line to the lower Rio Grande Valley.

Principal Industries: Railway terminal and shops, tannery, marble works, flour mills, business college, home office of two fire insurance companies, commercial job printing plant, wholesale groceries, wholesale meats.

Manufacturing Establishments: Southern Marble & Stone Co., Texas Hide & Leather Co., Bagging & Tie Co., Quality Candy Co., Bankers Printing Co., Yoakum Mill & Elevator Co.

Residential Features: Mostly one-family houses. Small section devoted to workingmen's tenements. Private homes predominate. Fine acreage residential section west of city. Homes in that section average $5,000.

Retail Shopping Section: Extends from intersection of Lott Street and Grand Avenue 3 blocks north on Lott street, 1 block east on Grand Avenue, 3 blocks south on Lott Street, 2 blocks west on Grand Avenue. Irving Street 1 block west and parallel with Lott Street is also a business street for four blocks.

Trading Area: Extends about 20 miles west, 15 miles south, 25 miles north and 15 miles east.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; miscellaneous lines, confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 7; druggists, 7; dry goods, 8; department stores, 2; electrical supplies, 2; fruits, 6; furniture, 4; garages (public), 8; grocers, 38; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10.

Standard Surveys of UTAH

LOGAN CITY, UTAH

(Cache County)

1920 Population, 9,439.

City and Suburban Estimate, 12,500.

Native White, 86%; Foreign Born, 14%; English Reading, 99%; Families, 3,000

Schools: Public Grade, 10; High, 3; Junior High, 1; Parochial, 1; Number of Pupils, 5,200.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Mormons, 12.

Banks: National, 1; State, 2; Total Resources, $5,500,000. Savings Bank Deposits Total, $2,500,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 10,000.

Location: On Oregon Short Line R.R., and Utah-Idaho Railway Co. (electric). East line connects with all the principal cities in the county and with Preston, Idaho. Nearest large city 3 hours distant.

Principal Industries: Sugar, dairying, pea canning, knitting factories, candy manufacturing, brick and tile, flour. We have 5 sugar factories, 2 condensed milk factories and a large pea canning factory.

Manufacturing Establishments: Amalgamated Sugar Co., Sego Milk Co., Borden's Condensed Milk Co., Union Knitting Mills, Cache Knitting Mills, Logan Knitting Factory, Founerbeek Knitting Works, Thatcher Mill & Elevator Co., Gessell Pressed Brick Co., Blue Bird Candy Co., W. F. Jensen Candy Company. Annual output, $7,500,000.

Special Information: The output of the pea canning factory will total 240,000 cases this year.

Residential Features: Logan is principally a school town, there being the State Agricultural College, the Mormon Church and Brigham Young College located here. It is a city of homes where not only the permanent residents live, but many from the farming sections adjacent come in and make their winter home for school purposes.

Retail Shopping Section: Main St. main shopping section with a great many business houses located on Center and First North Sts. There are a great many small retail grocery and small stores located throughout the residential section.

Trading Area: 20 miles north, 15 south, 8 west, with population of about 28,000.

Wholesale Houses: Groceries, 1; candy 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 3; fruits, 2; furniture, 3; garages (public), 8; grocers, 34; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 47 degree; average number of rainy days per twelve months, 75; most pleasant months, May, June, July, August, September; Doctors (medical, 10), (dentists, 8), (osteopaths, 1); number of wired houses, nearly all; street car service, electric current, alternating; water, hard.

See announcement column 1

OGDEN, UTAH

(Weber County)

1920 Population, 32,804.

City and Suburban Estimate, 60,000.

Native Whites, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 10%; English Reading, 97%; Families, 7,803.

Schools: Public Grade, 11; High, 1; Junior High, 4; Parochial, 2; Number of Pupils, 10,412; Junior College, 1.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Mormon, 18; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, $23,000,000. Savings Bank Deposits Total, $12,507,000.

Theatres: Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: In northeastern Utah, in valley of Great Salt Lakes. On main line of U. P., O. S. L., So. Pac., D. & R. G. W., also served by two electric lines. The Bamberger Electric to Salt Lake City, and the Utah-Idaho Central to Northern Utah and Southern Idaho. Nearest large city 1½ hours by auto; 1¼ hours by trolley; 1½ hours by train.

Principal Industries: Flour milling, packing houses, sugar, candy, canners, cans, knitting factories, coffee, R. R. shops, overall factories, box factories, stock yard.

Manufacturing Establishments: 75. Leading firms: American Can Co. of Utah, Sperry Flour Co., Globe Grain & Milling Co., Amalgamated Sugar Co., Shuppe-Williams Candy Co., American Packing & Prov. Co., Becker Products Co., Ogden-Utah Knitting Co., John Scowcroft & Sons Co., Utah Canning Co., Utah Packing Corp., Van Alen Canning Co., National Packing Corp. Annual output, $30,000,000.

Special Information: Ogden is a railroad, manufacturing and wholesale center for a large area, including northern Utah, part of eastern Nevada, southern Idaho and western Wyoming. Because of its location it is a tourist center, its local scenic wonders being part of this general western attraction. Is headquarters for 27 canning factories.

Residential Features: One-family homes in majority, number of two-family and modern apartment houses. A large percentage own their homes. $6,000 a good average value.

Retail Shopping Section: From 22d to 26th St. on Washington Ave., Washington Ave. to Wall Ave. on 25th St. (3 blocks), Washington to Lincoln Ave. on 24th St. (2 blocks). Some shops on other streets paralleling Washington Ave. and on cross streets.

Trading Area: At least 25 miles in all directions. Trade area extends south to Kaysville, Utah; east to Evanston, Wyo.; north to Malad, Idaho; west to Montello, Nev.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines, furniture, 2; auto tires, 1; crockery, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 30; delicatessen, 5; dressmakers, 12; druggists, 17 (chain, 3); dry goods, 8; department stores, 4; electrical supplies, 5; florists, 9; fruits, 5; furniture, 12; furriers, 2; garages (public), 8; grocers, 137 (chain, 6); hardware, 7; jewelry, 10; meat markets, 47 (chain, 6); men's furnishings, 10; men's clothing, 25; merchant tailors, 20; milliners, 17; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 59; shoes, 16; sporting goods, 7; stationers, 4; women's apparel, 17.

Miscellaneous Data: Average temperature 56 degrees; average number of rainy days per twelve months, 62; most pleasant months, May, June, July, August, September, October; doctors (medical, 42), (dentists, 36), (osteopaths, 2); number of wired houses, 9,500; street car service, yes; gas, artificial; electric current, both alternating and direct; water, medium.

See announcement column 4

PROVO, UTAH

(Utah County)

1920 Population, 10,303.

City and Suburban Estimate, 40,792 within radius of 20 miles of city.

Native Whites, 89.7%; Negroes, 0.1%; Foreign Born, 10.2%; Industrial Workers, 15%; English Reading, 100%; Families, 2,130.

Schools: Public Grade, 4; High, 1; Junior High, 1; and 1 University. Number of pupils, 5,250.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Miscellaneous, 15 L. D. S. (Mormon).

Banks: State, 4.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: 48 miles south, south-east of Salt Lake City in Utah's richest valley. Served by the Union Pacific, Denver and Rio Grande western, and the Salt Lake and Utah railroad (Interurban). Auto bus connection with points east, west and south.

Principal Industries: Iron and railroad shops, machinery supplies, bricks, candy, woolen goods.

Manufacturing Establishments: 50. Leading firms, Columbia Steel Corporation, Provo Foundry and Machine Company, Utah Valley Gas and Coke Company, Startup Candy Company, Knight Woolen Mills, Smoot Lumber Company, National Packing Company, Provo Brick & Tile Company, Republic Creosote Company. Total value of yearly output of factories estimated at $7,500,000.

Special Information: Provo is located at the junction of the railroads tapping the large coal and iron fields of Utah. It is also an educational center, the large Young University of the L. D. S. church being located here with students coming from the entire inter-mountain country. Appropriation of a million dollars has been made by Congress for the reclamation of lands adjoining the Utah lake, less than three miles from Provo.

Residential Features: Majority of homes are for one family only. Three apartment houses and no tenement district. More than 80 per cent of residents own their own homes. Most homes average a cost of about $4,000. Many new homes built due to the increased industrial activities of the plants of the Columbia Steel Corporation.

Retail Shopping Section: Includes eight blocks in the heart of the city. Smaller grocery stores are scattered in various parts of the city.

Trading Area: Extends all over Utah county, covering a distance of about 25 miles north and 30 miles south of Provo. All travel north or south must pass through Provo due to the mountains east of the city and the lake west of the city. Residents of the higher Wasatch valley, 20 miles northeast, also patronize Provo stores, as do also the residents of the Tintic mining district, about 40 miles southwest from here.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; dry goods, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 12; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 5; fruits, 20; furniture, 5; garages (public), 7; grocers, 35; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 9.

SALT LAKE CITY, UTAH

(Salt Lake County)

1920 Population, 118,110 (1925, est. 130,94

City and Suburban Estimate, 155,000.

Native Whites, 81.5%; Negroes, 0.5%; Foreign Born, 18%; Industrial Workers, 35%; English Reading, 89%; Families, 27,880.

Schools: Public Grade, 31; High, 2; Juni High, 7; Parochial, 6; Academies, 1; Orphanag 5; Number of Pupils, 31,170.

Churches: Baptist, 9; Christian Science, Congregational, 4; Episcopal, 8; Hebrew, Methodist, 7; Presbyterian, 3; Roman Cathol 8; Miscellaneous, 73; including 51 ward meeth houses of Latter Day Saints.

Banks: National, 4; State, 3; Savings Bank 2; Trust Co., 4; Federal Reserve, 1; Total R sources, $93,247,074.57. Savings Bank Deposi Total, $33,706,574.24.

Theatres: Legitimate, 1; Moving Pictures, Vaudeville, 2; Burlesque, 1; Miscellaneo (Auditoriums, etc.), 3. Total number of seat 19,700.

Location: In valley of Great Salt Lake, miles east of southern end of the lake, in nor central part of state. U. P., So. Pac., D. & G. W., and Salt Lake & Los Angeles railroad and Bamberger and Salt Lake and Utah electr lines. Nearest large city 1 hour, 10 minutes auto, 1 hour, 20 minutes by trolley or trai

Principal Industries: Copper, gold and silv mining and smelting, agricultural, manufactu ing knit goods, clothing, sugar, candy, butter cheese, bakery products, canned fruits a vegetables, railroad shops, jobbing center, cent of big coal and iron deposits, printing.

Manufacturing Establishments: City, 13 Leading firms, Salt Lake Iron & Steel Co McDonald Candy Co., Sweet Candy Co., Fo Motor (assembling), Inland Crystal Salt Co Cudahy Packing Co., Purity Biscuit Co., N tional Biscuit Co., Cullen Manufacturing Co Utah Oil Refining Co., Pyke-Druehl Co., Baldw Radio Corp., Portland Cement Co. of Uta Mutual Creamery Co., Nelson-Ricks Creamer Salt Lake Pressed Brick Co., Utah Gas & Co Co., Utah-Idaho Sugar Co. Annual output, $27 000,000.

Special Information: Center of big coal a iron production, first pig iron from Utah o being shipped May, 1924. Center of be sugar producing area of Utah and Idah Fort Douglas, U. S. Army Station, just outsi city limits.

Residential Features: Large percentage families own homes. No extremely poor peopl comparatively. Fine residential section to eas southeast and northeast of city.

Retail Shopping Section: Extends from Tabe nacle (South Temple Sq.) south on Main to S 4th, four of Salt Lake's regular 600 ft. block paralleled by State St. on east and So. We Temple St. on west, both of which combi retail and wholesale business.

Trading Area: Extends 88 miles north, south, 40 west, mountain range on east. Exce lent trolley and auto bus service brings a bi amount of retail business from much longer di tances, southern Idaho, western Wyoming an eastern Nevada. Distance means much less he than in the east. A drive of 150 to 250 mile is a small matter to the rancher or small tow resident for this reason. Salt Lake's reta trading area is almost as large as the wholesal area.

Wholesale Houses: Groceries, 8; meats, 1 fruits, 12; hardware, 3; dry goods, 4; misce laneous lines, shoes, 2; bakers' supplies, drugs, 3; electric, 3; auto. supplies, 4; cigar and tobacco, 11; packing houses, 7. (51 factor branches.)

The Journal
Logan, Utah

Published every afternoon except Sunday. Associated Press service. Paid in advance subscription list. The only paper published in Logan and Cache County with a county circulation. Advertising rates 35c per inch. Flat rate to all, local and foreign.

Earl & England Pub. Co.
Publishers

THE STANDARD-EXAMINER
OGDEN, UTAH

Why National Advertisers Should Use

THE STANDARD-EXAMINER

Only daily newspaper in the second largest city of Utah with an estimated City and Suburban population of 60,000.

Ogden is the home of 75 manufacturing establishments with an annual output of $30,000,000 and a weekly payroll of more than $3,000,000. Total Bank Resources $23,000,000, and Savings Bank Deposits of $12,507,000.

National Advertising Representatives
BENJAMIN & KENTNOR CO.
New York Chicago

Pacific Coast Representative
R. J. BIDWELL COMPANY
Los Angeles San Francisco

UTAH and VERMONT Markets

UTAH (Cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 12; automobile accessories, 67; automobile tire agencies, 36; bakers, 36; cigar stores and stands (including hotels), 90 (chain, 11); confectioners (including hotel stands), 238; delicatessen, 38; dressmakers, 61; druggists, 62 (chain, 6); dry goods, 60; department stores, 6; electrical supplies, 21; florists, 12; fruits, 39; furniture, 18; furriers, 7; garages (public), 29; grocers, 423 (chain, 8); hardware, 7; jewelry, 57; meat markets, 170 (chain, 6); men's furnishings, 39; men's clothing, 26; merchant tailors, 27; milliners, 71; opticians, 18; photographers, 22; pianos (and miscellaneous musical instruments), 7; radio supplies, 4; restaurants (including hotels), 66; shoes, 33; sporting goods, 4; stationers, 5; women's apparel, 22.

Miscellaneous Data: Average temperature 56 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, July, September, October; doctors (medical, 229), (dentists, 148), (osteopaths, 10); number of wired houses, 27,250; has street car service; gas, artificial; electric current, alternating; water, hard.

See announcements this page

Standard Surveys of VERMONT

BARRE, VT.

(Washington County)

1920 Population, 10,008.

Native Whites, 67%; **Foreign Born,** 33%; **Industrial Workers,** 75%; **Families,** 2,419.

Schools: Public Grade, 8; High, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, $9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,500.

Location: Six miles south of Montpelier, the capital of Vermont, connected by railroad. 48 miles southeast of Burlington, the largest city in state and situated on Lake Champlain, connected by railroad. Nearest large city two hours distance by auto.

Principal Industries: Granite quarrying and mfg. Granite tools and machinery, knitting mills.

Manufacturing Establishments: 175; Leading firms: Jones Bros., granite plant, Marr & Gordon, Barclay Bros., granite plants. Annual output: $8,449,931.

Special Information: Barre ranks second industrially in the state and is center for producing monumental granite, hence the name "Granite Center of the World." 47% of the monumental granite of the U. S. is produced here and the annual cubic feet is over 1,500,000.

Residential Features: Mostly one and two family houses, private homes predominating. No limited section devoted to workingmen's tenements. Finest residential section located in eastern part of the city.

Retail Shopping Section: Extends along both sides of Main St. for 5 blocks on the right side and 2 blocks on the left. Several smaller neighboring sections.

Trading Area: Extends 6 miles north and about the same distance in each direction into the country towns. Trolley connection north for 6 miles.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 13; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 25; dressmakers, 20; druggists, 5; dry goods, 10; department stores, 3; electrical supplies, 5; florists, 1; fruits, 10; furniture, 6; furriers, 3; garages (public), 15; grocers, 44 (chain, 3); hardware, 3; jewelry, 8; meat markets, 9; men's furnishing, 8; men's clothing, 8; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 15; sporting goods, 5; stationers, 3; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May and Nov.; doctors (medical, 15); (dentists, 9), (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, hard.

The Retailer Must Know His Market

His local contact with the people gives him intimate knowledge of their **reading** as well as **merchandising habits.**

In Salt Lake City retailers consider THE SALT LAKE TELEGRAM (daily) the first medium on advertising.

Linage for the first 9 months of 1925 (daily)—

DEPARTMENT STORE

Telegram	**914,578 Lines**
Tribune	697,326 "
News	431,760 "

Telegram excess over morning paper 217,252 Lines.
Telegram excess over evening paper 482,818 Lines.

GROCERY STORE

Telegram	**315,350 Lines**
Tribune	234,668 "
News	174,636 "

Telegram excess over morning paper 80,682 Lines.
Telegram excess over evening paper 141,314 Lines.

LOCAL DISPLAY

Telegram	**2,644,040 Lines**
Tribune	2,399,838 "
News	1,940,610 "

Telegram excess over morning paper 244,202 Lines.
Telegram excess over evening paper 703,430 Lines.

TIE-UP WITH THE RETAILER ON YOUR NATIONAL CAMPAIGN—USE HIS PREFERRED NEWSPAPER AND SECURE FULLEST DEALER ACCEPTANCE AND CONSUMER DEMAND.

Full Merchandising Cooperation

UTAH'S INDEPENDENT NEWSPAPER — E.G.O. FIRST IN EVERY THING

Salt Lake Telegram

Read in more Salt Lake City homes

Eastern Representatives:
VERREE & CONKLIN, INC.
New York City — Detroit
Chicago — Kansas City

Pacific Coast Representatives:
R. J. BIDWELL COMPANY
San Francisco
Los Angeles

Prosperity in the Salt Lake Territory

Agricultural products bringing good yield and fair prices to 50,000 farmers—

Sugar and canning factories at full blast and prices good—

Sheep and wool and the livestock industry in a healthy condition—

Coal mines working full time—

A newly established iron and steel industry growing into a mighty power—

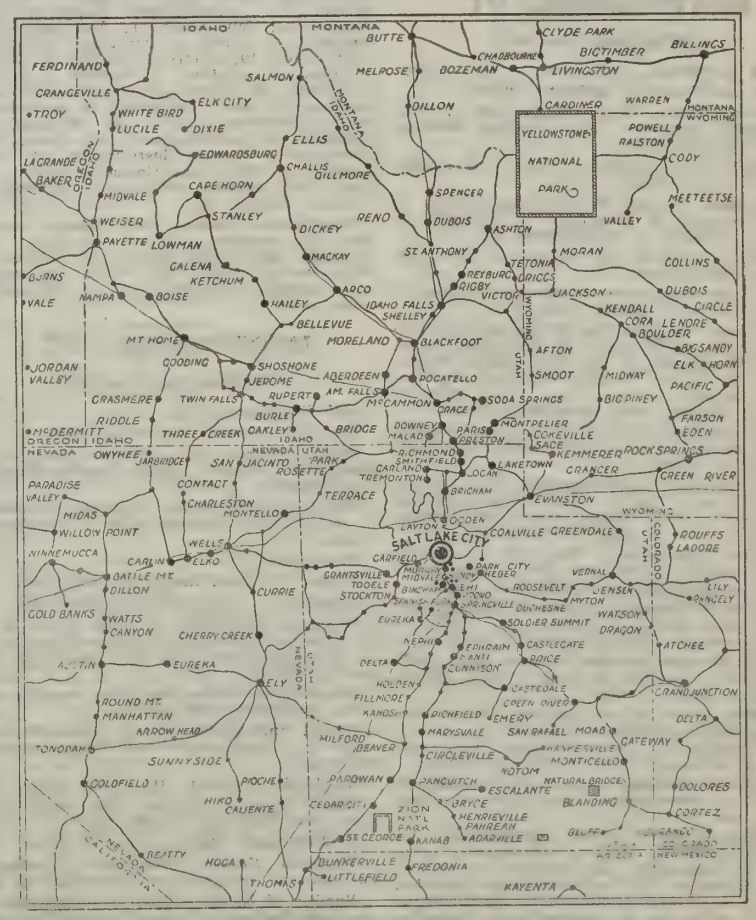
Mines of copper, gold and silver working to capacity—

Smelters running night and day, as a result of high metal prices—

Manufacturing steadily increasing—

These spell prosperity for Salt Lake, one of the big jobbing centers of the West, whose steadily increasing importance in commerce is attracting attention throughout the country.

The City of Salt Lake, its suburbs and the retail and jobbing territory outside (as shown in the accompanying map) are completely dominated by



The Salt Lake Tribune

"The West's Great Paper"

The S. C. Beckwith Special Agency
Sole Eastern Representatives
New York—Chicago—Detroit—St. Louis
Kansas City—Atlanta

Kimball-Mogensen Company
Pacific Coast Representatives
San Francisco—Los Angeles
Seattle

VERMONT (Cont'd)

BENNINGTON, VT.

(Bennington County)

1920 Population, 7,230.

City and Suburban Estimate, 21,750.

Native Whites, 91%; **Foreign Born,** 9%; **Industrial Workers,** 30%; **English Reading,** 97%; **Families,** 2,471.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,988.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3.

Banks: National, 3; State, 1; Total Resources, $7,000,000; Savings Bank Deposits Total, $5,250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000.

Location: On Rutland Railroad in southern Vermont.

Principal Industries: Knit underwear, wool goods, paper, furniture, wood novelties, toys, stockings, waists, wrappers, knitting machinery, needles, collars, cuffs, sheetings, china clay, ochre, lumber.

Manufacturing Establishments: 32. Leading firms: Holden Leonard Co., Allen A., H. C. White Co., H. E. Bradford Co., H. T. Cushman Co., Bennington Wax Paper Co., George Rockwood Co., Bennington Hosiery Co., Bottum & Torrance Co., E. Z. Waist Co. Largest apple orchard in United States. Annual output $12,000,000.

Special Information: Prosperous small city with such a diversity of manufacturing that business is always good. Avearage wages high. Popular summer resort. Annual industrial payroll, $6,840,000.

Residential Features: Town of well-to-do business, professional and working people. Homes owned by occupants. Poverty unknown.

Retail Shopping Section: Main Street, 12 blocks; North Street, 8 blocks.

Trading Area: Consists of the 16 southwestern towns in Vermont. Bennington is the only market town and trading center for these people.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 6; florists, 2; fruits, 8; furniture, 2; furriers, 1; garages (public), 6; grocers, 37; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 12.

BRATTLEBORO, VT.

(Windham County)

1920 Population, 7,324. **Present Est.** 10,200.

City and Suburban Estimate, 30,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 35%; **English Reading,** 95%; **Families,** 2,200.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 1,571.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 3; Total Resources, $20,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,500.

Location: On main line of Boston and Maine R. R., 60 miles north of Springfield, Mass. Northern terminus of the New London division of C. V. R. R. Southern terminus of West River Division of same line. Two hours by auto or railroad from Springfield, Mass.

Principal Industries: Pipe and reed organs, chairs, wooden toys, overalls, granite memorials, fine cotton goods.

Manufacturing Establishments: 27. Leading firms: Estey Organ Co., Presbrey-Leland Granite Co., Fort Dummer Mills, White River Chair Co. Annual output $40,000,000.

Special Information: Home of large pipe organ factory. Large tax list. Highest per capita savings deposits, $1,008 per person.

Residential Features: Composed almost wholly of one and two family houses, very large proportion owned. Limited industrial district.

Retail Shopping Section: Four blocks on Main Street, and adjoining sections of Flat, Elliot, High and Canal Streets.

Trading Area: All of Windham County, Vt., and adjoining sections of Cheshire Co., N. H. and Franklin Co., Mass. Persons come here from a radius of 25 to 30 miles to trade.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; Miscellaneous line, shoes, 1; flour and grain, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; garages (public), 8; grocers, 26 (chain, 6); hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 15), (dentists, 6), (osteopaths, 2); number of wired houses, 2,000; gas, artificial; electric current, direct; water, soft.

BURLINGTON, VT.

(Chittenden County)

1920 Population, 22,779.

City and Suburban Estimate, 55,000.

Native Whites, 82%; **Foreign Born,** 18%; **Industrial Workers,** 12%; **English Reading,** 90%; **Families,** 5,241.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 2; Total Resources, $5,121,441.10; Savings Bank Deposits Total, $28,421,942.61; Three trust companies, $11,741,618.19 Resources.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1.

Location: Rutland R. R., and C. V. R. R. and Champlain Transportation Co. 10 hours from Boston by auto; 8 hours from Boston by railroad.

Principal Industries: Woolen goods, cotton goods, confectionery, evaporators, brush fibres, refrigerators, shade rollers, overalls, food products, brooms, dyes, blinds, boxes, maple products, bobbins, screens and lime.

Special Information: There are 6,830 stations in local telephone exchanges.

Manufacturing Establishments: American Woolen Co., Wells & Richardson, Porter Screen Co., Crystal Confectionery Co., branch Queen City Cotton Co., E. B. & A. C. Whiting Co., O. L. Hinds Co., Venetian Blind Co., W. D. G. Crane Co., Vermont Spool & Bobbin Co. Annual output $20,000,000.

Residential Features: Burlington is ideally located on a hill above Lake Champlain. Many fine homes and percentage of home owners is large. But few apartment houses.

Retail Shopping Section: Centered about Church, St. Paul, Main, College, Cherry and Bank Streets. North Street contains growing section of smaller stores.

Trading Area: About 35 miles, and within this distance from the city is a population of about 60,000.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 2; hardware, 3; dry goods, 2; Miscellaneous lines: confectioners, 3; tobacco, 3; electrical, 1; automobile accessories, 3; lumber, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 20; bakers, 14; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 68; druggists, 15 (chain, 1); dry goods, 26; department stores, 10; electrical supplies, 5; florists, 3; fruits, 20; furniture, 5; furriers, 2; grocers, 120 (chain, 6); hardware, 4; jewelry, 8; meat markets, 22; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 14; opticians, 5; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 13; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 12.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 56), (dentists, 25), (osteopaths, 4); number of wired houses, 5,400; has street car service; gas, artificial; electric current, alternating; water, soft.

MONTPELIER, VT.

(Washington County)

1920 Population, 7,125.

City and Suburban Estimate, 10,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 28%; **English Reading,** 93%; **Families,** 1,400.

Schools: Public Grade, 5; High, 1; Primary, 1; Parochial, 1; Catholic High, 1. Number of Pupils, 1,300.

Churches: 8.

Banks: 4. Total Resources, $13,000,000.

Theatres, 1. Total number of seats, 950.

Location: Montpelier & Wells River R. R. and Central Vermont R. R. Nearest larger city 15 minutes by auto, half hour by trolley, half hour by railroad.

Principal Industries: Sawmills, traveling derricks, woodworking and granite.

Special Information: Large wholesale grain center and headquarters for several insurance companies.

Residential Features: One-family houses.

Retail Shopping Section: Six blocks State, East State, Main and Langdon Sts.

Trading Area: Radius of about 8 miles.

Wholesale Houses: Groceries, 1; meats, 1; hardware, 2; miscellaneous lines: bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 5; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 14; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 2; fruits, 3; furniture, 2; furriers, 5; garages (public), 9; grocers, 23 (chain, 4); hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 12; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 16), (dentists, 5), (osteopaths, 2); has street car service; gas, artificial; electric current, alternating; water, hard.

RUTLAND, VT.

(Rutland County)

1920 Population, 14,954.

City and Suburban Estimate, 56,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 30%; **English Reading,** 97%; **Families,** 3,630.

Schools: Public Grade, 12; high, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,850.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 4; State, 2; Savings Bank Deposits Total, $15,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 6,500.

Location: Rutland R. R. (3 lines), D. & H. Co. (2 lines). Bus service in all directions.

Principal Industries: Marble, R. R. equipment, scales, machinery.

Manufacturing Establishments: Howe scale Co., Rutland R. R. C., F. R. Patch Mfg. Co., Lincoln Iron Works.

Special Information: Situated midway of the southern range of the Green Mountains, is a manufacturing, railroad, dairying, mercantile and industrial center.

Residential Features: Mostly one and two-story, either single or double family houses. New addition in eastern part of city rapidly building up.

Retail Shopping Section: Mostly situated on Merchants Row, West Wales and Center streets. Few small stores scattered over other sections of the city.

Trading Area: Center of trade within radius of 40 miles, several large villages within this territory.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 10; automobile accessories, 9; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; dressmakers, 27; druggists, 7; dry goods, 5; department stores, 4; electrical supplies, 5; fruits, 8; furniture, 7; furriers, 2; garages (public), 10; grocers, 61; hardware, 8; jewelry, 4; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 12; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 20), (dentists, 13), osteopaths, 2); no street car service; gas, artificial; electric current, alternating; water, hard.

ST. ALBANS, VT.

(Franklin County)

1920 Population, 7,588.

City and Suburban Estimate, 15,500.

Native Whites, 95%; **Negroes,** .01%; **Foreign Born,** 5%; **Industrial Workers,** 65%; **English Reading,** 85%; **French,** 15%; **Families,** 2,660.

Schools: Public Grade, 4; High, 1; Parochial, 3.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 1; 2 Trust Companies; Total Resources, $5,297,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous Auditoriums, etc.), 1.

Location: County seat of Franklin County, 59 miles northwest of Montpelier. On Central Vt. R. R. and location of that railroad's headquarters shops. Nearest larger city 1½ hours distant by auto and railroad.

Principal Industries: Clothing, marble, lime, canning, railroad shops, iron foundry, sugar, machinery, publishing, cigars, large creameries, feed and grain works.

Manufacturing Establishments, 11. Leading industries: Willard Mfg. Co., clothing, St. Albans Grain Co., Missisquoi Lime Co., Foundry Mfg. Co., Universal Flatwork Folder Co., Inc., Farmers Co-operative Creamery, H. P. Hood & Sons, creameries; Green Mountain Packing Co., canned goods; H. A. Dowling, cigars.

Retail Shopping Section: Main St., 6 blocks; Lawe St., 3 blocks; Messenger St., 1 block.

Trading Area: 20 miles.

Wholesale Houses: Meats, 2; fruits, 1; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 1; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 12; dressmakers, 5; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 24; furniture 3; furriers, 2; garages (public), 10; grocers, 21 (chain, 3); hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 130; most pleasant months, June to November; doctors (medical, 14), (dentists, 4), (osteopaths 2); number of wired houses, 2,100; no street car service; gas, artificial; electric current, alternating; water, soft.

ST. JOHNSBURY, VT.

(Caledonia County)

1920 Population, 7,164.

City and Suburban Estimate, 50,000.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 1,817.

Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; Savings Bank Deposits Total, $8,191,111.79.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Boston & Maine, St. Johnsbury & Lake Champlain, Maine Central railroads, north, east, south and west, making large trading center. Nearest larger city, 2 hours distant by auto or railroad.

Principal Industries: Scales, maple sugar center of the world, marble monument works, toys, bobbins, railroad repair work, wood boxes, hardwood flooring, iron and brass foundry, machine repairing, dairy products, condensed milk, agricultural implements, building finishing, cement construction, confectionery grist mills and paper mills.

Manufacturing Establishments, 20. Leading firms, Fairbanks Scale Co.

Special Information: Center of a large and prosperous industrial lumbering and dairying section. Western gateway to White Mountains and eastern gateway to Green Mountains. Also main tourist thoroughfare between Boston and New York and Montreal and Quebec.

Residential Features: Mostly one and two-family homes. Large part owned by occupants. Beautiful residential place, in charge of town manager form of government, progressive and effective in maintaining one of the finest residential towns in New England.

Retail Shopping Section: Divided into upper and lower towns with business street connecting the two. One hotel and railroad station in downtown section. Second hotel (largest) in uptown section.

Trading Area: Fifty miles north to Canadian border, 25 miles south to Woodsville, 25 miles east to Whitefield and 40 miles west to Morrisville. Large farm trading area, fine roads and railroad service.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 5; hardware, 3; dry goods, 3; Miscellaneous Lines, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 12; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 12; druggists, 6 (chain, 1); dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 4; furriers, 4; garages (public), 12; grocers, 22 (chain, 3); hardware, 6; jewelry, 3; meat markets, 14; men's furnishing, 9; men's clothing, 9; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 20), (dentists, 9), (osteopaths, 3); number of wired houses, 2,200; no street car service; gas, artificial; electric current, alternating; water, soft.

Men for Advertising, Circulation, Editorial or Business departments may be reached through the Classified page. A small "Help Wanted" advertisement will bring you answers to choose from.

Editor & Publisher

Space Buyers' Guide to Newspaper Markets of VIRGINIA

ALEXANDRIA, VA.

(Arlington County)

1920 Population, 18,060.

City and Suburban Estimate, 25,000.

Native Whites, 74.2%; Negroes, 22.8%; Foreign Born, 3%.

Schools: 9; Number of Pupils, 2,300.

Banks: 3; Total Resources, $9,500,000.

Theatres: 5; Total number of seats, 6,000.

Residential Features: Mostly one-family houses.

Trading Area: Radius 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 2; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 12; druggists, 9; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 4; fruits, 10; furniture, 6; garages (public), 12; grocers, 63; hardware, 5; jewelry, 5; meat markets, 15; men's furnishings, 15; men's clothing, 12; merchant tailors, 9; milliners, 7; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 16; shoes, 18; sporting goods, 2; stationers, 2; women's apparel, 4.

CHARLOTTESVILLE, VA.

(Albemarle County)

1920 Population, 10,688.

City and Suburban Estimate, 21,000.

Native Whites, 71.4%; Negroes, 27.6%; Foreign Born, 1.0%; Industrial Workers, 15%; English Reading, 96%; Families, 2,516.

Schools: Public Grade, 3; High, 1; Colored Primary and High, 1: Parochial, 1. Number of Pupils, 3,100. University of Virginia, 2,000 students in winter and 2,500 in summer.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; Total Resources, $12,500,000; Savings Bank Deposits Total, $500,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 10,000.

Location: Geographical center of Virginia. Served by the Chesapeake & Ohio and Southern Railway. Fair rates and first class facilities for shipment. A satisfied public. Excellent bus service to historic points—The University of Virginia, Monticello, Ash Lawn, Montpelier, etc.

Principal Industries: Woolen mills, silk mills, lumber mills, flour and corn mills, dye mills, extract companies, publishers and printers, and railroad shops, electric fuse guard, boys' clothing, dye works, brick, lumber.

Manufacturing Establishments: 20. Leading firms. Charlottesville Woolen Mills, Walker Iron Works, Charlottesville Ice Co. Total value of yearly output of factories estimated at $20,000,000.

Special Information: Seat of the University of Virginia, with 2,000 students. Notable historic features. Splendid scenery, noted health resort. Charlottesville has one of the largest law-book publishing houses in the South. The fruit-crop alone of Albemarle County amounts to more than $750,000 annually.

Residential Features: Mostly one, and two-family houses. 600 to 2,500 feet above sea level.

Retail Shopping Section: About eight blocks in the center of city.

Trading Area: Thirty miles, supplying 60,000 population through 200 or more country stores and direct sales.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, 6; wool and silk, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 50; dressmakers, 5; druggists, 10; dry goods, 20; department stores, 6; electrical supplies, 5; florists, 3; fruits, 20; furniture, 4; garages (public), 6; grocers, 100; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 20; shoes, 8; sporting goods, 5; stationers, 5; women's apparel, 18.

CLIFTON FORGE, VA.

(Alleghany County)

1920 Population, 6,164.

City and Suburban Estimate, 13,000.

Native Whites, 82%; Negroes, 17%; Foreign Born, .0025%; Industrial Workers, 50%; English Reading, 100%; Families, 1,224.

Schools: Public Grade, 3; High, 2; Number of Pupils, 1,506.

Churches: Baptist, 3; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; Total Resources, $4,100,000; Savings Bank Deposits Total, $1,900,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Combined, 1. Total number of seats, 625.

Location: Terminal of three divisions of C. & O. Ry. Bus lines east, west and south.

Principal Industries: C. & O. repair shops, second largest on system, employing 1,300 men.

Manufacturing Establishments, 4. All small.

Special Information: Center of iron belt of Virginia, near coal mines. Cheap power furnished by a super-power system. City has mostly high-priced laborers, ranking second in per capita income taxpayers in Virginia.

Residential Features: Nearly all one-family houses, mostly owned. No tenements.

Retail Shopping Section: 5 blocks on Main St., 3 on Ridgeway St. and 2 on Commercial.

Trading Area: Extends 6 miles west, and about 20 north, south and east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 1; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 45; dressmakers, 3; druggists, 3; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; furniture, 3; garages (public), 6; grocers, 21; hardware, 3; jewelry, 2; meat markets, 5; men's furnishing, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 6; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 8.

COVINGTON, VA.

(Alleghany County)

1920 Population, 5,623.

City and Suburban Estimate, 9,000.

Native Whites, 83%; Negroes, 15%; Foreign Born, 2%; Industrial Workers, 85%; English Reading, 100%; Families, 1,150.

Schools: Public Grade, 2; High, 1; Number of Pupils, 1,190.

Churches: Baptist, 3; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Disciples of Christ, 1.

Banks: National, 2; State, 1; Total Resources, $4,000,000; Savings Bank Deposits, $3,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: On the C. & O. Ry. main line. Good bus line to Clifton Forge, Hot Springs and White Sulphur Springs. Midland train through heart of city.

Principal Industries: Paper making, pulp products, machine shops, road building machinery, silk mill, brick yards, iron, flour, lumber mills.

Manufacturing Establishments, 15; West Va. Pulp & Paper Co., Robeson Process, West Va. Pulp Products Co., Covington Silk Mills, Covington Machine Shops, Low Moor Iron Co. of Va., Alleghany Brick Co., McAllister & Bell Flour Mills, Alleghany Milling Co., E. M. Netleton & Co. Annual output $30,000,000.

Special Information: Situated in the heart of coal and iron section. Low assessment of property and satisfied workers; 800 automobiles in city proper; 22 miles from White Sulphur Springs and 18 miles from Hot Springs.

Residential Features: Mostly one-family homes owned by occupants.

Retail Shopping Section: Extends from Maple Ave. and Sixth St. to Main and Bridge Sts.; 5 blocks. Also many outlying stores.

Trading Area: Eight miles north, east, south and west.

Wholesale Houses: Groceries, 1; fruits, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 8; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 45; dressmakers, 3; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 2; florists, 1; fruits, 45; furniture, 4; garages (public), 8; grocers, 52; hardware, 3; jewelry, 3; meat markets, 8; men's furnishing, 12; men's clothing, 12; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 8; shoes, 16; sporting goods, 4; stationers, 2; women's apparel, 16.

DANVILLE, VA.

(Pittsylvania County)

1920 Population, 21,539.

City and Suburban Estimate, 65,000.

Native Whites, 83%; Negroes, 15%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 90%; Families, 6,000.

Schools: Public Grade, 8; High, 1; Number of Pupils, 4,000.

Churches: Baptist, 6; Christian Science, 1; Hebrew, 2; Presbyterian, 4; Roman Catholic, 1; Episcopal, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, $15,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,000.

Locations: On the Dan River in Pittsylvania County, Va. Main lines Southern Railway, Richmond & Danville and Danville & Western Railroads; 3 miles from North Carolina line. Established bus lines to point in both states; 238 miles from Washington, 140 miles southwest from Richmond, 200 miles west from Norfolk. Nearest large city (Richmond), five and one-half hours by railroad; five hours by auto.

Principal Industries: Tobacco culture, rehandling and manufacture; textile manufacturing, furniture, elevators, machinery, railroad shops, hosiery, clothing and overalls, silk; 14,882 wage earners with annual payroll of $11,948,382. Cotton mills operate under Industrial Democracy Plan, economy dividends to operatives. One of the largest bright tobacco markets.

Manufacturing Establishments, 26. Riverside & Dan River Cotton Mills, cotton fabrics, chambrays, sheetings; Westbrook Elevator Co., passenger elevators; Boatwright Furniture Co., Danvill Lumber & Mfg. Co., Danville Knitting Mills, Dan Silk Mills, Dan Valley Flour Mills. Annual output $44,315,000, second in state.

Special Information: Over 5,000 vehicles licensed in city and county. In heart of the famous Piedmont region, good roads in every direction, large tourist travel to and from southern points. City owns electric light and power, water and gas plants, appraised in excess of city's bonded indebtedness. Bright tobacco sales total 40,000,000 lbs. annually with value of $8,500,000.

Residential Features: Mostly one-family houses with yards and gardens, few two-family houses; ten new apartment houses. Beautiful residential districts, asphalt paving, wide streets.

Retail Shopping Section: 6 blocks lower Main St., 3 blocks Patton St.; 4 blocks North Main St., 4 blocks Union St., 4 blocks Craghead St. Groceries scattered throughout the residential districts. Suburban village of Schoolfield has two blocks retail stores.

Trading Area: Extends 30 miles north, east, south and west. Convenient local train schedules and bus lines established between Danville and Chatham, Martinsville, South Boston, Leaksville-Spray, Reidsville, Greensboro and Durham.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 1; dry goods, 2; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 15; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 32; druggists, 17; dry goods, 8; department stores, 7; electrical supplies, 4; florists, 3; fruits, 4; furniture, 5; garages (public), 11; grocers, 124; hardware, 8; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per 12 months, 65; most pleasant months, March, April, May, June, Sept., Oct., Nov., Dec.; doctors (medical, 44), (dentists, 13), (osteopaths, 2); number of wired houses, 4,500; has street car service; gas, artificial; electric current, alternating; water, soft.

FREDERICKSBURG, VA.

(Spotsylvania County)

1920 Population, 5,882.

City and Suburban Sstimate, 8,500.

Native Whites, 75%; Negroes, 23%; Foreign Born, 2%; Families, 1,500.

Schools: Public Grade, 1; High, 1; Number of Pupils, 1,450.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 2; Total Resources, $5,100,000; Savings Bank Deposits Total, $1,800,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: Head of tidewater on Rappahannock. Boat service from Baltimore and Norfolk. Served by Richmond, Fredericksburg and Potomac, Atlantic Coast Line, Seaboard Air Line, Piedmont, Fredericks and Potomac Railroads. Bus service extends 60 miles over 3 separate routes. City located midway between Richmond and Washington, 60 miles from each, one and a half hours by train.

Principal Industries: Lumber, clothing, metal egg crates, silk spinning, flour and grain mills, woodworking, shoe manufacturing, excelsior.

Manufacturing Establishments, 15. G. & H. Mfg. Co., clothing; Washington Woolen Mills Co., clothing; Morganstern & Co., clothing; Metal Egg Crate Co., Farmers' Creamery Co., dairy products; Klots Throwing Co., silk spinning. Annual output, $3,000,000..

Special Information: Fredericksburg is situated in rich agricultural section, on main highway between north and south.

Residential Features: Beautiful residential city. Negroes in restricted area. Few apartments, but mostly all private homes and large percentage owned. Wide, shaded streets.

Retail Shopping Section: From City Park 4 blocks on Commerce St., then to right 4 blocks on Main St. Numerous stores and business houses in other sections.

Trading Area: Extends 60 miles to east on each side of Rappahannock River. Average 30 miles in other directions. Good roads to all points.

Wholesale House: Groceries, 3; Dry Goods, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 4; automobile accessories, 12; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 7; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 1; fruits, 6; furniture, 3; furriers, 2; garages (public), 9; groceries, 15; hardware, 4; jewelry, 3; meat markets, 4; men's furnishing, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 7.

HARRISONBURG, VA.

(Rockingham County)

1920 Population, 5,875.

City and Suburban Estimate, 35,000.

Native Whites, 85.9%; Negroes, 13.2%; Foreign Born, .9%; Industrial Workers, 15%; English Reading, 91.2%; Families, 1,320.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,600; State Teachers' College, 650 students.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, $5,000,000; Savings Bank Deposits Total, $1,600,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.). Total number of seats, 1,600.

Location: Southern, B. & O. and Chesapeake Western enter the city. Connection is made with main line of C. & O. at Staunton, 25 miles distant, and with the Norfolk & Western at Elkton, 18 miles distant. Competitive freights and through fast express to Northern cities. Splendid bus service to Winchester, Staunton and Elkton, Bridgewater, Broadway and Roanoke. Nearest larger city (Washington, D. C.) is 5 hours by auto and 6 hours by railroad.

Principal Industries: Incubators, silk, shirts, farm implements, fertilizer, flour and feed, baby chicks, poultry products, ice cream, butter, cigars, building supplies, monuments, canned vegetables, meants and meat products.

Manufacturing Establishments, 22. Leading firms: Newton Incubator Corp., Stehli Silk Corp., Va. Shirt and Overall Co., City Produce Exchange, J. G. Haldeman & Bro., Imperial Ice Cream Co., Rockingham Milling Corp., P. Bradley & Sons, Central Chemical Co. Total value of yearly output of factories estimated at $5,000,000,.

Special Information: Located in the heart of the Shenandoah Valley on the National Highway (New York to Atlanta) and the Lee Highway (New York to San Francisco. Close to famous limestone caverns, Luray Grottoes, Massachusetts Caverns. Twenty miles from proposed Shenandoah National Park. Over 250,000 tourists pass through city annually. County seat of Rockingham County, which is a leading county in East in poultry products and second county in Virginia in dairy products and live stock.

Residential Features: Chiefly one-family dwellings, average value of which is about $8,000. A few apartment houses in various parts of city.

Retail Shopping Section: Extends from Court Square, which is center of city, along North Main St., 4 blocks; along South Main St., 2 blocks; along East Market one block; along West Market, 2 blocks.

Trading Area: Retail trade from Woodstock, 37 miles; Luray, 33 miles; west to the West Virginia line, 12 miles; east to Elkton, 18 miles, and south to Staunton 25 miles. Intermittent trade is drawn as far north as Winchester, Franklin, W. Va., east to Standards ville, and south to Lexington and Waynesboro. Good macadam roads in all directions.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1; Miscellaneous lines, cigars and tobacco, 1; auto supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 5; automobile accessories, 7; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods 2; department stores 6; electrical supplies 3; florists 1; fruits 1; furniture 3; garages (public) 8; grocers, 35 (chain, 3); hardware, 3; jewelry, 4; meat markets, 7;

Continued on page 258

VIRGINIA (Cont'd)

Harrisonburg (con't)

men's furnishing, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 10; shoes, 3; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 53.4 degrees; average number of rainy days per 12 months, 104; most pleasant months, May, June, Sept., Oct.; doctors (medical, 12), (dentists, 7), (osteopaths, 2); number of wired houses, 1,400; no street car service; no gas; electric current, alternating; water, soft.

HOT SPRINGS, VA.

(Bath County)

1920 Population, 1,000.

Schools: Public Grade, 1: Number of Pupils, 312.

Banks: 1; Total Resources, $597,500.

Theatres: 2; Total number of seats, 700.
Residential Features: Mostly one-family houses.

Trading Area: Radius, 5 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial auto agencies, 1; automobile accessories, 1; automobile tire agencies, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 2; garages (public), 3; grocers, 5; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; radio supplies, 1; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

LYNCHBURG, VA.

(Campbell County)

1920 Population, 30,070.

City and Suburban Estimate, 50,000.

Native Whites, 71.1%; Negroes, 27.7%; Foreign Born, 1.2%; Industrial Workers, 18%; English Reading, 85%; Families, 8,500.

Schools: Public Grade, 15; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 7,500.

Churches: Baptist, 23; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 13; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 6; Total Resources, $30,000,000; Savings Bank Deposits Total, $4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 6,500.

Location: Situated in Central Virginia, Campbell County, south bank of James River, in what is known as Piedmont section. Served by three trunk lines, Southern, C. & O., Norfolk & Western. Bus lines into immediate trade territory. Nearest larger city, 2 hours by auto, 1 hour 40 minutes by railroad.

Principal Industries: Shoe manufacturing, textile mill, hosiery mill, dye extract, wagons and buggies, candy, cast iron pipe and pipe fittings, plows, overalls and garments, tobacco, tobacco machinery, phospo-soda, glass works, flour.

Manufacturing Establishments, 81. Leading firms: Craddock, Terry Co., Glemorgan Co., Lynchburg Foundry Co., John H. Heald Co., Thornhill Wagon Works, Harris Woodson Co., Consolidated Textile Co., Lynchburg Hosiery Mills, Old Dominion Garment Co., Beasley Shoe Co., Old Dominion Box Co., C. B. Fleet Co., United Cigarette Machinery Co., Suhling & Co., Stalling & Co., Imperial Tobacco Co., Piedmont Flour Mills, Flout Mills. Total value of yearly output of factories estimated at $75,000,000.

Special Information: Lynchburg is large shoe center, shipping annually over 400,000 cases. Has large wagon factory. Large bark extract plant. Large dark tobacco market, selling annually around 15,000,000 pounds. Manufactures 10,000,000 pounds of candy annually. City manager form of Government. Important educational center. Home of Randolph-Macon Women's College and Sweet Briar College. Fine boys' preparatory school. Co-educational college. Assessed valuation on property $55,000,000. Bonded debt only 4% of assessed valuation. Center of big apple and peach growing belt.

Residential Features: Mostly one-family houses. Several fine apartment houses. Private homes predominate. Two large suburban areas being developed. Area within corporate limits 4.78 square miles. Approximately 8,000 dwelling in total area; 90 miles of streets, 57 miles of pavement. Building permits averaging $800,000 annually.

Retail Shopping Section: Chief retail section included on Main St. running 6 blocks from 5th to 12th Sts. Three blocks on 12th St. Four blocks on 5th St. Four or five blocks on Church St. Four or five small outlying retail centers in residential and suburban areas. Scattering single stores over city, groceries, markets, etc.

Trading Areas: Lynchburg's immediate trade territory includes Campbell County, Bedford, Appomatox, Amherst and Nelson counties. Extends about 25 miles in all directions.

Wholesale Houses: Groceries, 9; meats, 1; hardware, 4; dry goods, 3; shoes, 5; caps and hats, 2; women's wear, 1; paper, 1; drugs, 2; brick, 1; tobacco, 3; woodenware, 1; china, 1; grain and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 9; bakers, 6; cigar store and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 28; druggists, 26 (chain, 2); dry goods, 10; department stores, 5; electrical supplies, 5; florists, 4; fruits, 7; furniture, 15; garages (public), 15; grocers 175 (chain, 9); hardware, 6; jewelry, 7; meat markets, 17; men's furnishing, 11; men's clothing, 12; merchant tailors, 14; milliners, 6; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 21; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 158; most pleasant months, autumn months; doctors (medical, 51), (dentists, 26), (osteopaths, 2); number of wired houses, 7,300; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

NEWPORT NEWS, VA.

(Warwick County)

1920 Population, 35,596.

City and Suburban Estimate, 100,000.

Native Whites, 54.6%; Negroes, 39.5%; Foreign Born, 5.8%.

Schools: Public Grade, 9; High, 2; Parochial, 2; Number of Pupils, 6,200.

Churches: Baptist, 23; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 2; Methodist, 8; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Chesapeake & Ohio Ry. Located on James River near mouth of Cheaspeake Bay. 34 steamship lines, serving 50 ports, two river and harbor companies, 8 lines to American ports. Nearest large city 1½ hours by auto, and 1¾ hours by railroad.

Principal Industries: Drydocks, coal piers, shirt factory, matting factory, mattress factory, auto body works, furniture, shipping, grain elevator, office furniture, screens, warehouses, storage, creamery, fish freezing plant, pickle works.

Manufacturing Establishments, 10: Newport News Shipbuilding & Dry Dock Co., Mason Body Works, Granby Phonograph & Furniture Co., Nelson Creamery Co., Southern Shipyard, Warwick Machine Co., Jos. Wilde Matting Co., Madolene Pickle Works.

Special Information: The "harbor of a thousand ships," centrally located on Atlantic coast, an ideal shipping center, one of the largest independent railroad yards on eastern coast, 70 warehouses, containing 1,250,000 sq. ft. of space. C. & O. grain elevator with capacity of 1,000,000 bushels and capable of handling 6,000,000 bushels of grain per month. Municipal pier, 1,250 ft. long, 36 piers, wharves and docks, stock pens with capacity of 1,500 animals. Large shipbuilding and repair docks.

Residential Features: Large handsome residential section on outskirts of city. Mostly one and two story houses, large number of apartment houses for workers in various industries. Beautiful waterfront section devoted to residences. Rents reasonable, good housing facilities.

Retail Shopping Section: At least twenty blocks devoted to business houses on Washington, Jefferson and Chestnut Avenues, at least 15 blocks on streets between avenues. Numerous wholesale houses, ship chandlers, repair works, great farming and poultry sections, shipping wharves on outskirts. Large fish, oyster and crab industries and packing houses.

Trading Area: 25 miles north, 10 east, good bus service with paved roads, extending 75 miles.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 4; hardware, 2; dry goods, 1; Miscellaneous lines; coal, 9; auto bodies, 1; tobacco. 2; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; auto. accessories, 1; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 68; delicatessen and grocers, 170; dressmakers, 5; druggists, 27; dry goods, 6; department stores, 8; electrical supplies, 3; florists, 2; fruits, 5; furniture, 21; garages (public), 3; grocers, 160 (chain, 22); hardware, 12; jewelry, 6; meat markets, 8; men's furnishing, 24; men's clothing, 24; merchant tailors, 23; milliners, 3; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 30; shoes, 13; sporting goods, 2; stationers, 1; women's apparel, 17.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 47), (dentists, 18), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

NORFOLK, VA.

(Norfolk County)

1920 Population, 115,777.

City and Suburban Estimate, 280,000.

Native Whites, 51%; Negroes, 34%; Foreign Born, 15%; Industrial Workers, 23,500; English Reading, 70%.

Schools: Public Grade, 36; High, 2; Junior High, 3; Parochial, 3. Number of Pupils, 24,500.

Churches: Baptist, 17; Christian, 10; Episcopal, 11; Hebrew, 4; Methodist, 22; Presbyterian, 11; Roman Catholic, 7; Miscellaneous, 36.

Banks: National, 6; State, 12; Total Resources, $94,817,467.30; Savings Bank Deposits Total, $65,693,458.63.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 18,000.

Location: Centrally located on the Atlantic seaboard, on the Hampton Roads harbor. Steamship sailings to the principal ports of the globe. A. C. L. Ry., C. & O. Ry., N. & W. Ry., N. S. Ry., Penn. Ry., S. A. L. Ry., Southern Ry., Virginian Ry.

Principal Industries: Lumber, fertilizer, coal, cotton, peanuts, trucking, exports and imports, shipping in all branches. Railroad and steamship terminals. Navy Yard and Naval Base.

Manufacturing Establishments: Large Lumber mills and woodworking plants of every description. Hardwoods and pines. Fertilizers and chemicals. Cotton mills, silk mills, peanut products. Cotton seed and peanut oils and vegetable lards. Ship building, foundries, boiler and machinery, tobacco, cigars, clothing, glass and about seven hundred miscellaneous plants of great variety. Total value of yearly output of factories estimated at $140,000,000.

Residential Features: Has Commission-Manager government. Wide, smooth-paved streets. Beautiful residential city.

Retail Shopping Section: About 15 blocks in heart of city with several "neighborhood sections."

Trading Area: East, 18 miles; north, 20; west, 40; south, 60.

Wholesale Houses: Groceries, 27; meats, 14; fruits, 9; hardware, 1; dry goods, 8; Miscellaneous lines, 104.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 10; automobile accessories, 24; automobile tire agencies, 20; bakers, 40; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 116; delicatessen, 12; dressmakers, 76; druggists, 53; dry goods, 47; department stores, 12; electrical supplies, 14; florists, 20; fruits, 41; furniture, 57; furriers, 3; garages (public), 14; grocers, 666; hardware, 32; jewelry, 31; meat markets, 77; men's furnishing, 31; men's clothing, 62; merchant tailors, 46; milliners, 18; opticians, 10; photographers, 13; pianos (and miscellaneous musical instruments), 14; radio supplies, 4; restaurants (including hotels), 122; shoes, 36; sporting goods, 6; stationers, 9; women's apparel, 54.

NORTON, VA.

(Wise County)

1920 Population, 3,068.

City and Suburban Estimate, 8,000.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 2; Total Resources, $1,879,077.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,000.

Location: L. & N., N. & W. Interstate connecting with Southern Ry. Nearest large city 3 hours by auto, 3 hours by railroad.

Principal Industries: Coal mining, packing house, fruit growing in its infancy, agriculture.

Manufacturing Establishments: Norton Packing Co.

Residential Features: One family houses exclusively. Only one apartment house. Many expensive houses of rich coal operators. Houses for renting scarce. Majority of residents own their homes.

Retail Shopping Section: North side Park Ave. from 4th St. (passenger depot) to 10th St., 6th to 8th Sts. best blocks. Good groceries in suburbs at East Norton (on road to county seat, 4 miles away) and West Norton.

Trading Area: North 20 miles to Jenkins, Ky. East 30 miles to Coeburn, Toms Creek, St. Paul and Dante. West 14 miles to Appalachia, including a dozen big mining camps.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 6; furniture, 4; garages (public), 5; grocers, 25 (chain, 3); hardware, 2; jewelry, 2; meat markets, 4; men's furnishing, 5; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 69; most pleasant months, spring and autumn; doctors (medical, 6), (dentists, 2); number of wired houses, 700; no street car service; gas, none; electric current, both; water, both according to season.

PETERSBURG, VA.

(Dinwiddie County)

1920 Population, 31,012.

City and Suburban Estimate, 35,012.

Native White, 54.4%; Negroes, 43.9%; For-

NEWPORT NEWS, VA.

An independent community with a population of approximately 35,000 people, and a trading area population of over 100,000.

Newport News, in spite of its fame as an export and import city,, has a diversity of industry,—manufacturing steel freight cars, heavy machinery of all kinds, ship-building, from small power boats to the greatest men-of-war, men's and women's wear, furniture, mattresses, phonographs, various leather products, fertilizers, and canned sea food, besides various other smaller industries giving employment to a large number of contented men and women.

Situated on the famous harbor of Hampton Roads, at the mouth of the James River, on the Tidewater Peninsula of Virginia, it does not depend upon any other city for its business or support.

This prosperous and responsive field is served only by the DAILY PRESS and EVENING TIMES-HERALD—they are the only daily newspapers published in Newport News, and the five surrounding counties.

The circulation of the DAILY PRESS is 5,173 daily and 8,922 Sunday, and the EVENING TIMES-HERALD 7,791 daily.

Their combined circulation, is 12,964 daily, and the rate is 5c per agate line flat—space is not sold in either paper separately. Advertisers have the choice of using both papers on the same day, or the evening paper of one day and the morning paper of the next. Both newspapers are members of the A. B. C.

The DAILY PRESS and TIMES-HERALD completely cover Newport News and the surrounding towns and cities of that section. They are not reached by any other newspapers, and the Norfolk and Richmond papers have little or no circulation in Newport News.

Newport News retail merchants may buy largely from Norfolk, Richmond and Baltimore jobbers and wholesalers, but the retailer and consumer demand is in Newport News, where the goods are sold, and a demand for your product in Newport News can only be created through advertising in the DAILY PRESS and TIMES-HERALD. Do not overlook Newport News because the retail merchants buy through outside jobbers—the demand exists in Newport News.

We will be glad to make a canvass or survey of any product among the retailers if you desire a line on Newport News distribution.

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National Advertising Representatives of Newspapers

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VIRGINIA (Cont'd)

eign Born, 1.6%; Industrial Workers, 39.9%; English Reading, 88%; Families, 7,540.

Schools: Public Grade, 7; High, 2; Parochial, 1; Number of Pupils, 6,230.

Churches: Baptist, 20; Christian Science, 1; Episcopal, 8; Hebrew, 2; Methodist, 10; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 7; Total Resources, $21,660,569.76; Savings Bank Deposits Total, $8,146,236.92.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,951.

Location: Petersburg is situated at the head of navigation on the Appomattox River, and is served by the Norfolk & Western, Seaboard Air Line and Atlantic Coast Line Rys., and Buxton's Steamship Line. Complete transportation facilities for reaching all domestic and foreign points. Improved highways, some paved, reach out in all directions. Nearest larger city is 50 minutes by auto; 1 hour and 15 minutes by trolley and 40 minutes by railroad.

Principal Industries: Trunks, valises and handbags, trunk hardware, agricultural implements, fountain pens, pencils, flavoring extracts, drugs, patent medicines, straw hats, shirts, trousers, harness, optical goods, boxes and shooks, machinery, candies, leather, bottle filling machines, brooms, cigars, cigarettes, smoking and chewing tobacco, fireworks, fertilizer, excelsior, mattresses, chemicals, corn meal, and flour.

Manufacturing Establishments: 87; Leading firms: Seward Trunk & Bag Co., Virginia Trunk & Bag Co., British-American Tobacco Co., Export Leaf Tobacco Co., Maclin-Zimmer-McGill Tobacco Co., J. H. Maclin Peanut Co., J. B. Worth Peanut Co., American Cigar Co. Total value of yearly output of factories estimated at: $60,000,000.

Special Information: Petersburg enjoys the City Manager Form of Government. An important trunk and bag manufacturing center. Petersburg is the market center of a large agricultural community, the main products being cotton, tobacco, peanuts, corn, wheat, hay, vegetables and sweet potatoes. Petersburg's educational facilities rank among the best in the South.

Residential Features: Petersburg offers unusual residential features in Walnut Hill and Colonial Heights; Walnut Hill within the city, and Colonial Heights just outside.

Retail Shopping Section: Sycamore St. extending north and south, seven blocks; Halifax St., seven blocks.

Trading Area: The trading area of Petersburg takes in the counties of Dinwiddie, Chesterfield, Prince George, Surrey and Sussex. They are all within a radius of fifty miles.

Wholesale Houses: Groceries, 12; fruits, 1; hardware, 4; dry goods, 3; Miscellaneous lines: confectioners, 2; drugs, 1; hay, grain and feed, 6; lime and cement, 3; lumber, 7; peanuts, 5; clothing, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 17; bakers, 9; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 7; druggists, 18; dry goods, 7; department stores, 10; electrical supplies, 1; florists, 5; fruits, 5; furniture, 12; furriers, 1; garages (public), 15; grocers, 175 (chain, 17); hardware, 6; jewelry, 7; meat markets, 23; men's furnishing, 7; men's clothing, 15; merchant tailors, 14; milliners, 5; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 15; shoes, 13; sporting goods, 2; stationers, 2; women's apparel, 16.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 42), (dentists, 18), (osteopaths, 2); street car service; gas artificial; electric current, alternating; water, soft.

PORTSMOUTH, VA.

(Norfolk County)

1920 Population, 54,387.

City and Suburban Estimate, 85,000.

Native Whites, 60%; Negroes, 30%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 98%; Families, 18,000.

Schools: Public Grade, 18; High, 3. Number of Pupils, 8,000.

Churches: Baptist, 34; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 17; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 2; State, 5; Total Resources, $30,000,000; Savings Bank Deposits Total, $6,240,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 9,000 approximately.

Location: On the south and west side of the Elizabeth River, and is a part of the Port of Hampton Roads. Four great trunk lines—the Penn., The Southern, the Atlantic Coast Line and the Seaboard Air Line. General office and shops of the Seaboard are located here. All railroads of the city and Norfolk are connected with the city by a belt line with a trackage of 36 miles, used by Norfolk and Western, Cheasapeake & Ohio, Virginia and Norfolk-Southern. Steamship lines operating from Portsmouth are Baltimore Steam Packet Co., Bennett's North Carolina Line, Buxton Line, Inc., Elizabeth City Boat Line, Inland Steamship Co., Old Dominion Steamship Co., Chesapeake Steamship Co., Chesapeake & Ohio.

Principal Industries: Vegetable oil, coffee, lumber products, creosoting, machine shops, railroad shops, seafoods, hosiery, government operations, fertilizer, shipbuilding, agricultural, hosiery, dyeing, lumber, cotton mills, truck packages, copper smelting, U. S. Navy Yard.

Manufacturing Establishments: Portsmouth Cotton Oil Refining Corp., The Dwinell-Wright Co., Parker Hosiery & Dye Mills, Inc., Baugh & Sons, Wykoff Pipe and Creosoting Co., Norman Packing Co., Gowing-Veneer Company, Planters Mfg. Co., Norfolk Smelting Company, Two State Packing Corpn., South Hill Mfg. Co., Va. Smelting Works, Cradock Mfg. Co., Churchland Mfg. Co., American Lumber Co., Berkley Box and Lumber Co., Southern Brass Works, American Brake Shoe Works. Total value of yearly output of factories estimated at $50,000,000.

Special Information: Total expenditures at the navy yard for labor and material will be $7,750,000, which is for disbursement at the navy yard only, and does not include material purchased elsewhere and shipped in. Disbursements at the naval hospital will be $800,000, which does not include supplies furnished through government channels, which amount to several hundred thousand dollars in addition. Cash paid to officers and men under training at the naval training station, of which 90 per cent. is estimated to be spent locally, amounts to $2,000,000.

Trading Area: Center of 300,000 population. 45 miles over new improved concrete highways.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 1; hardware, 8; dry goods, 1; Miscellaneous lines: candy, 2; notions, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 8; automobile accessories, 13; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotels), 62 (chain, 1); confectioners (including hotel stands), 110; delicatessen, 3; dressmakers, 29; druggists, 26; department stores, 2; electrical supplies, 7; florists, 5; fruits, 18; furniture, 23; furriers, 1; garages (public), 6; grocers, 250 (chain, 18); hardware, 13; jewelry 4; meat markets, 31; men's furnishing, 6; men's clothing, 15; merchant tailors, 20; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 8; restaurants (including hotels), 25; shoes, 9; sporting goods, 4; stationers, 1; women's apparel, 12.

Miscellaneous Data: Average temperature, 58.8 degrees; average number of rainy days per twelve months, 40; most pleasant months, practically all except Jan. and Feb., the two winter months; doctors (medical, 21), (dentists, 12), (osteopaths, 2); number of wired houses, 8,800; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

RICHMOND, VA.

(Henrico County)

1920 Population, 171,667 (1925, est. 190,000).

City and Suburban Estimate, 220,000.

Native Whites, 67%; Negroes, 31%; Foreign Born, 2%; Industrial Workers, 12%; English Reading, 99%; Families, 39,191.

Schools: Public Grade, 46; High, 3; Junior High, 6; Parochial, 14. Number of Pupils, 46,000.

Churches: Baptist, 87; Christian Science, 1; Episcopal, 22; Hebrew, 3; Methodist, 31; Presbyterian, 17; Roman Catholic, 11; Miscellaneous, 46.

Banks: National, 6; State, 21. Total Resources, $162,263,650; Savings Bank Deposits Total, $34,896,966.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 11,000.

Location: R. F. & P. Ry., A. C. L., Southern, C. & O., Seaboard Air Line and N. & W. Railroads. Richmond-New York Steamship Co. Preferential freight rates due to water competition. Nearest large city, 4 hours by auto; 3 hours by railroad.

Principal Industries: Tobacco products, iron and steel, printing, bookbinding, American Loco. Works, flour, paper, woodworks. Industries unusually diversified.

Manufacturing Establishments: American Locomotive Works, P. Lorillard Co., Liggett & Myers Tobacco Co., C. F. Sauer Co., Ltd., Jenkins, Inc., Standard Paper Mfg. Co., Virginia-Carolina Chemical Co., Old Dominion Iron & Steel Co., Albemarle Paper Mfg. Co., Richmond Cedar Works, Southern Stove Works. Total value of yearly output of factories estimated at $250,000,000.

Special Information: Fifth Federal Reserve Bank, railroad and commercial center, factories, many hospitals, wealthy and historical old families, wholesale center of this section of the south.

Residential Features: Home loving city, beautiful homes in western section. Suburban sections developing. Negro population practically all in one section. Attractive residential sections, 27% of residences owned by occupants, 35,000 homes, 175 apartments.

Retail Shopping Section: Main St., 6 blocks—Men's furnishings and stationers. Grace St., 11 blocks. Broad St., 13 blocks.

Trading Area: About 50 miles in every direction. Only city, except Petersburg, in this section of the state. Surrounded by large farming section which does all its principal buying here.

Wholesale Houses: Groceries, 24; meats, 15; fruits, 5; hardware, 4; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial auto. agencies, 38; automobile accessories, 64; automobile tire agencies, 15; bakers, 44; cigar stores and stands (including hotels), 330; confectioners (including hotel stands), 290; delicatessen, 6; dressmakers, 112; druggists, 105; dry goods, 68; department stores, 16; electrical supplies, 19; florists, 13; fruits, 290; furniture, 83; furriers, 5; garages (public), 22; grocers, 846; hardware, 44; jewelry, 42; meat markets, 80; men's furnishing, 64; men's clothing, none; merchant tailors, 78; milliners, 23; opticians, 10; photographers, 19; pianos (and miscellaneous musical instruments), 13; radio supplies, 7; restaurants (including hotels), 85; shoes, 46; sporting goods, 9; stationers, 14; women's apparel, 23.

Miscellaneous Data: Average temperature, 67.6 degrees; average number of rainy days per twelve months, 102; most pleasant months, March, April, May, Oct., Nov., Dec.; doctors (medical, 343), (dentists, 111), (osteopaths, 7); number of wired houses 27,500; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

ROANOKE, VA.

(Roanoke County)

1920 Population, 50,842.

City and Suburban Estimate, 78,000.

Native Whites, 79.92%; Negroes, 18.35%; Foreign Born, 1.73%; Industrial Workers, 21.60%; English Reading, 97.67%; Families, 10,654.

Schools: Public Grade, 13; High, 1; Junior High, 3; Parochial, 2. Number of Pupils, 14,000.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 12; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 15.

Banks: Seven commercial banks, capital, surplus and undivided profits, $6,470,878.14; Deposits, $26,630,082.25; Resources, $35,700,050.39. In 1924 Clearings Commercial Banks, $299,495,439.67. Trust Companies, Building and Loans Associations, etc. Total Banking Resources, $38,008,420.20.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; New $1,500,000 theatre to be built. Total number of seats, 4,400.

Location: Central western part of the state between Blue Ridge and Allegheny Mountains. N. & W., main line, N. & W., Roanoke to Hagerstown Div., N. & W., Roanoke to Winston-Salem Div., Virginian Railway main line. Nearest larger city (Washington) 7 hours distant by auto and railroad.

Principal Industries: Railroad locomotive and car shops. Bridge and structural steel, artificial silk, foundries, flour and mill feed, cotton twine, packers' cans.

Manufacturing Establishments: 24; The Viscose Corporation, manufacturing artificial silk, Virginia Bridge & Iron Co., Norfolk & Western Railway Shops, Roanoke City Mills (flour and mill feed). Annual output, $60,000,000.

Special Information: Roanoke is the gateway to the coal fields of Virginia and West Virginia and to Southwestern Virginia. A rich agricultural and stock growing section immediately surrounding the city. An excellent fruit growing section. Splendid street car service and other public utilities.

Residential Features: Mostly 1-family houses. The northwest, northeast and a part of the southeast sections are devoted to homes of working men. The southwest section including South Roanoke and Raleigh Court Ward, consist principally of the houses of business men.

Retail Shopping Section: On the south side of N. & W. main line from Randolph St. on the east to Roanoke St. on the west, a distance of 6 blocks; thence, south, taking in Salem Ave., Campbell Ave., Church St. to Franklin Road. There are several outlying business districts, notably, Northwest, Northeast, Southeast and Southwest, and these are being extended.

Trading Area: Extending west via N. & W. Ry. and turnpikes 40 miles to Radford and East Radford. North 25 miles by N. & W. and improved turnpike to Buchanan: South 25 miles by N. & W. Ry. to Rocky Mount and Martinsville. East 25 miles to Bedford City by way of N. & W. Ry. and improved turnpike.

Wholesale Houses: Groceries, 7; meats, 4; fruits, 6; hardware, 2; dry goods, 2; Miscellaneous lines: drugs, 1; flour and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 19; bakers, 5; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 20; dressmakers, 6; druggists, 33 (chain, 1); dry goods, 6; department stores, 5; electrical supplies, 4; florists, 4; fruits, 6; furniture, 13; furriers, 1; garages (public), 25; grocers, 166 (chain, 50); hardware, 5; jewelry, 14; meat markets, 14; men's furnishing, 29; men's clothing, 16; merchant tailors, 13; milliners, 11; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 20; shoes, 14; sporting goods, 3; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 57.15 degrees; average number of rainy days per twelve months, 98; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 87), (dentists, 39), (osteopaths, 2); number of wired houses, 10,000; street car service; gas, artificial; electric current, alternating; water, hard.

STAUNTON, VA.

(Augusta County)

1920 Population, 10,623 (1925, est. 12,500).

City and Suburban Estimate, 50,000.

Native Whites, 86.3%; Negroes, 13.2%; Foreign Born, 0.5%.

Schools: Public Grade, 3; High, 2; Parochial, 3. Number of Pupils, 2,550.

Churches: Baptist, 3; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; State, 3; Federal Land Bank, 1; Total Resources, $8,033,962; Savings Bank Deposits Total, $2,266,574.76.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On main line of the C. & O. Ry. and branch line of B. & O.; on Lee Highway, Midland Trail, Atlantic and Pacific Highway. Fine hard surfaced highways. Excellent bus service to other valley cities. Bus line to Monterey, picturesque county seat of Highland County.

Principal Industries: Furniture, garments, overalls, printing, flour mills, wood working plants.

Manufacturing Establishments: Staunton and Augusta, 17; Basic Furniture Co., Staunton Mfg. Co., Fulton Witz Co., White Star Flour Mills. Annual output, $11,920,103.

Special Information: Principal trade in Staunton is the distribution of farmers' supplies with a trading population of about 100,000. There are 3,759 farms in Augusta County alone, with a total value of $49,036,772. There are 12,000 acres in commercial orchards. Staunton's principal profession is education, as evidenced by 5 private educational institutions and 1 state school, also 1 of the largest private military academies in the south, one large Presbyterian preparatory school and college for young ladies, and an Episcopal diocesan school.

Residential Features: Mostly private homes. Large number own their homes. In the two exclusive residential sections, the average value of the homes is $18,000. Estimated that 20% own their homes.

Retail Shopping Section: Four squares on Main St., 4 on Augusta St., 1 on News St., and 2 on Johnson St., two on Central Ave.

Trading Area: 50 miles west on C. & O. Ry. 25 miles east on same, 25 miles south and 18 miles north on B. & O. 50 miles northwest mostly on macadamized road, in which direction there is no railway.

Wholesale Houses: Groceries, 3; fruits, 3; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 16; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 7; dry goods, 3; department stores, 5; electrical supplies, 3; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 33; hardware, 3; jewelry, 5; meat markets, 5; men's furnishing, 6; men's clothing, 5; merchant tailors, 1; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

See announcement below

SUFFOLK, VA.

(Nansemond County)

1920 Population, 9,123.

City and Suburban Estimate, 17,400.

Native Whites, 65%; Negroes, 35%; Foreign Born, .05%; Industrial Workers, 60%; English Reading, 99%; Families, 2,280.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: 20.

Banks: National, 1; State, 3; Total Resources, $10,032,733.66.

Theatres: Legitimate, 1; Moving Pictures, 2; Academy of Music, Miscellaneous (Auditoriums, etc.), 1.

Continued on page 260

Staunton, Va.

Located in the famous Shenandoah Valley

one of the richest and most fertile sections of the country.

Evening Leader
Morning News-Leader

A. B. C.

Only daily newspapers in Augusta and four surrounding counties covering this rich territory.

National Representatives

FROST, LANDIS & KOHN
Chicago, New York, Atlanta, St. Louis

VIRGINIA and WASHINGTON Markets

VIRGINIA (Cont'd)

Suffolk (con't)

Location: Norfolk & Western Rd., Southern Ry., Atlantic Coast Line R. R., Seaboard Air Line, Virginia Ry., Norfolk & Southern R. R. 42 passenger trains arrive and leave Suffolk every 24 hours.

Principal Industries: Cleaning, grading and shelling of peanuts. Salted nut and candy manufacturers do about $25,000,000 annually in this city. There are 14 plants and 16 storage warehouses to handle the peanut crop.

Manufacturing Establishments: Lumber mills, agricultural machine mfgs., candy factories, knitting mills, overall factories, barrel and box factories, ice plants, casket factory, cigar mfg., bottling works, cotton gins, wagon factory, oil mills, fertilizer plants, machine shops, brick yards, grist mill, packing houses, window and door screen factory, vinegar works.

Special Information: Large peanut market.

Residential Features: A city of homes. Fully 50% of the white population own their homes.

Trading Area: East 18 miles and about 50 miles west and south, and 20 miles north. Hard surfaced roads leading from all these sections.

Wholesale Houses: There are 12 wholesale houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 4; delicatessen, 1; druggists, 5; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 141; hardware, 5; jewelry, 4; meat markets, 35; men's furnishing, 16; men's clothing, 16; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; stationers, 1; women's apparel, 12.

WINCHESTER, VA.

(Frederick County)

1920 Population, 6,883.

City and Suburban Estimate, 15,000.

Native Whites, 82%; Negroes, 16%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 1,300 city; 3,100 city and suburban.

Schools: Public Grade, 10; High, 4. Number of Pupils, 1,800.

Churches: Baptists, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, $8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: In the famous Shenandoah Valley of Virginia, in the heart of the apple belt. Three railroads: B. & O., Penna. R. R. and Winchester & Western. The last named having opened a virgin country of minerals, magnesium and millions of feet of virgin timber. The apple industry in this section has grown to be one of the largest in the South. The Handley Schools are among the finest in the world, building having cost $750,000 with an endowment fund of $1,000,000.

Principal Industries: Virginia Woolen Co., 300 men. Lewis Jones Knitting Co., 100 employes. Winchester Woolen Mills.

Manufacturing Establishments: The beautiful location of this thriving little city makes it a haven for tourists and a brand new 100 room hotel, added to former hotel facilities, making it a wonderful stopping place, especially during the Apple Blossom Festival, which is held each year and when the town is flooded with people from all sections.

Residential Features: Town is composed of several residential sections, a business district and small home sections. The residential sections are among the finest in the state, being made up chiefly or retired farmers and fruit growers. The town as a whole consists of pretty and attractive homes, a great majority of the people owning their own.

Retail Shopping Section: North Main, Piccadilly and Water St.

Trading Area: Extends 20 to 25 miles north, east, south and west, and in some cases as much as 50 miles.

Wholesale Houses: Groceries, 3; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 16; bakers, 1; cigar stores and stands (including hotels), 11; confectioners (including botel stands), 4; dressmakers, 5; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 53; hardware, 4; jewelry, 4; meat markets, 7; men's furnishing, 3; men's clothing, 7; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 6.

Standard Surveys of WASHINGTON

ABERDEEN, WASH.

(Grays Harbor County)

1920 Population, 15,337.

City and Suburban Estimate, 60,000.

Native Whites, 75%; Negroes, .001%; Foreign Born, 25%; Industrial Workers, 30%; English Reading, 80%; Families, 4,107.

Schools: Public Grade, 8; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 4; Total Resources, $15,500,000; Savings Banks Deposits Total, $3,900,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,500.

Location: On N. & P., Union Pacific and Milwaukee Railroads. Many steamship freight lines to Atlantic ports and Orient on which are operated large lumber carriers. Nearest large city is 4 hours distant by auto and 5½ hours by railroad.

Principal Industries: Lumber manufacturing, 12 saw mills, shingle mills, bucket and keg factories, door factories, veneer plants, woodworking factories, fruit and fish canneries.

Manufacturing Establishments, 44. Leading firms: Anderson Middleton Mills, and Logging Co.

Special Information: The trade center for all of prosperous surrounding territory. Center for thousands of tourists during summer.

Residential Features: Mostly houses of five and six rooms, very few old fashioned dwellings. Less than 100 workmen's shacks. Many fine homes have been and are being built.

Retail Shopping Section: Confined largely to two streets, one of which is given over to groceries, meat markets, etc. Second business street now being built as result of new bridge at main entrance recently completed. Complete change in business section certain during next few years.

Trading Area: 35 miles to east and 20 miles west, both sections being spotted with small towns. 20 miles north and south, farms only.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3; hardware, 2; logging and mill machinery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 44; delicatessen, 1; dressmakers, 16; druggists, 15 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; furriers, 2; garages (public), 7; grocers, 45 (chain, 2); hardware, 3; jewelry, 5; meat markets, 17; men's furnishings, 11; men's clothing, 12; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels) 30; shoes, 17; sporting goods, 3; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature 55 degrees; average number of rainy days per twelve months, 150; most pleasant months, June 1st to November 1st; doctors (medical, 22), (dentists, 22), (osteopaths, 1); number of wired houses, 6,000; street car service; gas, artificial; electric current, alternating; water, soft.

BELLINGHAM, WASH.

(Whatcom County)

1920 Population, 25,585 (1925 est. 38,000).

Native Whites, 79%; Foreign Born, 21%.

Schools: Public Grade, 12; High, 2; State Normal, 1; Parochial, 2; Total number of Pupils, 6,000.

Churches: 43 Christian religious societies and organizations.

Banks: National, 4.

Theatres: Vaudeville, 1; Moving Pictures, 4.

Location: On Bellingham Bay, one of the best harbors on the Pacific Ocean, also served by four trans-continental railroads—Gt. Northern, Northern Pacific, Chicago, Milwaukee & St. Paul, and Canadian Pacific.

Principal Industries: Lumber mills and manufacturers of lumber products, several of largest mills in Northwest located in trading area; headquarters of the Puget Sound salmon canning industry, and home of 12 packing corporations engaged in Alaska Fisheries, operating fleet of steamers making this their home port and drawing their labor supply from this city; coal mining, Portland cements, poultry products, dairy products.

Manufacturing Establishments: Center of extensive system of paved highways, covering Whatcom and Skagit counties. Every town of

(*Continued on page* 261)

NO district in the Pacific Northwest is showing more rapid and substantial growth than the Bellingham district of the Puget Sound country.

It leads in lumber, fisheries, poultry and dairy products, fruit canning, sugar beet culture, cement manufacture, coal production, highway construction and in development of recreational resources.

Nearly seventy percent of the citizens own their homes.

Few, if any newspapers as thoroughly cover their trading field as

The Bellingham Herald

(Evening)

The Bellingham Reveille

(Morning and Sunday)

These newspapers will soon occupy a $350,000 home now being erected and owned by them and equipped with most modern machinery.

VEREE & CONKLIN

Special Representatives

WASHINGTON (Cont'd)

Bellingham (con't)

Whatcom County is connected with every other town by a paved highway, and from Bellingham all the towns of Whatcom or Skagit County may be reached in an hour's drive over a paved road, and the Pacific Highway runs through it, which is all paved from Vancouver, B. C., to the California line, and lacks only few miles of being all paved from Vancouver to the Mexican line.

Residential Features: Large per cent own their own homes. Mostly one and two family.

Retail Shopping Section: Has several retail shopping centers. Principal one comprises Elk and Holly Sts., extending around the bay for a distance of one and a half miles, with one to five blocks of their intersecting streets; the old town of Fairhaven, on Lake Whatcom, the Normal School district, etc.

Trading Area: All of Whatcom, Skagit and San Juan Counties, with a population of 150,000.

Wholesale Houses: Groceries, 3; hardware, 2; dry goods, 3; miscellaneous lines, drugs, 1; auto accessories, 1.

Number of Retail Outlets for National Advertised Products: Bakers, 11; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; druggists, 13; dry goods, 7; department stores, 3; electrical supplies, 7; florists, 5; furniture, 6; furriers, 2; grocers, 81; hardware, 7; meat markets, 19; men's clothing, 9; merchant tailors, 9; pianos (and miscellaneous musical instruments), 5; restaurants (including hotels), 19; shoes, 16.

See announcement page 260

BREMERTON, WASH.

(Kitsap County)

1920 Population, 8,918.

City and Suburban Estimate, 20,000.

Native Whites, 99; Negroes, ¼ of 1%; Foreign Born, ¾ of 1%; Industrial Workers, 75%; English Reading 100%; Families, 2,254.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,960.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Seventh Day Adventist and Colored A. M. E.

Banks: National, 1; State, 2; Total Resources, $3,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 3,000.

Location: No railroads, but 18 miles by water from Seattle. Easy access to markets of city and transportation.

Principal Industries: United States Navy Yard. Farming of truck garden variety.

Special Information: Bremerton and Charleston, two distinct but nearby communities, have a population of approximately 15,000 and are part of a trading radius of 20,000 in the Navy Yard Bay district. Bremerton is the home port of the United States battle fleet, and employed in the Yard are 4,000 civilians.

Residential Features: Approximately 1,000 homes are in Bremerton-Charleston. There are twelve apartment houses capable of housing 500 people.

Retail Shopping Section: Pacific Avenue, 6 blocks; Front Street, 2 blocks; Second Street, 1 block; Burwell Avenue, 2 blocks; Fourth Street, 3 blocks; Fifth Street, 2 blocks; Naval Avenue, 1 block; Washington Avenue, 4 blocks.

Trading Area: Thirty-five miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 2; druggists, 4 (chain, 1); dry goods, 3; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 3; garages (public), 3; grocers, 25 (chain, 3); hardware, 2; jewelry, 4; meat markets, 7 (chain, 3); men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 1; woman's apparel, 4.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 75; most pleasant months, April, May, June, July, Aug., and Sept.; doctors (medical, 7); (dentists, 10); (osteopaths, 2); electric current, alternating; water, soft.

CENTRALIA, WASH.

(Lewis County)

1920 Population, 7,549 (1925 est., 10,000).

City and Suburban Estimate, 18,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 97%; Families, 1,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Suburban, 3; Number of Pupils, 2,950.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: State, 3; Total Resources, $5,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Midway between Seattle and Portland, 104 miles from each. Served by Nor. Pac., Great Northern, Union Pacific and Milwaukee Railroads. Excellent motor stage service north and south, east and west. Nearest larger city is 2 hours by auto and 1¾ hours by railroad.

Principal Industries: Lumber and lignite coal.

Manufacturing Establishments: Eastern Ry. and Lumber Co., Lincoln Creek Lumber Co., Centralia Cross Arm Factory, Lumber Transit Co., Victory Coal Mine, Mendota Coal Co., Washington Coal Co., Shean Briquette Co., Olympia Mine, Concrete Pipe Co., Centralia Iron Works, Genge Mfg. Co., Churchill Glove Mfg. Co., Polar Ice Cream Co., Pitts Mfg. Co. Annual output, mills and mines, $5,000,000.

Special Information: Distributing railroad center for Grays Harbor, Willapa Harbor and eastern Lewis County. R. R. payroll, $85,000 month. District shipped 5,500,000 dozen eggs in 1924. Fine strawberry crops.

Residential Features: Modern homes, mostly owned by occupants.

Retail Shopping Section: 10 blocks on Tower Ave. north and south, 3 blocks on Main; numerous family groceries in outskirts.

Trading Area: Come from 50 miles in all directions to trade, but exclusive area is probably confined to 20 mile circle. Center of about 50,000 population.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; furriers, 1; garages (public), 14; grocers, 49 (chain, 2); hardware, 6; jewelry, 4; meat markets, 10 (chain, 2); men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 22; shoes, 8; sporting goods, 5; stationers, 3; women's apparel, 19.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 193; most pleasant months, May, June, July, Aug., Sept.; doctors (medical, 14); (dentists, 9); (osteopaths, 3); number of wired houses, 3,150; street car service; gas, artificial; electric current, alternating; water, soft.

ELLENSBURG, WASH.

(Kittitas County)

1920 Population, 3,967.

City and Suburban Estimate, 6,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 98%; Families, 1,250, city and suburbs.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; State Normal, 3. Number of Pupils, 1,345. Normal, over 1,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $3,050,772. Savings Bank Deposits Total, $2,528,264.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 4,000.

Location: Ellensburg is located 125 miles east of Seattle and Tacoma, Washington, in irrigated section of northern Yakima Valley on main lines of Northern Pacific and Milwaukee Railroads. Railroad service is excellent. Fine automobile roads east and west to Pacific Coast and east and south. Much freight handled by trucks for shorter hauls. Five great auto highways pass through Ellensburg.

Principal Industries: Ellensburg is a Northern Pacific division point and railroad shops located here. Creameries, lumber, coal mining (near), farming, flour mills, stock raising, hay and grain, wool, fruit, feed mills. Hay shipped 65,000 tons, consumed locally 30,000 tons. Bushels grain raised annually 500,000. Lumber output approximately 23,000,000 feet.

Manufacturing Establishments: 11. Leading firms: Ellensburg Lumber Co., Kittitas Lumber Co., Tjossem Flour Mills, Consolidated Creamery, Ellensburg Milling Co. This is not chiefly a manufacturing section. The real backing of Ellensburg is the dairying, agricultural and stock raising. Impossible to reduce to an accurate dollar and cent basis.

Special Information: Ellensburg is the buying center of an immensely rich and fertile irrigated section. Near Ellensburg are largest bituminous coal fields in the west, employing thousands of men the year round. Division point on N. P., payroll over $1,000,000 annually.

Residential Features: Ellensburg is distinctively a city of comfortable homes; few apartments. Most of the occupants own their own homes. Average $2,500, lowered by the number of inexpensive cottages and small bungalows.

Retail Shopping Section: The retail shopping district is practically included in a section of 9 blocks, between 3d and 6th Sts. north and south and Pine St., Pearl St. and Main St. east and west. Pearl is the main business street. Not only are all these streets paved, but the paving extends well into the residential district, there being over 12 miles of paving in city and suburbs.

Trading Area: From the north and northeast about 40 miles, including the large trade from the coal mining and lumber industrial section to the north. On the east a prosperous farm trade for about 15 miles and scattering trade for 40 or 50 miles. On the south the same for about 12 miles and west about 10 miles. The largest towns in this section of Washington are Yakima, 40 miles southeast, and Wenatchee, 75 miles northeast. High mountain ranges completely enclose the valley.

Wholesale Houses: Fruits, 2; miscellaneous lines, lumber 2, flour 2, butter 2, ice cream 1, hay and grain 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotel), 18; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 10; grocers, 8; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 6.

EVERETT, WASH.

(Snohomish County)

1920 Population, 27,744 (1925 est. 36,000).

City and Suburban Estimate, 78,000.

Native Whites, 78%; Negroes, 1%; Foreign Born, 21%; Industrial Workers, 14%; English Reading, 90%; Families, 7,514.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 7,736.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 32.

Banks: National, 2; State, 3; Total Resources, $17,316,065. Deposits Total, $15,973,209.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Everett holds very central location on Puget Sound, at the mouth of the Snohomish River, 33 miles north of Seattle. Here the Great Northern first reaches tidewater, and from the port of Everett is short shipping route across the Pacific. Nearest larger city is 1¼ hours distant by auto, trolley and railroad.

Principal Industries: Lumber, fruit, vegetables and fish canning, paper manufacturing, steel shingles, brick, milk condensing, stoves, tannery, railroad shops and yards.

Manufacturing Establishments: 294. Leading firms: Three Weyerhauser Lumber Mills, Sumner Iron Works, Everett Fruit Products Co., Everett Pulp and Paper Mill, Clark-Nickerson, Robinson Mfg. Co., Washington Stove Works, Everett Steel Co., American Packing Co., Walton Lumber Co., Canyon Mill Co., Hulbert Mill Co., Clough-Hartley Co. Annual output, $50,000,000.

Special Information: 1 of every 7 people works in a mill or factory. Annual payroll estimated at $15,000,000. During 1923 there passed through this port manufactured goods, lumber, logs and freight in volume of more than 4,000,000 tons, valued at $40,000,000.

Residential Features: Mostly one and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate. Homes in the best residential section average $4,000 to $15,000.

Retail Shopping Section: Extends from G. N. depot, Hewitt and Bond St., east 20 blocks, then north 4, south 3 blocks from Colby and Hewitt Ave., which forms the heart of business section and terminal for suburban trolley and bus lines. Several smaller neighborhood sections with usual stores.

Trading Area: Extends about 40 miles north and east and 15 miles to the south. Intermittent business from people living at greater distances because of fine trolley and bus service, made possible by Puget Sound Power & Light Co.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; hardware, 1; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 23; automobile tire agencies, 13; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 50; delicatessen, 10; dressmakers, 155; druggists, 12; dry goods, 10; department stores, 2; electrical supplies, 9; florists, 3; fruits, 48; furniture, 8; furriers, 2; garages (public), 45; grocers, 108 (chain, 2); hardware, 6; jewelry, 11; meat markets, 24; men's furnishings, 13; men's clothing, 10; merchant tailors, 10; milliners, 12; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 16; shoes, 11; sporting goods, 7; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per twelve months, 157; most pleasant months, April to September, inclusive; doctors (medical, 42), (dentists, 30), (osteopaths, 6); number of wired houses, 6,500; street car service and motor bus service; gas, artificial; electric current, direct; water, soft.

HOQUIAM, WASH.

(Grays Harbor County)

1920 Population, 10,058.

City and Suburban Estimate, 14,000.

Native Whites, 90%; Negroes, .0017%; Foreign Born, 10%; Industrial Workers, 90%; English Reading, 80%; Families, 2,750.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, $5,763,914.48; Savings Banks Deposits Total, $5,129,377.01.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On Gray's Harbor in southwest Washington. Connected with Alaska, the Orient, Australia and all important points by excellent steamship service. Served by Chicago, Milwaukee & St. Paul, Northern Pacific, Oregon-Washington, Union Pacific Railways. Very good bus service to western and central parts of the state. Nearest larger city is 3 hours by auto and 4 hours by railroad.

Principal Industries: Lumbering, salmon fisheries, door manufacturing, piano boards, agriculture, bee-keeping, logging machinery. The only whaling station in the United States.

Manufacturing Establishments, 20. Leading firms: Eureka Cedar Lbr. & Shingle Co., Grays Harbor Lbr. Co., National Lumber & Box Co., North Bay Lbr. Co., North Western Lbr. Co., Posey Mfg. Co., E. K. Wood Lbr. Co., East Hoquiam Shingle Co., Robert Gray Shingle Co., American Door Mfg. Co., Home Building & Mfg. Co., Knox & Toombs, Arquetite Products Co., Hoquiam Mfg. Co., Grays Harbor Veneer Co., Lamb Machine Co., Chilmen shipyards. Value annual output, $20,000,000.

Special Information: Noted for production of lumber. Is a leader in lumber shipments with one billion and a quarter feet of sawmill products in 1923. The 1924 production is in excess of 1,000,000,000 feet by water alone. Over 11,000 men are employed in the camps and mills. Payroll is $17,000,000. There are 112 plants in the county, which have a daily capacity of 3,672,000 feet of lumber and 7,100,000 shingles. Log production is 6,000,000 feet per day. In 1923 the fisheries pack of canneries was estimated at $1,000,000.

Residential Features: Mostly wooden, one-family houses. No special residential section. Section of town populated by foreign born. Not many apartment houses, and no tenement district.

Retail Shopping Section: Business section includes 8th St. Levee, I. J. K. 7th, Lincoln, Washington, Monroe, Simpson, Ontario, etc. Approximately 26 business blocks. Three small outlying business districts, with groceries, etc.

Trading Area: People from 50 miles north, Lake Quinault, come to Hoquiam for supplies; also from 35 miles east, beaches and Indian Reservation.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1; miscellaneous lines, logging equipment, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 7; automobile accessories, 8; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 8; dry goods, 8; department stores, 6; electrical supplies, 3; florists, 3; fruits, 4; furniture, 9; garages (public), 11; grocers, 28 (chain, 2); hardware, 4; jewelry, 4; meat markets, 11; men's furnishing, 9; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 11; shoes, 7; sporting goods, 4; stationers, 6; women's apparel, 12.

Miscellaneous Data: Average temperature, 58.5 degrees; average number of rainy days per 12 months, 180; most pleasant months, February to November, inclusive; doctors (medical, 9), (dentists, 11), (osteopaths, 1); number of wired houses, 2,990; street car service; gas, artificial; electric current, alternating; water, soft.

KELSO, WASH.

(Cowlitz County)

1920 Population, 2,228.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 1%; Foreign Born, 24%; Industrial Workers, 50%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Savings Bank Deposits Total, over $1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,550.

Location: On the Cowlitz River 3½ miles from the mouth, where it joins the Columbia River. Union Pacific, Nor. Pacific and Great Northern railroads. Served by steamship service with ports on Cowlitz River County seat of Cowlitz Co.

Principal Industries: Manufacturers of lumber products, shingle mills, canneries, can factory, smelt fishing, coal mines, lumbering, veneer plant.

Special Information: The town of Kelso joins the limits of Longview and to intents and purposes is one city. The Longview Public Service Co. operate a regular schedule of auto buses connecting Longview and Kelso business and residential sections.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 3; grocers, 12; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 8; men's clothing, 9; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 12; sporting goods, 6; stationers, 4; women's apparel, 6

WASHINGTON (Cont'd)

LONGVIEW, WASH.

(Benton County)

1920 Population, 2,000.

City and Suburban Estimate, 15,000.

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **Industrial Workers,** 85%; **English Reading,** 90%; **Families,** 1,000.

Schools: Public Grade, 1; High, 1; Number of Pupils, 1,500.

Churches: Christian Science, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, $1,500,000.

Theatres: Moving Pictures, 1; Combination, 1.

Location: At confluence of Cowlitz and Columbia Rivers in Benton Co. Connected by the Longview, Portland and Northern R. R. with the Nor. Pac., G. N. and U. P. systems. Service by steamship with port on Columbia River. Excellent stage service on Columbia River and Pacific Coast highways. Nearest larger city is 2 hours distant by auto and railroad.

Principal Industries: Lumber manufacture, straw paper manufacturing, creamery, concrete pipe and brick.

Manufacturing Establishments, 4. Leading firms: Long-Bell Lumber Co., Weyerheaner Timber Co., Longview Concrete Pipe Co., Pacific Straw Paper and Board Co., Highland Dairy.

Special Information: Two of the largest sawmills in the country are located here.

Residential Features: One-family houses predominate. Under zoning plan there are 4 residential sections, two having no restrictions, one requiring dwellings to cost $1,000 or more and the other to cost $3,000 or more. No business buildings allowed in these sections.

Retail Shopping Section: Main shopping section from Michigan Ave., down both sides of Commerce St. to Hemlock. Smaller sections located on Broadway, Hudson, 12th and 14th streets.

Trading Area: People from Kalama, Kelso, Castle Rock, Ostrander and Ranier, covering a radius of 12 miles, make this their shopping center. The newly opened road into Wakkeakum County will enable people forty miles away to shop here.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 3; grocers, 9 (chain, 2); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 7; shoes, 4; sporting goods, 5; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 120; most pleasant months, July, Aug., Sept.; doctors (medical, 8), (dentists, 6), (osteopaths, 2); number of wired houses, 1,640; street car service; electric current, alternating; water, soft.

MOUNT VERNON, WASH.

(Skagit County)

1920 Population, 3,341. (1925, est. 4,500.)

City and Suburban Estimate, 16,000.

Native Whites, 99%; **Foreign Born,** 1%; **Industrial Workers,** 15%; **English Reading,** 90%; **Families,** 2,000.

Schools: Public Grade, 8; High, 4; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; **Total Resources, $2,500,000.**

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Puget Sound midway between Seattle on the south and Vancouver, B. C., on the north. Bellingham 35 miles to the north and Everett 40 miles to the south. Nearest larger city is 1 hour by auto and railroad; 45 minutes by trolley.

Principal Industries: Dairying, farming and seed raising.

Manufacturing Establishments: Three milk condensers and one cannery.

Residential Features: Strictly a residential town. Private homes and all of the substanial variety. Beautiful homes, many costing $15,000 to $20,000. Average $7,000.

Retail Shopping Section: Business section covers about 3 blocks wide and 5 blocks long. Several outlying business sections.

Trading Area: Includes a radius of 12 miles. All paved roads and a population of 12,000 outlying.

Wholesale Houses: Meats, 2; fruits, 1; grocers, 1; produce, 1; eggs and poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 6; grocers, 18 (chain, 2); hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 10; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 6; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 70; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 6), (dentists, 4), (osteopaths, 2); number of wired houses, 800; street car service; no gas; electric current, both alternating and direct; water, medium.

OLYMPIA, WASH.

(Thurston County)

1920 Population, 7,795. (1925, est. 13,000.)

City and Suburban Estimate, 18,000.

Native Whites, 99%; **Negroes,** less than 1%; **Foreign Born,** not over 1%; **Industrial Workers,** less than 10%; **English Reading,** 99%; **Families,** 2,250.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,450.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, $5,139,051; Savings & Loan Associations, 2; Total Resources, including Building & Loan, $9,540,000; Savings Bank Deposits Total, Sav. & Loan, $4,472,512.

Theatres: Moving Pictures, 4; Vaudeville and Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: On extreme southern tip of Puget Sound—navigable waters—freight by Sound boats. Ocean vessels load lumber in harbor. Union Pacific & No. Pacific Railways. Center of bus transportation for S. W. Washington, 25,000 people stop or transfer at Olympia on four main bus lines each month. Six bus lines in all. At intersection of Pacific Highway (paved from Canada to Mexico) and Olympic Highway Gateway to Olympic peninsula.

Principal Industries: Lumber mills, veneer mills, shingle mills, Wil-Wite bathing suits, home of Olympia oyster industry, extracts and spices, fruit and vegetable cannery. Industrial payroll, $1,634,750; commercial payroll, $2,505,000; state, city, county, etc., $1,210,000; total payroll, $5,349,750. Other miscellaneous, $78,341; grand total $5,428,091.

Manufacturing Establishments, 43. Leading firms: Washington Veneer Co., Brenner Oyster Co., Olympia Oyster Co., Olympia Veneer Co., Olympia Cannery Co., Olympia Door Co., Olympia Knitting Mills, Tumwater Lumber Mills. Total value of yearly output of factories estimated at $8,157,000.

Special Information: County seat of Thurston County. Capital of state. $12,000,000 Capitol group now under construction; $900,000 yearly payroll for capitol employes. Center of territory with varied resources, including all branches of agriculture, stone quarries, coal mines, huge forests, dozens of lumber, shingle and tie mills, fishing and oyster raising, etc. Paved highways lead in four directions, making Olympia center of travel for Southwest Washington. Intersection of Olympia and Pacific highways in center of business district, great highway traffic point.

Residential Features: No tenements or so-called poor sections—practically all one-family homes. Several high class apartment houses—city 99%; native born Americans. Homes average $3,000 in valuation. Over 50% of homes owned by occupants (estimate Chamber of Commerce).

Retail Shopping Section: Extends from corner of Capitol Way and 4th Ave. (intersection of Olympic and Pacific Highways), four blocks south on Capitol Way from 3d Ave. to 6th Ave., 3d and 4th Aves. for 9 blocks from Water St. to East Bay Drive, 5th and 6th Aves. from Water to Adams. Three neighborhood trading districts in south, east and west parts of city, also supply sections.

Trading Area: 16 miles south, 16 miles west and 12 miles east. Fine bus service brings purchasers from adjacent territories to purchase; 93 buses daily scheduled to arrive and depart on four main bus lines; 6 bus lines in all.

Wholesale Houses: Meats, 2; fruits, 1; hardware jobber, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; automobile accessories, 30; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 19; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 3; fruits, 2; furniture, 8; garages (public), 17; grocers, 32; hardware, 7; jewelry, 6; meat markets, 12; men's furnishings, 3; men's clothing, 7; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 15; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

PORT ANGELES, WASH.

Clallam County)

1920 Population, 5,351.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** 2,500.

Schools: Public Grade, 3; High, 1; Junior High, 1. Number of Pupils, 1,730.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $3,000,000. Savings Bank Deposits Total, $600,000,

Theatres: Moving Pictures, 3. Total number of seats, $1,700.

Location: C. M. & St. P. Ry., Puget Sound Navigation Co. Located on Straits of Juan de Fuca. Steamer service to Victoria and Seattle.

Principal Industries: Lumber and paper making and fishing, cooperage.

Manufacturing Establishments: 4. Leading firms: Puget Sound Mill & Timber Co., Washington Pulp & Paper Corporation, Crescent Boxboard, Port Angeles Cooperage Co. Annual output, $9,000,000.

Special Information: This city is the outlet for one of the richest dairying districts in the state and also attracts tourists. Devilfish are caught quite extensively in the Straits within a few miles of the city and seal fishing is the main industry of Indians in the county.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Extends along two main streets for two blocks, Front and Main Sts., and up Lincoln St. for two blocks.

Trading Area: Extends 72 miles west and 28 east. Fine graveled highways leading through the city from one extreme end of the county to the other bring people from outlying districts.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 4; druggists, 6; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 10; furniture, 5; garages (public), 10; grocers, 18; hardware, 4; jewelry, 2; meat markets, 5; men's furnishing, 4; men's clothing, 4; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

SEATTLE, WASH.

(King County)

1920 Population, 315,312.

City and Suburban Estimate, 425,000.

Native Whites, 72.5%; **Negroes,** 0.9%; **Foreign Born,** 26.6%; **Industrial Workers,** 15%; **English Reading,** 98.5%; **Families,** 93,000.

Schools: Public Grade, 75; High, 8; Parochial, 20; Number of Pupils, 68,725.

Churches: Baptist, 19; Christian Science, 5; Congregational, 20; Episcopal, 14; Hebrew, 4; Methodist, 35; Presbyterian, 20; Roman Catholic, 19; Miscellaneous, 48.

Banks: National, 9; State, 10; Total Resources, $205,562,224.42; Savings Bank Deposits Total, $35,024,302.53.

Theatres: Legitimate, 2; Moving Pictures, 41; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 25,000.

Location: On Puget Sound and on east shore of Lake Washington. Served by C. M. & St. P., Northern Pacific, Canadian Pacific, Great Northern, Oregon-Washington R. R. and 56 steamship lines connecting Seattle with all parts of the world. Bus and interurban service to all principal towns in western Washington. Nearest large city 1 hour 45 minutes by auto, trolley and railroad. San Francisco is 3 days by auto.

Principal Industries: Lumber products, machinery and engines, furniture and woodenware, canned food products, dairy products, fishing, milling.

Manufacturing Establishments: 1,500. Fisher Flour Mills, Seattle-Astoria Iron Works, Knettelton Lumber Co., Fry & Co., Carnation Milk Co. Annual output, $275,000,000 (1923—$155,000,000).

Special Information: Location of Seattle makes it chief shipping center for all Alaska and Oriental ports, while sale center for Washington and Alaska. Outlet for rich coal mines and cement mills.

Residential Features: Mostly one and two-family residences, no tenement or slum districts. 46% homes owned. Close proximity to lumber makes cost of building less than in most sections of country. High class residential sections located in several sections of city. Average value of houses in these sections $12,000.

Retail Shopping Section: Extends from Yesler Way for 10 blocks north to Pine Street, and from First Avenue to Fifth Avenue. Four outlying business districts and 12 smaller neighborhood shopping centers.

Trading Area: Is area within radius of 32 miles of Seattle. Intermittent business is secured from people living at greater distances because of network of motor buses and electric interurban lines, also because Seattle is the metropolis of the Northwest.

Wholesale Houses: Groceries, 16; meats, 18; fruits, 27; hardware, 10; dry goods, 17; Miscellaneous lines, drugs, 5; lumber, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 76; commercial automobile agencies, 12; automobile accessories, 95; automobile tire agencies, 89; bakers, 127; cigar stores and stands (including hotels), 156 (chain, 20); confectioners (including hotel stands), 99; delicatessen, 20; dressmakers, 170; druggists, 282 (chain, 3); dry goods, 256; department stores, 51; electrical supplies, 7; florists, 66; fruits, 49; furniture, 70; furriers, 15; garages (public), 169; grocers, 1,050; hardware, 60; jewelry, 120; meat markets, 258; men's furnishing, 65; men's clothing, 15; merchant tailors, 170; milliners, 43; opticians, 44; photographers, 59; pianos (and miscellaneous musical instruments), 19; radio supplies, 13; restaurants (including hotels), 342; shoes, 63; sporting goods, 12; stationers, 14; women's apparel, 60.

Miscellaneous Data: Average temperature, 51.9 degrees; average number of rainy days per twelve months, 128; most pleasant months, May 1st to Oct. 1st.; doctors (medical, 500), (dentists, 476), (osteopaths, 4); number of wired houses, 72,690; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

SPOKANE, WASH.

(Spokane County)

1920 Population, 104,437.

City and Suburban Estimate, 145,000.

Native Whites, 82.9%; **Negroes,** .007%; **Foreign Born,** 17.1%; **English Reading,** 99%; **Families,** 27,178.

Schools: Number of Pupils, 29,640.

Churches: Baptist, 11; Christian Science, 2; Congregational, 8; Episcopal, 8; Hebrew, 3; Methodist, 23; Presbyterian, 14; Roman Catholic, 13; Miscellaneous, 65.

Banks: National, 2; State, 10.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 13,310.

Location: Spokane is located in the eastern part of Washington, with Seattle 300 miles west, Portland 368 miles southwest, and San Francisco 1,136 miles distant. Natural gateway between Pacific tidewater and a vast rich interior, being served by five transcontinental railroad systems and 12 branch lines. It stands at the only point for 200 miles north and south, at which railroads can cross the Rocky Mountains and reach the Columbia River basin on a reasonable grade. Hub of large railroad mileage. G. N., N. P., C. M. & St. P., U. P., C. P. railroads Nearest large city 16 hours by auto, and 11 by railroad.

Principal Industries: Paper, meat products, furniture, confectionery, cement, lumber, poles, posts, paints. Annual wholesale business jumped from $50,000,000 in 1918 to $192,000,000 in 1923. Annual new wealth production of the Spokane country (200-mile radius)—farm crops, live stock and wool, $250,000,000; orchards, $50,000,000; minerals, $55,000,000; lumber shipments, $50,000,000.

Manufacturing Establishments: 364. Armour's most important western packing plant located here. Tru Blu Biscuit Co., crackers and confections. Spokane is the commercial center of a territory very rich in natural resources. The Spokane country produces 40% of the nation's lead; one-ninth to one-eleventh of its wheat, one-fifth to one-seventh of its boxed apples; 37,000,000 lbs. of wool annually; one-third of nation's magnesite. Has extremely large body of white pine.

Special Information: The Spokane country—150-mile radius of Spokane, 522 cities, towns and villages; urban population 389,707; rural 175,000. 10,085 miles improved motor roads. Motor registration, 1923, 101,203.

Residential Features: Spokane is a city of homes. No slums. Private homes predominate. Residential electric lighting customers, 1923, 23,312. In Spokane and nearby territory, 70,000.

Retail Shopping Section: Retail trading area of Spokane extends approximately 90 miles in every direction. 128 passenger trains, steam and electric, and 50 motor buses entering and leaving daily. Spokane's wholesale houses and jobbers, serve a territory even larger than the retail area, or a field of approximately 1,500,000 people.

Wholesale Houses: Groceries, 5; meats, 11; fruits, 7; hardware, 5; dry goods, 2; Miscellaneous lines—drugs, 2; tobacco, 5; lumber, 45; paper and stationery, 5; paint, 3; jewelry, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 30; bakers, 36; cigar stores and stands (including hotels), 92 (chain, 2); confectioners (including hotel stands), 137; druggists, 51 (chain, 1); dry goods, 18; department stores, 19; electrical supplies, 28; garages (public), 72; grocers, 421 (chain, 35); hardware, 25; jewelry, 45; men's furnishing and men's clothing, 59; restaurants (including hotels), 202; shoes, 26.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 115; most pleasant months, May 1st to Nov. 1st.; doctors (medical, 181), (dentists, 114), (osteopaths, 19); number of wired houses, 23,000; street car service; gas, artificial; electric current, alternating; water, hard.

TACOMA, WASH.

(Pierce County)

1920 Population, 96,965 (1925, est. 115,984).

City and Suburban Estimate, 160,000.

Native Whites, 76.9%; **Negroes,** 14.8%; **Foreign Born,** 8.3%; **Industrial Workers,** 12.7%; **Families,** 27,748.

Schools: Public Grade, 40; High, 2; Junior High, 3 (also 3 under construction); Parochial, 6; Number of Pupils, 28,996. Annie Wright Seminary and College of Puget Sound.

Churches: Baptist, 13; Christian Science, 6; Congregational, 8; Episcopal, 9; Hebrew, 2;

WASHINGTON (Cont'd)

Methodist, 28; Presbyterian, 14; Roman Catholic, 12; Miscellaneous, 44; Lutheran, 21.

Banks: National, 4; State, 3; Total Bank Transactions, $860,596,000; Total Savings Bank Deposits, $12,000,000; Building & Loan Savings Deposits, $18,031,042; Total Bank Deposits as of call April 6, 1925, $38,541,323; Postal Savings Deposits, $1,557,667.

Theatres: Legitimate, 1; Moving Pictures, 26; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 23,000. Outdoor Stadium, 40,000 seats.

Location: On shores of Puget Sound. Served by four railroads—Gt. Northern, No. Pacific, Chi. Mil. & St. Paul, and Union Pacific, with direct connections with So. Pacific and Canadian lines. 54 steamship lines dock at Tacoma for ports of the world. Nearest large city is 1¼ hours by auto and trolley; 2 hours by railroad.

Principal Industries: Lumber, mill work, sash and doors, boxes, veneer, wood pipe, wood columns, furniture, smelting, car wheels, candy, flour, meat and fish packing, ship building, food products, railroad shops.

Manufacturing Establishments: 550. Leading firms: Tacoma & St. Paul Lumber Co., Pacific Box Co., Northwestern Wooden Ware Co., P. S. Iron & Steel Works, Wheeler-Osgood Co., Griffin Wheel Co., American Wood Pipe Co., Cascade Paper Co., Carstens Packing Co., Gregory Furniture Co., Washington Parlor Furniture Co., Carmen Mfg. Co., Bufflin Lumber Co., National Cocoanut Butter Co., Tacoma Smelting Co., Marine Products Co., Tacoma Grain Co., Albers Milling Co., Washington Column Co., Washington Handle Co., Oriole Candy Co., Tacoma Candy & Biscuit Co., Sperry Flour Co. Total yearly value of factory output, $136,526,951. Annual payroll of factories, $26,605,857.

Special Information: "The Lumber Capital of America"—Mill capacity, 5,000,000 ft. of lumber every eight-hour shift or more than 1,500,000,000 ft. per year. Value of cut, $33,000,000. Municipal power plant offers lowest lights and power rate in United States. Exports, 1924, were 1,619,799 cargo tons; value, $85,262,936. Imports, 2,536,791 cargo tons; value, $77,054,674. Grinds more flour than any city west of Minneapolis and Kansas City. Has 21 furniture factories. "The Grand Rapids of the West."

Residential Features: Tacomans own 54.65% of their homes and more than one-half of these are free from incumbrances. One- and two-story houses predominate, principally wood construction. Northern part of city holds the finer residences, while on the lake sides, just outside the city limits, are to be found the more palatial homes.

Retail Shopping Section: Extends north and south on following streets: Pacific Ave,, Commerce St., Broadway, St. Helen's Ave. and Market St., a distance of from 4 to 10 blocks, varying four to ten blocks, with numerous small shops on the number streets running east and west. There are 6 outlying retail sections and several smaller neighborhood sections with the usual grocery, market and notion stores.

Trading Area: Extends 10 miles north, 20 miles east, 40 miles south, and 30 miles west. Intermittent business extends throughout southeastern Washington, owing to 450 miles of hard surfaced (paved) highways with excellent bus service in every direction, coupled with trains, interurban, steamer and ferry service.

Wholesale Houses: Groceries, 5; meats, 7; drugs, 1; fruits, 13; hardware, 5; dry goods, 2; Miscellaneous lines, 49.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial auto. agencies, 21; automobile accessories, 67; automobile tire agencies, 12; bakers, 40; cigar stores and stands (including hotels), 65 (chain, 7); confectioners (including hotel stands), 126; delicatessen, 8; dressmakers, 59; druggists, 44 (chain, 11); dry goods, 23; department stores, 6; electrical supplies, 37; florists, 25; fruits, 35; furniture, 32; furriers, 5; garages (public), 64; grocers, 510 (chain, 41); hardware, 27; jewelry, 41; meat markets, 99 (chain, 12); men's furnishing, 47; men's clothing, 50; merchant tailors, 64; milliners, 30; opticians, 16; photographers, 17; pianos (and miscellaneous musical instruments), 17; radio supplies, 17; restaurants, 131; shoes, 32; sporting goods, 4; stationers, 8; women's apparel, 20.

Miscellaneous Data: Average temperature, 50.3 degrees; average number of rainy days per twelve months, 173; most pleasant months, June 1st to Nov. 1st; doctors (medical, 128), (dentists, 99), (osteopaths, 11); number of wired houses, 27,748; street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcement columns 3 and 4

VANCOUVER, WASH.

(Clarke County)

1920 Population, 12,637.

City and Suburban Estimate, 15,600.

Native Whites, 88.2%; Negroes, 0.2%; Foreign Born, 11.1%; Industrial Workers, 4,040; English Reading, 92%; Families, 3,146.

Schools: Public Grade, 7; High, 1; Number of Pupils, 2,982.

Churches: 14.

Banks: 11. Total Deposits Total, $6,244,155.22.

Theatres: Moving Pictures, 3. Total number of seats, 1,950.

Location: This, the oldest and most historical city in the state of Washington, and second oldest in the Pacific Northwest, is located in southwest Washington, on the Columbia River, and is the gateway city to Washington from Oregon, California and other Southern States. Vancouver is the county seat of Clarke County, its largest city and principal trading point.

Transportation: Served by four great transcontinental railways, Northern Pacific, Great Northern, O. W. R. & N., and the Spokane, Portland & Seattle. Vancouver lies at the head of deep-water navigation on the Columbia River, one hundred miles from its mouth; it is thus served by vessels from the world's ports, as well as up-river navigation for several hundred miles.

Principal Industries: Its industrial activities consist mostly of modern paper and lumber mills, large veneer and panel plants, electric steel plant, logging truck plant, architectural terra cotta plant, sash and door and planing mills, iron foundry and machine plants, very extensive canneries of fruits and vegetables, woolen mills, packing plants, furniture factories, several creameries, and other smaller industries.

Payrolls: The annual industrial payroll of Vancouver is $3,338,764. The annual mercantile payroll of Vancouver is $1,172,148. The payroll of Vancouver is $4,510,912. The total county payroll is over $8,000,000. There are industrially employed in Vancouver 2,945 men and 1,086 women.

Residential Features: One- and two-family houses.

Retail Shopping Section: Extends on Main, Washington and part of Broadway.

Trading Area: Extends 30 miles north along Columbia River.

Wholesale Houses: Tobacco, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 12; grocers, 15; hardware, 3; jewelry, 5; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 20; shoes, 3; sporting goods, 2; stationers, 1.

WALLA WALLA, WASH.

(Walla Walla County)

1920 Population, 15,503.

City and Suburban Estimate, 25,000; county, 32,000; trading radius, 45,000.

Native Whites, 86.8%; Negroes, 0.6%; Foreign Born, 12.6%; English Reading, 98.6%.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 4,658; Whitman College, 505.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 3; State, 2; Building and Loan Association, 2; Trust companies, 1; Total Bank Resources, $11,962,022.25; Total Bank Deposits, $9,609,879.02; of which $3,698,700.84 is in savings accounts held by 6,015 people. The Building and Loan Associations have a total of 1,134 stockholders whose savings total $800,016.64.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,500.

Location: Union Pac. and No. Pac. Railroads, Inland Empire Highway with hard surfaced road connecting Portland and Spokane, also main travelled highway between Seattle and Spokane. Bus service to principal points. Road program for past several years has made Walla Walla most accessible from large radius in southeastern Washington and northeastern Oregon. Interurban car line to Umapine, Milton and Freewater, Oregon, taps a rich fruit belt, vegetable and hay producing section. Nearest larger city is 6 hours by auto and 9 hours by railroad.

Principal Industries: Wheat growing, vegetables, fruit, milling, harvester manufacturing, vinegar, candy, concrete products, meat products, creamery and dairy products, brick and lumber products.

Manufacturing Establishments: 40. Leading firms: Harris Mfg. Co., Walla Walla Meat and Cold Storage Co., Walla Walla Valley Dairymen's Assn., Walla Walla Candy Co., Walla Walla Vinegar Co., Walla Walla Iron Works, Walla Walla Construction Co., Eureka Flour Mills, Whitehouse Crawford Co., Walla Walla Lumber Co., Washington Brewing Co. and Walla Walla Mill Co. Annual output, $4,250,000.

Special Information: Walla Walla is location for Whitman College with more than 500 students. While at College Place, just two miles west, is located the Walla Walla College, a Seventh Day Adventist School, from which pupils are drawn from all parts of the world. Walla Walla shipped following totals last year: Wheat, $6,500,000; orchard and vegetable products, $4,000,000; alfalfa, $350,000; dairy products and live stock, $500,000.

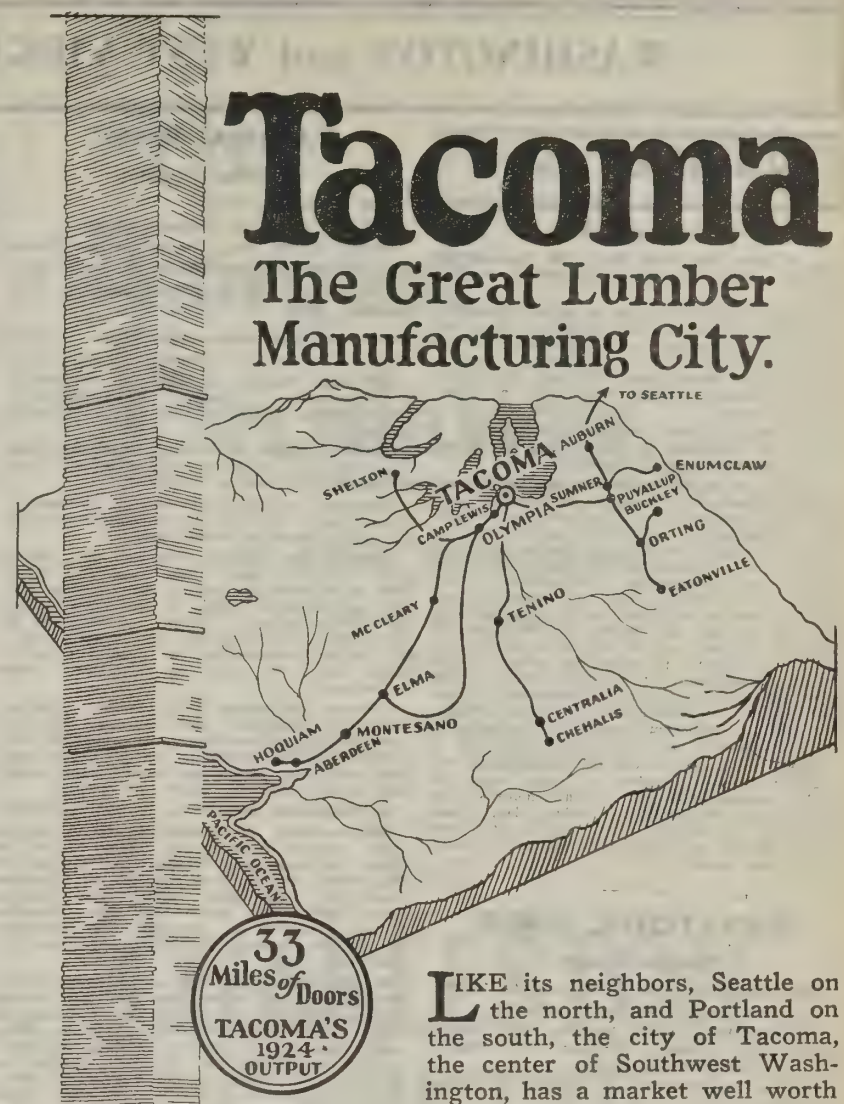
Residential Features: Private homes predominate large percentage owned. Only 5 apartment houses in entire city. City has to the west large section of orchard and garden tracts on which are located hundreds of modern homes with electric lights, telephones, artesian water and other conveniences.

Retail Shopping Section: 12 blocks on Main

Continued on page 264

Tacoma

The Great Lumber Manufacturing City.



LIKE its neighbors, Seattle on the north, and Portland on the south, the city of Tacoma, the center of Southwest Washington, has a market well worth the attention of national advertisers.

Tacoma is one of the five major markets of the Pacific Northwest, with clearly defined boundaries. Advertising in Seattle and Portland will not move goods in Tacoma stores. City loyalty is strong in the Pacific Northwest. Local merchants prefer not to stock goods unless manufacturers use space in Tacoma newspapers.

Tacoma's trading territory lies within the flourishing southwestern portion of Washington. It contains 14 cities and towns whose combined jobbers and retailers number 140 and 2,493 respectively.

Tacoma's production of fir doors, wood columns and veneer is the largest in the country. In 1924 Tacoma mills produced 33 miles of doors piled flat. The city has 23 factories which manufacture more than $3,631,712 worth of furniture each year. The Tacoma smelter is the largest on the west coast. Flour mills export annually over 1,500,000 barrels. It has one of the best harbors on the Pacific Coast with 30 commercial docks.

Tacoma's annual manufacturing payroll is $26,605,857; 1924 bank transactions were $860,590,000; building permits for 1924 were $8,539,035; exports, $85,847,315; imports, $77,054,674. Bank savings deposits, $12,000,000. Savings and Loan bank deposits, $18,031,042; postal savings deposits, $1,557,667.

This rich and prosperous territory is blanketed by

THE TACOMA NEWS TRIBUNE

EVERY EVENING EXCEPT SUNDAY

FRANK S. BAKER, President — CHARLES B. WELCH, Editor and Gen. Mgr.

Advertising Representatives:

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WASHINGTON and WEST VIRGINIA Markets in Standard Surveys

WASHINGTON (Cont'd)

Walla Walla (con't)

St., 8 blocks on Alder St., with intersecting streets. City has ten neighborhood grocery stores.

Trading Area: Radius of 35 miles. Excellent patronage because of hard surfaced roads, excellent bus, interurban and train service. Includes Pasco, Pomeroy, Waitsburg, Dayton, Prescott, in Washington, Milton, Freewater, Weston, Adams, Athena, Pendleton and Umapine in Oregon.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Cigars 2, Candy 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto, agencies, 8; automobile accessories, 5; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; dressmakers, 5; druggists, 9; dry goods, 6; department stores, 10; electrical supplies, 4; florists, 4; furniture, 6; garages (public), 20; grocers, 38 (chain 2); hardware, 2; jewelry, 6; meat markets, 10; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 4; opticians, 5; photographers, 4; piano (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 11; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 53.6 degrees; average number of rainy days per twelve months, 109; most pleasant months, May 1st to Nov. 1st; doctors (medical, 34), (dentists, 22), (osteopaths, 6); number of wired houses, 3,886; gas, artificial; electric current, alternating; water, soft.

WENATCHEE, WASH.

(Chelan County)

1920 Population, 6,324 (1925 Estimate, 10,000).

City and Suburban Estimate, 32,000.

Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 20%; English Reading, 97%; Families, 2,400.

Schools: Public Grade, 6; High, 1; Number of Pupils, 2,425.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 3; Total Resources, $5,829,357; Savings Bank Deposits Total, $1,739,155.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,900.

Location: At the junction of Columbia and Wenatchee Rivers on the main line of Great Northern Ry., midway between Spokane and Seattle, 175 miles from both. Two branch lines terminating at Wenatchee make it a shipping point for north central Washington, consisting of 4 counties. Nearest larger city is 7 hours by auto or railroad.

Principal Industries: Flour milling, manufacturing of fruit boxes, orchard appliances, spray materials and lumber mills. One of the largest ice plants in the Pacific Northwest. Two nationally advertised fruit products.

Manufacturing Establishments: 12. Leading firms: Wenatchee Box Spray Co., Wenatchee Milling Co., Wenatchee Packing Corp., Wenatchee Vinegar Co.

Annual output, $7,100,000.

Residential Features: 90% of the homes are modern, and 95% have electric light or gas connections and running water. Private homes predominate. On the outskirts of the city are many 5 and 10 acre orchard home tracts. Average home value $4,100.

Retail Shopping Section: Extends from Wenatchee Ave. west to Chelan Ave. 3 blocks, south on Wenatchee Ave., Chelan Ave., Mission St., 3 parallel streets, for a distance of 8 blocks.

Trading Area: Six miles south to the mountains, 50 miles east to Euphrata, 28 miles west to Leavenworth, 112 miles north to the Canadian border.

Wholesale Houses: Groceries, 1; Meats, 3; Fruits, 2; Miscellaneous Lines, Auto, Accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 3; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 18; grocers, 25; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 12; men's clothing, 8; merchant tailors, 4; milliners, 7; opticians, 4; photographers, 4; piano (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 40; most pleasant months, April to December 1st; doctors (medical, 15), (dentists, 9), (osteopaths, 2); number of wired houses, 2,300; no street car service; gas, artificial; electric current, alternating; water, soft.

YAKIMA, WASH.

(Yakima County)

1920 Population, 18,539.

City and Suburban Estimate, 28,000.

Native Whites, 88%; Negroes, 1.5%; Foreign Born, 10.5%; Industrial Workers, 9.8%; heavy agricultural percentage; English Reading, 95%; Families, 4.418.

Schools; Public Grade, 10; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,905.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 22.

Banks: National, 5; State, 3; Total Resources, $11,487,233.20; Savings Bank Deposits Total, $5,540,567.01.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,000.

Location: On main line Nor. Pac. Ry., branch of U. P. and Yakima Valley Trans. Co. (elec.). Two latter reach all leading fruit sections near city and branches extend to productive Naches and Moxee valleys. Eleven bus lines to all towns within 60 miles, and auto freight line to all leading communities in county. Nearest larger city is 7½ hours by auto and 7 hours by railroad.

Principal Industries: Fruit products, lumber, boxes and woodwork, meat products, flour and cereals, iron and structural steel, bakeries, ice, fruit harvesting machinery, candy, dairy products, auto tops, bodies and woodworking, printing, cement products, tents and awnings.

Annual Output, $6,000,000. Payroll, $2,327,400.

Manufacturing Establishments: 68. Leading firms: Cascade Lumber Co., Libby, McNeil & Libby, California Fruit Packing Co., Washington Dehydrator, Yakima Sash and Box Co., Yakima Candy Co., Jones Bros. Vinegar Co., Yakima Fruit Products Co., Miller Fruit Mills, Yakima Cement Products Co., Granger Clay Products Co., Gibson Packing Co., Fruit Appliance Co., Utah-Idaho Sugar Co.

Special Information: Metropolis of southeastern Washington. On Yellowstone Trail and Inland Empire Highway; 110 miles paved roads in county. Wholesale center for large area. Sixth county in U. S. in value of agricultural products, nearly $40,000,000 annually. Gateway to Mt. Ranier, 75 miles, and Mt. Adams, 64 miles. Diverging point for tourist travel. More than 14,000 auto licenses in country.

Residential Features: Mostly 3 to 8 room dwellings, small sections near Cascade Mill and canning plant occupied by employees' cottages. Several modern apartment houses. Fine residences along Naches Ave. and old part of city, and many modern homes on high land in western section, ranging in value from $5,000 to $25,000.

Retail Shopping Section: Extends for 13 blocks on Yakima Ave. and for 1 block on either side on Front, First, Second and Third Sts., also for 3 blocks on Chestnut St. and A St., paralleling Yakima Ave. Five outlying business sections of 2 to 10 stores each.

Trading Area: Extends 8 miles north, 32 miles northwest, 21 miles west, 35 miles southwest, 60 miles southeast, and 10 miles east.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 50; Hardware, 1; Miscellaneous Lines, Plumbing, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 5; automobile accessories, 40; automobile tire agencies, 45; bakers, 9; cigar stores and stands (including hotels), 10; confectioners (including hotel stands, 45; delicatessen, 12; dressmakers, 20; druggists, 15; dry goods, 12; department stores, 6; electrical supplies, 9; florists, 5; fruits, 2; furniture, 6; furriers, 2; garages (public), 7; grocers, 101 (chain, 1); hardware, 5; jewelry, 8; meat markets, 17; men's furnishings, 11; merchant tailors, 10; milliners, 8; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 11; restaurants (including hotels), 60; shoes, 14; sporting goods, 9; stationers, 4; women's apparel, 17.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per 12 months, 60; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 38), (dentists, 33), (osteopaths, 6); number of wired houses, 5,900; no street car service; gas, artificial; electric current, both alternating and direct; water, soft.

Standard Surveys of WEST VIRGINIA

BECKLEY, W. VA.

(Raleigh County)

1920 Population, 4,149. (1925 est. 7,054.)

City and Surburban Estimate, 10.000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,404.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous Christian, 1.

Banks: National 2; State, 2: Total Resources, $8,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Chesapeake and Ohio, Virginian Railway. Nearest larger city is 2 hours distant by automobile, and 6 hours by railroad.

Principal Industries: Coal mining, manufacturing of mine supplies, wholesale grocers.

Manufacturing Establishments, 8. Leading firms: Warrel Mine Tie Co., Beckley Mch. & Elec. Co., Beckley Baking Co., Raleigh Foundry & Mch. Wks.

Special Information: Beckley is industrial and mining community. Surrounded by some 150 smaller towns or mining camps which trade in the city. These towns connected by paved roads, bus lines and railroads. Beckley is the residence of the merchants, officers and clerical departments of the coal companies and related businesses.

Residential Features: Well built and one family houses, a considerable number owned by the occupant. About six apartments, approximately, 1,200 homes.

Retail Shopping Section: Main St., 2 blocks, Neville St., 8 blocks, Heber St., 4 blocks. Kanawha St., 4 blocks, Fayette St., 2 blocks.

Trading Area: 25 miles of closely connected smaller towns with total population in excess of 50,000 persons.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 5 (chain, 1); dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruits, 8; furniture, 3; furriers, 1; garages (public), 2; grocers, 5 (chain, 1); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 4; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 60; most pleasant months, May to Nov.; doctors (medical, 15), (dentists, 7), (osteopaths, 1); electric current, alternating; water, soft.

BLUEFIELD, W. VA.

(Mercer County)

1920 Population, 15,282. (1925, est. 22,000.)

City and Suburban Estimate, 30,000.

Native Whites, 80.4%; Negroes, 17.8%; Foreign Born, 1.8%; Industrial Workers, 9.5%; English Reading, 96%; Families, 3,306.

Schools: Public Grade, 8 White, 4 Colored: High, 1; Number of Pupils, 4,142.

Churches: Baptist, 3; Episcopal, 1; Methodist, 3; Presbyterian, 2; Hebrew, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 2.

Banks: National, 3; State, 2; Total Resources, $13,267,000; Savings Deposits Total, $2,455,000. 1915 Bank Deposits Total were $2,226,000, and Total Resources, $3,573,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,700.

Location: Southernmost point, West Virginia, on southeastern border. 360 miles west of Norfolk, Virginia; 321 miles east of Cincinnati, Ohio: 314 miles east of Columbus, Ohio. Served by Norfolk and Western Railroad. Through service by bus to Welch, W. Va.; Bristol, Tenn.; and Hinton, W. Va. Daily electric line connection. 30 minute service to Princeton, the county seat, and connection with Virginia Railway. Bus connects with C. & O. Railway at Hinton, W. Va.

Principal Industries: Division shops, Norfolk and Western Railway, mine and car foundries, and machine shops; three woodworking plants, flour mill, two armature plants, ice cream manufacturing, two printing and engraving plants. Total value yearly output of factories estimated at $2,500,000.

Special Information: Altitude, 2,557 feet. Delightful summer climate; located on two lakes to Florida Highways. Strategic point for auto tourist to visit Appalachians. Nearest city of consequence to resort district of the Virginias. Trading center for Pocahontas coalfields, both retail and wholesale.

Residential Features: Mostly one-family homes, no tenements. High percentage home owners.

Retail Shopping Section: Five blocks from railway station, west on Princeton Avenue. Two blocks on Bluefield Avenue and two blocks on Bland and Federal Streets running south from Princeton Avenue.

Trading Area: Extends 50 miles west, 12 miles east. Trading population, 210,000. All connected by bus lines, interurban lines and improved state roads.

Wholesale Houses: Auto accessories, 1; groceries, 3; confectionery, 2; meats, 3; fruits, 2; hardware, 3; mine and mill supplies, 3; bottled soft drinks, 1; miscellaneous, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial autos., 7; automobile accessories, 22; automobile tire agencies, 25; bakeries, 4; cigar stores and stands (including hotels), 25; delicatessen, 1; dressmakers, 11; druggists, 11 white, 1 colored; dry goods, 6; department stores, 4; electrical supplies, 2; florists, 3; fruit stores, 4; furniture, 6; garages (public), 12; groceries, 44; hardware, 4; jewelry, 7; meat markets, 13; men's furnishings, 16; men's clothing, 15; merchant tailors, 5; milliners, 9; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments). 3; radio supplies, 4; restaurants (including hotels), 30; shoes, 13; sporting goods, 4; stationers, 3; women's apparel, 19.

CHARLESTON, W. VA.

(Kanawha County)

1920 Population, 39,608. (1925, est., 52,511.)

City and Suburban Estimate, 323,325.

Native Whites, 85.2%; Negroes, 11.4%; Foreign Born, 3.4%; English Reading, 85%; Families, 11,000.

Schools: Public Grade, 23; High, 1; Junior High, 3; Parochial, 2: Number of Pupils, 10,040.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 35.

Banks: National, 3; State, 9; Total Resources, $55,784,886.87; Savings Bank Deposits Total, $39,361,444.00.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 10,000.

Location: At confluence of Great Kanawha and Elk Rivers, with two-thirds of the population and three-fourths of the area of state within a radius of 100 miles. C. & O., N. Y. C., B. & O., K. & W. Va. and Virginia Ry. Steamboats to Ohio River. Bus service to eastern and western points of the state. Nearest larger city 2 hours by auto and 1 hour and 50 minutes by railroad.

Principal Industries: Steel plants, chemical plants, metal working plants, electrical plants, glass plants, brick and clay, oil and gas and coal, paper and pulp plants, milling plants.

Manufacturing Establishments: 106. Leading firms: Libby-Owens Glass plant, Owens Bottle Co., Kelley Ax and Tool Co., Ward Boiler Works, Kanawha Mfg. Co., Morgan Lumber & Mfg. Co., DuPont Carbide & Carbon Chemical Corp., Viscose Co. Annual output, $15,434,261.

Residential Features: Private homes predominate. Many large apartment houses. No tenements. Restricted residential section in suburbs.

Retail Shopping Section: Extends from Elk River to Broad Street, about 10 squares, and from Kanawha River to the hill, about 10 squares, and 20 squares up Washington and 20 squares down Charlestown Street, which is a part of Washington Street. It extends down Virginia Street for distance of 10 squares. There are two outlying business sections and several small neighborhood sections with small shops.

Trading Area: 100 miles north, south and east, 50 miles west.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 6; hardware, 6; dry goods, 4; miscellaneous lines, milling, 3; shoes, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 60; delicatessen, 4; dressmakers, 3; druggists, 50 (chain, 9); dry goods, 13; department stores, 12; electrical supplies, 8; florists, 3; fruits, 20; furniture, 14; furriers, 1; garages (public), 30; grocers, 250 (chain, 24); hardware, 23; jewelry, 10; meat markets, 20; men's furnishings, 11; men's clothing, 11; merchant tailors, 13; milliners, 8; opticians, 6; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 25; shoes, 15; sporting goods, 5; stationers, 6; women's apparel, 10.

Miscellaneous Data: Average temperature, 60.2 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, Oct., Nov.; doctors (medical, 117), (dentists, 65), (osteopaths, 5); number of wired houses, 10,000; street car service; gas, natural; electric current, alternating; water, soft.

See announcement page 265

CLARKSBURG, W. VA.

(Harrison County)

1920 Population, 27,869.

City and Suburban Estimate, 80,000 within 18 mile limit.

Native Whites, 88.5%; Negroes, 4.5%; Foreign Born, 7%; Industrial Workers, 25%; Families, 6,453.

WEST VIRGINIA (Cont'd)

Schools: Public Grade, 22; High, 4; Parochial, 2: Number of Pupils, 7,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 26.

Banks: National, 3; State, 5; Total Resources, $20,000,000; Savings Bank Deposits Total, $10,100,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,700.

Location: On main line of B. & O., 276 miles east of Cincinnati and 276 miles west of Washington. Branch lines radiate in all directions: The W. Va. Short Line operating to Wheeling and west, the W. Va. & Pittsburgh branch to Richwood, Charleston and points south, while the Monongahela RR. branch gives direct connection to Pittsburgh and the north and west. The Monongahela, West Penn. Public Service Co. also operates a passenger and freight service over 65 miles of interurban lines to Fairmont, Weston and intermediate points with its terminal at Clarksburg. Bus service to adjoining towns.

Principal Industries: Coal, oil, gas, glass, pottery, tin plate, carbon electrodes, tin cans, glass moulds, caskets, toy marbles, boxes, macaroni, zinc spelter, brick, tile machinery, glass novelties, tables, kitchen cabinets, porch swings.

Manufacturing Establishments: 25. Leading firms: Weirton Steel Co., D. E. McNicol Pottery Co., National Carbon Co., Grasselli Chem. Co., Owens Bottle Co., Hazel-Atlas Glass Co., Thatcher Mfg. Co., Akro-Agate Co., Phelps Can Co., Pittsburgh Plate Glass Co., Lafayette Glass Co., Clarksburg Glass Co., Rolland Glass Co., Lang & Crist Box and Lumber Co., Interstate Window Glass Co., West Virginia Macaroni Co., Imperial Ice Cream Co. Annual output valued, $10,000,000.

Special Information: Coal is a big industry in Clarksburg. The value of coal produced in the Clarksburg district annually is $14,000,000. In the northern West Va. district of which Clarksburg is the headquarters, $87,500,000 is invested in coal properties and equipment, 28,500 men employes in 563 coal mines.

Residential Features: Majority one and two story houses, numerous workmen's houses. Several very fine residential sections where houses costing $10,000 to $50,000 are located.

Retail Shopping Section: Extends for 10 blocks on Main Street and about 8 blocks on Pike Street, also 5 blocks on side streets crossing these main streets. Almost in the center of this trading area is an interurban electric station, which line stretches out over a trading area for 25 miles in several directions. Five outlying retail sections where are located small stores.

Trading Area: Extends within a radius of 50 miles and includes prosperous manufacturing, mining and farming territory. Trolley lines, bus lines and railroads provide adequate transportation facilities for the 150,000 people in the Clarksburg trading district.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 1; dry goods, 2; miscellaneous lines, shoes, 1; confectionery, 2; drugs, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 28; delicatessen, 4; dressmakers, 20; druggists, 25; dry goods, 12; department stores, 6; electrical supplies, 10; florists, 3; fruits, 10; furniture, 10; furriers, 2; garages (public), 16; grocers, 200; hardware, 12; jewelry, 11; meat markets, 15; men's furnishings, 15; men's clothing, 12; merchant tailors, 10; milliners, 12; opticians, 10; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 16.

ELKINS, W. VA.

(Randolph County)

1920 Population, 6,788.

City and Suburban Estimate, 9,588, including Leadsville district.

Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; English Reading, 90%; Families, 2,000, includes Leadsville district.

Schools: Public Grade, 3; High, 1; Parochial, 1: Number of Pupils, 2,306.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; State, 1; Total Resources, $4,800,000.

Theatres: Moving Pictures, 2. Total number of seats, 2,600.

Location: Located in a beautiful valley of the Alleghany Mountains, Elev. 2,000 feet. The B. & O. and the W. M. RR. enter the city in three directions.

Principal Industries: Tanned leather, brick and tile, refrigerators and planing mill products, railroad shops, furniture, limestone and limestone products. Foundry and machine products.

Manufacturing Establishments: 12. Leading firms: Bishop Planing Mill, Elkins Brick Co., Elkins Refrigerator Co., Hardman Laboratory Co., Keystone Manufacturing Co., Kistler Leather Co., Elkins Tannery, Wilkins Extract Works, Randolph Planing Mill.

Special Information: Elkins possesses natural advantages which up to the present have been little utilized. It is located within five miles of extensive coal fields near large clay deposits and in the midst of valuable hardwood forests.

Residential Features: Essentially a city of fine and comfortable homes. Very few apartment houses, and those built are only four family type. Wide, well-paved streets.

Retail Shopping Section: Extends north to Fourth Street from the river and east from the railroad to Henry Avenue.

Trading Area: Wholesale houses ship within a radius of 75 miles. Retail stores do business within a radius of 35 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1; hardware, 1; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 7; garages (public), 9; grocers, 25; hardware, 5; jewelry, 5; meat markets, 5; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 14; shoes, 8; sporting goods, 5; stationers, 4; women's apparel, 8.

FAIRMONT, W. VA.

(Marion County)

1920 Population, 17,851.

City and Suburban Estimate, 35,000.

Native Whites, 88%; Negroes, 7%; Foreign Born, 5%; Industrial Workers, 21%; English Reading, 95%; Families, 4,218.

Schools: Public Grade, 9; High, 2: Number of Pupils, 4,300.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 4; Total Resources, $15,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,200.

Location: On B. & O. RR. and Monongahela Railroad. Nearest larger city is 6 hours by auto and 5 hours by railroad.

Principal Industries: Glass bottles, fiber board, building and paving brick, coke and by-products, mining machinery, ammonia, coal mining.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Seven blocks on Main Street and scattered stores on side streets.

Trading Area: Radius of 15 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; hardware, 1; miscellaneous lines, furniture, 1; stationery, 1; confectioners, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 39; commercial auto. agencies, 15; automobile accessories, 14; automobile tire agencies, 28; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 2); confectioners (including hotel stands), 24; delicatessen, 2; dressmakers, 28; druggists, 12; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 6; furniture, 9; furriers, 3; garages (public), 14; grocers, 160 (chain, 6); hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 13; men's clothing, 16; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 11; sporting goods, 2; stationers, 5; women's apparel, 7.

Miscellaneous Data: Most pleasant months, autumn; doctors (medical, 40), (dentists, 25), (osteopaths, 4); number of wired houses, 3,500; street car service; gas, natural; electric current, both alternating and direct; water, soft.

GRAFTON, W. VA.

(Taylor County)

1920 Population, 8,517.

City and Suburban Estimate, 15,000.

Native Whites, 86%; Negroes, 3%; Foreign Born, 11%; Industrial Workers, 75%; English Reading, 98%; Families 2,500.

Schools: Public Grade, 8; High, 3; Parochial, 1; Number of Pupils, 4,684.

Churches: Baptist, 1; Congregational, 5; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, $6,508,000; Savings Bank Deposits Total, $3,594,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,050.

Location: Junction point of main B. & O. line between Baltimore and Cincinnati, with original main line B. & O. between Baltimore and Wheeling, W. Va. One stem runs south to Elkins, W. Va., and connects with Western Maryland RR. and C. & O. RR.

Principal Industries: B. & O. railroad shops, glass, lumber, earthenware and mining.

Manufacturing Establishments: 17. Leading firms: Hazel-Atlas Glass Co., Tygarto Valley Glass Co., Carr China Co., Excelsior Mantle

Continued on page 266

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WEST VIRGINIA (Cont'd)

Grafton (Cont'd)

Co., Curry Lumber Co., Cyrstal Ice Co., Imperial Ice Cream Co., Hofner & Maysville Mining Machine Co.

Special Information: Location of city makes it a fine distributing center for greater part of West Virginia, possessing excellent railroad service. On main line B. & O. from New York to St. Louis and junction point for lines north to Pittsburgh and south to Charleston, W. Va. and great Kanawha coal fields. Is located in the center of the great coal fields of W. Va. and is county seat of Taylor County, having forty operating coal mines and largest railroad shops west of Baltimore on B. & O.

Residential Features: Mostly one-family houses. Citizenship made up mostly of thrifty skilled workers such as mechanics, boilermakers, plumbers, glass-workers, potters and business men who have built a fine residential section. Homes in city average $9,000.

Retail Shopping Section: Is located in the heart of city. Extends three blocks entire length of Latrobe Street. Begins at Post Office on Main Street and extends east to B. & O. passenger station, taking in 8 blocks. All the leading retail stores, banks, jewelry stores and theatres are situated on Main Street.

Trading Area: Extends about 22 miles east, 15 miles south, 16 miles west and 18 miles north. Has no trolley service to these points but has excellent bus and passenger train service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 2; fruits, 14; furniture, 5; garages (public), 9; grocers, 57; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 9; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 9; shoes, 4; sporting goods, 1; stationers, 5; women's apparel, 7.

HUNTINGTON, W. VA.

(Cabell County)

1920 Population, 50,177.

City and Suburban Estimate, 75,000.

Native Whites, 89.1%; Negroes, 7.6%; Foreign Born, 3.3%; Industrial Workers, 30%; English Reading, 98%; Families, 13,000.

Schools: Public Grade, 18; High, 2; Junior High, 6; Parochial, 2; Number of Pupils, 17,699.

Churches: Baptist, 13; Christian Science, 3; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 17; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 19.

Banks: National, 2; State, 1; 6 independent banks; Total Resources, $28,803,616.92.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 21,626.

Location: On the Ohio River 300 miles west of Pittsburgh. B. & O., C. & O., Virginian and N. & W. Excellent traction and bus service to southern part of Ohio, northwestern part of Ky. and southwestern part of W. Va.

Principal Industries: Products of iron, glass, clay and wood.

Manufacturing Establishments: 125. Leading firms: C. & O. Ry. Co., International Nickel Co., West Va. Glass Mfg. Co., Washington Mfg. Co., American Thermos Bottle Co., Huntington Tumbler Co., National Window Glass Mfg. Co., Minter Homes Corp., Perry-Norvell Co., H. R. Wyllie China Co., West Va. Rail Co., Nicholson-Kendle Furn. Co., Penn. Table Co., Armstrong Mfg. Co.

Residential Features: Mostly one family houses. Many handsome homes on the hills surrounding the city.

Retail Shopping Section: Extends from 3rd Avenue south 4 blocks and from 12th Street west, 4 blocks. West Huntington has its shopping district and 20th Street and East Huntington as well.

Trading Area: 20 miles west, 10 miles east on the Ohio River, 75 miles back into coal mining district.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 5; hardware, 5; dry goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 66; commercial auto. agencies, 4; automobile accessories, 29; automobile tire agencies, 26; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 65; delicatessen, 1; dressmakers, 26; druggists, 40; dry goods, 11; department stores, 23; electrical supplies, 10; florists, 9; fruits, 5; furniture, 26; furriers, 2; garages (public), 54; grocers, 446; hardware, 16; jewelry, 14; meat markets, 23; men's furnishings, 16; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 19; pianos (and miscellaneous musical instruments), 14; radio supplies, 5; restaurants (including hotels), 130; shoes, 17; sporting goods, 5; stationers, 3; women's apparel, 25.

KEYSER, W. VA.

(Mineral County)

1920 Population, 6,003.

City and Suburban Estimate, 14,000.

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 28%; English Reading, 94%; Families, 1,961.

Schools: 5; Number of Pupils, 1,859.

Churches: 9.

Banks: 3; Total Resources, $3,100,000.

Theatres: 2; Total number of seats, 1,125.

Residential Features: One family houses.

Retail Shopping Section: Three blocks center of town.

Trading Area: 20 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 11; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 15; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 9; grocers, 50; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 4.

MARTINSBURG, W. VA.

(Berkeley County)

1920 Population, 12,545. (1925, est. 15,000.)

City and Suburban Estimate, 40,000.

Native Whites, 88%; Negroes, 8%; Foreign Born, 4%; Industrial Workers, 25%; English Reading, 95%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,656.

Churches: Baptist, 6; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 2; State, 4; Total Resources, $8,012,560.11.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,800.

Location: 75 miles from Washington on B. & O. and Pennsylvania Railroads. Nearest larger city 3 hours by auto, 2 hours by railroad.

Principal Industries: Hosiery, flour, carriages and wagons, woolens, timber, knit goods, canning, quarrying, textile, car shops.

Manufacturing Establishments: 48. Total value of yearly output of factories estimated at $13,750,000.

Special Information: 400,000 barrels of apples are shipped yearly.

Residential Features: One-family houses.

Retail Shopping Section: Total of about two miles on King, Queen, Burke and Martin Streets, and several good neighborhood sections.

Trading Area: Radius of about 25 miles.

Wholesale Houses: Groceries, 2; fruits, 3; miscellaneous lines, tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 14; automobile accessories, 19; automobile tire agencies, 28; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 18; druggists, 8; dry goods, 11; department stores, 3; electrical supplies, 2; florists, 3; fruits, 5; furniture, 5; furriers, 2; garages (public), 16; grocers, 88; hardware, 3; jewelry, 3; meat markets, 17; men's furnishings, 9; men's clothing, 8; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 38; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 23), (dentists, 9), (osteopaths, 1); number of wired houses, 2,700; gas, artificial; electric current, alternating; water, hard.

MORGANTOWN, W. VA.

(Monongalia County)

1920 Population, 12,127.

City and Suburban Estimate, 1924, 21,000; City, 14,000; Suburban, 7,000.

Native Whites, 87%; Negroes, 6%; Foreign Born, 7%; Industrial Workers, 45%; English Reading, 92%; Families, 6,100.

Schools: Public Grade, 9 White; High, 1 White, second high now building; Junior High, 1; Parochial, 1; Number of Pupils, 3,814 White; 81 Colored. West Virginia University with 2,300 registrations and summer term with 950 students.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 5; Total Resources, $12,907,875.47; Savings Bank Deposits Total, $2,594,734.60.

Theatres: Legitimate, 2; Moving Pictures, 4 including legitimate; Vaudeville, 1; Burlesque, 1; Total number of seats, 5,368.

Location: Baltimore & Ohio and L. E. & M. (Monongahela—owned by Penna., N. Y. C. and B. & O.) Railroads. Monongahela river navigable and used for freighting. Eight auto bus routes. Nearest larger city 4 hours by auto and 5 hours by railroad.

Principal Industries: Coal mining, glass factories, account transportation, natural gas, coal, glass, sand and shale. City is destined to become manufacturing center.

Manufacturing Establishments: Leading firms: Mississippi Glass Co., Economy Glass Co., Seneca Glass Co., Beaumont Glass Co., Pressed Prizm Glass Co., American Sheet Tin Plate Co., Christman Machine & Foundry Co., Tryon Silk Mill, Dura Glass, U. S. Window Glass, Morgantown Brick, General Woodworking Co. Total value of yearly output of factories estimated at $12,000,000.

Special Information: Natural gas. Millions of tons of coal. Rail and river transportation.

Residential Features: Mostly two story. Brick is predominating in construction. Four outlying sections of working men's frame homes. Many apartments in business section. Mostly over business houses. W. V. University adds greatly to city as a home city.

Retail Shopping Section: High Street, 5 blocks; University Avenue, 1½ blocks; Pleasant Street, 2 blocks; Walnut Street, 2 blocks; Spruce Street, 2 blocks. High-University-Spruce parallel each other; Walnut and Pleasant parallel each other.

Trading Area: 10 miles south, 15 miles north, east and west.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 1; miscellaneous lines, candy, 2; bottling, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 10; automobile accessories, 33; automobile tire agencies, 33; bakers, 10; cigar stores and stands (including hotels), 15 (chain, 1); confectioners, 12; druggists, 12; dry goods, 6; department stores, 4; electrical supplies, 8; florists, 3; fruits, 14; furniture, 5; furrier, 1; garages (public), 14; grocers, 75 (chain, 5); hardware, 5; jewelry, 6; meat markets, 46; men's furnishings, 5; men's clothing, 14; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 9; restaurants (including hotels), 26; sporting goods, 4; stationers, 3; specialties not above listed, 4.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 108; most pleasant months, April, May, June, July, Aug., Sept.; doctors medical, 41); (dentists, 17); (osteopaths, 2); number of wired houses, 5,000; street car service; gas, natural; electric current, alternating; water, soft.

MOUNDSVILLE, W. VA.

(Marshall County)

1920 Population, 10,669.

City and Suburban Estimate, 15,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; Industrial Workers, 40%; English Reading, 92%; Families, 2,700.

Schools: Public Grade, 4; High, 1; Junior High, 1 (in high building); Parochial, 1; Number of Pupils, 2,860.

Churches: Baptist, 1 White, 1 Colored; Episcopal, 1; Methodist, 2 White, 1 Colored; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Greek Catholic, Russian or Polish Catholic.

Banks: National, 1; State, 4.

Theatres: Moving Pictures, 2 (1 has standard stage); Total number of seats, 2,000.

Location: On Ohio River where original line B. & O. RR. building from Baltimore reached the river in 1852. Also, Ohio River Division of B. & O., which follows Ohio River to lower corner of W. Va. Steamboats to Pittsburgh, Cincinnati, Charleston and Zanesville. Electric railroad to Wheeling and northern river cities. Brick, concrete and macadam roads to interior points. Nearest larger city is ¾ hour distant by automobile; 1¼ hours by trolley and ¾ hours by railroad.

Principal Industries: Table and gold deposit glassware, kitchen enamelware, building tile, spelter, acid, metal ceilings and roofing, wire fencing, coal, sand, trousers, shirts, oil, gas, stogies.

Manufacturing Establishments: Leading firms: Fostoria Glass Co., U. S. Stamping Co (enamelware), United Zinc Smelting Corpn., Suburban Brick Co., Kleeson Co. (trousers), Gordon Shirt Co., Seaman Stogie Co., Wheeling Metal & Mfg. Co., Leadclad Wire Co.

Special Information: Mammoth prehistoric mound in center of city.

Residential Features: Almost all families occupy single house, largely owned by occupants.

Retail Shopping Section: Lafayette Avenue, 7th to 10th Streets; 7th Street, Lafayette Avenue to Tomlinson Avenue; Jefferson Avenue, 5th to 2d Street; 2d Street, Jefferson Avenue to Grant Avenue.

Trading Area: 4 miles north, 15 miles northeast and east, 20 miles south, 3 miles west.

Wholesale Houses: Groceries, 2; fruits, 1; miscellaneous lines, notions, 1; druggists' sundries, 1; barber supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 21; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; druggists, 4 (6 stores); dry goods, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 40 (chain, 6); hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, Spring and Fall; doctors (medical, 14), (dentists, 6); number of wired houses, 1,700; gas, natural; electric current, alternating; water, hard.

PARKERSBURG, W. VA.

(Wood County)

1920 Population, 20,050.

City and Suburban Estimate, 40,000.

Native Whites, 94%; Negroes, 4%; Foreign Born, 2%; English Reading, 98%; Families, 6,000.

Schools: Public Grade, 13; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 5,727.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 16; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8; Lutheran, 2.

Banks: National, 4; State, 4; Total Resources, $20,000,000; Savings Bank Deposits Total, $5,551,742.14.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,400.

Location: At the junction of the Ohio and Little Kanawha Rivers. Two main lines, B. & O. and Little Kanawha RR. Boat lines to all ports of the Ohio. Connects with C. & O. at Huntington and Penna. System at Marietta. Nearest larger city is 5 hours by auto and 4 hours by railroad.

Principal Industries: Iron and steel, insulating plant, Vitrolite Co., glass works, oil well supplies, refinery, poreclain, electrical plant, shovel manufacturing company, manufacture and distributor of oil well supplies, silks.

Manufacturing Establishments: 127. Leading firms: Parkersburg Steel Corp., Baldwin Tool Works, General Porcelain Co., Vitrolite Mfg. Co., Donovan Boiler Works, Parkersburg Rig & Reel, Chain Co., Standard Oil Co., Saward Wire Co., Graham-Bumgardner Shoe Co., Rayon Silk Mfg. Co.

Special Information: Parkersburg is ideally located for both steam and water transportation. Also center of a network of improved highways for motor transportation.

Residential Features: Practically all private homes. Few ideal apartment houses. No tenements. Large percentage owned. Homes in unrestricted section average $7,000.

Retail Shopping Section: From Second Street extending six blocks north on Market and Juliana Streets with cross street about four blocks each. East on 7th Street for 12 blocks. Local business section for several blocks on St. Mary Avenue, North End and South Side. Usual local grocers and confectioners.

Trading Area: Parkersburg has a steady drawing trade of 25 miles in every direction with scattered trade up to 50 miles up Little Kanawha River.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3; hardware, 3; dry goods, 2; miscellaneous lines, fuel, 2; auto supplies, 3; shoes, 1; lumber, 10; confectionery, 4; furniture, 1; cigars and tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotel stands), 30 (chain, 1); confectioners (including hotel stands), 103; dressmakers, 50; druggists, 14; dry goods, 6; department stores, 4; electrical supplies, 8; florists, 2; fruits, 13; furniture, 15; furriers, 3; garages (public), 10; grocers, 145 (chain, 17); hardware, 5; jewelry, 11; meat markets, 20 (chain, 2); men's furnishings, 6; men's clothing, 17; merchant tailors, 9; milliners, 15; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 23 (chain, 2); shoes, 9; sporting goods, 1; stationers, 8; women's apparel, 8.

Miscellaneous Data: Average temperature, 54.2 degrees; average number of rainy days per twelve months, 145; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 55), (dentists, 21), (osteopaths, 2); number of wired houses, 3,847; street car service; gas, natural; electric current, alternating; water, hard.

POINT PLEASANT, W. VA.

(Mason County)

1920 Population, 3,059.

City and Suburban Estimate, 4,500.

Native Whites, 95%; Negroes, 4¾%; Foreign Born, ¼%; Industrial Workers, 30%; English Reading, 100%; Families, 1,100.

Schools: Public Grade, 3; High, 1; Number of Pupils, 786.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; Total Resources, approx. $2,500,000. Three building and loan associations and one trust company.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,400.

Location: New York Central and Baltimore & Ohio Rys. systems, with the Hocking Valley Railroad just across the Ohio River. Rail services, east, west, north and south. City situated at the junction of the Kanawha and Ohio Rivers giving water transportation north and south on the Ohio and to the interior of the state on the Kanawha River.

Principal Industries: Machniery, boats, barges and other floating craft, malleable castings, and children's play suits.

Standard Surveys of Markets of WEST VIRGINIA and WISCONSIN

WEST VIRGINIA (Cont'd)

Manufacturing Establishments: 9. Leading firms: Marietta Mfg. Co., Reliance Mfg. Co., West Virginia Malleable Iron Co. and the Kanawha Dock Co. Total value of yearly output of factories estimated at $5,000,000.

Residential Features: Mostly one-family residences. Very high percentage property owners.

Retail Shopping Section: Main Street from First Street to Sixth Street, and Sixth Street from Main to Viand.

Trading Area: Up the Ohio River about twenty miles and down the Ohio River about ten miles and up the Kanawha River for about twelve or fifteen miles.

Wholesale Houses: Groceries, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods 4; department stores, 4; electrical supplies, 3; fruits, 1; furniture, 2; garages (public), 8; grocers, 16; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 1; men's clothing, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 3; stationers, 1.

SISTERVILLE, W. VA.

(Tyler County)

1920 Population, 3,238.

City and Suburban Estimate, 20,000, 25 mile radius.

Native Whites, 94%; **Negroes,** 3%; **Foreign Born,** 3%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 4,153.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, $3,250,000; Savings Bank Deposits Total, $998,591.84.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,200.

Location: On the Ohio River. B. & O., Ohio River packets. Bus service between Friendly and Sistersville, traction lines to Middlebourne county seat) and New Martinsville (Wetzel County seat). Nearest larger city is 2½ hours by auto and 2 hours and 18 minutes by railroad.

Principal Industries: Oil and gas, gasoline, glass factory, printing and oil and gas well supply houses, machine shops.

Manufacturing Establishments: 4; Leading firms: Noll Wagon Works, J. B. Wilson Cigar Factory, Sooby Sheet Glass Co.

Residential Features: Mostly one and two story houses. Fine residential section in south end of the city. Valuation probably around $1,000,000.

Retail Shopping Section: Wells Street is principal shopping center, while running parallel are Diamond and Charles which have a number of business houses.

Trading Area: Extends in all directions about 25 miles. Into Ohio as well as West Va., north and south down the river.

Wholesale Houses: Groceries, 1; fruits, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 2; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 4; furniture, 1; garages (public), 3; grocers, 11 (chain, 1); hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 3; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 132; most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 4), (dentists, 2); number of wired houses, 600; street car service; gas, natural; electric current, alternating; water, soft.

WELCH, W. VA.

(McDowell County)

1920 Population, 3,232. (Survey made in 1924 shows 5,922).

City and Suburban Estimate, 15,000. (Estimate for county for 1925, 78,171).

Native Whites, 80%; **Negroes,** 12%; **Foreign Born,** 8%; **Industrial Workers,** 10%; **English Reading,** 93%; **Families,** 1,193.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of pupils, 992 in city; 5,873 in district; 20,863 in county.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist (South), 1; Presbyterian (South), 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources $5,519,633.07.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,850.

Location: Welch is on the main line of the Norfolk & Western R. R., 140 miles east of Huntington, and 138 miles west of Roanoke, Va. Located at junction of the Tug Fork branch of the N. &. W. R. R. with the main line. On Tug River state highway. Seventeen passenger trains stop in city daily. Excellent bus service furnished by three bus lines. Four concrete highways lead out of city. To nearest large city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Coal mining, timber, mine props, bottling works, potato flake factory. City is principally retail shopping center for surrounding mining communities.

Manufacturing Establishments: 6. Leading firms: Keystone Bottling Works, Bright & Davis Planing Mill, McDowell Armature Works.

Special Information: Welch is the largest city in the county. Headquarters of Tug River Coal Operators' Association. Center of famous Pocahontas "smokeless" coal field. County leads state in coal production, output in 1924 being 16,751,478 gross tons. City is near twelve large mining operations of the United States Coal & Coke Co. (a subsidiary of the U. S. Steel Corporation), and is also near two other mines belonging to Henry Ford. Location of the State Miners' Hospital, one of the most complete, up-to-date hospitals in the state. People of Welch are great consumers of package foodstuffs.

Residential Features: Because of topographical conditions (surrounded by mountains), available building sites are limited, consequently, city has unusual number of apartments for a city of its size. Ninety per cent of all buildings, business, and residential, are of brick or stone. Electric ranges are the most used type of stove in Welch. A great deal of stone masonry is a striking characteristic of the city.

Retail Shopping Section: Extends 6 blocks on McDowell Street, 6 blocks on Wyoming Street, 4 blocks on Elkhorn Street, 3 blocks on Railroad Street and 3 blocks on Bank Street. All business houses are of stone or brick construction.

Trading Area: Twenty miles in all directions. City is near center of county, with good roads leading out five ways, and with bus and railroad facilities. It is natural shopping center for practically all the adjacent counties being the largest city in the county. Shopping center for part of Wyoming County and Tazewell County, Virginia.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto, agencies, 6; automobile accessories, 12; automobile tire agencies, 22; bakers, 3; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 21; delicatessen, 4; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 8; electrical supplies, 4; florists, 3; fruits, 3; furniture, 5; furriers, 2; garages (public), 10; grocers, 18 (chain, 4); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 8; men's clothing, 8; merchant tailers, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 10; shoes, 14; sporting goods, 2; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Aug., Sept.; doctors (medical, 15), (dentists, 10), (osteopaths, 1); number of wired houses, 1,051; bus service; electric current, alternating; water, hard.

WELLSBURG, W. VA.

(Brooke County)

1920 Population, 4,918.

City and Suburban Estimate, 25,000 suburban.

Native Whites, 90%; **Negroes,** 3%; **Foreign Born,** 7%; **Industrial Workers,** 72%; **English Reading,** 85%.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 (Latter Day Saints).

Banks: National, 1; State, 1; Total Resources, $2,800,000; Savings Bank Deposits Total $900,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Total number of seats, 1,015.

Location: Penna. main line between Pittsburgh and Wheeling. River packets also make deliveries here. Fast trolley service between Wheeling and Steubenville and ample local trolley service. Nearest larger city is 2 hours by auto and 1 hour 30 minutes by railroad.

Principal Industries: Coal, gas, paper bags, steel, rope, paper, glassware, tinware.

Manufacturing Establishments: 24. Leading firms: Eagle Mfg. Co., George & Sherrard Paper Co., Hammond Bag & Paper Co., Riverside Glass House, Erskine Glass Co., Pittsburgh-W. Va. Coal Co. Annual output, $40,000,000.

Residential Features: The average American home is to be found here with about 25% above the average. Mostly self-owned.

Retail Shopping Section: Main and Charles Streets, 4th to 27th.

Trading Area: 15 square miles.

Wholesale Houses: Fruits, 1; miscellaneous lines, tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 9; bakers, 2; cigar stores and stands including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 3; druggists, 2; dry goods, 5; electrical supplies, 3; fruits, 4; furniture, 4; garages (public), 7; grocers, 19; hardware, 3; jewelry, 1; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 140; most pleasant months, June, Sept. and Oct.; doctors (medical, 5), (dentists, 4), (osteopaths, 3); number of wired houses, 70%; street car service; gas, natural; electric current, alternating; water, soft.

WHEELING, W. VA.

(Ohio County)

1920 Population, 56,208. (1925 Est. 68,000.)

City and Suburban Estimate, 250,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 16,817.

Schools: Public Grade, 24; High, 4; Parochial, 17; Number of Pupils, 13,706.

Churches: 51.

Banks: 16; Resources, $68,776,381.

Theatres: 22; Total number of seats, 9,500.

Location: On Ohio River in northern part of state; served by Wheeling & Lake Erie, Pennsylvania and B. & O. Railroads. Nearest larger city is 2½ hours by auto and 2 hours, 10 minutes by railroad.

Principal Industries: Iron, steel, tin plate, glass, tobacco, pottery, enamel ware, stamping works, proprietary remedies, calico print works, packing houses, tanneries.

Special Information: Wheeling is located in the heart of a very large coal mining and steel making territory. By way of the Ohio River large shipments of all kinds are made to points south and west.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: Shopping district extends about 8 blocks on the two principal streets and two blocks each way on side streets.

Trading Area: The trading area of Wheeling extends throughout the Ohio Valley to Bellaire, Martins Ferry, Steubenville, and other cities in Ohio and to Sisterville, Moundville and Wellsburg in West Virginia and to points in Pennsylvania.

Wholesale Houses: Groceries, 11; meats, 9; fruits, 7; hardware, 5; dry goods, 3; tobacco, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 12; automobile accessories, 40; automobile tire agencies, 25; bakers, 20; cigar stores and stands (including hotels), 39; confectioners (including hotel stands), 74; delicatessen, 6; dressmakers, 68; druggists, 31; dry goods, 23; department stores, 4; electrical supplies, 9; florists, 10; fruits, 13; furniture, 15; furriers, 5; garages (public), 42; grocers, 100; hardware, 15; jewelry, 16; meat markets, 25; men's furnishings, 20; men's clothing, 69; merchant tailors, 15; milliners, 24; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 63; shoes, 24; sporting goods, 3; stationers, 5; women's apparel, 25.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 138; most pleasant months, May to Nov. inclusive; doctors (medical, 101), (dentists, 30), (osteopaths, 5); number of wired houses, 12,073; street car service; gas, natural; electric current, alternating; water, hard.

WILLIAMSON, W. VA.

(Mingo County)

1920 Population, 6,819.

City and Suburban Estimate, 13,000.

Native Whites, 54%; **Negroes,** 6%; **Foreign Born,** 40%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 2,600.

Schools: Public Grade, 4; High, 2; Junior High, 1; Number of Pupils, 2,100.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, $16,000,000; Savings Bank Deposits Total, $2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 5,000.

Location: Norfolk & Western Ry. Nearest larger city, 12 hours by auto and 8 hours by railroad.

Principal Industries: Coal mining section. Mines and maintenance of railway principal activities.

Manufacturing Establishments: 8. Leading firms: Waugh Foundry, Williamson Tile Works, Mingo Lime & Lumber Co., Williamson Foundry. Total value of yearly output of factories estimated at $10,000,000.

Special Information: Located in the heart of the famous billion dollar coal field. Draws trade from territory for fifty miles. More than a hundred coal mines within a radius of 25 miles of the city.

Residential Features: Mostly one-family homes. Outskirts of business section devoted to apartment houses of first class, peopled by families in professional and business class. Home average in value from $5,000 to $15,000. Suburban lots (where available) $2,000 to $5,000.

Retail Shopping Section: Begins in heart of city extending in all directions for four blocks. Two outlying business sections. East and West Williamson population of each suburb about 2,500.

Trading Area: Covers area of 50 miles in all directions. Center for three branch lines. Bus line service on all roads for 20 miles in each direction. Branch and main line roads in four directions.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 50; druggists, 4; dry goods, 18; department stores, 7; electrical supplies, 4; florists, 1; fruits, 25; furniture, 3; furriers, 1; garages (public), 12; grocers, 40 (chain, 3); hardware, 2; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 12; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 12; shoes, 30; sporting goods, 3; stationers, 6; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, April, May, June; doctors (medical 10), (dentists, 6); (osteopaths, 3); number of wired houses, 1,640; gas, natural; elecrtic current, alternating; water, hard.

Standard Surveys of WISCONSIN

ANTIGO, WIS.

(Langlade County)

1920 Population, 8,451.

City and Suburban Estimate, 10,000.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 75%; **English Reading,** 90%; **Families, Antigo,** 2,000. Langdale County outside of city 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 3; Seventh Day Adventist, 1.

Banks: National, 2; State 1.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Chicago & Northwestern R. R. Division point of C. & N. W. Ry.

Principal Industries: Interior finishing plants and other woodworking industries, sawmills, machine shops, canning factory, cheese factory and creameries, broom handle factory, railroad shops, printing.

Manufacturing Establishments, 12. Leading firms: Faust Lumber Co., Antigo Bldg. & Supply Co., Antigo Canning Co., Langlade Lumber Co., Henshaw Lumber Co., Faust Duchac Lumber Co. and Supply Co., Antigo Mfg. Co., Metcalf Bros. Co., Langlade Co., Creamery Co.

Special Information: Antigo is in center of large hardwood belt, and the soil of surrounding territory is fertile. It is well located for a distributing center. It is one of the best dairy centers of the state.

Residential Features: With the exception of a few large homes, the smaller type of houses predominate. Most all families are home owners. The city is well laid out, has wide streets and good pavements.

Retail Shopping Section: Antigo has two principal business streets. Fifth Ave. business section runs 9 blocks. Superior St. runs 6 blocks. There are a few small grocery stores scattered in outlying sections.

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WISCONSIN (Cont'd)

Antigo (con't)

Trading Area: Antigo has a wide trading area. The largest bulk comes from north, business coming as far as 75 miles. From the east about 40 miles. From west 20 miles and from south 25 miles. Five bus lines operate out of here, bringing in people to trade from distance of 75 miles.

Wholesale Houses: Meats, 1; fruits, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 3; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 2; druggists, 6; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 10; hardware, 5; jewelry, 2; meat markets, 5; men's furnishing, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 2.

APPLETON, WIS.

(Outagamie County)

1920 Population, 19,561. (1925 Estimate, 23,000).

City and Suburban Estimate, 60,000.

Native Whites, 90%; **Foreign Born,** 10%; **Individual Workers,** 75%; **English Reading,** 95%; **Families,** 5,000.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 9.

Banks: National, 2; State, 3; Total Resources, $13,079,931.30. Savings Bank Deposits Total, $3,337,372.95.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,100.

Location: On north shore of Fox River near Lake Winnebago. Served by C. & N. W. Ry., Soo Line, C. M. & St.-P. Ry. River navigation, freighters and passenger boats. Excellent half hour interurban service with adjoining towns. Sixteen bus lines enter city. 1 hour by auto. from nearest large city and 1½ hr. by trolley; 1 hr. by railroad.

Principal Industries: Paper and paper products, mill machinery and paper mill accessories, wood products, knit goods, 4 knitting mills, farm machinery, wire works.

Manufacturing Establishments: Fox River Fiber & Paper Co., Interlake Pulp & Paper Co., Appleton Wire Works, Appleton Machine Co., J. J. Plank Co., Valley Iron Works, Appleton Superior Knitting Works, Zwicker Knitting Works, Eagle Mfg. Co., Appleton Fox Tractor Co., Wisconsin Wire Works, Standard Mfg. Co., Appleton Wood Products Co., Appleton Chair Co., Appleton Furniture & Tey Co., Kimberly-Clark Co.

Residential Features: One-family houses mostly. Private homes predominate. No undesirable residence sections. No slum district. Ranks high in home ownership. No shacks, practically all well built or new homes, 200 built within past year.

Retail Shopping Section: College Avenue, running east and west for about 2½ miles, east portion of College Avenue is exclusive residence section. College Avenue principal business street is intersected by Appleton St., Oneida St., Morrison St., which forms the centrally located business district. There are six smaller "neighborhood" sections with the usual grocery, confectionery, meat and smaller shops.

Trading Area: Extends about six miles south, 20 miles east, 30 miles north and 35 miles west. 21 villages and cities are included in this area.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; hardware, 1; candy and cookies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 32; automobile tire agencies, 32; bakers, 8; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 18; druggists, 8; dry goods, 7; department stores, 1; electrical supplies, 5; florists, 3; fruits, 9; furniture, 4; furriers, 2; garages (public), 30; grocers, 55 (chain, 6); hardware, 8; jewelry, 8; meat markets, 12; men's furnishing, 12; men's clothing, 15; merchant tailors, 9; milliners, 10; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 8 (chain, 1); shoes, 8; sporting goods, 10; stationers, 2; women's apparel, 9.

Miscellaneous Data: Most pleasant months, June, Sept. and Oct., Doctors (medical, 30); (dentists, 18); (osteopaths, 2); number of wired houses, 4,500; street car service; gas, artificial; electric current, alternating; water, hard.

ASHLAND, WIS.

(Ashland County)

1920 Population, 11,334.

City and Suburban Estimate, 15,000.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 600.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 2; Total Resources, $4,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,500.

Location: On Chequamegon Bay, Lake Superior. Served by water and by the Northern Pacific, Northwestern, Omaha and Soo Rys. Also bus service to points in Northern Wisconsin.

Principal Industries: Pig iron foundries and shipments of iron ore to Lake Erie points from Gogebic range. Railroad center, Manufacture of lumber.

Manufacturing Establishments, 20. Leading firms: Charcoal Iron Co., Schroeder Lumber Co., Scott-Taylor Co., Bretting Mfg. Co.

Special Information: Has fine harbor on the Great Lakes, handling thousands of big boats each summer without the use of tugs. Ore and coal docks valued at six to eight million dollars.

Residential Features: Mostly one and two-story houses, no expensive residences.

Retail Shopping Section: Second Street about fifteen blocks long. Small grocery, confectionery stores and meat markets scattered all over the city.

Trading Area: Twenty-five miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; candies, 1; flour, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 50; confectioners including hotel stands), 60; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 12; department stores, 3; electrical supplies, 4; florists, 2; fruits, 40; furniture, 5; garages (public), 5; grocers, 65; hardware, 5; jewelry, 4; meat markets, 8; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; sporting goods, 4; stationers, 4; women's apparel, 2.

BARABOO, WIS.

(Sauk County)

1920 Population, 5,538.

Native Whites, 99%; **Foreign Born,** 1%; **Industrial Workers,** 70%; **English Reading,** 100%; **Families,** 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1; Evangelical, 1; Advent Christian, 1.

Banks: National, 1; State, 2; Total Resources, $4,950,000. Savings Bank Deposits Total, $584,975.92.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,300.

Location: Chicago & Northwestern R. R. Several bus and Truck lines.

Principal Industries: Farming, woolen mill, and small factories.

Manufacturing Establishments: Island Woolen Mills, McArthur Linen Mills, 2 Creameries, Branch of Janesville Clothing Co., Humane Stantion Works, Wrench Factory, Wholesale Grocery House, 3 Bakeries, 2 Wholesale Ice Cream Factories, General Refrigerator Car Repair Co.

Special Information: City located near Devils Lake, State Park, a great summer resort on main trails across country bringing thousands of tourists to the city. Wisconsin Dells are near here.

Residential Features: Mostly one-family homes, with beautifully kept lawns.

Retail Shopping Section: Branching in all directions from the Court House Square. Twelve blocks of business houses. Trading area extends from the city about 15 miles in four directions. Many come from 30 miles away by auto and C. & N. W. R. R. service. Estimated 10,000 trade here.

Trading Area: 15 miles.

Wholesale Houses: Groceries, 1; fruits, 1; Olympia Candy Kitchen, 3; ice cream factories, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 1; electrical supplies, 4; florists, 4; fruits, 3; furniture, 3; furriers, 1; garages (public), 7; grocers, 25; hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 12; shoes, 3; sporting goods, 2; stationers, 4; women's apparel, 4.

BEAVER DAM, WIS.

(Dodge County)

1920 Population, 7,992.

City and Suburban Estimate, 8,500.

Native Whites, 70%; **Foreign Born,** 30%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 2,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 2,650.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Greek, 1; Lutheran, 2.

Banks: National, 2; State, 1; Total Resources, $4,000,000; Savings Bank Deposits Total, $875,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,800.

Location: On C. M. & St. P. Ry. Northern Division.

Principal Industries: Malleable iron, shoes, stockings, barn equipment, silo, ranges, overalls.

Manufacturing Establishments, 8. Leading firms, Western Malleables Co., Malleable Iron Range Co., Bear Brand Hosiery Co., Weyenberg Shoe Co.

Residential Features: Mostly individual residences, few flats, most homes are owned by occupants.

Retail Shopping Section: Two blocks on Front Street, two blocks on Spring, one on Center all within four blocks of one another.

Trading Area: Extends within a radius of ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 10; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), delicatessen, 1; dressmakers, 8; druggists, 3; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 7; furniture, 3; furriers, 4; garages (public), 9; grocers, 18; hardware, 3; jewelry, 4; meat markets, 7; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 5; sporting goods, 1; stationers, 4; women's apparel, 6.

BELOIT, WIS.

(Rock County)

1920 Population, 21,284. (1925 Est., 27,000).

City and Suburban Estimate, 48,000.

Native Whites, 99%; **Negroes, under ½%; Foreign Born,** 8-10%; **Industrial Workers,** 40%; **English Reading,** 98%; **Families,** 6,000.

Schools: Public Grade, 9; High, 1; Junior High, 2; Number of Pupils, 5,000; College, 1—500 enrolled.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 1; State, 3; Total Resources $13,117,996.30 (1925); Savings Bank Deposits Total $4,350,809.27 (1925).

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), F-M Auditorium; Cong. Ch. Auditorium. Total number of seats, 5,300.

Location: Division point on the C. M. & St. P. R. R. and on through line of C. & N. W. Ry. Rockford and Interurban Railway runs from Rockford through Beloit to Janesville. Four bus lines run through Beloit or make it their terminal point. Good paved roads lead to all larger cities, Rockford, Chicago, Milwaukee, Madison. Nearest large city is ¾ hour by automobile; one hour by trolley and 35 min. by railroad.

Principal Industries: Farm engines; light plants; woodworking machinery; refrigerating plants; shoes; knitted goods; gas engines; windmills, home waterplants, feed grinders, sawmill and planing machinery; washing machines, hosiery; work clothing; gloves, twine, cordage, paint, disc-grinders; papermill machinery; auto-trailers; taps, dies; scales; paper and machine knives; patterns, castings, boxboard and other papermill products; showcases, concrete stone;

Manufacturing Establishments: More than 30; **Leading firms:** Fairbanks, Morse & Co.; P. B. Yates Machine Co; Beloit Iron Works.

Special Information: Average per capita wealth $1,850.00. Average household savings account $600.00. Working conditions ideal. Living standards high. Excellent educational system. Well equipped playgrounds and parks. Large Public Library—Seat of Beloit College.

Residential Features: Most of the homes in Beloit are owned by the families living in them. There are about 6,000 homes within a radius of three miles from post office. The streets are well-kept, most of them paved and the homes attractive and good to look upon.

Retail Shopping Section: State Street, (3 blocks); E. Grand Avenue, (2 blocks); W. Grand Avenue, (4 blocks); Fourth Street, (2 blocks).

Trading Area: Covers a radius of about forty miles. Good paved roads lead to Beloit. Southern Rock County; eastern Green County; northern Boone and Winnebago Counties; and all of Walworth County.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines: Cigarettes, cookies, oleo, soft drinks, candies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 145 (chain, 1); confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 25; druggists, 11; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 4; fruits, 12; furniture, 5; furriers, 1; grocers, 82 (chain, 2); hardware, 6; jewelry, 6; meat markets, 12; men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 4; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 25; shoes, 9; sporting goods, 10; stationers, 2; women's apparel, 14.

Miscellaneous Data: Doctors, (medical, 29); (dentists, 22); (osteopaths, 3); number of wired houses, 5,000; street car service; gas, artificial; electric current, alternating; water, hard.

BERLIN, WIS.

(Green Lake County)

1920 Population: 4,400.

City and Suburban Estimate: 6,475.

Native Whites, 95%; **Foreign Born,** 5%; **English Reading,** 75%; **Families,** 1,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 8; Number of pupils, 150.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 2.

Banks: National, 1; State, 1; Total Resources, $2,677,085.12; Savings Bank Deposits Total $902,000.

Theatres: Moving Pictures, 2; Total number of seats, 800.

Location: C. M. & St. P. Railroad. Nearest large city is 45 minutes by automobile; 1 hour by trolley and 1½ hours by railroad.

Principal Industries: Berlin Glove Company, Russell Glove Company, Russell Moccasin Company, Carnation Milk Products Company, Truesdall Fur Coat Company, Berlin Tanning and Manufacturing Company, Berlin Canning Company, Berlin Chapman Company.

Manufacturing Establishments: 2; **Leading firms:** Berlin Chapman Co., Russell Glove Company, Russell Moccasin Company.

Special Information: Near two attractive lakes, Green and Silver. Fine roads well paved, leading into city.

Residential Features: Mostly all homes with few apartment houses.

Retail Shopping Section: Four blocks; 8 streets.

Trading Area: 12 miles to 15 miles.

Wholesale Houses: Safford Produce Co., having fruit, meat and groceries.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 8; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 4; dressmakers, 28; druggists, 3 (chain, 1); dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 3; furriers, 1; garages (public), 10; grocers, 8 (chain, 3); hardware, 4; jewelry, 2; meat markets, 5; (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 50 degrees; months usually most pleasant, from May to November; doctors (medical, 4); (dentists, 5); (osteopaths, 1). Public Service: Gas, artificial; electric current, alternating.

CHIPPEWA FALLS, WIS.

(Chippewa County)

1920 Population, 9,130 (1925 est., 11,130).

City and Suburban Estimate: 14,000.

Native Whites, 100%; **English Reading,** 96%; **Families,** 2,262.

Schools: Public Grade, 5; High, 2; Junior High, 2; Parochial, 4. Number of pupils, 2,000.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 2; Total number of seats, 1,222.

Location: Northwestern, Soo Line, Milwaukee, Interurban Busses, Truck Lines. Nearest large city, 30 minutes by automobile; 45 minutes by trolley and railroad.

Principal Industries: Shoe factories, sugar factory, canning factory, pump factory, tire factory, foundry, mattress factory, broom factory, trunk factory, bottling works, brewery, hydro-electric plant.

Manufacturing Establishments: Chippewa Springs Co., shoe factory, hydro-electric plant, sugar factory, canning factory, pump factory, broom factory.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About 6 blocks center of city.

Trading Area: Twenty-two miles radius.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised products: Passenger automobile agencies, 11; commercial auto. agencies, 1; automobile accessories, 4; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 31; dressmakers, 8; druggists, 4 (chain, 2); dry goods, 4; department stores, 5; electrical supplies, 3; florists, 3; wholesale fruits, 1; furniture, 3; furriers, 1; garages (public), 11; grocers, 29 (chain, 3); hardware, 5; jewelry, 4; meat markets, 30; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 7; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees. Usually most pleasant months: April, May, June, July, Aug., Sept., Oct., Nov.; doctors (medical, 15); (dentists, 8); (osteopaths, 3); street car service; gas, artificial; electric current, direct; water, soft.

WISCONSIN (Cont'd)

EAU CLAIRE, WIS.

(Eau Claire County)

1920 Population: 20,906.

City and Suburban Estimate: 100,000.

Native Whites, 95%; Foreign Born, 5%; industrial Workers, 80%; English Reading, 100%; Families, 5,400.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of pupils, 4,963.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; State, 4; Total Resources $9,624,125.05; Savings Bank Deposits, Total $4,284,350.89.

Theatres: Legitimate, 2; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 7,200.

Location: C. & N. W., Soo Line, C. M. & St. P.; 100 miles east of St. Paul; 300 from Chicago; central distributing point for Northwestern Wisconsin; over 200 commercial travelers make this their headquarters. Nearest large city is St. Paul; 4 hours by automobile and 3 hours by railroad.

Principal Industries: Tires and tubes, paper, furniture and refrigerators, packing house products, shoes, lumber and box shooks, saddlery, creameries, canning factories, steam cookers, railroad equipment, pickling works.

Manufacturing Establishments: 87; Leading firms are: Gillette Rubber Co., Dells Paper & Pulp Co., Drummond Packing Co., Lange Canning Co., A. A. Cutter (shoes), N. W. Steel Co., (mfg. national steam cooker), Dells Lumber Co., J. H. Kaiser Lumber Co., Linderman Box Veneer Co., Eau Claire Box and Crating, Cold Storage Refrigerator Co., Pioneer Furn. Co., Phoenix Furn. Co.

Special Information: Eau Claire is the jobbing center of Northwestern Wisconsin—having 48 trains daily in and out. It is the commercial center for a radius of 100 miles. Fast becoming convention city of Northwestern Wisconsin. Good labor market, good transportation facilities and a ready market. Eau Claire and Chippewa Rivers will permit the development of almost unlimited water power. Over 300 acres of parks. 152 miles of streets.

Residential Features: Approximately 5,105 single family houses and 8 apartment houses.

Retail Shopping Section: Barstow Street, 12 blocks; River St., 7 blocks; S. Dewey St., 5 blocks; Eau Claire St., 3 blocks; So. Farwell St., 2 blocks; Galloway St., 2 blocks; Bellinger St., 4 blocks; Water St., 6 blocks; Gibson St., 2 blocks; Grand Ave., 3 blocks.

Trading Area: 50 miles north along line of C. N. W. Ry.; 50 miles east along line of Soo Ry.; 30 miles southeast along line of C. & N. W.; 20 miles south via State Trunk Hi'ways; 40 miles southwest along line of C. M. St. P. Ry. and 30 miles west along line of C. & N. W. and Soo Rys.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 15; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 9 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 10; druggists, 10 (chain, 1); dry goods, 5; department stores, 5; electrical supplies, 5; florists, 4; fruits, 2; furniture, 5; furriers, 3; garages (public), 11; grocers 66 (chain, 4); hardware, 6; jewelry, 4; meat markets, 20; men's furnishings, 12; men's clothing, 12; merchant tailors, 6; milliners, 13; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 14; shoes, 8; sporting goods, 7; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 43.93 degrees; average precipitation, 32.87 inches; most pleasant months, May, June, Sept., Oct.; doctors (medical, 34) (dentists, 22); (osteopaths, 2); number of wired houses, 5,000; street car service; gas, artificial; electric current, alternating; water, soft.

FOND DU LAC, WIS.

(Fond du Lac County)

1920 Population, 23,427. (1925, est. 31,236.)

City and Suburban Estimate, 68,000.

Native Whites, 75%; Negroes, 1-10%; Foreign Born, 24 9-10%; Industrial Workers, 20%; English Reading, 95%; Families, 7,200.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 6,520.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Greek, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, $12,599,590.91; Savings Bank Deposits Total, $6,086,801.90.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On south shore of Lake Winnebago. Beginning of fertile Fox River Valley. Served by C. & N. W., Soo Line and St. Paul R. R. and Wisconsin power and light company interurban line. Bus lines connect it with surrounding cities on all sides. Some thirty buses in and out daily besides the over 65 passenger trains. Nearest large city 1 hour by auto; 1½ hours by railroad.

Principal Industries: Leather, refrigerators cement blocks, lumber, candy, jewelry, gloves, shoes, tires, typewriters, wagons and sleighs, furniture, cheese factory equipment, railroad shops of Soo Line and C. & N. W. and caskets.

Manufacturing Establishments, 70. Leading firms: Fred Rueping Leather Co., Gurney Refrigerator Co., Sanitary Ref. Co., Menzies Shoe Co., Latex Tire Co., Demountable Typewriter Co., Fond du Lac Table Mfg. Co., Winnebago Furniture Co., Damrow Bros. Co. (cheese factory supplies), B. F. & H. L. Sweet Co., Moore & Galloway Lumber Co., Northern Casket Co. Total value of yearly output of factories estimated at 18 to 20 million dollars.

Special Information: Located in rich dairy district. Lake Winnebago is the largest lake entirely in one state in the Union and thousands of tourists visit Fond du Lac every summer. Highway 15 and 55 of the state road system lead through main street and form a solid cement highway from St. Louis on the south to the extreme end of Green Bay on the north, some 600 miles.

Residential Features: Mostly one-family residences. Growth has demanded the building of approximately 200 houses a year for past two years, and still building at the same rate.

Retail Shopping Section: Principally one street (Main) and extends a block off in east and west directions. Main shopping section is 10 blocks long. Neighborhood corners, including grocery, meats and general stores on a number of outlying corners.

Trading Area: About 10 miles north on west shore of Winnebago; 40 miles west, 30 miles south and 20 miles east, with a northeastern extension to 30 miles.

Wholesale Houses: Groceries, 2; fruits, 2; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 15; automobile accessories, 9; automobile tire agencies, 3; bakers, 6; cigar stores and stands (including hotels), 8 (chain, 2); confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 20; druggists, 15; dry goods, 6; department stores, 9; electrical supplies, 7; florists, 1; fruits, 90; furniture, 6; furriers, 3; garages (public), 17; grocers, 87 (chain, 7); hardware, 7; jewelry, 5; meat markets, 32 (chain, 1); men's furnishing, 11; men's clothing, 9; merchant tailors, 7; milliners, 13; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 15; restaurants (including hotels), 10; shoes, 15; sporting goods, 5; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 108; most pleasant months, May to Oct.; doctors (medical, 34); (dentists, 28); (osteopaths, 2); number of wired houses, 7,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement column 4

GREEN BAY, WIS.

(Brown County)

1920 Population, 31,017.

City and Suburban Estimate, 74,000.

Native Whites, 88.2%; Negroes, 0.1%; Foreign Born, 11.5%; Industrial Workers, 20%; English Reading, 90%; Families, 7,200.

Schools: Public Grade, 14; High, 3; Parochial, 11; Number of Pupils, 6,400.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 8; Lutheran, 5; Miscellaneous, 6.

Banks: National, 3; State, 8; Total Resources, **$17,190,000.**

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,400.

Location: Northeastern Wisconsin at mouth of Fox River on Green Bay. Four railway systems radiate from this point. Nearest large city 5 hours by auto, 8 hours by trolley, 4 hours by railroad.

Principal Industries: Four paper mills, cranes, paper novelties, fisheries, dairy products, coal docks, railway shops. canned vegetables, shipyards, flour, lumber, grass rugs, foundries, index files, wagons, gloves, sash, doors and blinds.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: About 18 blocks.

Trading Area: About 35 miles north and west, 15 miles south and 40 miles east to lake.

Wholesale Houses: Groceries, 5; meats, 5; hardware, 1; dry goods, 1; confectioners, 5; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 8; automobile accessories, 22; automobile tire agencies, 6; bakers, 11; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 57; dressmakers, 49; druggists, 36; dry goods, 12; department stores, 4; electrical supplies, 13; florists, 2; fruits, 15, furniture, 8; furriers, 3; garages (public), 18; grocers, 135 (chain, 12); hardware, 13; jewelry, 12; meat markets, 45 (chain, 1); men's furnishings, 4; men's clothing, 20; merchant tailors, 4; milliners, 16; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 16; restaurants (including hotels), 34 (chain, 1); shoes, 26; sporting goods, 4; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 44 degrees; average number of rainy days per twelve months, 115; most pleasant months, June to Oct.; Doctors (medical, 50); (dentists, 35); (osteopaths, 2); number of wired houses, 8,000; street car service; gas, artificial; electric current, alternating; water, hard.

JANESVILLE, WIS.

(Rock County)

1920 Population, 18,293. (1925 Est. 20,785).

City and Suburban Estimate, 90,000.

Native Whites, 83.3%; Negroes .3%; Foreign Born, 16.3%; Industrial Workers, 20%; English Reading, 94%; Families 4,300. German, Irish and Norwegian are the predominating races of Foreign Born Population. Percentage of illiterates .9%.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 3; Vocational, 1; Number of pupils 3,842; Number of teachers, 125.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 3; Total Resources, $9,788,741.86; Total Savings Bank Deposits, $3,770,237, 12.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous, (Auditoriums, etc.), 2; Total number of seats, 4,480.

Location: In the center of Rock County on Rock River. Geographical entrance to center and west of state. Radiating point for five cross-state highways. On C. M. & St. P. Ry. with lines to Chicago, Milwaukee, Madison and points west. Also on C. & N. W. Ry. main line between Chicago, Minneapolis, St. Paul and Duluth. Also connections over this line for Madison, Fond du Lac and points north. Rockford & Interurban Line runs south through Beloit and Rockford carrying passengers and freight. Makes connections for Chicago. Excellent bus service can be had from Janesville to strategic points within a 75-mile radius of Janesville. Nearest large city (Madison) is 1¼ hours by auto and 1 hour by railroad. Milwaukee is 2½ hours by auto and railroad. Chicago is 3¾ hours by auto and 3 hours by railroad.

Principal Industries: Number of factories, 85; include: automobile—assembly, automobile body manufacture, fountain pen manufacture, porch shades, union suits, sweaters, bathing suits, cotton bats, shirts and overalls, woolen fabrics, coaster wagons, sugar refining, steel fencing, furniture, cigar and paper boxes, thread, metal stampings, foundry, tents, and awnings, corsets and brassieres, lightning rods, shearing machines, spark plugs, tobacco, tools, portable conveyors, and canning.

Manufacturing Establishments, 85. Leading firms, Parker Pen Co., Chevrolet Motor Co., Fisher Body Corp., Lewis Knitting Co., Janesville Shirt & Overall Co., Hough Porch Shade Co., Rock River Cotton Co., Rock River Woolen Mills, Janesville Products Co., Rock River Sugar Co., Bower City Stamping Co., Wisconsin Thread Co., Janesville Fence & Post Co., Gossard Corset Co., Hanson Furniture Co., Northrup Tent & Awning Co., Northern Conveyor Co., Bower City Canning Co., Janesville Cabinet Works. The total value of the yearly output of these factories is estimated at $28,000,000.

Special Information: Located in the heart of the rich dairying region of Wisconsin, and with great diversity of industry within its city limits. The value of dairy products and general field crops raised in Rock County will total over $14,000,000.00 in 1925. The Janesville City Annual Industrial payroll is over $5,000,000.00. Rock County is the third county in the state in point of automobile registration, having over 12,000 passenger cars in 1925. The assessed valuation for Janesville, 1925, is $27,406,993.00. In 1925, Janesville subscribed and is building a $100,000 Y.M.C.A. Building, completed 4½ miles of concrete streets as the completion of a two-year nine-mile paving program; bought, planned, and organized a new municipal park with a new 9-hole golf course.

Residential Features: The city has mostly one-family frame and brick houses. There are several apartment houses. The city has no tenement sections. The average valuation for a home is $5,000.

Retail Shopping Section: Extends from Main and Milwaukee Sts., the geographical center of the city 4 blocks south on S. Main St., 4 blocks north on N. Main St., 11 blocks west on W. Milwaukee St., and 4 blocks east on E. Milwaukee St. There are three outlying retail business sections with the usual retail meat, grocery and confectionery stores. Note: The streets parallel to Main St. for 11 blocks west and 4 blocks east are business streets for the same length as Main St. Considerable development is going on in this district.

Trading Area: Extends about ten miles south and about 25 southeast, east, north, west and southwest. Much trade is secured from 25-mile radius and even greater distances, due to the fact that Janesville is the radiating point for five state highways, seven main railway lines and many Southern Wisconsin bus services. There are 28 towns in this section that consider Janesville as the hub of their trading area.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; dry goods, 1; auto supplies, 1; auto tires, 2; candy and confections, 1. beverages, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 25; commercial auto agencies, 12; automobile accessories, 26; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 67; dressmakers, 15; druggists, 9 (chain, 1); dry goods, 9; department stores, 4; electrical supplies, 6; florists, 5; furniture, 4; garages (public), 29; grocers, 52 (chain, 5); hardware, 5; jewelry, 5; meat markets, 17 (chain, 1); men's furnishings, 11; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 16; restaurants (including hotels), 34; shoes, 10; sporting goods, 5; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, May, June, Sept. and Oct.; doctors (medical, 35); (dentists, 17); (osteopaths, 3); number of wired houses, 4,005; street car service; gas, artificial; electric current, alternating; extremely hard artesian well water.

LA CROSSE, WIS.

(La Crosse County)

1920 Population, 30,421. (1925 Est., 31,363).

City and Suburban Estimate: 45,000.

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 10,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 5; Normal, 1; State Vocational, 1; Number of Pupils, 7,400.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 13.

Banks: National, 2; State, 4; Total Resources, $15,824,378.30; Savings Bank Deposits Total $5,473,162.08.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: Main lines of Chicago, Burlington, & Quincy; Chicago, Milwaukee & St. Paul; Chicago and Northwestern Railroads, on direct routes between Chicago, Twin Cities and Pacific Coast. On Mississippi River, with barge transportation of freight. Nearest large city is 7 hours distant by automobile, 5 hours by railroad.

Principal Industries: Rubber footwear, automobile gauges, lumber and mill-work, boots and shoes, candies and crackers, agricultural implements.

Manufacturing Establishments: 60; Leading firms: La Crosse Rubber Mills Co., National Gauge & Equipment Co., J. B. Funke & Co. (candies), La Crosse Garment Co. (house dresses, aprons, etc.), Wisconsin Pearl Button Co. Total value of yearly output of factories estimated at $22,305,406.00.

Special Information: Situated in midst of prosperous dairy country. Trade area is 45-mile radius, with trade population of 175,000. Scenic beauties of this region attract thousands of automobile tourists annually. Three transcontinental auto highways lead to La Crosse.

Residential Features: La Crosse is essentially a city of homes, there being a scant dozen apartment buildings, only one of which is large and important. There are about 7,000 houses in La Crosse, the majority of which are single family homes, only about ten per cent are duplex or double duplex type. Fully 60% of these homes are occupied by owners. Over 300 homes built in last two years.

Retail Shopping Section: Main St. from 2nd to 6th (4 blocks). Third St., from Main to Pearl (1 block). Fourth St., from State to Jay (3 blocks). Pearl St., from 2nd to 4th (2 blocks).

Trading Area: North to Black River Falls (52 miles). East to New Lisbon (65 miles). South to Prairie du Chien (60 miles). East to Spring Valley, Minn. (50 miles).

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines: drugs, plumbing supplies, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 3 exclusive; automobile tire agencies, 5; bakers, 5; total cigar stores and stands (including hotels), 9 (chain, 1); confectioners (including hotel stands), 43; delicatessen, 2; dressmakers, 35; druggists, 16 (chain, 1); dry goods, 16; department stores, 2; electrical supplies, 10; florists, 9; fruits, 1; furniture, 8; furriers, 3; garages (public), 12; grocers, 112 (chain, 3); hardware, 9; jewelry, 12; meat markets, 35 (chain, 1); men's furnishings, 15; men's clothing, 15; merchant tailors, 12; milliners, 14; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 40; shoes, 19; sporting goods, 5; stationers, 4; women's apparel, 14.

Miscellaneous Data: Average temperature, 46.1 degrees; average number of rainy days, 117; usually the most pleasant, May, June, July, August, September, October and first part of November; doctors (medical, 34), (dentists, 33), ((osteopaths, 2); number of wired houses, 6,500; street car service; gas, artificial; electric current, alternating, water, hard.

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News and advertising accomplishments prove it conclusively.
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Over 9000 Gross Daily

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WISCONSIN (Cont'd)

KENOSHA, WIS.

(Kenosha County)

1920 Population, 40,472.

City and Suburban Estimate, 55,000.

Native Whites, 68.3%; Negroes, .3%; Foreign Born, 31.4%; Industrial Workers, 27%; English Reading, 80%; Families, 8,098.

Schools, Public Grade, 17; High, 1; Junior High, 3; Parochial, 8; Number of Pupils, 10,163.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 9; Miscellaneous, 14.

Banks: National, 3; Total Resources, $16,778,000; Savings Bank Deposits Total, $8,419,600.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,050 (theatres only).

Location: On Lake Michigan midway between Milwaukee and Chicago. Served by Chicago Northwestern Railway, Chicago North Shore & Milwaukee Railway, Milwaukee, Racine & Kenosha Electric Line, and motor buses running north, south and west. Nearest larger city is ½ hr. by auto or trolley and 15 minutes by railroad.

Principal Industries: Fire apparatus, automobiles, machinery supplies, metal beds and furniture, wire rope, hosiery, underwear, plumbing supplies, brass rods, sheets, tubes and shapes, furniture, mattresses, springs, auto and bicycle lamps, wagons, leather.

Manufacturing Establishments, 20. Leading firms: Simmon Co., Nash Motors, Allen Tannery, Allen Co., Cooper Underwear Co., American Brass Co., Frost Mfg. Co., Hannah's Mfg. Co., Bain Wagon Co., Vincent-Alward Co., MacWhyte Co., Hall Lamp Co., Wells Machine Co., Peter Pirsch & Sons' Co. Total value of yearly output of factories estimated at $110,800,000.

Special Information: Very low death rate. Sixty-five per cent of Kenosha people own their own homes. Monthly payroll over $2,000,000. Over 6,000 automobiles owned in the city. City manager form of government.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Main business section comprised of about 16 city blocks.

Trading Area: Extends about five miles north, thirty miles west, and ten miles south.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 4; Miscellaneous Lines, Tobacco, 2; Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 43; automobile tire agencies, 10; bakers, 16; cigar stores and stands (including hotels), 200; confectioners (including hotel stands), 275; delicatessen, 5; dressmakers, 22; druggists, 15; dry goods, 27; department stores, 8, electrical supplies, 14; florists, 5; fruits, 6; furniture, 11; furriers, 1; garages (public), 23; grocers, 145 (chain, 20); hardware, 10; jewelry, 10; meat markets, 70 (chain, 5); men's furnishing, 19; men's clothing, 19; merchant tailors, 20; milliners, 17; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 39; shoes, 26; sporting goods, 7; stationers, 7; women's apparel, 11.

Miscellaneous Data: Average temperature, 72 degrees; most pleasant months, Sept. and October; doctors (medical, 45); (dentists, 25); (osteopaths, 3); number of wired houses, 6,500; street car service; gas, artificial; electric current, alternating; water, hard (lake).

See announcement columns 3 and 4

MADISON, WIS.

(Dane County)

1920 Population, 38,378.

City and Suburban Estimate, 50,000.

Native Whites, 86%; Negroes, .6%; Foreign Born, 13.4%; Industrial Workers, 11%; English Reading, 97%; Families, 10,213. (7,200 pupil population not included in census figures.)

Schools: Public Grade, 15; High, 3; Junior High, 2; Parochial, 7; Number of Pupils, 9,102; University of Wisconsin, 7,200.

Churches: Baptist, 2; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 19.

Banks: National, 2; State, 8; Total Resources, $30,896,655; Trust Companies, 3.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 12,600.

Location: In south central Wisconsin on the Four Lakes. Served by the Chicago and North Western, Chicago, Milwaukee & St. Paul, and the Illinois Central railroads. Very good bus service in practically all directions. Motor truck service also in several directions. Nearest larger city 3 hrs. by auto or railroad.

Principal Industries: Machine tools, turret lathes, dry cell batteries, including radio batteries, flashlights, lubricators, hospital furniture, time-recording devices, chemicals, farm machinery, gas engines, shoes, drugs, candy, sugar, rennet extract, cheese color, ice cream and butter.

Manufacturing Establishments, 60. Leading firms: Gisholt Machine Co., Fuller & Johnson Mfg. Co., Burgess Battery Co., French Battery & Carbon Co., Madison-Kipp Lubricator Corp., Scanlan-Morris Co., Badger State Shoe Co., General Laboratories, Marschall Dairy Laboratory, Madison Plow Co., M. W. Keeley, Teckemeyer Candy Co., Madison Candy Mfg. Co., Kennedy Dairy Co., Mansfield Caughey Co., and the American Ice Cream Co. Total value of output of factories estimated at $16,000,000.

Special Information: Madison is nearer the center of population in Wisconsin than any other city. In the heart of the richest dairy region in America. An important battery center, one-tenth of the batteries and dry cells made in the country being made here.

Residential Features: Mostly one and two-family houses. A few apartment houses, 14 having 10 or 12 apartments, and one having 34 apartments. Three very fine suburbs, Nakoma, Lakewood, Shorewood. A large percentage of the people own their own homes.

Retail Shopping Section: The streets around the Capitol Square and State and King Sts. are principal shopping district, and terminal for street cars and bus lines from other cities. Pinckney St. 3 blocks, Main St. 4 blocks, Carroll St. 3 blocks, Mifflin St. 3 blocks, State St. 6 blocks, King St. 2 blocks. There are five outlying retail business sections and several smaller "neighborhood" sections with the usual grocery and meat shops.

Trading Area: The retail trade area takes in a 40-mile radius around the city; has a population of 305,000.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 6; hardware, 1; dry goods, 1; miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 10; automobile accessories, 6; automobile tire agencies, 10; bakers, 24; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 31; delicatessen, 3; dressmakers, 60; druggists, 45; dry goods, 30; department stores, 5; electrical supplies, 15; florists, 5; fruits, 6; furniture, 6; furriers, 5; garages (public), 15; grocers, 125 (chain, 33); hardware, 16; jewelry, 12; meat markets, 48 (chain, 2); men's furnishing, 1; men's clothing, 23; merchant tailors, 24; milliners, 7; opticians, 5; photographers, 13; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 64, shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 36 degrees; average number of rainy days per twelve months, 112; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 100), (dentists, 75); (osteopaths, 8); number of wired houses, 13,686; street car service; gas, artificial; electric current, alternating; water, hard.

MANITOWOC, WIS.

(Manitowoc County)

1920 Population, 17,354; (1925 est., 20,000).

City and Suburban Estimate, 60,000.

Native Whites, 87.1%; Negroes, .1%; Foreign Born, 12.8%; Industrial Workers, 53%; English Reading, 91%; Families, 4,176.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 1; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 8,000.

Location: On west shore of Lake Michigan. Served by the Chicago & North Western Railway, Soo Line, and served by steamships on all Lake Michigan ports. The Goodrich & Hill steamboat lines and the Ann Arbor and Pere Marquette lines run in and out daily. Excellent bus service to south, west and northern part of the State.

Principal Industries: Manitowoc being a leading aluminum center has for its largest industry aluminum, next comes its large shipbuilding corporation, and another being the cement industry. Ranking in proportion are woodworking, furniture, and boiler works.

Manufacturing Establishments, 23. Leading firms: The Aluminum Goods Mfg. Co., The Manitowoc Shipbuilding Corp., Portland Cement Co., The Burger Boat Co., The American Seating Works; The Weise Laboratory Furniture Co. Total value of yearly output of factories estimated at $41,000,000.

Special Information: The excellent bus and train service of Manitowoc makes it the shopping center of a 30-mile radius.

Residential Features: Mostly one and two-family homes. Manitowoc has no special residential features to speak of, all classes of people mingle and live in about the same sections. Private homes predominate.

Retail Shopping Section: Extends from 25th and Washington Ave. to 8th and Washington Ave. down to Buffalo St. N., which forms the heart of the business section. Washington and 8th Sts. are business streets of 15 blocks in length. There are the usual smaller "neighborhood" sections with the usual grocery, confectionery, meat, and other small shops.

Trading Area: Extends about 30 miles west, 15 miles northeast and 20 miles south. A large amount of business is secured from tourists that travel through this city, 3 months of the year, June, July and August. The city has provided excellent tourists parks, where we have tourists camping and registering up to 55 per day. A large amount of business is secured from Two Rivers, 7 miles east of here.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 9; bakers, 9; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 51; delicatessen, 2; druggists, 7; dry goods, 10; department stores, 8; electrical supplies, 5; florists, 4; fruits, 2; furniture, 5; garages (public), 21; grocers, 50; hardware, 8; jewelry, 4; meat markets, 16; men's furnishing, 8; men's clothing, 8; merchant tailors, 7; milliners, 5; opticians, 2; photographers, 3; pianos (including miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 8; shoes, 10; sporting goods, 7; stationers, 3; women's apparel, 8.

MARINETTE, WIS.

(Marinette County)

1920 Population, 13,610.

City and Suburban Estimate, 45,000.

Native Whites, 65%; Negroes, 1%; Foreign Born, 34%; Industrial Workers, 25%; English Reading, 95%; Families, 2,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 8; Number of Pupils, 5,621.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4; Lutheran, 5.

Banks: National, 2; State, 2; Total Resources, $6,450,000. Savings Bank Deposits Total, $6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,355.

Location: On deep water harbor on Green Bay opening off Lake Michigan. Served by Chicago & Northwestern, Chicago, Milwaukee & St. Paul and Ann Arbor and Wisconsin & Michigan R. R. in conjunction with the Soo Line. Nearest larger city is 1¾ hours by auto and 1½ hours by railroad.

Principal Industries: Paper, lumber, and lumber products, pianos, cutlery, specialties, gloves, excelsior, knitted goods, granite monuments, matches.

Manufacturing Establishments, 25. Leading firms: Sawyers Goodman Co., Marinette & Menominee Paper Co., Victory Bag & Paper Co., Marinette Knitting Mills, Boreal Mfg. Co., Pike River Granite Co., Kreiter Piano Co., Aerial Cutlery Co., Marinette Green Bay Mfg. Co. Total value of yearly output of factories estimated at $7,000,000.

Special Information: Leading lumber manufacturing center in the state. Some of the greatest hardwood forests left standing in the Northwest are to be found within 50 miles of the city.

Residential Features: Mainly one and two-family houses. A few flats, but no tenements. Many beautiful residences are to be found throughout the city, principally on Riverside Ave., Marinette Ave. and State St.

Retail Shopping Section: Centers on Dunlap Square and extends up Main St. four blocks and down Hall Ave. for 5 to 8 blocks. Small neighborhood stores distributed liberally throughout the city.

Trading Area: Extends approximately 20 miles south, 40 to 50 miles north and northwest and 25 to 30 miles west.

Wholesale Houses: Groceries, 1; dry goods, 1; butter, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 19; dressmakers, 35; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 7; furniture, 2; furriers, 2; garages (public), 11; grocers, 43 (chain, 1); hardware, 3; jewelry, 6; meat markets, 16; men's furnishing, 6; men's clothing, 3; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 44.4 degrees; average number of rainy days per twelve months, 105; most pleasant months, June, Oct., Nov.; doctors (medical, 10), (dentists, 12), (osteopaths, 1); number of wired houses, 3,657; street car service; gas, artificial; electric current, alternating; water, hard.

MARSHFIELD, WIS.

(Wood County)

1920 Population, 7,394.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 99%; Families, 2,700.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 2,200.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $4,226,455.92. Savings Bank Deposits Total, $4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Geographic center on Soo, Chicago & Northwestern and Omaha railroads. Nearest larger city 8 hours by auto and 6 hours by railroad.

Principal Industries: Cheese and butter, steel culverts and barn equipment, veneer and wood products, furniture and rough lumber, beds, mattresses, springs, etc.; cheese and butter tubs, canvas gloves, flour mills, rennet and dairy equipment, milk cans, lightning rods, cannery factory, pickle factory, two creameries.

Manufacturing Establishments, 25. Leading firms: Roddis Lumber Co., Upham Furniture

Continued on page 272

KENOSHA—

Judged BEST city in Wisconsin in Better Cities Contest of State Oct. 28, 1925.

Situated in best industrial section of the United States.

Cosmopolitan population of 50,000.

Covered by *One* Evening Newspaper with a net paid circulation of over 10,000.

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Kenosha, Wisconsin

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WISCONSIN

Has The Ability To Buy— And The Willingness To Spend

Constant Wisconsin! The state that knows no "ups and downs" of depression and inflation that are common to others of the forty-nine. Peopled largely by dairy farmers of the highest type who always make money, and industrial workers of the finest class who are home-builders and splendid citizens!

Facts About Wisconsin—

—Gained 3,853 farms from 1920 to 1925. Only state east of the Mississippi in North Central Group to show a gain.
—In October, 1925, the U. S. Census Dept. of Agriculture reported Wisconsin Crops best of any state from the Atlantic to the Rockies.
—Potato Crop value for 1925 will exceed $20,000,000.
—Bumper Tobacco Crop will go well over $6,000,000 this year.
—An authoritative estimate of Corn Crop puts it over $66,000,000.
—Wisconsin has more dairy cows that are worth more money and that produce more milk—than any other of the United States.
—The 1925 Milk Production Aggregate Value will exceed $200,000,000.
—Tremendous versatility in manufacture makes a depressed period, generally, hardly possible.
—Wisconsin increased its ownership of automobiles 60,649 in the year 1925 over 1924. Has a total of 534,662 motor vehicles.

FOR COVERAGE OVER THIS RICH STATE "The Wisconsin Daily Newspaper League" Offers The Best White Space Buy In America

Twenty-nine newspapers with 205,000 Net Circulation. The territory influenced by these newspapers comprises 1,250,000 buyers. The manufacturer can secure Standardized Merchandising Service from this group that is invaluable to him. Trade Route Lists, General Market Statistics, and Specific Market Surveys will be furnished the advertiser on request. Here are twenty-nine prosperous communities massed into one high powered market. Complete coverage at low cost.

Wisconsin Daily Newspaper League

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Antigo Journal
Ashland Press
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Beloit News
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Eau Claire Leader-Telegram
Fond du Lac Commonwealth
Janesville Gazette
Kenosha News
La Crosse Tribune and Leader Press
Wisconsin State Journal (Madison)
Manitowoc Herald-News
Marinette Eagle-Star
Marshfield News
Merrill Herald
Monroe Times
Oshkosh Northwestern
Portage Register-Democrat
Racine Journal-News
Rhinelander News
Sheboygan Press-Telegram
Stevens Point Journal
Stoughton Courier-Hub
Superior Telegram
Watertown Times
Waukesha Freeman
Wausau Record-Herald
Wisconsin Rapids Tribune

WISCONSIN (Cont'd)

Marshfield (con't)

Co., Felkers Bros. Mfg. Co., Blum Bros. Box Factory, Johnson Glove Co., M. Bedding Co., M. Milling Co., M. Mfg. Co.; Kraft Bros. Cheese Co., Blodgett Cheese Co., Ripon Co., Puerner Creamery Co., etc.

Special Information: Large manufacturing and shipping point for cheese. Excellent railroad service on two concrete state highways, with total of 14 miles paved streets in city and 140 in county.

Residential Features: Mostly one-family houses with about 60% owning their own. Valuation of homes average about $6,000.

Retail Shopping Section: Central Ave. for 16 blocks, with a few outlying grocery stores in outlying residential or industrial sections of city and for 14 blocks along Central Ave. business houses prevail for a block each way.

Trading Area: From 30 miles west, 40 miles north, 20 miles east and 20 miles south.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous Lines, butter, eggs, farm produce, foodstuffs, 1 each.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar store and stands (including hotels), 50; confectioners (including hotel stands), 50; dressmakers, 15; druggists, 3; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 1; fruits, 25; furniture, 3; garages (public), 20; grocers, 25 (chain, 1); hardware, 6; jewelry, 2; meat markets, 11; men's furnishing, 9; men's clothing, 9; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 3; sporting goods, 8; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 75; most pleasant months, May to Sept., inclusive; doctors (medical, 15), (dentists, 8); number of wired houses, 900; no street car service; gas, natural; electric current, alternating; water, hard.

MERRILL, WIS.
(Lincoln County)

1920 Population, 8,068.

Native Whites, 6,468; Foreign Born, 1,600; Industrial Workers, 85%; English Reading, 76%; Families, 800.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, Lutheran, 4; Seventh Day Adventist, 1.

Banks: National, 1; State, 2; Total Resources, $3,000,000. Savings Bank Deposits Total, $1,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,000.

Location: C. M. & St. P. Ry. On Wisconsin River and Prairie River 18 miles north of C. & N. W. main line; 32 miles south of Bradley, important distribution point of Soo R. R. Nearest larger city 10 hours by auto and 12 hours by railroad.

Principal Industries: Lumber, woodworking, paper, toys, candies, knit goods, pulp, electric power, machinery supplies.

Manufacturing Establishments, 20. Leading firms: Stange Lumber Co., Kinsel Lumber Co., Merrill Woodenware, Lincoln Box, Merrill Handle Co., Anson-Gilkey, Hurd, Heineman Lumber Co. and Grandfather Falls Co. Total value of yearly output of factories estimated at $30,000,000.

Special Information: Water power sites on the Wisconsin River, now being harnessed, provide electric power. Merrill is situated in center of dairy and rich agricultural area.

Residential Features: Majority one-family homes and few two-home residences. Private homes predominate. Merrill has residential district that is noted throughout the Middle West for its natural scenic beauty. Magnificent homes.

Retail Shopping Section: Eastern section extends from Park St. on Main St. to Blaine St. Western section of business district is enveloped in a triangle, as follows: Four blocks on Grand Ave., 3 blocks on West Main St., and 5 blocks on State St. South and North Foster St. and West Main St. in the Sixth Ward.

Trading Area: Extends about 28 miles west, east and north. Intermittent business is secured from people living at a greater distance on account of the fine railroad and bus transportation service.

Wholesale Houses: Meats, 1; fruits, 1; ladies' garments, 1; knitting mills, 3; shoes, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 18; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 45; dressmakers, 20; druggists, 14; dry goods, 15; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; furriers, 2; garages (public), 14; grocers, 30 (chain, 2); hardware, 7; jewelry, 3; meat markets, 15; men's furnishing, 10; men's clothing, 12; merchant tailors, 4; milliners, 11; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 10; sporting goods, 7; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 53; most pleasant months, May, June, July, Sept., Oct., Nov.; doctors (medical, 15), (dentists, 10), (osteopaths, 2); no street car service; gas, artificial; electric current, alternating; water, soft.

MILWAUKEE, WIS.
(Milwaukee County)

1920 Population, 457,147.

City and Suburban Estimate, 558,630.

Native Whites, 75.4%; Negroes, .5%; Foreign Born, 24.1%; Industrial Workers, 22%.

Schools: Public Grade, 78; High, 8; Parochial, 42; Lutheran, 35; Non-sectarian, 7; Number of Pupils, 107,470.

Churches: Baptist, 13; Christian Science, 5; Congregational, 13; Episcopal, 10; Hebrew, 9; Methodist, 26; Presbyterian, 12; Roman Catholic, 48; Miscellaneous, Adventist, 3; Christian, 2; Evangelist, 7; Lutheran, 68.

Banks: National, 8; State, 44. Savings Bank Deposits Total, $75,901,136.99. Total Deposits, $232,876,902.00.

Theatres: Legitimate, 3; Moving Pictures, 68; Vaudeville, 3; Burlesque, 3; Miscellaneous, (Auditoriums, etc.), 41. Milwaukee Auditorium seating 10,000. Total number of seats, 75,000.

Location: Chicago & Northwestern, Chi., Mil. & St. Paul, Soo Line, Chi. & North Shore steamboat lines, Wisconsin & Michigan Trans., Grand Trunk, Pere Marquette, W. S. Goodrich Transit Co., Peninsula & Northern Nav. Co., freight and passenger service across lake and to Chicago. Located on Lake Michigan, mouth of Milwaukee River, Milwaukee has ideal location for commercial purposes. Bus lines to all parts of the state, excellent trans-lake car-ferry system. Nearest larger city 4 hours by auto, 2½ hours by trolley, 2 hours by railroad.

Principal Industries: Machinery manufacturing, leather and tanning, soap, candy, cheese, paint, glass, motorcycle, auto parts, dairying, farming, trucks, utensils, doll vehicles, shoes, grain, textiles and hosiery.

Manufacturing Establishments, 1,700. Leading firms: Allis-Chalmers Mfg. Co., Robert A. Johnston Co., Palmolive Co., Elines, Inc., Holeproof, Phoenix and Everwear Hosiery Companies, Pabst Corp., Bucyrus Co., (steam shovels), Cutler Hammer Co., Harley Davidson Co.,- National Enameling & Stamping Co. Total value of yearly output of factories estimated at $650,-154,192.00; 111,680 employes.

Special Information: Eleven of Milwaukee manufacturing plants are the largest of their kind in the country.

Residential Features: Mostly duplex flats and single dwellings. More than 24,898 duplexs. Two fine suburbs, Wauwatasa and Shorewood. Manufacturing district well confined.

Retail Shopping Section: Extends about 20 blocks on Wisconsin St. and on Grand Ave. east from lake about six blocks north from Grand. Three outlying business and shopping centers as well as neighborhood groups of small stores.

Trading Area: Thirty miles south and west and about 20 miles north. Less frequent, but steady, trade from all over state and from upper Michigan.

Wholesale Houses: Groceries, 75; meats, 25; fruits, 9; hardware, 6; dry goods, 18; miscellaneous lines, 98. Jobbers cover entire state.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 245; commercial auto. agencies, 34; automobile accessories, 99; automobile tire agencies, 132; bakers, 263; cigar stores and stands (including hotels), 263 (chain, 10); confectioners, (including hotel stands), 265; dressmakers, 26; druggists, 320 (chain, 9); dry goods, 160; department stores, 19; electrical supplies, 75; florists, 112; fruits, 69; furniture, 101; furriers, 49; garages (public), 238; grocers, 2,327 (chain, 186); hardware, 112; jewelry, 125; meat markets, 677 (chain, 10); men's furnishing, 79; merchant tailors, 70; milliners, 98; opticians, 16; photographers, 87; pianos (and miscellaneous musical instruments), 91; radio supplies, 75; restaurants, 368 (chain, 2); shoes, 393;, sporting goods, 95; stationers, 15; women's apparel, 187.

Miscellaneous Data: Average temperature, 45.9 degrees; average number of rainy days per twelve months, 124; most pleasant months, May to September inclusive; doctors (medical, 730), (dentists, 510), (osteopaths, 16); number of wired houses, 99,381; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement this page

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WISCONSIN (Cont'd)

MONROE, WIS.

(Green County)

1920 Population, 4,788.

City and Suburban Estimate, 6,000.

Native Whites, 75%; **Foreign Born,** 25%; **English Reading,** 95%; **Families,** 1,100.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,280. One Normal School.

Churches: Christian Science, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, Universalist, Union, Lutheran, United Brethren in Christ.

Banks: National, 1; State, 2; Total Resources, $5,030,498.55, June 31, 1925. Savings Bank Deposits Total, $1,427,084.98, June 31, 1925.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,100.

Location: Southern part of Green County, Wis., on the C. M. & St. Paul R. R. & Illinois Central. Excellent bus service to Madison three times daily, to Janesville twice daily and to Freeport twice daily. Concrete roads east, west, north and south through county, State, Trunks 31, 20, 61 and 59 intersect in Monroe, county seat. Nearest larger city, 1 hour by auto, 1½ hours by railroad.

Principal Industries: Dairying, Borden's Condensed Plant, Blumer Products Co., Harvey-Gifford Paper Products Co., Monroe Dairy Products Co., Monroe is the center of the Swiss cheese industry in the U. S., Green County produring $7,418,491 in Swiss cheese, $320,742 in limburger and $2,670,218 in brick, total $12,406,135 in cheese production. Population of Green County, 23,000. Per capita of wealth, $3,200.

Manufacturing Establishments, 4. Leading firms, as above mentioned.

Special Information: Monroe is the county seat of Green. Very easily reached by auto due to the fact that concrete roads lead from all directions. Settled by Swiss, from the mighty Alps, Switzerland, in 1845.

Residential Features: Mostly one- and two-family homes. Private homes predominate. Fine residential district all directions from the public square, estimated value about $5,000 each.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) one block each direction. There are two outlying business sections (retail) with the usual grocery, confectionery, meats and small shops. Also wholesale cheese storage cellars at C. M. & St. Paul Railway.

Trading Area: North 20 miles, east 16 miles, south 12 miles, west 10 to 15 miles. Very good trade is secured at intermittent periods due the fine concrete roads, and excellent bus service passing through the smaller cities surrounding.

Wholesale Houses: Foreign type cheese, 10.

Number of Retail Outlets for Nationlaly Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 2; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; furriers, 1; garages (public), 6; grocers, 11 (chain, 2); hardware, 4; jewelry, 4; meat markets, 7; men's furnishing, 4; men's clothing, 4; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 8; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 65; most pleasant months, May to November; doctors (medical, 7), (dentists, 6), (osteopaths, 1); number of wired houses, 1,900; no street car service; gas, artificial; electric current, alternating; water, hard.

OSHKOSH, WIS.

(Winneboga County)

1920 Population, 33,162.

City and Suburban Estimate, 100,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 23%; **English Reading,** 95%; **Families,** 8,650.

Schools: Public Grade, 11; High, 2; Junior High, 1; Parochial, 10; Number of Pupils, 7,091. State Normal.

Churches: Baptist, 2; Christian Science, 3; Congregational, 2; Episcopal, 4; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 6. Miscellaneous, Lutheran, 12.

Banks: National, 2; State, 2; Total Resources, $15,809,298; 1 Trust Co.. Savings Bank Deposits Total, $12,754,901.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 6,000.

Location: Heart of the Fox River Valley direct water route to Great Lakes, via Green Bay. West Shore of Lake Winnebago at mouth of Fox, served by Chicago & Northwestern, Soo Line, C. M. & St. Paul Ry. Entire Fox River Valley connected with Interurban Electric Service and bus lines as feeders to all the important points of state. Center of dairying industry. 31 passenger and 40 freight arrive and depart daily on steam lines. Nearest larger city 3½ hours by auto, 3 hours by railroad.

Principal Industries: Metal, 1; 29 factories, including auto. trucks, gas engines, boilers, farm lighting plants, concrete mixers, tools. castings of all sorts, washing machines, etc. Woodworking, 24 factories, including sashes, doors, blinds, millwork, auto bodies, boxes, caskets, furniture, matches, toys, store and office fixtures, trunks, wagons, cisterns and tanks. Textile mills, a leather factory including shoes. Dairy products

Manufacturing Establishments, 153. Leading firms: Diamond Match Co., Paine Lumber Co., Morgan Millwork Co., Oshkosh Overall Co., (B'Gosh), Waite Grass Carpet Co., Deltox Co., Oshkosh Four Wheel Drive, Gould Mfg. Co., The Buckstaff Co., (Caskets), The Leach Co., Oshkosh Trunk Co., C. A. Libby Co., J. L. Clark Mfg. Co., Fuller-Goldman Co., Giant Grip Mfg. Co., Oshkosh Wrapper Co., Universal Motor Co. Total value of yearly output of factories estimated at $32,500,000.

Residential Features: Practically all one- and two-family houses, two blocks devoted to workingmen's tenements. Private homes predominate. In a small town adjacent to Oshkosh, but depending on Oshkosh for its buying, is one of the finest residential sections in Central Wisconsin. This town has in the neighborhood of fifteen millionaires connected with the manufacture of paper; 62% of the residents in Oshkosh own their own homes.

Retail Shopping Section: Extends from City National Bank Building, which is in the heart of the shopping district and on the most important corner of Oshkosh, 14 blocks and on Ceape, Otter, Waugoo, Washington, Church, Merritt, Algoma and High for several blocks each, the last named streets crossing Main in the retail section; Oregon St. for 9 blocks on the south side of the river and West Algoma for 4 blocks on the west side. Oshkosh also has the usual corner grocery and meat markets.

Trading Area: Extends within a radius of 47 miles north, west and south. Lake Winnebago on east for 14 miles to the north and 20 miles to the south. People come from 70 miles to the north for trading on account of the excellent train and bus service; 40 miles from the west on bus service.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3; miscellaneous lines, shoes, 1; notions, and paper, 1; confectionery, 4; paper, 1.

Number of Retail Outlets for Nationlaly Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 14; bakers, 14; cigar stores and stands (including hotels), 7 (chain, 2); confectioners (including hotel stands), 31; delicatessen, 2; dressmakers, 36; druggists, 13; dry goods, 5; department stores, 3; electrical supplies, 21; florists, 6; fruits, 6; furniture, 11; furriers, 3; garages (public), 23; grocers, 97 (chain, 7); hardware, 10; jewelry, 9; meat markets, 30; men's furnishing, 7; men's clothing, 7; merchant tailors, 8; milliners, 15; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 19 (chain, 1); shoes, 13; sporting goods, 6; stationers, 4; women's apparel, 10.

Miscellaneous Data: Most pleasant months, June, Sept. and Oct.; doctors (medical, 36), (dentists, 26), (osteopaths, 4); street car service; gas, artificial; electric current, both alternating and direct; water, hard.

PORTAGE, WIS.

(Columbia County)

1920 Population, 5,582.

City and Suburban Estimate, 35,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 95%.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,000.

Location: C. M. & St. P. and Soo.

Principal Industries: Hosiery, shoes, underwear, metal.

Manufacturing Establishments, 5. Leading firms: Portage Hosiery, Portage Shoe Co., Freeland Tank Co., Underwear Co.

Special Information: We have the C. M. & St. P. Ry. main line shops, direct headquarters and offices of this division; 525 employes living here and a payroll of $920,000 yearly.

Residential Features: Mostly one-family houses; private homes predominate.

Retail Shopping Section: On Dewitt and Cook Sts.

Trading Area: Comprising about 8 blocks. The city is so located with good roads extending from the city over all of Columbia County and reaching a population of 35,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 11; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 8; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; garages (public), 10; grocers, 10 (chain, 3); hardware, 3; jewelry, 3; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 6; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 3; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Most pleasant months, May, June and Oct.; doctors (medical, 10), (dentists, 6), (osteopaths, 1); number of wired houses, 1,400; no street car service; gas, artificial; electric current, alternating; water, soft.

RACINE, WIS.

(Racine County)

1920 Population, 58,593. (1925 est. 70,000.)

City and Suburban Estimate, 100,000.

Native Whites, 73%; **Negroes,** 1%; **Foreign Born,** 26%; **Industrial Workers,** 57%; **English Reading,** 90%; **Families,** 14,000.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 5; Number of Pupils, 13,000. Bonds authorized for two high schools.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 5; Hebrew, 2; Methodist, 8; Presbyterian, 3; Roman Catholic, 11; Miscellaneous, 13; Lutheran, 17.

Banks: National, 2; State, 4; Total Resources, $21,200,000. Savings Bank Deposits Total, $9,500,000.

Theatres: Moving Pictures, 7; Legitimate, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 12,000.

Location: On the west shore of Lake Michigan at mouth of Root River, served by the Chicago & Northwestern and the Chi. Mil. & St. Paul. Excellent interurban service. Two lines to Milwaukee and Chicago. Bus service to north, south and west. Nearest larger city 1 hour by auto, ½ hour by trolley and railroad.

Principal Industries: Automobiles and agricultural implements. Manufacture of malted milk, electrical devices, shoes, leather and leather products, camp furniture, automobile accessories, floor wax, large manufacturers of all kinds of castings. Total value of yearly output of factories estimated at $125,000,000.

Manufacturing Establishments: Leading firms: Horlick's Malted Milk, Johnson's Floor Wax, Harvey Springs, Case T.-M. Co., Case Plow Co., Signal and Racine Shirts and Overalls, The Ajax Motor Co.

Special Information: Has excellent shipping facilities, both lake, steam and electric (bus lines all run through Racine). Ideal location on Lake Michigan, nearby lakes and resorts, fine transportation facilities.

Residential Features: Private homes predominate. Lake Shcre roads south and north of city contain many beautiful homes.

Retail Shopping Section: Downtown (main district). Starts at Main and 6th, with four blocks on Main St., six blocks on 6th, also scattered business houses on 7th (six blocks) and side streets. State St. starts at Main and contains 15 blocks of business houses. Junction district—five blocks on Washington Ave. and one on Junction Ave. West Racine—Three blocks on Washington Ave. There are five other good sized neighborhood sections.

Trading Area: North, 20 miles. West 30 miles.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 3.

Number of Retailed Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 7; automobile accessories, 20; automobile tire agencies, 25; bakers, 32; cigar stores and stands (including hotels), 162 (chain, 4); confectioners (including hotel stands), 38; delicatessen, 8; druggists, 30; drygoods, 24; department stores, 5; electrical supplies, 45; florists, 16; furniture, 18; furriers, 5; garages (public), 63; grocers, 197 (chain, 23), hardware, 17; jewelry, 13; meat markets, 81 (chain, 4); men's furnishing, 26; men's clothing, 23; merchant tailors, 12; milliners, 15; opticians, 4; photographers, 11; pianos (and miscellaneous musical instruments), 15; radio supplies, 10; restaurants (including hotels), 57; shoes, 21; sporting goods, 6; stationers, 4; women's apparel, 23.

Miscellaneous Data: Average temperature, 66.35 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, July, August; doctors (medical, 59), (dentists, 45), (osteopaths, 3); number of wired houses, 1,250; street car service; gas, natural; electric current, alternating; water, soft.

RHINELANDER, WIS.

(Oneida County)

1920 Population, 6,654.

City and Suburban Estimate, 9,600.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, $3,200,000. Savings Bank Deposits Total, $2,750,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,400.

Location: On Soo Line, Chicago & North Western, Wisconsin River.

Principal Industries: Paper mill, lumber mills, refrigerator factory, napkin factory, boat factory, hardwood flooring factory, paper bag factory, veneer factor.

Manufacturing Establishments: 15. Leading firms: Rhinelander Paper Co., C. C. Collins Lbr. Co., Thunder Lake Lbr. Co., Wisconsin Veneer Co., Rhinelander Refrigerator Co., Daniels Mfg. Co., Glassine Bag & Specialty Co., Rhinelander Boat Co., Rhinelander Box & Lbr. Co., C. P. Crosby Lumber Co. Annual output, $8,000,000.

Special Information: Famous Wisconsin "Land O' Lakes Region." Water power, potato belt.

Residential Features: City of homes, fine shade trees, mostly one-family houses.

Retail Shopping Section: Brown Street, 4 blocks (both sides); Stevens Street, 4 blocks (both sides); Davenport Street, 2½ blocks; King street, 1 block; East River Street, 2 blocks; Thayer Street, 2 blocks.

Trading Area: 30 mile radius.

Wholesale Houses: Groceries, 2; fruits, 3; Miscellaneous Lines, potato warehouses, 8; grain, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 7; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 4; electrical supplies, 4; florists, 2; fruits, 15; furniture, 2; garages (public), 12; grocers, 40; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 6.

SHEBOYGAN, WIS.

(Sheboygan County)

1920 Popultaion, 30,955. (1925 est., 38,000.)

City and Suburban Estimate, 200,000.

Native Whites, 73.3%; **Foreign Born,** 26.7%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 7,500.

Schools: Public Grade, 10; High, 1; Parochial, 8. Number of Pupils, 5,439.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 1; State, 3; Total Resources, approximately $15,000,000. Savings Bank Deposits Total $8,267,531.20.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Located on the shores of Lake Michigan in Eastern Wisconsin, the county seat of Sheboygan County. Served by 2 lines of C. & N. W., the Milwaukee Northern Electric and Eastern Wis. Elec. and the steamships. The Milwaukee Northern has a fast parlor car service between here and Chicago. The Goodrich and West Ports steamship operate daily between here and all ports on the Great Lakes. This is the headquarters of the C. Reiss Coal Co. and immense coalers unload here and coal is shipped to the entire Northwest. Nearest larger city 2 hours by trolley, railroad and auto.

Principal Industries: Enamelware of all kinds. bath tubs, furniture and toy wagons, wood-working machinery, aluminum ware, harnesses and knitted products.

Manufacturing Establishments, 154. Leading firms: Vollrath Co., Northfield Co., Crocker Chair Co., Badger State Tanning Co., C. Reiss Coal Co., Allen A. Co., Northern Furniture Co., Phoenix Chair Co., American Chair Co., Sheboygan Chair Co., Lincoln Plywood Co., Frost Seating Co., Polar Ware Co., Kohler Co., located at Kohler, a suburb of Sheboygan. Total value of yearly output of factories estimated at $50,000,000.

Residential Features: One family homes predominate in Sheboygan although there are some double flats. About 90% of the people of this city own their homes. Beautiful residential sections all over city.

Retail Shopping Section: Shopping district extends on 8th or Main Street from Indiana Ave., for 15 blocks, also 4 blocks on Pennsylvania Ave. 5 blocks on Michigan Ave., 5 blocks on Calumet Drive, 2 blocks on South 15th St., 4 blocks on South 12th St. There are also many neighborhood groceries and markets in various sections in the city.

Trading Area: Extends approximately 25 or 30 miles north, and from 30 to 40 miles west and 20 miles south of Sheboygan. Improved State and County Highways throughout this section leading to Sheboygan together with the bus and Interurban service.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 3.

Number of Retail Outlets for Nationally Ad-

Continued on page 274

In Racine, Wis.
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WISCONSIN (Cont'd)

Sheboygan (con't)

vertised Products: Passenger automobile agencies, 15; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 4 (chain. 1); confectioners (including hotel stands), 11; delicatessen, 5; dressmakers, 50; druggists, 11; dry goods, 5; department stores, 4; electrical supplies, 7; florists, 2; fruits, 20; furniture, 8; furriers, 4; garages (public), 22; grocers, 70 (chain, 4); hardware, 7; jewelry, 5; meat markets, 36; men's furnishing, 11; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 6; women's apparel, 8.

Miscellaneous Data: Average number of rainy days per twelve months, 25; most pleasant months,, June to Oct.; doctors (medical, 38), (dentists, 24), (osteopaths, 2); number of wired houses, 7,760; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement bottom columns 3 and 4

STEVENS POINT, WIS.

(Portage County)

1920 Population, 11,371.

City and Suburban Estimate, 38,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 30%; English Reading, 95%; Families, 2,525.

Schools: Public Grade, 7; High, 1; Parochial, 4; Number of Pupils, 2,194. State Normal—Enrollment, 1000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 2; Lutheran, 2.

Banks: National, 2; State, 1; Total Resources; $4,795,759.27. Savings Bank Deposits Total, $2,556,450.64.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,300.

Location: On Soo Line, Green Bay & Western, State trunk highways 10, 18, 54 and 66 with motor bus connections. Center of State, gateway to the great northern lake region. On Wisconsin River.

Principal Industries: Paper mfg., fishing tackle, lumber and building materials, toys, boxes, barn equipment, soft drinks, tanning, furniture and general woodworking.

Manufacturing Establishments, 39. Leading firms: Whiting-Plover Paper Co., Wisconsin River Paper & Pulp Co., Joerns Bros. Furniture Co., Frost Fishing Tackle Mfg. Co., Weber Life-Like Fly Co., George W. Frost & Sons (fishing tackle). Vetter Mfg. Co. (bldg. materials). Automatic Cradle Mfg. Co., Farmers' Barn Equipment Co., Stevens Point Box Co., Stevens Point Tanning Co. Total value of yearly output of factories estimated at $30,000,000.

Special Information: Stevens Point is centrally located in its natural trading area, Portage County, of which it is the county seat and only city. Is center of vast hydro-electric power development and connected with a half-dozen such plants. A natural distributing center for central and northern Wisconsin. Has ample supply of underground spring water. Division point on Soo Line, with 1,000 employes.

Residential Features: Practically all one-family houses, a great majority occupied by owners. Paving, sewer, water and gas well distributed.

Retail Shopping Section: Main St., 3 blocks including Public Sq. Adjoining retail streets: Strongs Ave., 2 blocks; North 3rd St., 1 block; South 3rd St., 1 block; North 2nd St., 1 block; South 2nd St., 1 block. South side retail section adjacent to square takes in four blocks. Also numerous neighborhood stores.

Trading Area: Radius of 25 miles, connected by state maintained roads.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 2; automobile accessories, 11; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 8; druggists, 6; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 2; fruits, 30; furniture, 5; furriers, 1; garages (public), 8; grocers, 58; hardware, 5; jewelry, 4; meat markets, 14; men's furnishing, 12; men's clothing, 15; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 11; shoes, 24; sporting goods, 4; stationers, 7; women's apparel, 11.

STOUGHTON, WIS.

(Dane County)

1920 Population, 5,101.

Native Whites, 4,997; Negroes, 4%; Foreign Born, 25%; Industrial Workers, 50%; English Reading, 90%; Families, 1,000.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 4; Norwegian, Lutheran.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: Chicago, Milwaukee & St. Paul Ry.

Principal Industries: 2 wagon factories, condensery shoe factory warehouses.

Manufacturing Establishments, 3. Leading firms: Stoughton Wagon Co., Moline Plow Co., Stoughton Shoe Mfg. Co.

Residential Features: One-family houses predominate. Few made over into two-family and a few flat bldgs. Private homes predominate. Average value of homes, $5,000.

Retail Shopping Section: Mostly on Main St. for about 5 or 6 blocks. Few neighborhood grocery stores.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 10; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 1; furniture, 3; garages (public), 8; grocers, 11; hardware, 4; jewelry, 3; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; women's apparel, 4.

SUPERIOR, WIS.

(Douglas County)

1920 Population, 39,671.

City and Suburban, 50,000.

Native Whites, 71.5%; Negroes, .2%; Foreign Born, 28.3%; Families, 8,692.

Schools Public Grade, 12; High, 2; Junior High, 5; Parochial, 8; Number of Pupils, 9,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 2; Methodist, 5; Presbyterian, 4; Roman Catholic, 10; Miscellaneous, 6; Lutheran, 15.

Banks: National, 2; State, 5; Total Resources, $12,072,053.39. Savings Bank Deposits Total, $5,697,612.19.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6.

Location: Located at the head of Lake Superior, shipping point for the great Northwest. Great Northern, Northern Pacific, Chicago & Sault Ste. Marie, Duluth, South Shore & Atlantic, Canadian National Rys., Chicago & North Western, Lake Superior Terminal Ry., Northern Navigation Co. Nearest larger city, 15 minutes by auto; 30 minutes by trolley and 20 minutes by railroad.

Principal Industries: Chairs, briquets, marine and shipbuilding, linseed oil, salt. Railroad terminals and shops, coal docks, ore docks, grain elevators, flour mills, iron works, windmills, boxes, steel cars, linseed oil.

Manufacturing Establishments: A long list of varied lines, prominent in which will be found: Webster Mfg. Co., Scott Briquet Co., Superior Shipbuilding Co., Morton Salt Co., Spencer-Kellogg Co.

Residential Features: Residential section largely one- and two-family houses. A restricted residential section on the river near the city's larges: park.

Retail Shopping Section: Ten blocks on Tower Ave., between 5th and 15th Sts. Seven blocks on 5th St. between Lamborn Ave. and Tower Ave. Five outlying center and several neighborhood sections.

Trading Area: Twenty to twenty-five miles south, southeast and southwest. Intermittent shopping from a distance of 50 miles south as the roads are excellent and bus service maintained the largest part of the year.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile tire agencies, 13; bakers, 19; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 15; delicatessen, 4; dressmakers, 25; druggists, 19; dry goods, 9; department stores, 6; electrical supplies, 5; florists, 3; fruits, 5; furniture, 10; furriers, 2; garages (public), 10; grocers, 125; hardware, 16; jewelry, 14; meat markets, 35; men's furnishing, 14; men's clothing, 10; merchant tailors, 16; milliners, 6; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 50; shoes, 15; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 39 degrees; average number of rainy days per twelve months, 127; most pleasant months, July, August, September, October; doctors (medical, 41), (dentists, 31), (osteopaths, 11); number of wired houses, 8,000; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

See announcement top columns 3 and 4

WATERTOWN, WIS.

(Dodge and Jefferson Counties)

1920 Population, 9,299. (1925 est., 10,000).

Native Whites, 99%: Foreign Born, 1%; English Reading, 90%; Families, 2,564.

Schools: Public Grade, 3; High, 1; Parochial, 5; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 5; Lutheran, 4.

Banks: National, 2; State, 2; Total Resources, $4,250,000.00. Savings Bank Deposits Total, $568,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total numbers of seats, 5,000.

Location: Chicago, Milwaukee & St. Paul Ry.

Continued on page 275

Listen To The Food Advertiser—

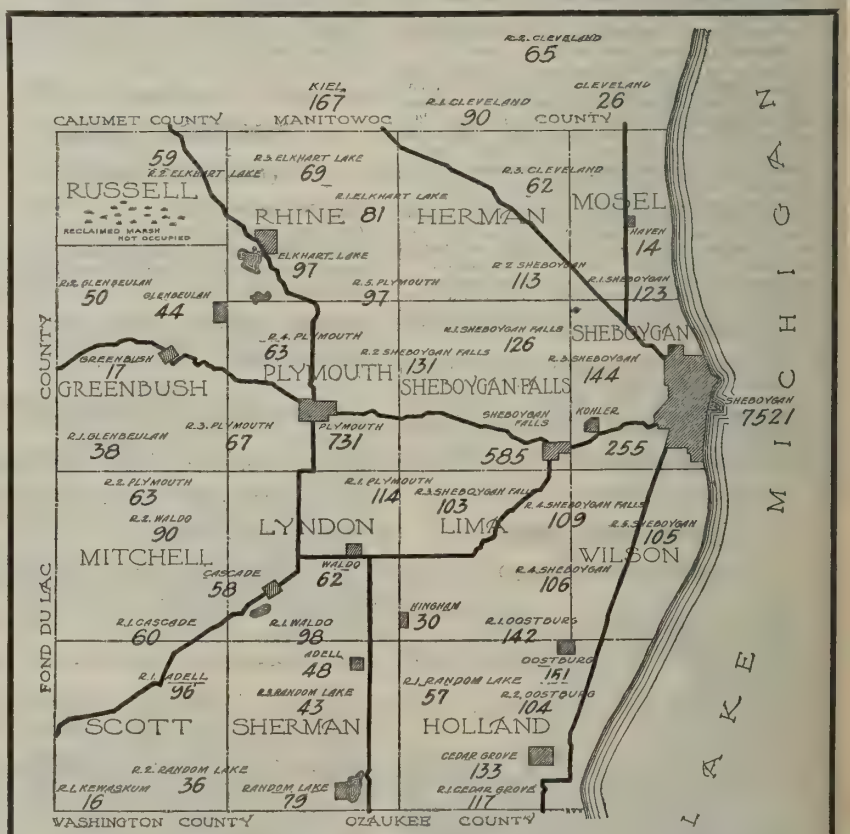
He knows that in Northern Wisconsin the way to reach the housewives is through the Superior Evening Telegram.

The lineage tells the story. Below are listed advertisers who are selling their products through grocery stores; also the lineage used by them in the Superior Telegram in the first ten months of 1925:

	Lines		Lines
Anheuser-Busch Company..	4,994	Kitchen Kleanzer Company	3,696
Baker Food Products Company	2,240	K-C Baking Powder Company	3,562
Baker's Chocolate Company	420	Lever Brothers Company...	15,889
Blue Ribbon Malt Company	8,337	Leamon Bakery Company..	7,056
Carnation Milk Company..	3,000	Life Savers Company.....	7,602
Cal. Fruit Growers Ass'n..	1,715	M. J. Brandenstein Company	10,556
Cal. Prune and Apricot Growers Ass'n.....	7,364	Oh Henry Candy Company	2,400
Calumet Baking Powder Company	13,384	Old Fashioned Millers.....	448
Clicquot Club Company....	4,480	Puritan Malt	2,700
Cudahy Packing Company.	4,787	Palmolive Company	12,295
Jacob Decker & Sons.....	5,152	Purity Bread Company	37,255
Elines Chocolate Company.	392	Quaker Oats Company....	6,330
Electric Maid Bake Shop..	168	Salada Tea Company	6,790
Empress Coffee	7,054	Shredded Wheat Company	16,086
Fruit Dispatch Company...	2,836	State Mill and Elevator Company	1,596
Green River Company	3,024	SunRay Products Company	300
Heinz, H. J., Company.....	8,204	Swift & Company.....	840
Horlicks Malted Milk Company	3,185	Tanglefoot Company	3,085
Johnston, Robert, Company	10,864	Washburn-Crosby Company	12,721
Kellogg Toasted Corn Flake Co.	26,600	Williamson Bread Co.	2,716
		Zinsmaster Bread Co.	46,480
		Total	333,992

There is only one reason why these advertisers are using such a large amount of space in the Superior Telegram—It Pays.

THE SUPERIOR EVENING TELEGRAM
Superior, Wisconsin



THE SHEBOYGAN (Wis.) PRESS

- Complete coverage in this trading territory.

The figures of distribution will be of interest to every national advertiser.

Represented by

THE ALLEN-KLAPP CO., INC.
New York—Chicago—Detroit—Kansas City—St. Louis

Standard Surveys of Markets of WISCONSIN and WYOMING

WISCONSIN (Cont'd)

Watertown (con't)

Chicago North Western, Mil. Elec. Ry. and Light Co. On Highway 19, half way between Milwaukee and Madison. Situated on Rock River. Bus service in all directions. North and south on Highway 26. East and west on Highway 19. Nearest city, 1½ hours by auto, 2 hours by trolley or railroad.

Principal Industries: Cutlery, table slides, paper boxes, shoes, flour, women's clothing, boilers, condensed milk, bricks, canned peas.

Manufacturing Establishments, 27. Leading firms: Village Blacksmiths Folks, G. B. Lewis, Beeware Supplies, Brandt, Dent Electric Fixtures, I. L. Henry Co., Paper boxes, Brandt Automatic Cashier, Monarch Tractor Co., Wolfram Shoe Co., Walter Booth Shoe Co., Watertown Table Slide, Perfections Table Slide, Globe Milling Co., Bickett Rubber Produce Corp., Van Camp Packing Co., Jaeger Milling Co., Otto Biefeld Co., Brewer-Stone Co., printing presses and glassine; Fleischman Malting Co., Watertown Canning Co., Jaeger Mfg. Co., sash and doors; Hartig Brewing Co., John Habbegger Co., creameries and cheese factories; Kraft Cheese Co.

Special Information: Very good shipping facilities. A monthly fair draws farmers for miles around.

Residential Features: One-family houses mostly. Private homes predominate. Some of the finest residential sections in this part of the state. The majority of the people own their own homes. Homes average in value $7,000.

Reail Shopping Section: Extends from College Ave. to Washington St., which forms the heart of business section, from east to west, 14 blocks. Several blocks from north to south with the usual groceries and markets.

Trading Area: Extends about fifty miles north, south, west. Intermittent business secured from people living a greater distance, because of good roads and our well stocked stores.

Wholesale Houses: Groceries, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 36 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; furniture, 5; grocers, 34 (chain, 2); hardware, 4; jewelry, 3; meat markets, 10 (chain, 1); men's furnishing, 2; men's clothing, 6; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 6.

Miscellaneous Data: Most pleasant months, Sept. and Oct.; doctors (medical, 13), (dentists, 10), (osteopaths, 2); number of wired houses, 2,374; gas, artificial; electric current, alternating; water, hard.

WAUKESHA, WIS.

(Waukesha County)

1920 Population, 12,558. (1925 est., 14,125.)

City and Suburban Estimate, 15,000.

Native Whites, 84.2%; **Negroes,** .9%; **Foreign Born,** 14.9%; **English Reading,** 10,500; **Families,** 3,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Vocational, 1; Parochial, 2; Number of Pupils, 3,250.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, $6,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,600.

Location: On Little Fox River 19 miles west of Milwaukee. C. M. & St. P. Ry., C. & N. W. Ry., Soo Line Ry., Milwaukee Elec. Ry. Excellent shipping facilities. Waukesha is in the center of a successful dairy county. Nearest larger city, 45 minutes by auto or trolley; 35 minutes by railroad.

Principal Industries: Motor work, agricultural machinery, 2 aluminum works, malleable iron, brass foundry. Steel working mills, church furniture, bottling machinery, leather specialties, jelly powder. Aeroshade factory, Lux Fibre, iron foundry, malted milk, bottling works.

Manufacturing Establishments, 40. Leading firms: Motor Works, The Quality Aluminum Co., Wera Aluminum Works, White Rock Spring, Waukesha Silurian, and Bethesda Spring Bottling Works, Thompson Malted Milk, Samson Tractor, Aeroshade Co., Lux Fibre Co., Waukesha Foundry Co., National Milking Machine Co., Mastercraft Leather Goods Co., Waukesha Jelly Powder Co.

Special Information: Waukesha has since 1868 been popular as a summer resort because of medicinal spring waters, but in the later years, manufacturing has become the more important feature. The dairy interests about Waukesha are very extensive and have been a source of greatly increased wealth during 15 years past.

Residential Features: Mainly single residences, a few flats with a tendency to larger flat buildings. Fine residential section.

Retail Shopping Section: On Main St. east and west, ½ mile; on Broadway, ¼ mile; on Madison St., 2 blocks. There are several outlying grocery stores, etc.

Trading Area: Extends about 12 miles in each direction and some trade is secured from greater distance.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 19; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 7; florists, 2; fruits, 5; furniture, 3; garages (public), 7; grocers, 31 (chain, 4); hardware, 5; jewelry, 3; meat markets, 15; men's furnishing, 7; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hoels), 15; shoes, 6; sporting goods, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 57; most pleasant months, May, June, July, Aug., Sept.; doctors (medical, 16), (dentists, 14), (osteopaths, 2); number of wired houses, 2,500; gas, artificial; electric current, alternating; water, hard.

WAUSAU, WIS.

(Marathon County)

1920 Population, 18,661. (1925 est., 22,062.)

City and Suburban Estimate, 60,000.

Native Whites, 60%; **Foreign Born,** 40%; **English Reading,** 90%; **Families,** 5,530.

Schools: Public Grade, 10; High, 1; Parochial, 5; Number of Pupils, 5,280.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Lutheran, 7; Evangelical, 1; Universalist, 1; Miscellaneous, 10.

Banks: National, 2; State, 2; Total Resources, $11,652,648.70. Savings Bank Deposits Total, $4,246,076.58.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,700.

Location: In the heart of Wisconsin on the Wisconsin River, served by the C. & N. W. and C. M. & St. P. Rys. Also on two principal state highways. Nearest larger city (Milwaukee), 7 hours by auto or railroad.

Principal Industries: Lumber, granite, paper, veneer, shoes, electric motors, sash and doors, sand paper, electric power, etc.

Manufacturing Establishments, 60. Leading firms: Curtis & Yale Co., Marathon Paper Mills Co., Underwood Veneer Co., Marathon Shoe Co., Marathon Electric Co., Wausau Abrasives Co., Wisconsin Valley Electric Co., Menasha Paper & Carbon Co. Total value of yearly output of factories estimated at $35,000,000.

Residential Features: Mostly one- and two-family houses. No tenement districts. About 75% home owners.

Retail Shopping Section: East Side extends from corner Forest St. and Grand Ave. west to Third St. north from Forest St. for 7 blocks to Franklin St. east and west for four blocks between these points. This is main business section. West side all of Clinton St., one block of First Ave., two blocks on Clarke St. There are four outlying smaller retail sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends form 25 to 50 miles in all directions. Roads very fine. Wausau easily reached.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; plumbing, 1; autos, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 9; automobile accessories, 25; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 20; druggists, 9; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 20; grocers, 46 (chain, 4); hardware, 7; jewelry, 10; meat markets, 25; men's furnishing, 10; merchant tailors, 10; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 7: shoes, 10; sporting goods, 6; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 41.3 degrees; average number of rainy days per twelve months, 80; most pleasant months, May to Nov; 1st; doctors (medical, 27), (dentists, 25), (osteopaths, 2); number of wired houses, 90%; street car service; gas, artificial; electric current, alternating; water, soft.

WISCONSIN RAPIDS, WIS.

(Wood County)

1920 Population, 7,243. (1925 est., 8,000.)

City and Suburban Estimate, 16,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 65%; **English Reading,** 90%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, None; Parochial, 3; Number of Pupils, 1,658.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, Moravian, 2; Lutheran, 3.

Banks: National, 3; Total Resources $5,300,000; Savings Bank Deposits Total, $4,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2 Public; 2 School; Total number of seats, 2,500.

Location: Chicago, Milwaukee & St. Paul RR., Soo Line, Northwestern Line, Green Bay & Western. Nearest larger city is 6 hours distant by automobile, and 6 hours by railroad.

Principal Industries: Paper Manufacturers of Bond, News Print, Wrapping Paper, and Wall Paper, Ice Machines, Parkway Clothes, Overalls, Ahdewagam Paper Products, Camp Stoves, Cheese Co., Processing.

Manufacturing Establishments, 7; Leading firms: Consolidated Water Power and Paper Co., American Carbonic Co., Prentiss-Wabers Products Co., Samson Canning Co., Ahdawagam Paper Products Co., Acme Cheese Co.

Residential Features: 2,550 residences; 10 apartment buildings all in down-town district.

Retail Shopping Section: Grand Ave., 1st and 2nd Sts., 4 blocks on Grand Ave., 4 blocks on 2nd Street., 3 blocks on 1st Street.

Trading Area: 25 miles North; 25 Miles West; 35 Miles South; 25 Miles East.

Wholesale Houses: Groceries, 2; meats, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 2; furniture, 2; garages (public), 13; grocers, 19 (chain, 2); hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 7); (dentists, 7); (osteopaths, 1); number of wired houses, 2,500; street car service; electric current, alternating; water, soft.

Standard Surveys of WYOMING

CASPER, WYO.

(Natrona County)

1920 Population, 11,447. (1925, est. 35,000.)

City and Suburban, 50,000.

Native Whites, 78.3%; **Negroes,** 0.7%; **Foreign Born,** 21%.

Schools: Public Grade, 8; High, 2; Number of Pupils, 6,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, German Lutheran, Swedish Lutheran, Adventist, Christian.

Banks: National, 4; Total Resources, $15,750,000; Savings Bank Deposits Total, $2,994,995. Two Trust Companies.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Chicago & Northwestern Ry. and Chicago, Burlington & Quincy Ry., also Wyoming North & South Ry. Bus service from Casper to Lavoye, Midwest and Salt Creek, Sheridan, and to Rawlins, Wyo., and Casper to Denver. Nearest large city, 12 hours by auto and 14 hours by railroad.

Principal Industries: Oil refining, large gasoline refineries. Great daily output of gasoline. Center of oil producing section. Second largest wool market in the United States. Cattle center. Oil well supplies.

Manufacturing Establishments, 50. Leading firms: Standard Oil Co., Ind. The Texas Co., the White Eagle Refining Co. Value manufactured products annually $200,000,000.

Special Information: Casper ships phenomenal tonnage of oil and gasoline daily. Casper's population has increased 180% in four years. Bank debits have increased 1,100% in six years. Annual payroll approximately $12,000,000. Building permits, 1924, $3,000,000. Heavy tonnage motor trucks are a prominent feature of Casper's street traffic.

Residential Features: Mostly one-family residences. Big colonies of summer homes in Casper mountains and foothills. Best residential sections all paved; 35 miles of paving. Model city plan developed by community extension. Homes in best residential sections cost from $6,000 to $125,000. Three prosperous suburbs.

Retail Shopping Section: Extends from Court House 4 blocks south, on Center street. Wolcott parallel to Center on east 2 blocks. Durbin parallel to Wolcott 2 blocks. David parallel to Center on west 2 blocks. First street (east and west) David to Durbin 3 blocks. Second street parallel to First. Ash to Grant, 8 blocks. Midwest avenue parallel to Second. David to Durbin, 3 blocks. Fifth street south of Midwest avenue. Center to Durbin 2 blocks. West First from Center to Elm 3 blocks.

Trading Area: Forty-five miles north; 125 miles west; 35 miles south; 50 miles southwest; 50 miles east.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; paper and woodware, 1; auto accessories, 3; miscellaneous lines, furniture, 1; tobacco, 1; produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto agencies, 4; automobile accessories, 14; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 24; delicatessen, 3; dressmakers, 6; druggitsts, 10; dry goods, 8; department stores, 2; electrical supplies, 5; florists, 3; fruits, 7; furniture, 8; furriers, 3; garages (public), 20; grocers, 75 (chain, 3); hardware, 5; jewelry, 11; meat markets, 20; men's furnishing, 10; merchant tailors, 15; milliners, 10; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 44; shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 9.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept.; doctors (medical, 30), (dentists, 21), (osteopaths 2); gas, natural; electric current, alternating and direct; water, hard.

CHEYENNE, WYO.

(Laramie County)

1920 Population, 13,829.

City and Suburban Estimate, Laramie County, 18,948.

Native Whites, 70%; **Negroes,** 3%; **Foreign Born,** 27%; **Industrial Workers,** 50%; **English Reading,** 85%; **Families,** approximate, 3,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 2,967.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; Total Resources, $8,055,372; Savings Bank Deposits Total, $1,539,480.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,660.

Location: Southeast portion of state and is served by the main line of the Union Pacific Railroad, by the C. B. & Q. and the Colorado & Southern.

Principal Industries: Railroad shops, cattle and sheep.

Manufacturing Establishments: Creamery, ice cream and like establishments: International Harvester Co. branch; M. A. Disbrow, manufacturer of doors and sash. Largest shops on the Union Pacific system furnish the industrial employment of the city.

Residential Features: Mostly one- and two-family houses with the south side composed of small semi-modern dwellings housing shop workers. The better residential districts have several apartment houses, but private homes predominate. Most of residences owned by occupants. Very little rented property.

Retail Shopping Section: Extends north from Union Pacific depot on Capitol, Caray and Pioneer avenues for four blocks and intersecting streets (Fifteenth, Sixteenth, Seventeenth and Eighteenth), being business streets. South Cheyenne (reached by viaduct over the Union Pacific yards) has a small business district. There are the usual scattered "neighborhood" groceries and markets.

Trading Area: Territory surrounding Cheyenne very thinly populated and devoted chiefly to cattle and sheep raising. Business dependent almost entirely on city population.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, farm implements, 2; drug, 1; cigar and confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 86; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 4; electrical supplies, 3; florists, 6; fruits, 2; furniture, 4; garages (public), 13; grocers, 46 (chain, 4); hardware, 4; jewelry, 6; meat markets, 14; men's clothing, 16; merchant tailors, 12; milliners, 3; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 25; shoes, 11; sporting goods, 4; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average number of rainy days per 12 months, 60; most pleasant months, June, July, Aug., Nov., Jan., Feb., March; doctors (medical, 21), (dentists, 11), (osteopaths, 1); number of wired houses, 4,000; no street car service; gas, artificial; electric current, alternating; water, hard.

WYOMING and CANADA Markets in Standard Survey

WYOMING (Cont'd)

LARAMIE, WYO.

(Albany County)

1920 Population, 6,301.

City and Suburban Estimate, 10,000.

Native Whites, all; English Reading, 98%; **Families,** 2,200.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,800.
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, $5,601,300.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2200.

Location: On main line of Union Pacific Railroad and Colorado, Wyoming and Eastern Railroad.

Principal Industries: Railroad shops, Standard Oil Co. (Ind.), Ohio Oil Co., Plaster Mills.

Manufacturing Establishments: 4. Leading firms: Standard Oil Co. (Indiana), Overland Cement & Plaster Co., Certainteed Products Co.

Special Information: City valuation, $8,700,000. Annual payroll $7,000,000. Seat of University of Wyoming. Large Pacific Fruit Express Co. re-icing station on the Union Pacific System, valued at $1,000,000.

Residential Features: Mostly one and two-story family houses. No workingmen's tenements. Homes do not exceed $3,000 in value generally.

Retail Shopping Section: Extends west from University avenue on First, Second and Third streets for five blocks. Few small stores in residence district.

Trading Area: Twenty-five miles west, forty miles north, ten miles south and east.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 2; miscellaneous lines, creamery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 1; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 8; grocers, 13; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 7; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 7; sporting goods, 1; stationers, 4; women's apparel, 4.

SHERIDAN, WYO.

(Sheridan County)

1920 Population, 9,175.

City and Suburban Estimate, 12,000, immediately suburban; County, 15,314.

Native Whites, 96%; **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 10%; **English Reading,** 99%; **Families,** 3,000.

Schools: Public Grade, 6; High,, 2; Parochial, 1; Number of Pupils, 2,740.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, German Lutheran, Swedish Lutheran, Northside Christian and First Christian.

Banks: National, 2; State, 1; Total Resources, $5,459,672.08; Savings Bank Deposits Total, $1,576,159.06.

Theatres: Miscellaneous (Auditoriums, etc.); 3. Total number of seats, 1,850.

Location: At the extreme northeastern portion of Wyoming, at the base of the Big Horn Mountains, fed by Big Goose and Little Goose Streams and Tongue River, and served by the Chicago, Burlington & Quincy, R. R. (North and South Railroad from Miles City, Montana to Casper, Wyoming, through Sheridan, as headquarters now is in process of completion). Adjoins the vast wheat fields of the Crow Indian Reservation to the north, and the famous Wyoming oil fields on the south. Nearest larger city 5 hours by auto and railroad.

Principal Industries: Center of rich coal mining section. Peabody Coal Co., Sheridan-Wyoming Coal Co., Holly Sugar Corp., sugar refining, dairying, flour milling, stock raising. Burlington R. R. shops (N. & S. R. R. shops will be centered here), printing and binding Headquarters for tourists and Custer battlefield, curing plant, coal, irrigated lands, sheep, wool, hogs.

Manufacturing Establishments: 6 substantial factories. Leading firms: Holly Sugar Co., J. W. Denio Milling Co., Sheridan Pressed Brick and Tile Co., Sheridan Iron Works, San-i-Dairy Creamery, Barrett Planing Mill, Otto F. Ernst, Saddlery, Jersey Creamery, Pallas Candy Co., Hamm Apiaries, Sheridan Meat Co., Mills Co. (printers, binders), Sheridan Brewing Co., Sheridan Mfg. Co., Beckton Boiler Mills, J. W. Liles & Co. (stock and poultry feeds), B. T. Denbrink (cigarmakers).

Special Information: Sheridan is in the heart of fertile part of state. Is growing city catering to the manufacturing, stock raising, and agricultural interests of this section. Trolley service for mines in northwest Sheridan County, 15 miles in all.

Residential Features: Mostly one- and two-family homes. Several modern first class apartment houses. Limited section in northeast portion of town for railroaders' quarters. Private homes predominate. Southern and western portion of Sheridan fast becoming fine residential portion. Homes averaging from $6,000 to $12,000.

Retail Shopping Section: Seven solidly built up blocks, flanked on either side by substantial department stores, banking institutions, apparel, drug, sporting goods, news, and utility concerns interspersed. On the outskirts are many groceries, aside from solid section seven blocks north and south, and three blocks east and west. Restaurants, confectionery stores, and theatres on Main street generally speaking. Garages and auto service station on "wing" streets running into central section to interurban lines.

Trading Area: Draws from Johnson, Weston, Sheridan, Campbell and Crook counties in Wyoming and Big Horn and Custer counties of Montana, Sheridan is the wholesale center for this great section, and cattlemen, ranchers, agriculturalists, and adjoining business interests look to Sheridan.

Wholesale Houses: Auto accessories, 2; groceries, 4; meats, 1; fruits, 1; hardware, 3; dry goods, 1; Miscellaneous lines: 3 large wholesale oil and grease plants, feed and grain, foundry.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 5; automobile accessories, 24; automobile tire agencies, 21; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 27; delicatessen, 4; dressmakers, 6; druggists, 6; dry goods, 9; department stores, 2; electrical supplies, 6; florists, 2; fruits, 8; furniture, 7; furriers, 2; garages (public), 12; grocers, 37 (chain, 2); hardware, 5; jewelry, 5; meat markets, 7; men's furnishings, 10; men's clothing, 15; merchant tailors, 5; milliners, 10; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 11; shoes, 11; sporting goods, 15; stationers, 14; women's apparel, 14.

Miscellaneous Data: Average temperature, 43 degrees; average number of rainy days per 12 months, 109; most pleasant months, May, June, July, Aug., Sept.; doctors (medical, 16), (dentists, 8), (osteopaths, 3); number of wired houses, 2,500; street car service; gas, artificial; electric current, alternating; water, soft.

Standard Surveys of CANADA

ALBERTA

CALGARY, ALBERTA, CAN.

1921 Population, 63,305.

City and Suburban Estimate, 78,479.

Native Whites, Very small foreign population. Practically all English speaking whites, who read and write English.

Schools: Public Grade, 53; High, 5; Number of pupils, 14,066.

Churches: Baptist, 10; Christian Science, 1; Congregational, 4; Episcopal, 13; Hebrew, 1; Methodist, 13; Presbyterian, 12; Roman Catholic, 6; Miscellaneous, Latter Day Saints, 1; 7th Day Adventist, 1; Lutheran, 8; Brethren, 2; Disciples, 1; Unitarians, 1; Pentecostal Church of the Nazarene, 1.

Banks: National, 12; 9 sub branches.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 7,735.

Location: Largest business centre in Alberta, on main line of C. P. R. There are five separate lines of railways centering on Calgary. Calgary-Edmonton—Calgary-MacLeod, main line of C. P. R. Montreal to Vancouver, 2. C. N. R.R. lines. Geographical and industrial centre of Alberta. Main distributing point for Alberta. Over 1,000 commercial travelers make Calgary their headquarters. Calgary is largest city between Winnipeg and the Pacific Coast.

Principal Industries: Flour milling, malting, brewing, $5,000,000 oil refinery, the largest oil refinery in Canada. Meat packing, lumbering, large centre for dairying industry, exporting large shipments of butter, cheese, eggs and ice cream. The central shipping point for the Western Canada Grain Route. Prairie headquarters for Giant Spillers Milling interests. Wheat production in 1925 approximately 100,000,000 bushels. Is headquarters for the grain interests of Alberta, has large grain exchange and head offices of the Alberta Wheat Pool.

Residential Features: Mostly one family houses, large proportion bungalow style. Small area devoted to workmen's houses, but most workmen own their own homes—in fact, in Calgary by far the largest number of homes are owned by the people who live in them. Homes in the better residential districts average in value from $10,000 to $30,000.

Retail Shopping Section: Eighth Avenue, 8 blocks; 7th Avenue, 6 blocks; First Street, 5 blocks. There are a number of outlying business sections forming small business communities of their own. In some cases these reach quite respectable proportions. During 1925 new shopping district created when the T. Eaton Co., Ltd., and the Hollinsworth Co., of Winnipeg and Regina established branches at 8th Avenue and 2nd Street West. A general movement of important stores followed them.

Trading Area: One hundred miles north, south, east and west.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 11; hardware, 7; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 6; bakers, 34; cigar stores and stands (including hotels), 11; confectioners, (including hotel stands), 53; dressmakers, 8; druggists, 32 (chain 1); dry goods, 14; department stores, 2; electrical supplies, 14; florists, 5; fruits, 11; furniture, 10; furriers, 10; garages (public), 37; grocers, 162 (chain, 2); hardware, 11; jewelry, 11; meat markets, 79; men's furnishing, 10; men's clothing, 13; merchant tailors, 31; milliners, 10; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 3; restaurants (including hotels). 39 (chain, 1); shoes, 22; sporting goods, 6; stationers, 5; women's apparel, 9.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 100; most pleasant months, July, Aug., Sept., Oct.; doctors (medical, 86); (dentists, 46); (osteopaths, 2); number of wired houses, 20,107; street car service; gas, natural; electric current, alternating; water, hard.

EDMONTON, ALBERTA, CAN.

1921 Population, 58,821. (1925 est. 65,378).

City and Suburban Estimate: 150,000 in radius of 25 miles.

Industrial Workers, 4,316; **Families,** 13,250.

Schools: Public Grade, 49; High, 21; Junior High, 3; Number of Pupils, 12,784.

Churches: Baptist, 13; Christian Science, 1; Episcopal, 18; Hebrew, 1; Methodist, 16; Presbyterian, 19; Roman Catholic, 13; Miscellaneous, 34.

Banks: National, 15; Total Resources, Assets of Canadian Banks, $2,638,776.000; Savings Bank Deposits Total, $18,000,000 in Edmonton branches.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 10,000.

Location: On North Saskatchewan River, Canadian National Ry. System, Canadian Pacific Ry. Edmonton Dunvegan & B. C. Ry. and Alberta & Great Waterways Ry.

Principal Industries: Meat packing, flour milling, lumbering, coal mining, clothing, butter making, brick making, R. R. shops, furs, auto accessories, cereal foods, biscuits, printing, canoe and small boats, sashes and doors, house furnaces, oils and greases, bread, jams, confectionery, sheet metal products, creosoting plant, fur garments, boxes (wood).

Manufacturing Establishments: 80. Leading firms: Swift Canadian, Ltd., P. Burns, Co., Ltd., Norwood Foundry Co., Pavey Candy Co., McGavin's Ltd., Sheet Metal Products, Ltd., Northwest Biscuit Co., Great West Garment Co., Emery & Co., Western Steel Products, W. H. Clark Co., D. R. Fraser Co., Alberta Motor Boat Co., Northern Box Co., Albert Brick Co. Total value of yearly output of factories estimated at $33,000,000.

Special Information: Edmonton's location makes it the Gateway to one quarter of the area of Canada. Centre of 50,000,000 acres of grazing, timber and mineral lands. Lies opposite lowest pass through the Rocky Mountains from prairies to the Pacific Ocean. Growing R. R. centre, 1,600 railway employes live here. Seat of the Provincial University and educational centre of the province.

Residential Features: Private homes predominate. Several well conducted and appointed apartment houses. City has excellent natural gas supply. Several excellent residential areas, bordering the high banks of Saskatchewan and public parks and ravines. Houses vary in value in good districts from $4,000 to $15,000.

Retail Shopping Section: Jasper Avenue, 101st Street for three blocks north of Jasper Avenue, Mamayo Avenue, Whyte Avenue, 124th Street, Norwood Boulevard.

Trading Area: Extends 120 miles east and west, southward 80 miles, and northward all the way to the Peace River, to the MacKenzie Valley and the Arctic Ocean.

Wholesale Houses: Groceries, 9; meats, 3; fruits, 6; hardware, 6; dry goods, 8; Miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 12; automobile tire agencies, 9; bakers, 26; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 67; dressmakers, 25; druggists, 36; dry goods, 19; department stores, 5; electrical supplies, 35; florists, 15; fruits, 85; furniture, 15; furriers, 11; grocers, 182; hardware, 26; jewelry, 20; meat markets, 63; men's furnishings, 33; men's clothing, 24; merchant tailors, 29; milliners, 13; opticians, 9; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 4; restaurants (including hotels), 37; shoes, 26; sporting goods, 5; stationers, 18; women's apparel, 9.

LETHBRIDGE, ALBERTA, CAN.

1921 Population, 11,097. (1925 est. 13,100).

City and Suburban Estimate, 55,000 (1923 figures).

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 2,623.

Schools: Public Grade, 8; High, 1; Parochial, 2; Number of pupils, 2,500 approximate.
Churches: Baptist, 1; Christian Science, 1; Anglican, 2; Hebrew, 1; United Church of Canada, 3; Presbyterian, 1; Christian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 5.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 0. Total number of seats, 6,500.

Location: On Canadian Pacific Railway. Six lines branching out from city. Nearest large city, by auto, 6 hours; by railroad, 5 hours.

Principal Industries: Four large coal mines, cut stone works, foundries, flour mills, railway shops, sash and door factory, brewery.

Manufacturing Establishments: Leading firms: Ellison Milling Co., Leth Iron Works, Leth. Sash and Door Factory, Columbia Macaroni Co., Lethbridge Breweries, Ltd. Total value of yearly output of factories, mines and agriculture estimated at $62,750,000.00.

Special Information: Commercial and distributing center, large and fertile farming district, with and without irrigation. District holds records for wheat and oat yield on 1,000 acres. Large exports of wool and alfalfa. Centre of great live stock area, beet sugar. District wins many prizes for grain at International shows.

Residential Features: Fine park in centre of city. City noted for artificial lake. Very pretty Western city with wide sidewalks, boulevards and beautiful shade trees, etc.

Retail Shopping Section: Retail shopping district surrounds Galt Gardens, beautiful artificial park.

Trading Area: Extends over radius of sixty miles, business also secured from mining towns through Crows' Nest Pass.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines, Rubber goods, 3; tobacco, 1; candy, 1; shoes, 1; mining supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 14; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 3; fruits, 10; furniture, 1; furriers, 2; garages (public), 12; grocers, 19 (chain, 1); hardware, 5; jewelry, 5; meat markets, 10 (chain, 3); men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments, 4; radio supplies, 11; restaurants (including hotels), 10; shoes, 15; sporting goods, 3; stationers, 5; womens' apparel, 10.

Miscellaneous Data: Average temperature, 41.1 degrees; average number of rainy days per twelve months, 80.2; most pleasant months, June, July, Aug., Sept.; doctors (medical, 12); (dentists, 9); number of wired houses, 2,350; street car service; gas, artificial; electric current, alternating; water, hard.

MEDICINE HAT, ALBERTA, CAN.

1921 Population, 9,634.

City and Suburban Estimate, 8,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 1,200.

Schools: Public Grade, 8; High, 4; Number of pupils, 2,503.

Churches: 13.

Banks: 6.

Theatres: 3; Total number of seats, 1,600.

Location: On South Saskatchewan 180 miles southeast of Calgary on C. P. R. R.

ALBERTA (Cont'd)

Principal Industries: Coal mining, flour mills, brick yards, bridge and iron works, potteries, tractors and farming.

Residential Features: Mostly one family houses.

Retail Shopping Section: On Second and Third Streets between railway and Fifth Avenue.

Trading Area: Radius 150 miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 5; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 12; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; furriers, 2; garages (public), 8; grocers, 21; hardware, 6; jewelry, 5; meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 7; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 4; women's apparel, 4.

BRITISH COLUMBIA

NANAIMO, BRITISH COLUMBIA, CAN.

1921 Population, 8,877.

City and Suburban Estimate, 15,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 80%; **English Reading,** all; **Families,** 2,000.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Brethren, 1; Apostolic, 1.

Banks: Savings Bank Deposits, Bank of Commerce; Royal Bank of Nova Scotia, Bank of Montreal.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On island sheltered bay, on west side of Gulf of Georgia, 40 miles from Vancouver and Mainland mountains, from 100 miles Mt. Baker in Washington is visible. E. & N. Railway and C. P. R. steamships give regular service twice a day and more.

Principal Industries: Coal mining, lumber, fishing and agriculture.

Manufacturing Establishments: No factories to speak of. Coal and lumber shipped amounts to millions of dollars.

Special Information: Geographical position makes it natural distributing centre for Vancouver Island. Only two hours' steaming from Vancouver. Center of big coal mining industry, also lumber industry. Fourth city in the province.

Residential Features: City limits still same as at incorporation over fifty years ago. This area practically filled up with fair single family houses. No tenements. Lots average 66x132, and large percentage of workers own their own houses.

Retail Shopping Section: Confined to Main St. —runs from water front through Commercial to head of Crescent.

Trading Area: Takes in Wellington and Nanoose, 16 miles north, in which line is included Northfield and Brechin, East Wellington, 4 miles east. South Wellington and extension 4 miles south and the farming district between these last two points and Ladysmith.

Wholesale Houses: Groceries, 2; friuts, 2; Miscellaneous lines, tobacco, 2; grain and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 10; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 2; grocers, 25; hardware, 5; jewelry, 4; meat markets, 10; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 2; womens' apparel, 8.

NELSON, BRITISH COLUMBIA, CAN.

1921 Population, 5,230.

City and Suburban Estimate, 30,000.

Native Whites, 93%; **English Reading,** 99%; **Families,** 7,347.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,126.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 4; Savings Bank Deposits Total, $2,500,000, estimated.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 1,875.

Location: Nelson is located on the west arm of Kootenay Lake in West Kootenay Federal Electorial riding. It is served by the C. P., and the G. N. Railways, and the C. P. Ry. Steamship line. First class service to all points in district. Nearest larger city, 8 hours by auto and 9 hours by railroad.

Principal Industries: Ironworks, jam factories, timber mills, smelter, ore reduction plants, mining, wood-working factories, breweries, railroad shops, wire works, electric power.

Manufacturing Establishments: Leading firms: Nelson Ironworks, McDonald Jam Co., W. W Powell Lumber Mill, Consolidated Mining & Smelting Co., T. H. Waters Clothes Pin Factory, Western Box & Shingle Co., Kootenay Wire Works & Mattress Factory. Total value of yearly output of factories estimated at $18,000,000.

Special Information: Largest city in interior of B. C. Has own hydro-electric power plant, street railway, gas works, water works, etc. Nelson is center of big agricultural, mining and working district. Is chiefly wholesale and retail center.

Residential Features: There are a few rooming houses and residential hotels, but practically whole population live in private homes, mostly owned by occupants. Homes average in value $3,500.

Retail Shopping Section: Extends 6 blocks on Baker St., 2 blocks on Ward St., 2 blocks on Josephine St., 3 blocks on Vernon St., and a number of small neighborhood stores.

Trading Area: 26 miles west, 54 miles south, 25 miles east and about 40 miles north. This is for ordinary everyday trading. For some classes of goods, such as high grade ladies' wear, pianos, men's wear, shoes, etc., this is the trading center of area averaging 148 miles in radius.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2; hardware, 2; dry goods, 2; Miscellaneous lines, confectioner, 1; tobacco, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 4; automobiles accessories, 8; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 6; confectioners, (including hotel stands), 8; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 5; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 4; grocers, 18 (chain, 1); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 7; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 4; sporting goods, 3; stationers, 7; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 86; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical 6); (dentists, 7); osteopaths, 2); number of wired houses, all; street car service; gas, artificial; electric current, alternating; water, soft, (mountain water).

NEW WESTMINSTER, BRITISH COLUMBIA

1921 Population, 14,495 .

City and Suburban Estimate, 25,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 33%; **English Reading,** 93%; **Families,** 4,500.

Schools: Public Grade, 6; High, 2; Parochial, 2; Number of pupils, 3,661.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 4; Methodist, 3; Presbyterian, 5; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 5; Total Resources, $1,988,732; Savings Banks Deposits Total, $848,497.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 7,500.

Location: On the north bank of the Fraser River, 18 miles above its mouth at the Gulf of Georgia. Served by four transcontinental railroads: C. P. Ry., C. N. Ry., G. N. Ry., and N. P. Ry., and the B. C. electric interurban line. Local fresh-water harbor is freely used by a fast increasing number of ocean going freighters in export trade Ample deep water, 2 miles of improved harbor area dockage, many miles of unimproved trackage and water front, marine ways, shipyards and many sites suitable for elevators.

Principal Industries: Lumbering, all branches, shipyards, mills, salmon and fruit canning, electric car shops, distillery.

Manufacturing Establishments: 27. Leading firms: Canada Western Lumber Co., Ltd. (one of the largest saw mills in Canada), Brunette Lumber Co., Timberland Lumber Co., Mohawk Lumber Co., Iowa Shingle Mill; Westminster Iron Works, Heaps Engineering Works, Leckie's Tannery, B. C. Distillery, Laminated Materials Co., Border Fruit & Vegetable Cannery, B. C. Electric Ry. Shops, Westminster Brewery, Swift-Canadian, Ltd., (packing house and abattoir). B. C. Box Factory, Western Marine Railway, Triangle Chemical Co.

Special Information: Location of city very favorable, as a manufacturing and distributing center. Four railway lines meet ocean-going ships using fresh water harbor, open all the year. The city owns its own electric light, power and gravity waterworks system and the valuable water frontage property of the improved harbor area, which is available on long term leases. Central point for motor trucks and stages serving the valley from Huntingdon, Haney, White Rock and Vancouver. City operates its own weekly market. Suburban areas offer many miles of trackage and water frontage beyond the improved harbor area. The greater part of the area in city limits is residential. The considerable monthly pay-roll is stabilized by the large staffs and numerous inmates of Gov't institutions, such as B. C. Penitentiary and hospitals located here.

Residential Features: Mostly one family houses, standard residence and business lots 66x132 ft. Most main streets are hard surfaced with storm sewers and cement walks. Private homes predominate, even the landlords in the small Chinatown are, many of them Chinese. The topography favors the city as a residential city, with a generally south and western aspect, but magnificent view all around, a picturesque setting in a county famed for its natural beauties.

Retail Shopping Section: Extends along the streets paralleling the river (Fraser) and for several blocks back along the intersecting streets which lead to residential sections. North, east and west, small retail centers cater to suburban residents. The city being about 14 blocks north and south and 2 miles east and west.

Trading Area: Extends 30 to 40 miles east, 22 miles south, 20 miles west and 5 miles north. This area is chiefly agricultural and dotted with small towns and villages which are supplied from here, via B. C. Ry. and motor truck and bus lines.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 3; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 1; bakers, 4; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 40; delicatessen, 10; dressmakers, 15; druggists, 8; dry goods, 6; department stores, 1; electrical supplies, 10; florists, 4; fruits, 30; furniture, 6; garages (public), 6; grocers, 40; hardware, 5; jewelry, 6; meat markets, 10; men's furnishing, 6; men's clothing, 6; merchant tailors, 7; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 17; shoes, 6; sporting goods, 8; stationers, 2; women's apparel, 8.

PRINCE RUPERT, BRITISH COLUMBIA, CAN.

1921 Population, 6,393 (last census).

City and Suburban Estimate, 10,000.

Native Whites, 85%; **Indians,** 10%; **Foreign Born,** 5%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** 2,200.

Schools: Public Grade, 5; High, 1; Number of pupils, 800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Pacific coast terminus of Canadian National Ry., situated 550 miles north of Vancouver and 40 miles south of the Alaskan boundary. It is 500 miles nearer the Orient than any other port on the Pacific Coast. Having a daily service of fast through passenger trains from the Atlantic coast with fast through freight service it is the controlling factor in the Canadian Yukon and Canadian Alaska trade.

Principal Industries: Fishing, lumbering and mining, cold storage and fish curing, shipbuilding and machinery shops, Canadian National dry dock. The district, for which Prince Rupert is the distributing point, produces 70% of the total gold, silver and copper mined in the Province of British Columbia.

Manufacturing Establishments: 15. Leading firms: Canadian Fish & Cold Storage Co., Rupert Marine Products, Laminated Wood Products (in course of building), Booth Fisheries Canada Co., Atlin Fisheries, Ltd., Royal Fish Co., Pacific Fisheries, Big Bay Lumber Co., Georgetown Sawmill, Albert McCaffery, Imperial Oil, Canadian National Dry Dock, Skeena River Salmon Canneries, and Massett Timber Co., Massett Q. C. L. tributary to the city, Swift Canadian Co.

Special Information: Prince Rupert is the northern center for the fishing, lumber and mining industries. Fish curing plants, cold storage plant, ice making works, boat building, etc. The fishing industry has had a remarkable growth, due to the strategic position of Prince Rupert. It is the natural port of entry for fish products to the eastern markes. Industrial sites are available at fair rentals on the waterfront with cheap power, light, water, etc.

Residential Features: Mostly one-family residences and apartment blocks. Private homes predominate.

Retail Shopping Section: Extends from Fairview (a fine residential district) for 5 blocks on Third Ave. to McBride St., and on Second Ave. from the Post Office to McBride St., paralleling Third Ave. In addition, there are the usual neighborhoods with confectionery, meat, fruit stores, etc.

Trading Area: Extends about 80 miles north, south, west and 100 miles east, north to Stewart and Anyoc, south to Ocean Falls, east to Prince George, and west to Queen Charlotte Islands.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 2; dry goods, 1; Miscellaneous lines, shoes, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 10; druggists, 2; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; furriers, 2; garages (public), 5; grocers, 8; hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 200; most pleasant months, June, July, Aug., (sometimes December); doctors (medical, 6); (dentists, 3); (ostepoaths, 1); number of wired houses, 2,150; no street car service; no gas; electric current, alternating; water, soft.

VANCOUVER, BRITISH COLUMBIA, CAN.

1921 Population, 117,217. (1925 est. 126,747).

City and Suburban Estimate, 250,544.

Native Whites, 50%; **Orientals,** 8%; **British Born,** 42%; **Industrial Workers,** 17%; **English Reading,** 92%; **Families,** 43,486.

Racial Origin: British, 80%; European, 9%; Asiatic, 8%; Others, 3%.

Schools: Public Grade, 87 (including suburbs); High, 15 (including suburbs); Parochial, 25; Number of Pupils: City, 21,746; Suburbs, 21,263.

Churches: Baptist, 8; Christian Science, 1; Congregational, 2; Episcopal, 11; Hebrew, 2; Methodist, 15; Presbyterian, 13; Roman Catholic, 8; Miscellaneous, 35.

Banks: Dominion, 9, 56 branches in city.

Theatres: Legitimate, 2; Moving Pictures, 23; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 32,000.

Location: On the shores of Burrard Inlet, 6 miles north of mouth of Fraser River, Gulf of Georgia, Pacific Ocean. Served by eight railroads and 40 deep sea regular S. S. lines giving 52 services. Western terminus of C. P. R., Canadian National, Great Northern, Northern Pacific, the C. M. & St. P. Ry., Union Pacific, Kettle Valley and P. G. E. Rys., also operate here. S. S. lines include C. P. R., Coastwise and Trans-Pacific, Can.-Aust. Royal Mail, Dollar S. S., Luckenbach S. S., C. S. A. Line, C. G. Trans-Atlantic, Gen'l S. S. Corp., Pac.-European Line, Moore & McCormick Line, Admiral Line, etc. Nearest larger city 6 hours by auto, and railroad.

Principal Industries: Lumber, including manufactured wood products and shingles, fish canning, fertilizer manufacturing, machinery supplies, sheet metal works, chemical laboratories, fruit canning plants, boat building, railroad shops, etc. Grain handling, sugar refining, oil refining, printing.

Manufacturing Establishments: 1,291. Leading firms: American Can Co., Vancouver Lumber Co., B. C. Mills Timber & Trading Co., Ltd., J. Hanbury Lumber Co., Dom. Canners, B. C. Sugar Refinery, Imperial Oil Co., Empress Mfg. Co.

Figures compiled by Workmen's Compensation Board, to which all industries contribute, show 1924 payroll was $160,000,000, an increase of 16% over 1923 total. Total value of yearly output of factories $100,000,000. Payroll over $24,000,000.

Special Information: Vancouver is distributing base for western Canada. Four years ago less than 1,000,000 bushels of western Canadian grain were shipped by this port. This year 60,000,000 bushels of grain are being exported. Where grain moves out, merchandise must move in, and Vancouver manufacturers, wholesale houses, and miscellaneous business are now experiencing the greatest era of development ever known here. Grain is a profitable cargo and Vancouver is converging point for the entire ocean tonnage on the Pacific. Low water rates to Vancouver have definitely established this point as the wholesale distributing base for the western coast of Canada.

Residential Features: Vancouver's equable climate, due to the warm Japan Current, has attracted a great many retired business men from the eastern and prairie provinces to make their homes here. Thust in the West-end, Kitsilano, Point Gray, Fairview and Shaughnessy Heights districts, homes are of a very high standard. Entirely one-family homes, although averaging from eight to ten rooms with 10 to 16-room residences in the Shaughnessy Heights district. Workingmen's district: South Vancouver, Grandview, Mt. Pleasant, contain substantial five and six-room homes—one family to a home. Residences' average value, $8,000 to $15,000. Workingmen's homes average $3,000.

Retail Shopping Section: Extends in the center of the city from Main Street in the east, along Hastings Street westward to Granville, approximately one mile; thence south on Granville one mile. Within this triangular area is the retail shopping district, covering an area of 25 blocks. There are six main outlying retail business sections, and a large number of "neighborhood" stores of general nature in all residential districts excepting Shaughnessy Heights, which is exclusively residential.

Trading Area: Extends over the lower mainland of British Columbia, eastward as far as Chilliwack, 60 miles up the Fraser River. In

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BRITISH COLUMBIA (Cont'd)

Vancouver (con't)

the Fraser Valley, which extends from Vancouver to Chilliwack 60 miles, extensive mixed farming is carried on, practically half of the farmers visiting Vancouver at least once a week.

Wholesale Houses: Groceries, 15; meat, 8; fruits, 39; hardware, 9; dry goods, 24.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; automobile accessories, 43; automobile tire agencies, 4; bakers, 98; cigar stores and stands (including hotels), 69 (chain, 8); confectioners, (including hotel stands), 477; delicatessen, 29; dressmakers, 45; druggists, 78 (chain, 26); dry goods, 46; department stores, 4; electrical supplies, 31; florists, 45; fruits, see confectioner; furniture, 45; furriers, 20; garages (public), 152; grocers, 496 (chain, 27); hardware, 53; jewelry, 90; meat markets, 134 (chain 23); men's furnishing, 38; merchant tailors, 76; milliners, 49; opticians, 28; photographers, 51; pianos (and miscellaneous musical instruments), 32; radio supplies, 6; restaurants (including hotels), 298 (chain 4); shoes, 77; sporting goods, 11; stationers, 51; women's apparel, 29.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 90; most pleasant months, May to September inclusive; doctors (medical, 257); (dentists, 123); (osteopaths, 6); number of wired houses, 59,994; street car service; gas, artificial; electric current, alternating; water, soft.

VICTORIA, BRITISH COLUMBIA, CAN.

1920 Population, 38,727.

City and Suburban Estimate, 58,000.

Native Whites, 70%; **Foreign Born,** 30%; **Industrial Workers,** 7%; **English Reading,** 95%; **Families,** 10,073.

Schools: Public Grade, 4,795; High, 929; Number of pupils, 5,863.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 15; Presbyterian, 10; Roman Catholic, 6; Miscellaneous, 30.

Banks: Chartered Banks, 7, Total Number; Total Resources, $105,775,654.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 1. Total number of seats, 6,036.

Location: On the Straits of Juan de Fuca, at southern extremity of Vancouver Island. Served by the Can. Pac., Esquimalt & Nanaimo, and Canadian National Rys. Steamship lines: Union S. S. Co., C. P. O. S., Admiral Line, Blue Funnel Line, Harrison Line, Royal Mail, Nippon Yusen Kaisha, Osake Shosen Kaisha, Holt Line.

Principal Industries: Lumber, shingles, boxes, paper, soap, paint, varnishes, oatmeal, oil refining, shipbuilding ironwork, ship repair plants, foundries, sand and gravel, boiler making, stove making, breweries, mineral waters, cement, explosives, machinists, bricks, marble, sheet metal, dye works, laundries, phonographs, creameries, cooperage, roofing material, carriage works, upholstery, tents and awnings, mattresses, furniture, toys, fish canneries, fruit canneries, flour, rice, coffee and spices, manufacturing confectionery, jam, pickles, boat building, lime kilns, biscuits, seed growing, nurseries, electro plating, abrasive paper, ammonia, asphalt, automobile bodies, laundry blue, cider, cigars, fertilizers, fish meal, gas, harness and saddlery, hats, leather goods, logging machinery, mirrors, dressed stone.

Manufacturing Establishments: 150. Leading firms: W. J. Pendray & Sons, Yarrows, Limited; Sidney Rubber Roofing Co.; Canadian Puget Sound Lumber & Timber Co., Ltd.; Victoria Machinery Depot Co., Ltd., British Columbia Cement Co.,; Hafer Machine Co. Total value of yearly output of factories estimated at $15,822,037.

Residential Features: Houses mostly for one family. Private homes predominate.

Retail Shopping Section: Extends from C. P. R. Wharf, Belleville Street, twelve blocks on Government, Douglas and Blanchard Streets. There are two outlying business sections and several small suburban sections with the usual grocery, confectionery and meat shops.

Trading Area: Extends as far as Ladysmith, 59 miles north. Bus service and E. & N. Railway.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 3; hardware, 3; dry goods, 6; Miscellaneous lines, confectionery, 4; druggists, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; automobile accessories, 6; automobile tire agencies, 5; bakers, 27; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 29; delicatessen, 2; dressmakers, 6; druggists, 30; dry goods, 19; department stores, 2; electrical supplies, 8; florists, 23; fruits, 7; furniture, 7; furriers, 1; grocers, 145; hardware, 6; jewelry, 10; meat markets, 48; men's furnishing, 10; men's clothing, 13; merchant tailors, 22; milliners, 6; opticians, 8; photographers, 18; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels), 23; shoes, 13; sporting goods, 3; stationers, 7; women's apparel, 7.

MANITOBA

BRANDON, MANITOBA, CAN.

1921 Population, 15,397.

City and Suburban Estimate, 25,000.

Native Whites, 80%; **Foreign Born,** 20%; **English Reading,** 90%.

Schools: Public Grade, 7; High, 1; Parochial, 1; Number of Pupils, 3,600; (Brandon College, Brandon Institute (Indian), Brandon Normal and Wheat City Business College).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 11.

Banks: National, 8 (Chartered and 1 Trust Company); Savings Bank Deposits Total, $10,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: 135 miles west of Winnipeg; C. P. Ry., C. N. Ry. and G. N. Ry.

Principal Industries: Grain growing, mixed farming, manufacturing of flour, leather goods, harness, windmills, pumps, school desks, show cases, boxes, sash and doors, store fittings, lightning rods, ventilators, grain cleaners, fire engines and extinguishers.

Special Information: Headquarters for Agricultural Exhibit, Manitoba Winter Fair; Stock Show. The city attracts crowds to the Provincial Exhibition of Manitoba, held annually in Brandon.

Residential Features: Mostly one and two-family houses; private homes predominate. Wide streets and boulevards.

Retail Shopping Section: Along Rosser avenue from Sixth to Twelfth, and also on the cross streets and boulevards.

Trading Area: Brandon is the center of a rich and prosperous farming community in Western Canada, attracting trade from radius of 150 miles.

Wholesale Houses: Groceries, 3; meat, 1; fruits, 3; hardware, 1; miscellaneous lines, tobacco, china, glassware, seed books, shoes.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 6; automobile accessories, 16; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 17; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; furriers, 5; garages (public), 9; grocers, 50; hardware, 5; jewelry, 5; meat markets, 10; men's furnishings, 7; men's clothing, 2; merchant tailors, 4; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 8; shoes, 7; sporting goods, 4; stationers, 5; women's apparel, 3.

PORTAGE LA PRAIRIE, MANITOBA, CAN.

1921 Population, 6,766. (1925, est. 7,000.)

City and Suburban Estimate, 10,000.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 15%; **English Reading,** 95%; **Families,** 1,800.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,200.

Churches: Protestant, 4; Roman Catholic, 2.

Banks: 5.

Theatres: 3. Total number of seats, 2,100.

Location: On main lines C. P. R. R. and C. N. R. R. (Grand Trunk Ry.). Is termnal of Midland Ry., connecting with Great Northern R. R.

Principal Industries: Flour mills, oatmeal mill, brick, gasoline engines, threshing machinery, steel bins, culverts and cisterns.

Residential Features: Mostly one-family houses.

Retail Shopping Section: One-half mile on Saskatchewan avenue.

Trading Area: Radius of 30 miles.

Wholesale Houses: Groceries, 1; fruits, 1; tobacco, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; furriers, 3; garages (public), 6; grocers, 8; hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 6; shoes, 6; sporting goods, 5; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 8), (dentists, 4), (osteopaths, 1); no street car service; no gas; electric current, alternating; water, hard.

WINNIPEG, MANITOBA, CAN.

1920 Population, 179,987. With adjoining municipalities, 211,876.

City and Suburban Estimate, 240,000.

Native Born, 52.41%; **British Isles,** 27.90%; other **British Possessions,** 0.39%; **Europe,** 14.81%; **U. S.,** 3.94%; **Industrial Workers,** 12½%; **English Reading,** 95%; **Families,** 45,795.

Schools: Public Grade, 70; High, 4; Junior High, 3; Parochial, 20; Number of Pupils, 40,004 (Public Schools).

Churches: Baptist, 10; Christian Science, 2; Congregational, 2; Episcopal, 27; Hebrew, 15; Methodist, 26; Presbyterian, 23; Roman Catholic, 20; Miscellaneous 51.

Banks: Comparison not applicable in Canada. Average bank clearings Winnipeg $8,599,704 daily. Number of banking offices in city 56.

Theatres: Legitimate, 2; Moving Pictures, 34; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 36,200.

Location: 350 miles west of Lake Superior, at the eastern edge of the Western Canadian Prairie Belt. Focal point for the Western Canadian Railway System. The railway concentration and distribution point for Western Canada. Principal mid-continental terminal of the Canadian Pacific and Canadian National Railway Systems connecting via Soo Lines, Great Northern and Northern Pacific Railways with Minneapolis, St. Paul, Duluth and Chicago.

Principal Industries: Railway shops, flour milling, printing, iron, steel and machinery supplies, wholesale distribution and mail order merchandise.

Manufacturing Establishments, 960. Ogilvie Flour Mills Co., Ltd., Western Canada Flour Mills, Ltd., Canadian Pacific Railway Shops, Canadian National Railway Shops, G. F. Stephens & Co., Ltd. Total value of yearly output of factories estimated at $149,500,000.

Special Information: The location of Winnipeg makes it the business metropolis of Western Canada, occupying the same relative position with respect to the Dominion of Canada as the city of Chicago occupies in the United States. Center for Western Canada agricultural, live stock, implements publishing and fur trade. Winnipeg trading territory is enormous in area, large in population. Hydro-Electric energy (250,000 horse power available) used exclusively for industrial power, lighting, and traction, for nearly all domestic purposes and to a considerable and increasing extent for domestic heating.

Residential Features: Mostly single family detached cottages. Tendency of building in later years to houses of more permanent character. Unusually large number of apartment houses and large proportion of apartment dwellers.

Retail Shopping Section: High-class retail shopping section, extends along Portage avenue, westward from Main street for eight blocks. Older retail district (including two leading department stores, three leading furniture stores, and one leading hardware store on Main street in what has become since the city's financial district). Main street north of C. P. R. for four blocks and Selkirk avenue, running westward therefrom 1½ miles, retail stores, for foreign residential districts. Six principal outlying retail business sections. Several hundred small neighborhood corner groceries, throughout the whole city.

Trading Area: Immediate local retail area confined to city and contiguous urban municipalities of within ten miles radius. Suburban business within a twenty-five mile radius, secured by rapid transit trolley connection on four lines. Wholesale distribution area for groceries, hardware, fruit and other quick moving job lines, includes roughly the Province of Manitoba.

Wholesale Houses: Groceries, 22; meats, 12; fruits, 1; hardware, 19; dry goods, 19; millinery, 5; church goods, 2; toys, 2; Oriental, 1; miscellaneous, 10; miscellaneous lines: agricultural implements, 33; saddlery, 3; biscuits, 1; confectionery, 6; boots and shoes, 17; drugs, 11; china, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 9; automobile accessories, 75; automobile tire agencies, 20; bakers, 59; cigar stores and stands (including hotel stands), 215; druggists, 95; dry goods, 95; department stores, 3; electrical supplies, 34; florists, 24; furniture, 24; furriers, 47; garages (public), 60; grocers, 736; hardware, 51; jewelry, 55; meat markets, 172; men's furnishings and men's clothing, 67; merchant tailors, 196; milliners, 49; opticians, 23; photographers, 31; pianos (and miscellaneous musical instruments), 16; radio supplies, 9; restaurants (including hotels), 117; (53 restaurants); shoes, 42; sporting goods, 19; stationers, 6; women's apparel, 24.

NEW BRUNSWICK

FREDERICTON, N. B., CAN.

1921 Population, 8,114.

City and Suburban Estimate, 20,000.

Native Whites, 98%; **Negroes,** 2%; **Foreign Born,** .01%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 2,704.

Schools: Public Grade, 3; High, 1; Technical, 1.

Churches: Baptist, 2; Episcopal, 2; United Church of Canada, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Reformed Baptist, 1.

Banks: National, 4 (chartered).

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,100.

Location: Canadian National, Canadian Pacific, and Fredericton & Grand Lake, Coal & Railway Co., and N. B. Coal & Ry. Co.; Steamer between Fredericton and St. John. Railways reach coal mines at Minto, N. B. Railways connect with two transcontinental railways and to United States. Nearest large city 3 hours by auto and railroad.

Principal Industries: Cotton, boots and shoes, shoepacks and larrigans, saw mills, clay, brick and tile, concrete builders blocks, drain pipes and printing, canvas covered canoes and motor boats.

Manufacturing Establishments: 17. Leading firms: Fraser Co., Ltd., Hart Boot & Shoe Co., Ltd., John Palmer Co. Ltd., Palmer-McLellan Shoepack Co. Ltd., Canada Cottons, Ltd., M. Ryan & Son, Concrete Builders, Ltd., Chestnut Canoe Co. Total value of yearly output of factories estimated at $2,820,952.

Special Information: Location of city makes it a distributing point for the Province. Railways and roads branch in all directions. Triweekly steamer to St. John, a winter port of Canada open all the year.

Residential Features: Mostly one-family houses. Private homes predominate. Nearly all streets well paved, and lined with large elm trees.

Retail Shopping Section: Extends from St. John to Westmoreland Street, on Queen Street. Small shops distributed through many of streets in district to rear of Queen Street. Principal residential district in eastern part.

Trading Area: Extends from 8 miles to 33 miles. Railway service is adequate for business.

Wholesale Houses: Groceries, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotels), 2; dressmakers, 4; druggists, 9; dry goods, 14; department stores, 2; electrical supplies, 4; florists, 2; fruits, 13; furniture, 2; furriers, 2; garages (public), 6; grocers, 13; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 6; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 3; stationers, 2; womens' apparel, 6.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 12), (dentists, 9), (osteopaths, 1); electric current, alternating; water, soft.

MONCTON, N. B., CAN.

1921 Population, 17,488.

City and Suburban Estimate, 25,000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 4,000.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 4,100.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 6; Total Resources, $125,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: On the Petitcodiac River, 93 miles northeast of St. John. Headquarters of Eastern Division Canadian National Rys. lines running east, north, south and west, making ideal distribution point for the Maritime Provinces.

Principal Industries: Workshops Canadian National Railways, stove foundry, woolen mills underwear factory, biscuit factory, cap factory, wire fence factory, planing and woodworking, carriage factory, marble works, bottling works, barrel factory and machine works.

Manufacturing Establishments: 12. Leading firms: J. A. Marven, Ltd., Atlantic Underwear Co., Ltd., N. B. Wire Fence Co., J. A. Humphrey & Son, B. W. Lockhart, Ltd., Record Foundry, Havelock Mineral Spring Co. Total value of yearly output of factories estimated at $5,000,000.

Residential Features: The city is noted for fine medium sized dwellings with well kept lawns, 65% of people own their homes. There are two well-kept parks in the city. 10 miles of paved streets and 37 miles of concrete sidewalks.

Retail Shopping Section: Main and St. George are the chief shopping streets, extending parallel the whole length of the city from east to west, with up-to-date departmental dry goods, hardware, grocery and specialty stores.

Trading Area: The center of a rich agricultural community with a trading radius of more than 40 miles with a good train service and good roads.

Wholesale Houses: Groceries, 3; meats, 2; hardware, 3; dry goods, 3; miscellaneous lines, boots and shoes, 3; mail order, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 10; druggists, 10; dry goods, 8; department stores, 4; electrical supplies, 6; florists, 4; fruits, 8; furniture, 4; furriers, 4; garages (public), 12; grocers, 70 hardware, 6; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 8; sporting goods, 6; stationers, 5; women's apparel, 8.

NEW BRUNSWICK(Cont'd)

SAINT JOHN, N. B., CAN.

1921 Population, 47,166.

City and Suburban Estimate, 61,218.

Native Whites, 42,464; **Negroes,** 226; **Foreign Born,** 15,821; **English Reading,** 58,521; **Families,** 14,630.

Schools: Public Grade Depts. 202; High Depts, 28; Parochial RC includes 74; Number of Pupils, 8,986.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 10; Hebrew, 2; United Church of Canada, 12; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, 4.

Banks: National, 7.

Theatres: Legitimate, 1; Moving Pictures, 7.

Location: At south of province—Canadian Pacific Railway and Canadian National Ry. provide the port with transcontinental connections. The steamship lines are Canadian Pacific Ocean Steamers, Canadian Government Merchant Marine, South African and New York Lines. Royal Mail Steam Packet, Anchor, Donaldson Line, Furness Line and Head Line.

Principal Industries: Dry dock, sugar refineries, brushes and wooden boxes.

Manufacturing Establishments: 150. Leading firms: Atlantic Sugar Refinery, T. S. Simms Brush Factory, St. John Dry Dock Co., Wilson Box Co.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: King Street, Charlotte Street, Union Street, Main Street, Prince Edward Street, three blocks each.

Trading Area: Radius of about 20 miles.

Wholesale Houses: Groceries, 22; meats, 4; fruits, 6; hardware, 6; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 41; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 20; dressmakers, 32; druggists, 45; dry goods, 32; department stores, 4; electrical supplies, 32; florists, 5; fruits, 11; furniture, 16; furriers, 5; garages (public), 23; grocers, 318; hardware, 18; jewelry, 17; meat markets, 43; men's murnishings, 6; men's clothing, 33; merchant tailors, 30; milliners, 13; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 38; shoes, 40; sporting goods, 4; stationers, 9; women's apparel, 15.

Miscellaneous Data: Average temperature, 40.3 degrees; average number of rainy days per twelve months, 136; most pleasant months, June, July, August, September, October; doctors (medical, 50), (dentists, 30), (osteopaths, 5); number of wired houses, 10,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

NOVA SCOTIA

AMHERST, N. S., CAN.

1921 Population, 9,998.

City and Suburban Estimate, 12,000.

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 26%; **English Reading,** 99%; **Families,** 2,302.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,050.

Churches; Protestant, 8; Roman Catholic, 1.

Banks: 3.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: On Cumberland Bay, 33 miles southeast of Moncton. To nearest larger city by railroad, or auto, 2 hours.

Principal Industries: Shoe factory, tannery, iron foundry, car works, woolens.

Residential Features: One-family houses predominate.

Retail Shopping Section: About eight blocks.

Trading Area: About 20 miles.

Wholesale Houses: Groceries, 2; fruits, 1; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 8; dry goods, 14; department stores, 1; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 2; garages (public), 4; grocers, 20; hardware, 3; jewelry, 2; meat markets, 10; men's furnishings, 9; men's clothing, 8; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 6), (dentists, 3), (osteopaths, 1); number of wired houses, 90%; electric current, alternating; water, soft.

GLACE BAY, NOVA SCOTIA

1921 Population, 19,000.

City and Suburban Estimate, 48,000.

Native Whites, 82%; **Negroes,** ½%; **Foreign Born,** 17½%; **Industrial Workers,** 60%; **English Reading,** 94%; **Families,** 5,642.

Schools: Public Grade, 58; High, 6; Junior High, 2; Parochial, 46; Number of Pupils, 5,960.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 4; Roman Catholic, 6; Miscellaneous, 2.

Banks: State, 5.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,980.

Location: On northeast coast of Cape Breton Island on the Atlantic Seaboard. It is the most easterly part of North America. Railways—Sydney & Louisburg and Cape Breton Electric Railway to Sydney. To nearest larger city by railroad, or auto, 30 minutes; by trolley, 1 hour.

Principal Industries: Coal mining, fishing, farming.

Manufacturing Establishments: 12. Leading firms: Dominion Coal Co., Ltd.; Empire Steel Corporation; S. & L. Railway; Chappell Bros. Lumber Co. Total value of yearly output of factories, $142,000,000.

Special Information: Glace Bay is headquarters for the Dominion Coal Company, Ltd., which operates 21 coal mines. One of the largest collieries in the world is located in Glace Bay. Largest wireless station of the Marconi Company in Canada is located in Glace Bay. Fine deep-sea fishing ground is only twelve miles from Glace Bay harbor.

Residential Features: Mostly one and two-family houses. Section devoted to workingmen's tenements at all collieries. Some very fine private residences.

Retail Shopping Section: Extends from Senator's Square, which forms heart of business section and terminal for suburban trolley for 10 blocks. Commercial Street, Main Street, Union Street, McKeen Street are business streets for six to ten blocks each. There are six outlying retail business sections and several smaller "Neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about fourteen miles west, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and train service.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 2; dry goods, 4; miscellaneous lines: shoes, 1; confectioners, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 6; automobile accessories, 12; automobile tire agencies, 32; bakers, 8; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 9; druggists, 6; dry goods, 24; department stores, 3; electrical supplies, 6; florists, 1; fruits, 10; furniture, 14; furriers, 3; garages (public), 16; grocers, 36; hardware, 8; jewelry, 9; meat markets, 22; men's furnishings, 14; men's clothing, 14; merchant tailors, 12; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 14; shoes, 12; sporting goods, 6; stationers, 8; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 46; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 12), (dentists, 6), (osteopaths, 1); number of wired houses, 2,472; street car service; electric current, alternating; water, soft.

HALIFAX, NOVA SCOTIA

1921 Population, 58,372.

City and Suburban Estimate, 70,000.

Native Whites, 88%; **Negroes,** 2%; **Foreign Born,** 10%; **Industrial Workers,** 60%; **English Reading,** 94%; **Families,** 18,560.

Schools: Public Grade, 24; High, 3; Number of Pupils, 11,000.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 9; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 7; Miscellaneous, 3.

Banks: State, 5.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,250.

Location: Halifax City situated on west side of Halifax harbor. Commercial portion of the water front within 30 minutes' steaming of the Atlantic Ocean. Harbor accessible at all hours of the day or night. Rise and fall of tides, 4 to 6 feet. Canada National Railway, Dominion & Atlantic Railway, Halifax & Eastern Railway. 32 lines of steamers make Halifax the terminal or port of call. Some of the largest in the north Atlantic trade.

Principal Industries: Shipbuilding plant (largest in Canada); sugar refinery—capacity, 2,400 bbls. daily; oil refinery works (Canada's largest); paint works; clothes factory; biscuit and confectionery works; fertilizer works; skate, nut and bolt works; rolling mills; corsage works; machine works; sash and door factories; mineral water works, etc.

Manufacturing Establishments: About 80. Leading firms: Moirs, Ltd.; Brandan Hadesa, Ltd.; W. S. Schantz & Sons; Halifax Shipyards, Inc.; Stair Mfg. Co.; Import Oil Co., Ltd.; Clayton & Son; Arcade Sugar Refinery; Nova Scotia Fertilizer Co.; Guildford & Sons, Ltd. Total value of yearly output of factories, including fish, fish products, etc., $25,000,000.

Special Information: Fine distributing center; largest city east of Quebec in Canada; exceptional for export trade; steamships connect with all parts of the world; port business increased 100% in last ten years; exceptional attractions for tourists—average summer temperature, 66 degrees; city has many historical attractions; sea fishing and bathing, lake fishing, also hunting.

Residential Features: Largely small dwellings, 81% owned by occupants. South West End of the city considered best living section, where there is a very high class and value of living houses. Three leading hotels; three family hotels and a number of second rate; eight family apartment houses. Living conditions good.

Retail Shopping Section: Barrington Street, 14 blocks of which are the principal shopping district; Grand Street, 4 blocks; Spring Garden road, 6 blocks; Gottingen Street, 7 blocks. City is divided into three shopping districts—"Centre," "West End" and "North End." A large amount of wholesale and export trade is carried on on Water Street, fronting the harbor.

Trade Area: Within a radius of two miles of the "Grand Parade," situated in the heart of the city. All parts of the city are served by an efficient tram (electric) service. Motor car service extends about 12 miles from the city limits. Dartmouth, a town of 12,000 people, situated across the harbor, is served with a 15-minute ferry, and there are a number of suburban towns within a radius of 12 miles.

Wholesale Houses: Groceries, 10; meats, 5; fruits, 4; hardware, 7; dry goods, 2; miscellaneous lines: fish, 7; canneries, 4; tobacco, 3; plumbing, 2; clothing, 1; cordage, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 21; automobile tire agencies, 5; bakers, 8; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 112; delicatessen, 5; dressmakers, 85; druggists, 39; dry goods, 34; department stores, 4; electrical supplies, 14; florists, 5; fruits, 34; furniture, 9; furriers, 8; garages (public), 22; grocers, 465; hardware, 25; jewelry, 18; meat markets, 51; men's furnishings, 19; men's clothing, 26; merchant tailors, 41; milliners, 24; opticians, 8; photographers, 13; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 49; shoes, 36; sporting goods, 11; stationers, 13; women's apparel, 31.

NEW GLASGOW, NOVA SCOTIA

1921 Population, 8,974.

City and Suburban Estimate, 90,000.

Native Whites, 98%; **Negroes,** 2%; **Foreign Born,** 1%; **Industrial Workers,** 75%; **English Reading,** 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Catholic, 1.

Banks: National, 3.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,400.

Principal Industries: Mines, steel works, car works.

Manufacturing Establishments: 6. Vineberg & Soodman.

Special Information: Industrial center; is connected by tram car with three other towns.

Residential Features: Many very fine residences.

Retail Shopping Section: Provost Street, Alexander Street.

Trading Area: Twenty miles in each direction.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 1; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 5; furniture, 3; furriers, 1; garages (public), 1; grocers, 10; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 5; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 9), (dentists, 6); number of wired houses, 50%; street car service; electric current, alternating; water, soft.

SYDNEY, NOVA SCOTIA

1921 Population, 22,545.

City and Suburban Estimate, 75,000.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 12%.

Schools: Public Grade, 7; High, 2; Parochial, 2; Number of Pupils, 4,610.

Churches: Baptist, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 7.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,800.

Principal Industries: British Empire Steel Co., Dominion Coal Co., Tar & Chemical Co., Cross Fertilizer Co., J. F. Merchant & Sons, Atlantic Engineering Co., Sydney Foundry & Machine Works, Lunch's Ltd., Shaw & Mason, Ltd.; Iona Gypsum Co., Brookfield Ice Cream, Ltd.

Special Information: Rapidly increasing in importance as a great wholesale distributing center. Contains the largest manufacturing concern in Canada, the British Empire Steel Corp. Sydney harbor is one of the finest in the world. Fast becoming a tourist center. Celebrated salmon fishing grounds nearby.

Residential Features: Contains a large number of handsome residences, including Maxham Castle, which is one of the most elaborate structures in the maritime provinces. Hundreds of workingmen's homes. New residence districts being opened up. Westmount, situated directly across the harbor, is a rural district and summer resort and has about 50 summer cottages.

Retail Shopping Section: Main part on Charlotte Street, Townsend Street and Victoria road. Number of smaller shopping sections.

Trading Area: Largely within a 20-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 4; confectioners (including hotel stands), 20; department stores, 2; furniture, 3; garages (public), 6; grocers, 16; hardware, 5; jewelry, 5; merchant tailors, 6; milliners, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; women's apparel, 3.

TRURO, NOVA SCOTIA

1921 Population, 7,562.

City and Suburban Estimate, 1921, County, 25,196.

Native Whites, 98%; **Negroes,** 2%; **Industrial Workers,** 25%; **English Reading,** all.

Schools: Public Grade, 33; High, 9; Number of Pupils, 1,868.

Churches: Baptist, 3 (1 Col.); Episcopal, 1; Roman Catholic, 1; United Church of Canada, 4.

Banks: 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. (Assembly halls in schools), 3. Total number of seats, 3,500.

Location: Junction point on Canadian National Railway; also terminal of Midland branch of Dominion Atlantic Railway. Several bus lines run from the town to county sections nearest larger city 2½ hours by auto, 2 hours by railroad.

Principal Industries: Woolen underwear, hats and caps, printing, dairy products, railroad shops.

Manufacturing Establishments: 7. Leading firms, Stanfields, Ltd.; Eastern Hat and Cap Co., Ltd.; News Pub Co., Ltd.; Canada Creosoting Co., Ltd.

Special Information: Truro is an exceptionally well located distributing center, having railroads running to four directions.

Residential Features: Practically all dwellings are for single families; average value about $3,000.

Retail Shopping Section: Inglis Street and Prince Street.

Trading Area: Thirty miles' radius.

Wholesale Houses: Groceries, 2; dry goods, 1; miscellaneous lines—jewelry, 1; fancy goods, 2; confectionery, 1; fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; druggists, 6; dry goods, 4; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 10; grocers, 25; hardware, 5; jewelry, 4; meat markets, 4; men's furnishing, 7; men's clothing, 7; merchant tailors, 6; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 10; shoes, 7; sporting goods, 4; stationers, 3; women's apparel, 1.

Miscellaneous Data: Most pleasant month, September; doctors (medical, 10), (dentists, 10); number of wired houses, 1,400; no street car service; no gas; electric current alternating; water, soft.

ONTARIO

BELLEVILLE, ONTARIO, CAN.

1921 Population, 12,206 (1925 estimate, 12,803).

City and Suburban Estimate, 46,627.

Native White, 99%; **Foreign Born,** 1%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 3,502.

Schools: 6; Number of Pupils, 2,666.

Churches: 10.

Banks: 7.

Theatres: 4; Total number of seats, 4,000.

Location: On Grand Trunk R. R., Canadian National R. R. and C. P. R. Nearest larger city 3 hours by auto, 2 hours by railroad.

Principal Industries: Hardware, woolen

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ONTARIO (Cont'd)

Belleville (con't)

goods, knit goods, paper, rolling mills, corsets, shirts, furniture, cheese, optical works, 3 foundries, baby food products. Large dairies in adjacent territory.

Residential Features: One family structures.

Retail Shopping Section: About one mile long.

Trading Area: 20 miles north, 20 miles east, 20 miles west.

Wholesale Houses: Groceries, 1; meats, 1; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 2; automobiles accessories, 7; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 7; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; furriers, 3; garages (public), 9; grocers, 52 (chain, 2); hardware, 3; jewelry, 4; meat markets, 17; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, April to November; doctors (medical, 18), dentists, 10), (osteopaths, 1); no street car service; gas, artificial; electric current, alternating; water, hard.

BRANTFORD, ONTARIO, CAN.

1920 Population, 29,440. (1925 Est. 27,410.)

City and Suburban Estimate, 35,000.

Native Whites, 98%; Negroes, 40; Foreign Born, 2,000; Industrial Workers, 10,000; English Reading, 99%; Families, 6,610.

Schools: Public Grades, 11; High, 1; Parochial, 3; Number of Pupils, 6,000.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 8; Hebrew, 1; United Church of Canada, 12; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 12.

Banks: National, 10; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,200.

Location: 65 miles west of Toronto, 56 miles east of London, 30 miles north of Port Dover, 167 miles from Detroit, 80 miles from Buffalo and 515 miles from Chicago.

Principal Industries: Agricultural castings and implements, electrical goods, binder twine, paper mill machinery, planing mill machinery, saw mill machinery, stoves, radiators, refrigerators, utilities (household), wagons, roofing.

Manufacturing Establishments: 90. Leading firms: Adams Wagon Works, Ltd., Brantford Cordage Co., Brantford Roofing Co., Cockshutt Plow Co., Crown Electrical Mfg. Co., Goold, Shapley & Muir, Ltd., Ker & Goodwin Machinery Co., Kitchen Overall & Shirt Co., Massey-Harris Co., Pratt & Letchworth Co., Ltd., Ruddy Mfg. Co., Verity Plow Co., Watrous Engine Works, Ltd., Ham Bros.

Special Information: Establishments, 218; capital, $54,480,761. Employes, 8,500. Salaries, $11,162,826. Brant County, which surrounds the city of Brantford, is one of the leading agricultural counties in Canada. Motor vehicles registered in Brantford and Brantford County, 1925, 4,500.

Retail Shopping Section: Centering off the Public Square the retail shopping section extends east along Colborne Street, 7 city blocks. West along Colborne Street, 7 blocks. North along Market Street to Canadian National Railways depot, 9 blocks. Along Dalhousie Street, 6 blocks. Neighborhood stores in all locaities.

Trading Area: 20 miles west, 30 miles south, 12 miles east, 12 miles north. Additional business is secured from people living at a greater distance on special occasions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 15; automobile accessories, 10; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 37; dressmakers, 21; druggists, 15; dry goods, 18; department stores, 18; electrical supplies, 5; florists, 12; fruits, 8; furniture, 13; furriers, 3; garages (public), 26; grocers, 106; hardware, 17; jewelry, 8; meat markets, 34; men's furnishings, 12; men's clothing, 11; merchant tailors, 19; milliners, 13; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 12.

BROCKVILLE, ONTARIO, CAN.

1921 Population, 10,040.

City and Suburban Estimate, 50,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 68%; English Reading, 99%; Families, 2,400.

Schools: Public Grade, 5; Parochial, 1; Collegiate Institute, 1; Number of Pupils, 3,360.

Churches: Baptist, 1; Episcopal, 3; United Church of Canada, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5; Savings Bank Deposits Total, $2,500,000.

Theatres: Legitimate, 1; Moving Pictures. 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

Location: The county seat of United Counties of Leeds and Grenville counties, situated on the St. Lawrence River, 208 miles east of Toronto and 125 miles west of Montreal. On main line of Canadian National Rys, with branch to Westport, and on Brockville-Ottawa line of the Canadian Pacific Ry. Bus lines to Ottawa, Gananoque, Prescott, Athens. Daily steamship service (in summer) to Montreal, Toronto and ferry to Morristown, N. Y., connecting there with N. Y. C. Lines. Nearest larger city is 3 hours by auto and railroad.

Principal Industries: Condensed milk, copper wire and cable, men's hats, hardware, forgings, fire extinguishers, milking machines, belting, gloves, office furniture, railroad shops, cheese, patent medicines, candy, biscuits, marine engines, grinding wheels, butter, dairying equipment, lumber.

Manufacturing Establishments: 25: Leading firms, Eugene F. Phillips Electrical Works, Wolthausen Hat Corp., Laing, Produce & Storage Co., National Mfg. Co., Canada Foundries & Forgings, Ltd., Machinery & Foundries, Ltd., McArthur Belting, Ltd., Lion Grinding Wheels, Ltd., St. Laurence Engine Co., Abbott, Grant Co. Burrell Mfg. Co.

Special Information: The town is the center of rich dairying section of Ontario and possesses excellent shipping facilities and a surplus of hydro electric power for manufacturing purposes.

Residential Features: Dwellings very largely detached and occupied by one family. The presence of the Thousand Islands in the near vicinity has created a large summer colony with attractive residences. The private residential section in the east is very generally admired. Attractive parks within the town limits and 29 islands in the St. Lawrence under lease by the town as camping places.

Retail Shopping Section: Extends east and west from Court House Avenue along King Street for a distance of ten blocks and also on Perth, Buell and Court House Avenue with isolated business houses in other parts of the town.

Trading Area: Extends about 25 miles north, east and west, embracing a well settled and prosperous agricultural community, specializing in dairying, and a number of small villages. There is also a large summer trade from the St. Lawrence River and lake resorts.

Wholesale Houses: Groceries, 1; fruits, 4; hardware, 1; miscellaneous lines, shoes, 1; confectioners, 2; ice cream, 1; paper bags, 1.

Number of Retail Outlets for Nationally Advertised products: Passenger automobile agencies, 5; commercial auto. agencies, 7; automobile accessories, 11; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 6; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 10; grocers, 40 (chain, 2); hardware, 3; jewelry, 4; meat markets, 8 (chain, 1); men's furnishings, 11; men's clothing, 9; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, **July, August and September;** doctors (medical, 14), (dentists, 6); number of wired houses, 1,984; no street car service; gas, artificial; electric current, alternating; water, soft.

CHATHAM, ONTARIO, CAN.

1921 Population, 13,256.

City and Suburban Estimate, 59,428.

Native Whites, 98%; Negroes, .02%; Foreign Born, 1%.

Schools: Public Grade, 3; High, 1; Parochial, 2; Vocational School, Business College; Number of Pupils, 3,322.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 13.

Banks: National, 6; Total Resources, $148,-959,212.09.

Theatres: Moving Pictures, 2; Vaudeville, 1.

Location: On Thames River in county of Ken in southwestern peninsula of Ontario, Can. National, Can. Pac., M. C., P. M. and bus service to surrounding towns, also steamship to Detroit, Wabash Ry. and Chatham Wallaceburg & Lake Erie Elec. Ry. Nearest large city 2 hours by auto and 1 hour and 20 minutes by railroad.

Principal Industries: Automobiles, sugar refinery, pickle factory, men's overalls, canning, flour and woolen mills, engine boiler and machine works, foundries, textile factories, wheel works, spring and large wagon factories, furnaces, concrete products, milk and cream products.

Manufacturing Establishments: Leading firms, Libby, McNeill & Libby, Dominion Sugar Co., International Harvester Co., Chatham Coach & Auto Works, Hayes Wheel Works of Canada, Dowsley Spring & Axle Works, Canadian Tobacco Products.

Special Information: Chatham forms the hub of the rich agriculture country that is known as South Western Ontario. It is the center of the Ontario tobacco, bean, and corn districts, while to the south of the city lies a fruit belt. Head of navigation on the Thames River. 8,500 autos registered in the county.

Residential Features: Mostly one and two family houses, private homes predominate.

Retail Shopping Section: King Street (main street), 6 blocks; Queen Street, 2 blocks, and St. Clair Street, 2 blocks.

Trading Area: 40 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; miscellaneous lines, farm produce, 2; tobacco, 1; lumber, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 13; dressmakers, 10; druggists, 10 (chain, 1); dry goods, 6; department stores, 1; electrical supplies, 5; florists, 9; fruits, 3; furniture, 5; furriers, 2; garages (public), 26; grocers, 59 (chain, 4); hardware, 6; jewelry, 6; meat markets, 18; men's furnishings, 8; men's clothing, 11; merchant tailors, 9; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous instruments), 6; radio supplies, 3; restaurants (including hotels), 11; shoes, 8; sporting goods, 4; stationers, 11; women's appared, 5.

Miscellaneous Data: Most pleasant months, Summer and early Fall; doctors (medical, 16), (dentists, 7); suburban street car service; gas, natural; electric current, alternating; water, soft.

FORT WILLIAM, ONTARIO, CAN.

1921 Population, 20,541. (1925, est. 22,000.)

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 50%; English Reading, 86%; Families, 5,000.

Schools: Public Grade, 8; Technical Collegiate Institute.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 1; United Church of Canada, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: 7.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditorium, etc.), 3.

Location: At the head of Lake Superior. Lake Terminus of Canadian Pacific Railway and Canadian National Railways. 426 miles east of Winnipeg Headquarters of Dominion Grain Board. Large grain shipping terminal which combined with sister city of Port Arthur has storage of 65,000,000 bushels. Nearest large city 20 hours by auto, 12 hours by railroad.

Principal Industries: Grain elevator shipping and railway terminals. 350 miles of trackage. 26 miles of land enclosed harbor. Two large pulp and paper mills, in addition to other large industrial activities.

Manufacturing Establishments: 28. Leading firms: Pulp and paper mills, starch and glucose, flour mills, feed mills, car wheels and pipe foundry, car works, etc.

Special Information: The location of Fort William at the head of lake navigation makes it the national outlet for the western province of Manitoba, Saskatchewan and Alberta, and through this port is carried a large volume of package freight westbound while the product of the western provinces reach eastern market by the route. An abundance of pure water and cheap electrical power is available. Trunk auto road connects with Duluth—distance 204 miles.

Residential Features: Mostly one and two family houses. Private houses predominate.

Retail Shopping Section: Victoria Avenue, 5 blocks; May Street, 3 blocks; Simpson Street, 12 blocks. There is in addition a number of outlying business districts including "West Fort" besides "neighborhood" small grocery and other shops.

Trading Area: Owing to the isolated situation with respect to larger centers Fort William is the largest city between Toronto and Winnipeg, and enjoys a large district trade, villages scattered over a very large area looking to this city as the center of trade.

Wholesale Houses: Groceries, 3; meats, 9; fruits, 2; hardware, 2; miscellaneous lines, confectionery, 6; drugs, 1; tobacco, 1; flour and feed, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 23; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 15; druggists, 13; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 4; fruits, 2; furniture, 6; furriers, 4; garages (public), 10; grocers, 85; hardware, 7; jewelry, 7; meat markets, 24; men's furnishings and men's clothing, 18; merchant tailors, 8; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 26; shoes, 20; sporting goods, 9; stationers, 6; women's apparel, 21.

Miscellaneous Data: Most pleasant months, June, July, August, Sept.; doctors (medical, 12), (dentists, 9), (osteopaths, 1); number of wired houses, 4,000; street car service; electric current, alternating and direct; water, soft.

GALT, ONTARIO, CAN.

1921 Population, 13,216.

British Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 44%; English Reading, 100%; Families, 3,200.

Schools: Public Grade, 5; Parochial, R. C.; Number of Pupils, 2,865. Collegiate Institute and Technical School, 750 Pupils.

Churches: Baptist, 2; Christian Science, 1; Anglican Episcopal, 2; United Church of Canada, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, Lutheran, 1.

Banks: National, 6; Trust Co., 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 3,150.

Location: On the Grand River and Mill Creek. Served by Canadian Pacific Ry., Canadian Nat. Ry. (two branches), and Grand River and Lake Erie and Northern Electric Ry., 13 miles southeast of Kitchener and 25 miles northwest of Hamilton. Nearest larger city is 1¼ hours by auto, 2 hours by trolley, 1 hour by railroad.

Principal Industries: Iron and brass foundries, iron and wood-working machinery works, engine, boiler sheet metal and safe works, shoes, underwear, stove and tack factories, flour, saw, account books and cash registers, planing, silk and textile mills.

Manufacturing Establishments: 70. Leading firms, Babcock-Wilcox and Goldie-McCulloch Co., Ltd., Canada Machinery Corporation, Getty and Scott, Ltd., Galt Brass Co., Ltd., R. McDougall Co., Ltd., Sheldons, Ltd., C. Turnbull Co., Galt Knitting Co., Riverside Silk Mills, Newlands & Co., Stauffer-Dobbie, Ltd., McCaskey Systems, Ltd.

Special Information: Galt is a recognized center of the iron and steel industries and has also large textile and boot and shoe factories. It is distinctive for its large beautiful parks and for its attractive residential features.

Residential Features: Mostly detached and semi-detached houses of brick and stone construction. Very few frame houses. Most of the streets are paved or macadamized and have curbs and gutters. On the west side is an extensive residential section with ornamental lighting and underground wiring.

Retail Shopping Section: The retail section comprises a compact area of three or four blocks each way, as contrasted with the usual one street shopping district of similar size. The compactness makes all stores readily accessible and is a great convenience to shoppers especially those from out of town. The chief business streets are Main, Water, Ainslie.

Trading Area: About 16 miles radius covering a thickly populated agricultural and industrial territory, well served by transportation facilities which make Galt the shopping center.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; miscellaneous lines, tobacco, 2; confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 6; automobile accessories, 13; automobile tire agencies, 9; bakers, 8; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 1; dressmkares, 10; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 8; florists, 4; fruits, 9; furniture, 4; furriers, 1; garages (public), 12; grocers, 44 (chain, 6); hardware, 5; jewelry, 4; meat markets, 12 (chain, 1); men's furnishings, 10; men's clothing, 11; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 7 (chain, 1); shoes, 11; sporting goods, 2; stationers, 4; women's apparel, 9.

Miscellaneous Data; Average temperature, 45.5 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to September; doctors (medical, 10), (dentists, 8), (osteopaths, 4); number of wired houses, 3,200; street car service; gas, natural; electric current, alternating; water, both hard and soft.

GUELPH, ONTARIO, CAN.

1921 Population, 18,128. (1925, est. 19,219.)

City and Suburban Estimate, 50,000.

Native Whites, 71; Negroes, less than 100 persons; Foreign Born, 29%; Industrial Workers, 30%; English Reading, 93%; Families, 4,431.

Schools: Public Grade, 10; High, 1; Parochial, 3; Number of Pupils, 5,800.

Churches: Baptist, 1; United Church of Canada, 6; Episcopal, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: Dominion, 6; Total Resources, $2,-000,000; Savings Bank Deposits Total, No way of knowing, total included by all branches and carried at head office, in Montreal and Toronto.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4.

Location: Situated in the heart of southern Ontario, 49 miles west of Toronto, 28 miles from Hamilton, 78 miles from Niagara Falls, 182 miles from Detroit. Main line of Canadian National and C. P. R. Ry., 7 branch lines running out of Guelph. Also electric line between Guelph and Toronto. Excellent bus service. Nearest larger city is **2½ hours by** auto; 3 hours by trolley and 1¾ hours by railroad.

Principal Industries: Cast iron center of Ontario. Radiators, boilers, lawn mowers, etc. Automobile tires, rubber footwear, rubber surgical supplies. Iron and steel tubing, malleable and cast iron fittings, stoves and furnaces, gaso-

ONTARIO (Cont'd)

line engines, pianos, agricultural implements, woolen and cotton yarns, carpets, worsted yarns. Hats, sewing machines, linens, automobile bodies, buggies, malt products.

Manufacturing Establishments: 98. Leading firms, Taylor Forbes, Ltd., International Malleable Iron, Guelph Carpet Mills, Bell Piano Company, Gibson Mfg. Co., Northern Rubber Co., Guelph Stove Co., Griffin Foundry, Canada Diamalt Company, Limited, Biltmore Hat Co., Crowe Foundry Co., Partridge Tire Co.

Special Information: The Ontario Agricultural College, established by the Ontario Government, over 1,052 students attended in 1923. The MacDonald Institute attached to the college offers courses in domestic science to prepare professional housekeepers and teachers of domestic science for public and high schools' teaching. More than 171 girls attend this college every year.

Residential Features: No tenement houses, no large apartment houses, mostly one and two family houses.

Retail Shopping Section: About one mile on Wyndham, Quebec, Carden, MacDonnell and Wilson Streets, also Italian center about one mile from heart of city.

Trading Area: Extends 50 miles north, 16 miles west, 20 miles east, 15 miles south. There is excellent train and trolley service, also bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, boots and shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 19; delicatessen, 3; dressmakers, 12; druggists, 9 (chain, 1); dry goods, 8; department stores, 5; electrical supplies, 7; florists, 3; fruits, 10; furniture, 3; furriers, 6; garages (public), 22; grocers, 67 (chain, 3); hardware, 5; jewelry, 8; meat markets, 20; men's furnishings, 8; men's clothing, 11; merchant tailors, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 20; shoes, 6; sporting goods, 5; stationers, 5; women's apparel, 9.

Miscellaneous Data: Average temperature, 43.8 degrees; average number of rainy days per twelve months, 77; most pleasant months, May to October, inclusive; doctors (medical, 27), (dentists, 12), (osteopaths, 2); number of wired houses, 5,024; street car service; gas, artificial; electric current, both alternating and direct; water, hard.

HAMILTON, ONTARIO, CAN.

1921 Population, 114,151. (1925, Est. 122,995.)

City and Suburban Estimate: Tributory, 190,000.

Native Whites, 85; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 26.68%; English Reading, Approx. 95%; Families, 30,870.

Schools: Public Grade, 14; 30 Public; Separate, 2; Technical, 1; Number of Pupils, 25,471; Private, 3; Business College, 2.

Churches: Baptist, 11; Christian Science, 2; Congregational, 3; Episcopal, 18 and 1 mission; Hebrew, 5; United Church of Canada, 15; Presbyterian, 15; Roman Catholic, 12; Miscellaneous, 38.

Banks: National, 10; Total Resources, assets of the banks with branches in Hamilton $2,515,781,872; 1 Provincial Savings; Savings Bank Deposits Total, not available. 2 loan companies' assets $8,530,706.

Theatres: Legitimate, 2; Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 15,089.

Location: At the west end of Lake Ontario on Hamilton Bay. Served by the Canadian National Railway, the Canadian Pacific Railway and Toronto, Hamilton and Buffalo Railway through which we obtain direct communication with the New York Central and the Michigan Central Lines. Canada Steamship Lines, Ltd., freight service between Hamilton and Montreal. Kirkwood Line an irregular service to same points. An ocean steamer for Vancouver via Panama Canal. Excellent bus service also to many of these places.

Principal Industries: Iron and steel, electrical equipment, textiles, including cotton, knitting and woolen mills, electric power.

Manufacturing Establishments: 790. Leading firms: Steel Company of Canada, Ltd., Canadian Westinghouse Co., Ltd., International Harvester Co., of Canada, Ltd., Dominion Foundries & Steel Co., Ltd., Hamilton Cotton Co., Imperial Cotton Co., J. R. Moodle & Sons, Ltd., Zimmerman Reliance Co., Ltd., Mercury Mills, Ltd., Imperial Oil, Ltd., Hamilton By-Product Coke Ovens, Firestone Tire and Rubber Co., Libbey Owens Sheet Glass Co., Ltd. Total yearly value of output of factories estimated at $100,280,151; Industrial workers, 25,476.

Special Information: The city being served by the Dominion Power and Transmission Co., as well as the Provincial Hydro Electric Power Commission, is the center for cheap power which has resulted in it being selected by a large number of American concerns wherein to establish branch factories. Approximately 80 American industries situated here. Its shipping facilities close to the American border and connecting with all parts of Canada is an important factor.

Residential Features: Most single family homes, 361 apartment houses—1,879 apartments. Private homes predominate—over 61% being owned by the occupants. Number of houses, 27,621. Best residences situated in southwest and southeast of city. Large workmen's sections in easy reach of factory section which is situated principally in the northeast.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley and bus lines) for 23 blocks on King east, 6 blocks on King west, 8 blocks on James north, 3 blocks on James south and 3 blocks on John south. There are 6 outlying retail business sections as well as a sprinkling of grocery, confectionery, meat and small shops throughout most of the city except in certain restricted areas.

Trading Area: 20 miles northeast, 30 miles northwest, 21 miles west, 44 miles southeast.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 10; hardware, 5; dry goods, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 12; automobile accessories, 46; automobile tire agencies, 12; bakers, 48; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 150; delicatessen, 4; dressmakers, 34; druggists, 59; dry goods, 107; department stores, 9; electrical supplies, 51; florists, 27; fruits, 49; furniture, 34; furriers, 12; garages (public), 71; grocers, 378; hardware, 47; jewelry, 36; meat markets, 166; men's furnishings, 51; men's clothing, 34; merchant tailors, 54; milliners, 42; opticians, 19; photographers, 13; pianos (and miscellaneous musical instruments), 12; radio supplies, 11; restaurants (including hotels), 113; shoes, 69; sporting goods, 8; stationers, 51; women's apparel, 35.

KINSTON, ONTARIO, CAN.

1921 Population, 21,753.

City and Suburban Estimate, 25,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 5,600.

Schools: Public Grade, 12; High, 2; Parochial, 1; Number of Pupils, 4,200. Kingston is the home of Queen's University (registration 3,000), and the Royal Military College, the latter being the only military college in Canada.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 4; Hebrew, 1; United Church of Canada, 7; Presbyterian, 7; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 7; Private, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Total Number of Seats, 3,458.

Location: Kingston is located at the foot of Lake Ontario with the Junction of the Rideau and St. Lawrence Rivers. Transhipping point from lake steamers to river barges and deep water terminus. Port of call for all package freighters, for all St. Lawrence River ports and the head of the lakes. On C. P. R. and Canadian National Rys. Nearest larger city is 6 hours by auto and railroad.

Principal Industries: Locomotives, pianos, ships, tannery, woolens, silverware, picture frames, tiling.

Manufacturing Establishments: 16. Leading firms: Canadian Locomotive Co., Davis Tannery, Weber Piano Co., Frontenac Floor & Wall Tile Co., K.-D. Manufacturing Co., Collingwood Shipbuilding Co. Total value yearly output of factories estimated at $10,819,000.

Special Information: Location of the city makes it the meeting place of traffic between United States ports, Oswego, Cape Vincent for coal and other trades. There were 300 auto trucks registered in 1923.

Residential Features: Most one family houses; over 60% owning their own homes.

Retail Shopping Section: Extends from public square for eight blocks on Princess Street, Brock Street and four blocks on King, Wellington and Bagot Streets.

Trading Area: Twenty miles east to Gananoque; 25 miles west to Napanee and a radius of from ten to twenty miles north; mostly done by truck and automobile service.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 3; dry goods, 3; miscellaneous lines, 2 shoes, 2 confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, 15; bakers, 1 wholesale, 1 retail; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 22; delicatessen, 4; dressmakers, 68; druggists, 15; dry goods, 8; department stores, 3; electrical supplies, 5; florists, 6; fruits, 11; furniture, 5; furriers, 4; garages (public), 10; grocers, 75 (chain, 2); hardware, 13; jewelry, 6; meat markets, 25; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 7; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 10; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 75; most pleasant months, May 1st to Oct. 1st.; doctors (medical, 40), (dentists, 20), (osteopaths, 5); number of wired houses, 3,500; street car service; gas, artificial; electric current, alternating; water, hard.

KITCHENER, ONTARIO, CAN.

1921 Population, 21,763. (1925, est. 24 805.)

City and Suburban Estimate, 52,600.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 35%; English Reading, 95%; Families, 898.

Schools: Public Grade, 6; High, 1; Parochial, 3; Number of Pupils, 5,063.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 4; 11 others.

Banks: Dominion, 10; State, 1; Trust Co. Banks are branches of national institutions; Savings Bank Deposits Total, $10,000,000; Bank Clearings, $48,705,178.

Theatres: Moving Pictures and Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 7,500; arena seats and 5,000; auditorium, hockey.

Location: Inland city, 62 miles west of Toronto, 110 miles east of Detroit. On main line of Can. Nat'l Rys. Toronto, Sarnia Division, C. P. R. branch (electric). Freight and hourly passenger service connecting with main line of C. P. R. at Galt. Waterloo is connected with Kitchener by Can. Nat. branch line and by street railway. Nearest larger city is 1½ hours by auto; 3 hours trolley and 3 hours by railroad.

Principal Industries: Rubber goods (tires and footwear), furniture, leather, collars, shirts, whitewear.

Manufacturing Establishments: 137. Leading firms: Dominion Tire Co., Kaufman Rubber Co., Canadian Goodrich Rubber Co., Merchants Rubber Footwear Co., Canadian Consolidated Felt Co., Baetz, Krug, Hibner, Jacques Furniture, Forsyth Shirt Co., Cluett, Peabody Co. Total value of yearly output of factories estimated at $45,000,000.

Special Information: $2,000 per capital output. The 1923 payroll (slack year) was $11,000,000. Building permits issued in 1923 were $2,432,000.

Residential Features: Mostly detached single family homes in both towns. There is no apartment or congested district. Over 80% of the homes are owned by their occupants.

Retail Shopping Section: King Street, 9 blocks, extending from Water Street easterly to Cedar Street. The heart of this district is between Frederick Street (post office and city hall, street railway waiting room and bus terminal) westerly to Young Street, a distance of three blocks. These three blocks midway between the two terminal streets mentioned above. For half a block on each side of King Street the following interesting streets do retail business: Frederick, Benton, Queen, Ontario, Young.

Trading Area: Extends about twenty-five miles north, eight miles east and twenty miles west. In south it extends about seven miles.

Wholesale Houses: Groceries, 3; Meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 35 (chain, 1); confectioners (including hotel stands), 19; delicatessen, 1; druggists, 11; dry goods, 19; department stores, 2; electrical supplies, 7; florists, 4; fruits, 5; furniture, 4; furriers, 4; garages (public), 14; grocers, 68 (chain, 4); hardware, 5; jewelry, 9; meat markets, 21 (chain, 1); men's furnishings, 15; men's clothing, 15; milliners, 10; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 22 (1 chain); shoes, 9; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct.; doctors (medical, 28), (dentists, 18), (osteopaths, 4); number of wired houses, 4,980; street car service; gas, artificial; electric current, alternating; water, hard.

LONDON, ONTARIO, CAN.

1921 Population, 60.959. (1925, est. 63,000.)

City and Suburban Estimate, 75,000.

Native Whites, 89%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 96%; Families, 15,000.

Schools: Public Grade, 23; High, 3; Junior High, Tech.; Parochial, 9; Number of Pupils, 11,566.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 13; Hebrew, 1; United Church of Canada, 18; Presbyterian, 4; Miscellaneous, 18.

Banks: National, 9; State, 21; Total Resources, Loan & Savings Co., with head officers here. Savings Bank Deposits Total, not compiled.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, theatres, 7,100; other halls, 25,000.

Location: On the Thames River, 115 miles southwest of Toronto; 120 miles northeast of Detroit, Mich. Served by Canadian Pacific Ry. and Canadian National & London & Port Stanley Rys.

Principal Industries: Railroad shops, biscuit, tin and enamel ware, stove, breakfast foods, printing and lithographing, brick and tiles, boots, shoe factories, wire and iron works, cigar factories, hosiery mill.

Manufacturing Establishments: 124. Leading firms: McClary Mfg. Co., D. S. Perrin Co., McCormick Mfg. Co., Dennis Wire & Iron Works, Kellogg Corn Flakes, Brick Mfg. & Supply Co., Hobbs Glass Mfg. Co., C. S. Hyman & Co., Holeproof Hosiery, Penman's, Ltd., E. Leonard & Sons.

Special Information: It is railroad divisional center of western Ontario and therefore a principal trading point. The home of Western University; large wholesale center. 85% of the homes of London are owned by the people who occupy them.

Residential Features: Mostly private dwellings with a limited number of duplex houses and apartments. The average value of each residence is about $4,500.

Retail Shopping Section: Dundas, Richmond and Talbot, constitute the main shopping streets, in all about 20 blocks, streets crossing Dundas also to a small extent constitute the shopping district. The outlying districts have small shopping centers.

Trading Area: London is the shopping center for 51 miles north, east and west, 26 miles south to Lake Erie.

Wholesale Houses: Groceries, 6; meats, 8; fruits, 9; hardware, 6; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 10; automobile tire agencies, 10; bakers, 37; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 61; delicatessen, 1; dressmakers, 40; druggists, 28; dry goods, 40; department stores, 4; electrical supplies, 30; florists, 18; fruits, 28; furniture, 27; furriers, 9; grocers, 277; hardware, 15; jewelry, 19; meat markets, 65; men's furnishings, 27; merchant tailors, 20; milliners, 26; opticians, 9; photographers, 7; pianos (and miscellaneous musical instruments), 13; radio supplies, 17; restaurants (including hotels), 35; shoes, 25; commercial auto. agencies, 17; automobile sporting goods, 4; stationers, 11; women's apparel, 25.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating; water, hard.

NIAGARA FALLS, ONTARIO, CAN.

1921 Population, 14,764. (1925 est. 17,380.)

City and Suburban Estimate, 26,000.

Native Whites, 85%; Negroes, .003%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 94%; Families, 4,020.

Schools: Public Grade, 7; High, 2; Parochial, 1; Number of Pupils, 3,936.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 1; United Church of Canada, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: Dominion, 10 branches; Total Resources, $1,600,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 8,000.

Location: Niagara River, Canadian National, C. P. R. Wabash, Pere Marquette, N. Y. C.-C. R. N. St. C. & T. Freight shipments by road and lake.

Principal Industries: Hydro-Electric Power, Electro Chemical.

Manufacturing Establishments: Hydro-Electric Power, Electro Chemical, American Cyanamid, Dominion Insulator Co., Dominion Chain Co., Ltd., Shredded Wheat Co., Oneida Community, Ltd. Burgess Battery Co.

Special Information: Is center in Ontario for power production, cheap power is attracting electro-chemical industries.

Residential Features: Seventy-five per cent of homes are owned by the occupants. Few apartment houses but individual homes are favored. Houses average in value $4,500.

Retail Shopping Section: Three shopping centers, north end, center and south. Few corner groceries and drug stores.

Trading Area: Extends ten miles all directions except Niagara River, Chippawa, Stamford and Queenston and St. Davids trade here.

Wholesale Houses: Groceries, 2; Miscellaneous lines, 3 lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 9; druggists, 17; dry goods, 7; department stores, 1; electrical supplies, 19; florists, 4; fruits, 16; furniture, 7; garages (public), 16; grocers, 76 (chain, 3); hardware, 8; jewelry, 3; meat markets, 14; men's furnishings, 11; men's clothing, 2; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 23; shoes, 7; sporting goods, 4; stationers, 7; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to Sept.; doctors (medical, 23), (dentists, 8), (osteopaths, 4); number of wired houses, 3,500; street car service; gas, natural; electric current, alternating; water, soft (river.)

OTTAWA, ONTARIO, CAN.

1921 Population, $107,843.

City and Suburban Estimate, 160.877. Trading area (A. B. C. Definition), 350,000; Ottawa 20% French Speaking; Hull 90% French Speaking.

Native Whites, 100%; English Reading, 85%; Families, 22,706.

Schools: Public Grade, 21; High, 3; Junior High Tech., 1; Parochial, 43; Number of Pupils, 29,154.

Churches: Baptist, 9; Christian Science, 1; Congregational, 2; Episcopal, 16; Hebrew, 3; Methodist, 11; Presbyterian, 15; Roman Catholic, 17; Miscellaneous, 20.

Banks: Chartered National, 12; State Branches, 43; Bank debits to individuals, $132,820,275; Bank Clearings, $26,991,813.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 29,150.

Location: On the south bank of the Ottawa

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ONTARIO (Cont'd)

Ottawa (con't)

River, close to its confluence with the Rideau and Gatineau Rivers. Served by the C. P. R., C. N. R. and N. Y. C. Rys., freight and passenger river service both below and above Chaudiere Falls. The Rideau Canal cuts off the unnavigable parts of the Rideau River and connects Ottawa with the St. Lawrence River at Kingston. Street car services stretching to points 10 miles distant. Excellent motor bus service in every direction. Nearest larger city is 4 hours by auto and 3 hours by railroad.

Principal Industries: Manufactured lumber, pulp, paper, electric trolley cars, paint, bank notes, awnings, cement, washing machines, pianos, motor trucks, iron foundries, clothing, furniture, hats and caps, railroad shops, fibre ware, matches.

Manufactured Establishments: 453. J. R. Booth, E. B. Eddy, Woods Mfg. Co., Ottawa Paint Works, Canadian Bank Note Co., Beach Foundry Co., Ltd.; Campbell Steel & Iron Works, J. H. Conner & Son, Ltd.; James Davidson Sons, Alexander Fleck, Ltd.; Grant Holden & Graham, Ltd.; Martin-Orme Piano Co., Ltd.; McAuliffe Davis Lumber Co., McFarland Douglas Ltd.; Mortimer Co., Ltd.; J. Oliver & Sons, Ltd., Ottawa Paper Box Co., Ltd. Total value of estimated yearly output of factories, $65,000,000.

Special Information: Location of the city makes it the logical shopping and distributing center for the territory lying between the Ottawa and St. Lawrence Rivers and stretching from the Pembroke-Peterboro-Belleville Line eastward to Sherbrooke and eastern townships. Total number of auto licenses, Ottawa and Hull, 1924, 11,277.

Residential Features: There are 8,681 owners of homes, 15,693 tenants and 2,335 apartment suites. The general standard of living is very high.

Retail Shopping Section: Extends from post office down Rideau Street to the Rideau River along Sparks Street; west to Bank Street, 4 blocks; and up Bank to Gladstone Avenue, 20 blocks. Also a section catering to the French Canadian trade east of Rideau Street along Dalhousie and St. Patrick Streets. The following suburban areas within the city limits have their own retail business sections; Sandy Hill, The Glebe, Hintonburg, Somerset Street, Ottawa south, Ottawa seat and New Edinburgh. The largest market in Ontario is held on the Market Square three times a week.

Trading Area: Extends 50 miles in each direction.

Wholesale Houses: Groceries, 12; meats, 5; fruits, 14; hardware, 8; dry goods, 12; miscellaneous lines, milliners, 8; electric supplies, 5; footwear, 8; druggists, 6; jewelry, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, and commercial auto. agencies, 29; automobile accessories, 19; automobile tire agencies, 6; bakers, 33; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 142; delicatessen, 6; dressmakers, 36; druggists, 62; dry goods, 60; department stores, 8; electrical supplies, 27 florists, 11; fruits, 107; furniture, 33; furriers, 20; garages (public), 49; grocers, 459; hardware, 29; jewelry, 35; meat markets, 105; men's furnishings, 54; men's clothing, 40; merchant tailors, 15; milliners, 51; opticians, 16; photographers, 25; pianos (and miscellaneous musical instruments), 19; radio supplies, 25; restaurants (including hotels), 110; shoes, 63; sporting goods, 12; stationers, 34; women's apparel, 18.

Miscellaneous Data: Most pleasant months, May, June, Aug., Sept., Oct.; doctors (medical, 170), (dentists, 87), (osteopaths, 5); number of wired houses, 26,500; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

OWEN SOUND, ONTARIO, CAN.

1921 Population, 12,190. (1925, est. 12,321.)

City and Suburban Estimate, 18,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; English Reading, 100%; Families, 2,500 (1,700 own their own homes).

Schools: Public Grade, 6; High, 1; Number of Pupils, 3,500.

Churches: Baptist, 1; United Church of Canada, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5; Angelican, 2.

Banks: National, 3.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: On south shore of Georgian Bay, an arm of Lake Huron. Terminus of Canadian Pacific and Canadian National branch lines serving western Ontario, connecting the city with points south including Toronto, etc. C. P. R. steamers, Dominion Transportation steamers and other small lines operate out of Owen Sound to Georgian Bay and Lake Huron ports and head of lakes.

Principal Industries: Furniture, including chairs, tables, phonographs, refrigerators, woodenware, including skewers, baskets, tooth picks; iron and steel, including stoves, marine supplies, machinery, cigars, printing, varnish, soft drinks, hosiery, leather, nails, wire, steel and malleable iron castings.

Manufacturing Establishments: 54. Leading firms: John Harrison & Sons Co., Ltd.; North American Bent Chair Co., Ltd.; North American Furniture Co., Ltd.; Keenan Woodenware Mfg. Co., Ltd.; Wm. Kennedy & Sons, Ltd.; Empire Stove & Furnace Co., Ltd.; Eureka Refrigerator Co., Ltd.; McQuay Tanning Co., Ltd.; National Table Co., Ltd.; Northern Bolt, Screw & Wire Co., Ltd. Total value of yearly output of factories estimated at $7,003,000.

Special Information: Location of city especially adapted for both lake and land commerce. Million bushel modern terminal grain elevator located on harbor for transhipment of grain from west. National deep-water harbor capable of handling any size steamer on the Great Lakes. Easily accessible by water to great forests of the North Shore, therefore woodmaking is naturally a great industry.

Residential Features: Splendid substantial homes, mostly of brick construction and housing one family only. Frame or other less substantial buildings practically a minus quantity. Working men's homes ideal. No separate tenement section.

Retail Shopping Section: Main retail business section situated on 2nd Avenue east and extends from middle of 6th and 7th Street block to middle of 10th-11th Street block, thus comprising four blocks all told. Other business streets of slightly less importance are 10th east from 1st Avenue to 3rd Avenue east and 9th Street from 1st Avenue to 3rd Avenue east and 8th Street from 1st Avenue to 4th Avenue east. Butcher and groceries scattered throughout city. Business section on east side of Sydenham River at mouth of which the city is situated.

Trading Area: Northern parts of counties of Grey and Bruce, 45 miles northwest, 35 miles west, 40 miles south and 35 miles east. Bus services and prevalence of motor cars makes intermittent trading district considerably greater.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 8; druggists, 9; dry goods, 5; departmeint stores, 1; electrical supplies, 3; fruits, 8; furniture, 4; furriers, 3; grocers, 85; hardware, 4; jewelry, 5; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; stationers, 3; women's apparel, 7.

PETERBOROUGH, ONTARIO, CAN.

1921 Population, 20,999. (1925, est. 21,726.)

City and Suburban Estimate, 29,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 4,900; English Reading, 100%; Families, 4,500.

Schools: Public Grade, 7; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 5,280.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 4; Hebrew, 1; United Church of Canada, 7; Presbyterian, 1; Roman Catholic, 3.

Banks: Branch banks of the Royal Bank of Canada, Bank of Montreal, Bank of Toronto, Canadian Bank of Commerce, Bank of Nova Scotia, Dominion Bank.

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: Seventy-five miles east of Toronto, 242 miles southwest of Montreal, on the Canadian National Railways, Midland division, and C. P. R. Situated on the Otonabee River, which is a part of the waterways forming the Trent Valley Canal System. To nearest larger city by railroad, 2 hours; by auto, 4 hours.

Principal Industries: Electrical machinery and appliances, cereal foods, carpets, dairy machinery, canoes, skiffs and motor boats, tents and awning, marble products, leather goods, yarn, woolens and worsted goods, clocks, watches, gummed and coated paper, asbestos, locks, pulp mills and mining machinery, harness and saddlery, boots and shoes, lumber, steel ranges, agricultural machinery, sails, sporting goods, braid, woven labels, knitted goods, ready-cut houses.

Manufacturing Establishments: 48. General Electric Co., DeLaval Separator Co., Canadian Woolens, Quaker Oats, Nashua Paper, Brinton Carpet Co., Wm. Hamilton Co., Peterborough Canoe Co., Peter Hamilton Co., Canadian Canoe Co., Peterborough Cereal Co., Ontario Marble Co., Peterborough Lock Co., Western Clock Co., Canadian Parking Co., Adam Hall, Ltd., J. J. Turner & Sons, Canadian Aladdin Co., Olomabee Mills, B. F. Ackerman, Son & Co., Colonial Weaving Co., Peterborough Milk Products. Total value of yearly output of factories estimated at $32,000,000.

Special Information: The city of Peterborough is the county seat of the county of Peterborough. Is the center of a very fine agricultural district, and has a variety of manufacturing concerns, which tend to keep the city steady. Has cheap hydro-electric power.

Residential Features: Mostly one-family houses, 90% brick. Peterborough is the gateway to the string of lakes in the northern part of the country. Sixty-five per cent of homes are owned by occupants. Fine homes with well kept lawns. Otonabee River flows through the center of the city. Attractive summer resorts nearby.

Retail Shopping Section: Extends from Murray Street, corner of Central Park to King Street on George Street, 4 blocks; from Hunter Street bridge to Aylmer Street on Hunter Street, 2 blocks; from Water Street to Aylmer Street on Simcoe Street, 2 blocks; from Water Street on Grand Trunk tracks on Charlotte Street, 3 blocks; from Brock Street to Charlotte Street on Water Street, 3 blocks. There are several outlying retail business sections with quite a number of merchants in the east, southwest and western part of the city.

Trading Area: Extends 30 miles southeast, 20 miles south, 15 miles west, 30 miles north, 30 miles east.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 2; dry goods, 1; miscellaneous lines: dairy produce, 2; confectionery, 3; paper, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 13; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 14; dry goods, 14; department stores, 5; electrical supplies, 7; florists, 4; fruits, 20; furniture, 7; furriers, 4; garages (public), 12; grocers, 75 (chain, 1); hardware, 6; jewelry, 5; meat markets, 23; men's furnishings, 8; men's clothing, 6; merchant tailors, 3; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 20; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 42 degrees; average number of rainy days per twelve months, 140; most pleasant months, May to November; doctors (medical, 31), (dentists, 19), (osteopaths, 3); number of wired houses, 4,300; street car service; gas, artificial; electric current, alternating; water, medium.

PORT ARTHUR, ONTARIO, CAN.

1921 Population, 14,886. (1925, est. 17,021.)

City and Suburban Estimate, 20,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 65%; English Reading, 85%; Families, 3,500.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 3,293.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 5; Total Resources, $2,248,106,520.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,100.

Location: Midway across Canada, at the head of Great Lakes navigation. Canadian Pacific and Canadian National Transcontinental railways. C. P. Steamship lines. Northern Navigation Co. Canada Steamship lines to eastern Canadian ports and the Booth Line to Duluth. All grain shipments of the west pass through local elevators and westbound cargoes reshipped by rail here. To nearest larger city by railroad, ¼ hour; by trolley, ½ hour; by auto, ¼ hour.

Principal Industries: Forest products, pulpwood and paper and lumber, grain storage and grain handling, shipbuilding, paper machinery, boilers. Railroad shops, sheet metal works, wagons, etc.

Manufacturing Establishments: 8. Leading firms: Provincial Paper Mills, Thunder Bay Paper Co., Port Arthur Shipbuilding Co., Ltd., Woodside Bros. (foundry and machine shop), Holmes Bros. (sheet metal), Port Arthur Boiler Works, Whistle's Wagon Works, Ole Oleson (sheet metal). Total value of output of factories, $12,000,000.

Special Information: Raw materials shipped include: Grain, $122,269,188; pulpwood, $1,560,000. The location of the city at the head of Great Lakes navigation and on two transcontinental railways makes it the receiving port of westbound freight for transhipment. 325,377 tons coal transhipped here during 1924.

Residential Features: Only two apartment houses, balance private homes.

Retail Shopping Section: Extends from central corner of Arthur and Cumberland, three blocks north and south on Cumberland, 2 blocks on Arthur Street. Two business blocks on Court Street, 3 blocks on Bay Street. Two on South Algoma Street and outlying retail centers reached by trolley belt line.

Trading Area: Extends 25 miles east and west and occasional business is secured within a radius of 80 miles through the medium of the local train service on C. P. R., C. N. R. and P. D. & W. Ry.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; hardware, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 3; bakers, 11; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 45; delicatessen, 1; dressmakers, 12; druggists, 9; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 2; fruits, 25; furniture, 2; furriers, 4; garages (public), 6; grocers, 43; hardware, 7; jewelry, 5; meat markets, 10; men's furnishings, 10; men's clothing, 13; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 23; shoes, 8; sporting goods, 4; stationers, 9; women's apparel, 4.

Miscellaneous Data: Average temperature, 38.5 degrees; average number of rainy days per twelve months, 63; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 15), (dentists, 9), (osteopaths, 2); number of wired houses, 3,500; street car service; electric current, alternating; water, hard.

PRESTON, ONTARIO, CAN.

1921 Population, 5,423.

Families, 1,200.

Schools: Public Grade, 2; Parochial, 1; Number of Pupils, 740.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 Lutheran, 1 Angelican.

Banks: National, 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,200.

Location: At junction of Grand and Speed Rivers, 3 miles northwest of Galt. Served by Canadian National Ry. and Grand River Railway which gives C. P. R. connection.

Principal Industries: 20. Clare Bros., Ltd.; Metal Shingles and Siding Co., Ltd.; George Pattinson & Co., Huriburt Shoe Co., Ltd.; Preston Furniture Co., Ltd.; E. O. Weber Co., Ltd.

Special Information: Besides being an industrial center, is a well known health resort, having three sanitariums with sulphur springs of great curative value.

Residential Features: Preston has many fine residences and a majority of the homes are of substantial construction.

Retail Shopping Section: Extends for five or six blocks on King Street which is the main thoroughfare of the town.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; garages (public), 4; grocers, 16; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 5.

ST. CATHARINES, ONTARIO, CAN.

1921 Population, 19,881. (1925, est. 22,053.)

City and Suburban Estimate: 50,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; Industrial Workers, 30%; English Reading, 96%; Families, 4,880.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 300.

Churches: Baptist, 1; Christian Science, 1; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 12; State, 1.

Theatres: Legitimate, 4; Moving Pictures, 3; Vaudeville, 1.

Location: On main line of Grand Trunk Railway between Niagara Falls and Detroit River; also on the Welland Canal connecting Lakes Erie and Ontario. Three miles from Lake Ontario, connected by steam and electric lines. 10 miles from the Niagara River. Is the center of the N. S. & T. R. electric lines, which connect St. Catharines with Merritton, Port Dalhousie, Port Weller, Niagara on the lake, Niagara Falls, Welland and Port Colborne. To nearest larger city by railroad, 45 minutes; by trolley, 50 minutes; by auto, 35 minutes.

Principal Industries: Mainly paper and metal trades—paper products from tissue to finished bond and as well ground and sulphite pulp in bulk, garden, logging and carpentering tools from a dozen factories; electrical equipment, including motors, meters, transformers, etc., auto parts and radiators. Textile trades represented by two haircloth factories; several large silk and woolen factories. Surrounding country intensively cultivated for small fruits, berries, etc.

Manufacturing Establishments: 100. Leading firms: Welland Vale Mfg. Co., Canadian Yale & Towne, Engineering & Machine Co., English Electric Co., J. H. Williams Co., McKinnon Industries, Pilkington Bros., A. Puccini & Co., Warren Bros., Monarch Knitting Co., St. Catharines Silk Mills, Metal Drawing Co., Packard Electric Co., Grout's Limited.

Special Information: Within a radius of 12 miles of St. Catharines are the great electric generating plants of the Hydro-Electric Power Commission of Ontario and the Dominion Power & Transmission Co. The great Chippewa Development, one of the greatest engineering feats in the world, is within eight miles of the city. First class sewerage system. Ample water supply from Lake Erie, gravity flow; pressure 90 lbs. Hydro-Electric System (municipally owned) and Lincoln Electric Light & Power Co. furnish lighting.

Residential Features: Mostly one-family homes; five apartment houses; the majority of homes are owned by occupants; major portion of homes are situated on beautiful residential streets.

Retail Shopping Section: Extends from Ontario Street square, seven blocks on St. Paul Street, one block on Ontario Street, one block on James Street, two blocks on James and one block on King Street. There are also several small neighborhood sections, with the usual groceries, drug stores, etc.

Trading Area: South, 22 miles; north, 5 miles; west, 18 miles; east, 12 miles.

Wholesale Houses: Groceries, 4; meats, 5;

ONTARIO (Cont'd)

fruits, 3; miscellaneous lines, confectionery, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 15; automobile tire agencies, 14; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 3; druggists, 14; dry goods, 13; department stores, 2; electrical supplies, 12; florists, 7; fruits, 17; furniture, 8; furriers, 5; garages (public), 16; grocers, 80 (chain, 5); hardware, 8; jewelry, 9; meat markets, 18; men's furnishings, 22; men's clothing, 26; merchant tailors, 16; milliners, 12; opticians, 9; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 12; shoes, 17; sporting goods, 3; stationers, 7; women's apparel, 15.

Miscellaneous Data: Most pleasant months, April to November; doctors (medical, 35), (dentists, 15), (osteopaths, 4); number of wired houses, 4,400; street car service; gas, natural; electric current, alternating; water, hard.

ST. THOMAS, ONTARIO, CAN.

1921 Population, 16,026.

City and Suburban Estimate, 20,327.

Native Whites, 99%; **Foreign Born,** 1%; **English Reading,** 99%; **Families,** 5,110.

Schools: Public Grade, 8; High, 1; Junior High, 1 Ladies' College; Parochial, 1; Number of Pupils, 3,606.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: Chartered, 10; Loan Company Banks, 2; Savings Bank Deposits Total, $4,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

Location: Center of rich agricultural area on north shore Lake Erie, midway between Buffalo and Detroit. On main line of Michigan Central and in addition excellent transportation facilities provided by Wabash, Pere Marquette, Canadian Pacific, Canadian National and London & Port Stanley Electric Ry. Port Stanley eight miles south connected by electric line and good roads gives port of entry for coal, wheat, etc.

Principal Industries: Large railway building and repair shops, brass foundry, metal advertising signs, shoe factories, furnace and implement foundries, woodenware factories, flour and produce mills, brooms.

Manufacturing Establishments: Leading firms: St. Thomas Metal Signs, Nursery Shoe Co., Talbot Shoe Company, St. Thomas Brass Co., Norsworthy Foundry & Furnace Co., Empire Flour Mills.

Special Information: The exceptional transportation furnished by the six railways centering in St. Thomas whose lines radiate in all directions makes St. Thomas the natural shopping center of a wide area. The excellent roads of Elgin County are perhaps almost as important, there being 6,000 automobiles and trucks owned and operated in St. Thomas and the County of Elgin.

Residential Features: Houses are largely brick, all of good class and with many fine residences. No tenements and no slum section. 67% of workmen own their own homes.

Retail Shopping Section: Is located and consists of 13 blocks on Talbot Street, 3 on Rose Street and extensions on William, Elgin, Southwick, Hiawatha, Railway, St. Catharine.

Trading Area: Extends north indefinitely eight miles; east to Tillsonburg; west along north boundary of Elgin County to a point roughly in the neighborhood of Rodney; and includes all territory south between Tillsonburg and Rodney to the Lake Shore.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 31; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 21; druggists, 9; dry goods, 7; department stores, 2; electrical supplies, 8; florists, 8; fruits, 63; furniture, 9; furriers, 4; garages (public), 13; grocers, 56; hardware, 7; jewelry, 8; meat markets, 21; men's furnishings, 12; men's clothing, 12; merchant tailors, 2; milliners, 6; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 10; sporting goods, 4; stationers, 7; women's apparel, 7.

SARNIA, ONTARIO, CAN.

1921 Population, 14,887. (1925, est. 17,500.)

City and Suburban Estimate, 18,500.

Native Whites, 90%; **Foreign Born,** 10%; **Families,** 3,963.

Schools: Public Grade, 10; High, 1; Parochial, 3; Number of Pupils, 3,700.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 1; United Church of Canada, 5; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 6; State, 2; Total Resources, $2,163,517,818.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 3,500.

Location: At the mouth of St. Clair River. Served by Canadian National railroad, Pere Marquette, Sarnia, Fort Heron Ferry Co., bus lines to Petrolia, Forest and points along the river. Northern Navigation Co., steamers (passenger and freight) to Detroit, Sault Ste. Marie, Port Arthur, Fort William, and intermediate points, making connections for Buffalo, Cleveland and lower lake ports. White Star line operates three boats daily in these directions. Shipments may be made also direct to British and Continental ports. Low commodity rates make Sarnia a splendid shipping point. Facilities for handling package freight, both for all-water and for rail and water routing are especially good for shipment. To nearest larger city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Manufacture of petroleum, including kerosene, gasolines, lubricating oils, fuel oils, grease, pitches, etc., stoves, auto castings, motor trucks, farm machinery, plumbing goods, salt. Dominion Alloy Steel Co. has large steel plant in Sarnia and shortly large grain elevators will be erected at Point Edward, a village some two miles from the city.

Manufacturing Establishments: 42. Leading firms: Dominion Alloy Steel Corp., Corporation Mueller Mfg. Co., Imperial Oil, Ltd., Cleveland Sarnia Saw Mills, Perfection Stove Co., Doherty Mfg. Co., Goodison Thresher Co., Sarnia Bridge Co., Laidlaw Belton Lumber Co., Ltd., Dominion Salt Co., Holmes Foundry, Cunningham Furnace Co.

Special Information: Situated on the chain of Great Lakes it is possible to make water shipments to both home and foreign ports at low rates. Coal is brought in from the Lake Erie ports by boat and distributed from this port. Iron ore is brought in from Lake Michigan and Superior ports and shipped to the smelter works of the Steel Co. of Canada, Hamilton. Sarnia has become the center of the petroleum industry.

Residential Features: Housing conditions are excellent. For 1922 the building permits totalled $880,260; for 1923, $791,470; for 1924, $840,803. A large majority of Sarnia homes owned by occupants. The London road is one of the fine residential sections of the city, the homes on it averaging about $10,000.

Retail Shopping Section: The heart of the retail shopping district is on Christiana and Front Streets. Practically all the stores of the city are situated on these streets, being bordered by George and Davis Streets. Front and Christian Streets parallel the Ste. Clair river. There are several other small business sections which claim a considerable local trade.

Trading Area: Extends about 30 miles east and the same south. Splendid ferry service, railroad and bus service enable the people from greater distances to shop to an advantage in Sarnia.

Wholesale Houses: Groceries, 1; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 11; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 23; delicatessen, 1; dressmakers, 1; druggists, 10 (chain, 1); dry goods, 8; department stores, 5; electrical supplies, 5; florists, 3; fruits, 66; furniture, 8; garages (public), 14; grocers, 74 (chain, 4); hardware, 4; jewelry, 5; meat markets, 16; men's furnishings, 11; men's clothing, 11; merchant tailors, 10; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 2; restaurants (including hotels), 14; shoes, 13; sporting goods, 2; stationers, 13; women's apparel, 5.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 50; most pleasant months, June, July, August, September; doctors (medical, 21), (dentists, 14), (osteopaths, 1); number of wired houses, 4,400; street car service; gas, artificial; electric current, alternating; water, hard.

SAULT STE. MARIE, ONTARIO, CAN.

1920 Population, 21,092.

City and Suburban Estimate, 24,300.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 100%; **English Reading,** 95%; **Families,** 5,000.

Schools: Public Grade, 16; High, 1; Number of Pupils, 5,493.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; United Church of Canada, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 4.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 8,650.

Location: Situated on St. Marys river between Lakes Superior and Huron. An important calling point for Canadian Pacific steamships and Northern Navigation boats. Nearly every day one of these huge liners lies at the docks for two hours or more, during which time passengers have time to visit the city. On Canadian Pacific and Algoma Central Railways. The end of the Gerat Northern Highway from Halifax. The gateway into Canada for the Dixie Highway from Miami, Fla. Nearest large city is 14 hours by railroad.

Principal Industries: Steel rails, structural steel, pig iron, foundry products, pulp, paper, lumber and mill products, sulphite, brick tile, brewery products, railway shops.

Manufacturing Establishments: Algoma Steel Co., Lake Superior Corp., Spanish River & Lake Superior Paper Co., Algoma Central Railway, Great Lakes Power Co., Northern Foundry Co.

Special Information: Industries in Sault Ste. Marie employ over 6,000 men with a yearly payroll of $8,100,000. Capital invested in Sault Ste. Marie is over $100,000,000.

Residential Features: Mostly one-family homes. No poor district.

Retail Shopping Section: Extends from Easterly and Queen Streets for 15 blocks. Several blocks of shopping district on Gore and Wellington Streets. Three outlying retail business sections; also several neighborhood sections.

Trading Area: Sixty miles radius.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3; hardware, 2; miscellaneous lines, dairy, 1; confectioners, 1; paper, 5; rubber footwear, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 7; automobile accessories, 14; automobile tire agencies, 14; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 51; dressmakers, 9; druggists, 12; dry goods, 27; department stores, 7; electrical supplies, 9; florists, 7; fruits, 6; furniture, 8; furriers, 8; garages (public), 12; grocers, 59; hardware, 12; jewelry, 8; meat markets, 28; men's furnishings, 25; men's clothing, 21; merchant tailors, 8; milliners, 10; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 18; shoes, 10; sporting goods, 9; stationers, 5; women's apparel, 14.

Miscellaneous Data: Average temperature, 39.2 degrees; average number of rainy days per twelve months, 159; most pleasant months, May to October; doctors (medical, 26), (dentists, 11), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft.

STRATFORD, ONTARIO, CAN.

1921 Population, 16,094.

Native Whites, 98¾%; **Negroes,** ¼%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **English Reading,** 99%; **Families,** 4,200.

Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 3,400.

Churches: Baptist, 2; Congregational, 1; Episcopal, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 9,000.

Location: Divisional center of Canadian National Railways. From Stratford railways radiate in seven directions; to Toronto, 88 miles; to Owen Sound, 108 miles; to Goderich, 45 miles; to Sarnia, 81 miles; to London, 32 miles; to Port Dover, 63 miles; to Buffalo, 115 miles. City is about half-way between Sarnia and Toronto, and midway between Goderich and Port Dover. Nearest larger city is 2 hours by auto and 1¼ hours by railroad.

Principal Industries: Canadian National Railways repair shops; furniture, textile.

Manufacturing Establishments: 47. Leading firms: McLagan Furniture Co., Kroehler Mfg. Co., Imperial Rattan Co., R. M. Ballantyne Co., General Electric Co.

Special Information: Chief furniture manufacturing city in the Dominion. Fairly in center of western Ontario peninsula.

Residential Features: Practically all one family houses. 85% of householders own their own homes. No slum section. Essentially a workingman's city.

Retail Shopping Section: Extends from city hall square which is in heart of city. Downie Street is in business section for four blocks; Wellington Street from Downie to St. Patrick Street. Ontario Street, from Court House to Waterloo Street.

Trading Area: Extends 45 miles west; 30 miles north; 14 miles east; 12 miles south. City easily accessible for automobiles by reason of being on the Sarnia-Toronto provincial highway and highway from Goderich.

Wholesale Houses: Groceries, 3; fruits, 2; miscellaneous lines, harness and leather goods, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 20; dressmakers, 14; druggists, 11 (chain, 3); dry goods, 11; department stores, 2; electrical supplies, 6; florists, 9; fruits, 5; furniture, 7; furriers, 4; garages (public), 14; grocers, 61 (chain, 2); hardware, 6; jewelry, 5; meat markets, 14; men's furnishings, 13; men's clothing, 12; merchant tailors, 14; milliners, 7; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 12; shoes, 11; sporting goods, 5; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 44.5 degrees; average number of rainy days per twelve months, 35; most pleasant months, August and September; doctors (medical, 19), (dentists, 11), (osteopaths, 1); number of wired houses, 4,120; gas, artificial; electric current, alternating; water, hard.

TORONTO, CAN.

1921 Population, 521,893. (1925, est. 641,780.)

City and Suburban Estimate, 730,809.

Native Whites, 92%; **Foreign Born,** 8%; **Industrial Workers,** 106,000; **English Reading,** 96%; **Families,** 127,000.

Schools: Public Grade, 102; Separate Schools, 37; High, 9; Technical, 2; Commercial, 2; Parochial, 37; Number of Pupils, 122,000.

Churches: Baptist, 59; Christian Science, 1; Congregational, 6; Episcopal, 63; Hebrew, 20; United Church of Canada, 12; Roman Catholic, 39; Miscellaneous, 131.

Banks: 249; Total Resources, $2,400,000,000.

Theatres: Legitimate, 7; Moving Pictures, 69; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 22. Total number of seats, 150,000.

Location: On the north shore of the west end of Lake Ontario, served by the Canadian National and the Canadian Pacific Railways, and Canada Steamship Lines, connecting with all Lake ports, accessible to ocean-going freighters. To nearest large city by railroad, 55 minutes; by auto, 1½ hours.

Principal Industries: Agricultural implements, iron and steel work, machinery, motor cars, tires, auto accessories, men's and women's clothing, food stuffs, medical supplies and drugs, carpets and rugs, electrical supplies, pianos and organs, printing, photographic supplies, brick and building materials, packing houses.

Manufacturing Establishments: 3,383. Leading firms: Massey Harris, Canada Foundry Co., Canadian General Electric, Durant Motors, Ford, Dunlop Rubber & Tire Co., Goodyear Rubber Co., Fisk Rubber Co., W. R. Johnston Co., Leishman Co., Lowndes Co., Christie Biscuit Mfg. Co., National Drug, United Drug, Toronto Carpet Mfg. Co., Mason & Risch., Heintzman Co., Nordheimer Canadian Kodak, Warwick Bros. & Rutter, Gage Bros., Copp Clark, Don Valley Brick Works, Canadian Packing Co., Swift Canadian Co., Gunns, Ltd., Harris Abbatoir Co. Total value of yearly output of factories estimated at $588,969,742.

Special Information: Toronto has the largest English speaking population of any city in Canada. It is spending at the present time $35,000,000, on its waterfront to provide for ocean-going vessels. Is the home of Toronto University. An important financial center. Owns its own power plant at Niagara Falls, and owns and operates its own transportation system.

Residential Features: 64.8% of Toronto's houses are owned by present occupants. There are no frame dwellings. Detached residences prevail. Duplex houses come next; apartment houses last. There are 370 apartment houses. Average rentals are between $50 and $75 for houses. Average value of Toronto homes are between $6,000 and $9,000. The north and east sections of the city are better class residential sections, known as "The Hill" and "Rosedale," while "Parkdale" in the southwest is better middle class.

Retail Shopping Section: Downtown section—Yonge and Queen Streets extending 20 blocks north and 4 blocks south; four blocks east and west of Yonge Street on King Street, Queen Street, Adelaide Street, Richmond Street, Temperance Street, and Dundas Street. In addition are the following streets solidly retail: King Street, three and one-quarter miles; Queen Street, seven and one-quarter miles; Dundas Street, seven and one-half miles; Bloor Street, four and one-quarter miles; College Street, two and one-half miles; Wallace Avenue, three-quarter mile; St. Clair Avenue, two and one-half miles; Wallace Avenue, three-quarter mile; Gerrard Avenue, two miles; Danforth Avenue, three and one-quarter miles; Kingston Rd., one mile; Parliament Street, one mile; Yonge Street, five and one-half miles; Spadina Avenue, one mile; Bathurst Street, two and three-quarter miles; Ossington Avenue, one mile; Roncesvalles Avenue, one mile. There are also a large number of corner stores off the main streets.

Trading Area: Within approximately a radius of 25 miles including New Toronto, Mimico, Long Branch, Port Credit and Oakville to the west; northwest to Islington, Cooksville, Brampton, Guelph; north to Autoroa, Newmarket, Richmond Hill and King; east to Uxbridge, Unionville, Oshawa, Whitby, Bowmanville, Port Hope, etc. Four electric radials serve these districts.

Wholesale Houses: Groceries, 48; meats, 9; fruits, 47; hardware, 21; dry goods, 43; miscellaneous lines: 1,127 (wholesale houses and mfrs. agents).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 77; commercial auto. agencies, 21; automobile accessories, 137; automobile tire agencies, 38; bakers, 172; cigar stores and stands (including hotels), 328 (chain, 68); confectioners (including hotel stands), 745; delicatessen, 34; dressmakers, 126 druggists, 285 (chain, 56); dry goods, 511; department stores, 3; electrical supplies, 208; florists, 146; fruits, 468; furniture, 128; furriers, 146; garages (public), 365; grocers, 1,965 (chain, 11); hardware, 354; jewelry, 191; meat markets, 623 (chain, 4); men's furnishings, 223; merchant tailors, 69; milliners, 245; opticians, 66; photographers, 95; pianos (and miscellaneous musical instruments), 99; radio supplies, 31; restaurants (including hotels), 241 (chain, 4); shoes, 344; sporting goods, 24; stationers, 245; women's apparel, 326.

Miscellaneous Data: Most pleasant months, April 1st to Nov. 1st; doctors (medical, 1,060), (dentists, 625), (osteopaths, 25); number of wired homes, 102,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

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ONTARIO (Cont'd)

WATERLOO, ONTARIO, CAN.

1921 Population, 5,883.

City and Suburban Estimate, 52,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 1,478.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,234.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous Lutheran, 1; others, 4.

Banks: 5; Banks are branches of national institutions.

Location: Inland city 62 miles west of Toronto, 110 miles east of Detroit. On main line of Canadian Nat'l Rys., Toronto-Sarnia division. C. P. R. branch (electric) freight and hourly passenger service connecting with main line of C. P. R. at Galt. Waterloo is connected with Kitchener by Canadian National branch line and by street railway.

Principal Industries: Rubber goods (tires and footwear), furniture, whiskey, beer and furniture are the chief products.

Manufacturing Establishments: 32. Leading firms: Seagrams Distillery, Kuntz Brewery, Snyder Furniture Co., Waterloo Mfg. Co. (farm machinery).

Special Information: Waterloo is known as the "Hartford of Canada." It is the birtt place and head office of four life insurance companies, two fire insurance companies, two trust and loan companies. Waterloo is to all intents and purposes except in name and corporation union an integral part of Kitchener. Many of the public institutions—hospital, collegiate and technical school, Y. M. C. A., street railway—are jointly owned and used and in social relations the two towns are as one people. So indefinite is the invisible boundary between the two that some of the residences are partly in Kitchener corporation limits and partly in Waterloo.

Residential Features: Mostly detached single family houses. There is no apartment or congested district. Over 80 per cent of the houses are owned by their occupants.

Retail Shopping Section: Waterloo has for its business section on King Street (continuation of King Street of Kitchener), running from the Post Office easterly for about four blocks.

Trading Area: Extends about twenty-five miles north, eight miles east and twenty miles west. In south it extends only about seven miles, as the city of Galt draws trade from more southerly points.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 2; automobile tire agencies, 2; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; druggists, 2; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 2; furniture, 1; furriers, 1; garages (public), 4; grocers, 10; hardware, 2; jewelry, 2; men's furnishings, 5; men's clothing, 5; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 2.

WINDSOR, ONTARIO, CAN.

1921 Population, 38,591. (1925 est. 53,000.)

City and Suburban Estimate, 85,000.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 37%; English Reading, 98%; Families, 13,000.

Schools: Public Grade, 25; High, 2; Technical High, 1; Parochial, 4; Number of Pupils, 15,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 27.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 18; Total number of seats, 28,000.

Location: In Essex County, Ontario, Canada. On Detroit River opposite American city of Detroit. Railways—Michigan Central, Canadian Pacific, Canadian National, Pere Marquette, Wabash. Steamship transportation to all Lake Erie and all upper Great Lake ports. Splendid bus service to all nearby towns in Essex County. Nearest larger city is Detroit, connected by ferry. Nearest larger city in Canada is 9 hours by auto and 6 hours by railroad.

Principal Industries: Automobiles, automobile parts and accessories, salt, pharmaceutical products, bed springs, fencing, paints, breakfast cereals, structural steel.

Manufacturing Establishments: 238. Leading firms: Ford Motor Co. of Canada, Ltd., General Motors, Gotfredson Truck Corp., Kelsey Wheel Co., Canadian Salt Co., Frederick Stearns Co., Parke Davis Co., Fisher Body Co., Studebaker Corp., Canadian Products Co., Canadian Bridge Co., Walkerville Bridge Co., Berry Bros. (paints), Canadian Postum Cereal Co., Standard Paint & Varnish Co., Dominion Plant Co., Bayer Co.

Special Information: Location of Windsor makes it natural gateway into Canada from the U. S., also the good location for American manufacturers' Canadian plants. Excellent transportation facilities to all parts of Canada by rail and boat.

Residential Features: Private homes predominate. Several two and four-family homes and a few apartment blocks.

Retail Shopping Section: Ouellette Avenue from Detroit River to Wyandotte Street, a distance of seven blocks; Sandwich Street, 4 blocks west of Quellette and six blocks east; Pitt Street, 2 blocks west and 4 blocks east; Chatham Street, 2 blocks west and 2 blocks east; London Street, 5 blocks west and one block east; Wyandotte Street, 20 blocks east of Ouellette; Ottawa Street, 5 blocks; Drouillard Road, 4 blocks.

Trading Area: 30 miles south, 40 miles southeast, 55 miles east.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 21; automobile tire agencies, 30; bakers, 21; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 46; delicatessen, 4; dressmakers, 17; druggists, 10 (chain, 2); dry goods, 27; department stores, 10; electrical supplies, 23; florists, 13; fruits, 34; furniture, 16; furriers, 5; garages (public), 39; grocers, 45 (chain, 4); hardware, 22; jewelry, 11; meat markets, 75; men's furnishings, 25; men's clothing, 25; merchant tailors, 28; milliners, 13; opticians, 14; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 21; restaurants (including hotels), 57 (chain, 5); shoes, 20; sporting goods, 7; stationers, 7; women's apparel, 9.

Miscellaneous Data: Most pleasant months, May, June, September; doctors (medical, 101), (dentists, 36); number of wired houses, 11,962; street car service; gas, natural; electric current alternating; water, soft.

WOODSTOCK, ONTARIO, CAN.

1921 Population, 9,935.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,200; Boy's College, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; United Church of Canada, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 5 Branches; Total Resources of all chartered banks represented by these 5 branches over $80,000,000. Savings Bank Deposits Total, $4,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: 79 miles southwest of Toronto, on the main lines of C. P. R. and C. N. R. systems. To nearest larger city by railroad, ¾ hour; by auto, 1 hour.

Principal Industries: Furniture, stoves and furnaces, wagons, pianos, organs and photographs, knitted underwear, biscuits and confectionery, woodworking machinery, garden tools, farm implements, veneer goods, bent wooden goods, fertilizer, stationary engines, fire engines and fire apparatus, textiles, printing, flour, concrete piping, powdered milk.

Manufacturing Establishments: 25. Leading firms: Canada Furniture Mfrs., Ltd., The Bain Wagon Co., Ltd., The Woodstock Wagon & Mfg. Co., Ltd., The Jas. Stewart Stove Mfg. Co., Ltd., Thomas Organ Co., Harvey Knitting Co., Ltd., Oxford Knitting Co., Ltd., Eureka Planter Co., Ltd., Hay & Co., Ltd., Crown Lumber Co., Wm. Stone Sons, Ltd., R. Whitlaw Co., Bickle Fire Engines, Ltd., Hosiers, Ltd., Woodstock Pipe Organ Builders Ltd., Kennedy Car Liner & Bag Co., Kirsch Mfg. Co. Total value of yearly output of factories estimated at $6,000,000.

Residential Features: Most are one-family houses. There are no "poor" sections. Many flower gardens, beautiful shade trees, etc. All streets are well lighted at night.

Retail Shopping Section: Extends for six blocks on Dundas Street east and west. There are two large department stores. In the east end, is a separate shopping section, with stores of all kinds.

Trading Area: Extends about 15 miles in all directions. Serves residents of neighboring town of Ingersoll, ten miles away, being connected by radial line and provincial paved highway. Woodstock is the shopping center for the whole of Oxford County, with a population upwards of 45,000. Within a 25 mile radius are the towns of Tillsonburg, Norwich, and the villages of Hickson, Tavistock, Enbro, Burgessville and several others.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1; dry goods, 2; miscellaneous lines: confectioners, 2; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 8; druggists, 5; dry goods, department stores, 2; electrical supplies, 6; florists, 6; fruits, 4; furniture, 3; furriers, 2; garages (public), 6; grocers, 22 (chain, 2); hardware, 6; jewelry, 5; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; restaurants (including hotels), 6; shoes, 6; sporting goods, 5; stationers, 5; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to September, inclusive; doctors (medical, 14), (dentists, 5), (osteopaths, 4); number of wired houses, 2,409; gas, natural; electric current, alternating; water, hard.

PRINCE EDWARD ISLAND

CHARLOTTETOWN, P. E. I., CAN.

1921 Population, 11,203 (1925 est. 20,000).

City and Suburban Estimate, 88,615.

Native Whites, 100%; Industrial Workers, 85%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 5; High, 3; Parochial, 471; Number of pupils, 17,746.

Churches: Baptist, 1; Episcopal, 2; United Church of Canada, 1; Presbyterian, 23; Roman Catholic, 34; Church of Scotland, 1.

Banks: National, 5; Charters with numerous branches; Savings Bank Deposits Total, $7,000,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 1 Opera House. Total number of seats, 2,500.

Location: Canadian National Rys. connected by car ferry. Direct steamer communication with Nova Scotia, Boston, New York, Southern States, West Indies and Gt. Britain. Nearest larger city is 4½ hours by auto and 7½ hours by railroad.

Principal Industries: Agricultural, silver fox breeding and numerous industries allied with agriculture and livestock breeding, fisheries, lobster canning, etc.

Manufacturing Establishments: 147. Leading firms: Bruce Stewart & Co., Ltd., Portland Packing Co., O'Leary & Lee, Charlottetown Canning Co., Ltd., Duchemin & Co., Ltd., L. M. Poole & Co., MacDonald & Rowe, Hall Mfg. Co., John Agnew & Son.

Residential Features: Almost exclusively residentials with fine wide streets, and lawns between the streets and footpaths. Great tourist and health resort.

Retail Shopping Section: From Water to Euston Street and from Pownal to Hillsboro Street. Also about 40 towns and villages in the other parts of the island all on railway and within easy access of the city.

Trading Area: The whole of the island.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 1; hardware, 2; dry goods, 5; Miscellaneous lines, 17 produce exporters.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 3; automobile accessories, 33; automobile tire agencies, 37; bakers, 7; cigar stores and stands (including hotels), 73; confectioners (including hotel stands), 15; dressmakers, 43; druggists, 12; dry goods, 6; department stores, 3; electrical supplies, 5; florists, 2; fruits, 70; furniture, 2; furriers, 2; garages (public), 10; grocers, 70; men's furnishings, 10; men's clothing, 10; merchant tailors, 10; milliners, 20; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 12; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 41.5 degrees; average number of rainy days per twelve months, 40; most pleasant months, July to October inclusive; doctors (medical, 17); (dentists, 11); (osteopaths, 1); number of wired houses, 2,300; no street car service; no gas; electric current, alternating; water, hard.

QUEBEC

LEVIS, QUEBEC, CAN.

1921 Population, 10,470.

City and Suburban Estimate, 19,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 10%; French Reading, 90%; Families, 2,482.

Schools: 8; Number of pupils, 2,100.

Churches: Presbyterian, 1; Roman Catholic, 4.

Banks: 5.

Theatres: 1; Total number of seats, 400.

Location: On St. Lawrence River opposite city of Quebec. Served by Canadian National R.R., Quebec Central R.R. and Grand Trunk R.R.

Principal Industries: Ship building, lumber, shoes, machinery, brass and iron castings, stores, trunks, candles, saws, marine pumps, shirts and wooden wares.

Residential Features: One family houses predominate. A few tenements.

Retail Shopping Section: Several blocks on Commercial St., Cote du Passage St., Begin Ave., and St. George St.

Trading Area: East and south about 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 5; bakers, 12; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 6; druggists, 4; dry goods, 7; electrical supplies, 2; florists, 1; fruits, 2; furniture, 4; furriers, 4; garages (public), 3; grocers, 21; hardware, 2; jewelry, 4; meat markets, 5; men's furnishings, 1; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 5.

MONTREAL, QUEBEC, CAN.

1921 Population, 618,506 (1925 est. 907,500).

City and Suburban Estimate, 1,028,000.

Native Whites, 81.31%; Foreign Born, 9.83%; Other British, 8.3%; English Reading, 75%; Families, 133,000.

Schools: Number of schools, 261. Number of pupils, 133,874.

Churches: Baptist, 9; Christian Science, 1; Congregational, 6; Episcopal, 36; Hebrew, 29; Methodist, 22; Presbyterian, 38; Roman Catholic, 93; Miscellaneous, 22.

Banks: Number of chartered banks and branches, 202.

Theatres: Legitimate, 4; Moving Pictures, 51; Vaudeville, 4; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: Located on the Island of Montreal, at a point approximately midways between the city of Kingston and the city of Quebec. Served by the Canadian Pacific Ry. and the Canadian National Ry. and the converging point of the two continental lines. The Canadian National Ry. comprises Canadian Northern, Grand Trunk Pacific, National Trans-Continental and other lines. The Canadian Pacific operates extensive steamship and ocean service. A number of American lines also reach the city. Montreal has direct trans-Atlantic service to all continental parts.

Principal Industries: Montreal is a great manufacturing center. Shipbuilding, automobiles, architectural iron and bronze, electrical apparatus, fixtures and supplies, refrigerating and agricultural machinery oil refining, cement, structural steel, furniture, printing, flour, steam engines and tractors, railroad rolling stock, dry goods supplies, street cars, shoes, sugar, stoves and furnaces, textiles.

Manufacturing Establishments: 2,823. Leading firms: Headquarters of the Canadian Pacific Railway and Canadian National Railway shops. Dominion Bridge Co., Ltd., Canadian Car & Foundry Co., Ltd., Dodge Mfg. Co., of Canada, Ltd., The Canadian Consolidated Rubber Co., Ltd. Total value of yearly output of factories estimated at $593,881,752.

Special Information: Montreal's location makes it the head of ocean navigation and the key to the interior of the Dominion. It has a waterfront of 32 miles and a harbor capacity for 100 ocean steamers. Head office of the Canada steamship lines, one of the largest owners of inland vessels in the world. Fifth largest city on the American continent. Assessed value of property $1,011,360,176.

Residential Features: Montreal has approximately 137,658 dwellings. North of St. Catherine St. and west of Park Ave. constitutes the better class shopping and residential section. Outremont, (13,249) and Westmount (17,593), two autonomous towns within Montreal, contains fine residential sections. The factory and industrial district lies to the southwest containing a large population of the working class people, while east of this lies a compact zone, 92,000 people to the square mile, within this area are the principal French residential and shopping districts.

Retail Shopping Section: St. Catherine St. constitutes the main retail shopping district running east and west. In the downtown district Craig and Notre Dame Sts., running parellel to St. Catherine, are shopping districts of secondary importance. North of St. Catherine St., Ontario and Mount Royal Sts., running from west to east, are growing shipping thoroughfares. Other streets cutting St. Catherine at right angles are Bluery and St. Denis, also shopping streets. The theatre district is on St. Catherine, while one or two blocks to the north and south are the principal hotels.

Trading Area: The suburban trade area of Montreal is within a radius of forty or more miles from the city. Car lines and railway facilities provide excellent transportation to the shopping center. The principal towns in the suburban center with estimated population are: Bedford, 1,669; Beauharnois, 2,250; Farnham, 3,343; Granby, 2,584; Iberville, 2,454; Joliette, 9,113; Lachute, 2,592; Longreuil, 4,682; St. Hyacinthe, 10,859; St. Lambert, 3,890; St. Jerome, 5,491; St. Johns, 7,734; St. Therese, 3,040; Sorel, 8,174; Terrehome, 2,056; Valleyfield, 9,215.

Wholesale Houses: Groceries, 46; meats, 19; druggists, 33; fruits, 67; hardware, 29; dry goods, 78; Miscellaneous lines, druggists, 39; furriers, 86; jewelers, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 14; automobile accessories, 101; automobile tire agencies (rubber tire mfg.), 12; bakers, 120; cigar stores and stands (tobacconists retail 192, tobacco, candies, etc., 1495), 1687; confectioners, 178; delicatessen, 33; dressmakers 213 (chain, 6); druggists, 312; dry goods, 755; department stores, 5; electrical supplies, 88; florists, 88; fruits, 194; furniture, 120; furriers, 112; garages (public), 214; grocers, 2739 (chain, 6); hardware, 260; jewelry, 180; meat markets, 1029; men's furnishings, 194; men's clothing, 117; merchant tailors, 274; milliners, 290; opticians, 73; photographers, 88; pianos and miscellaneous musical instruments (pianos and organs 25) M. I. 24, 49; radio supplies, 20; restaurants (including hotels), 676; shoes, 308; sporting goods, 24; stationers, (booksellers and stationers, 58), (stationers retail, 89), 147; women's apparel, (ladies ready to wear), 485.

Miscellaneous Data: Average temperature, 42-23 degrees; average number of rainy days per twelve months, 103; most pleasant months, June, July, and August; doctors (medical, 988); (dentists, 357); (osteopaths, 8); number of wired houses, 98%; street car service; gas, artificial; electric current, alternating; water, hard.

QUEBEC (Cont'd)

QUEBEC, QUEBEC, CAN.

1921 Population, 95,193 (1925 est. 121,000)

City and Suburban Estimate, 176,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 28%; French Reading, 90%; English Reading, 10%; Families, 29,500.

Schools: Public Grade, 83; High, 5; Number of pupils, 23,000.

Churches: Roman Catholic, 22; Miscellaneous, 10.

Banks: 9 with 47 branches.

Theatres: 9; **Total number of seats,** 8,000.

Location: On left bank of St. Lawrence River on C. P. R. and C. N. R. and Quebec Central R. R. 180 miles east of Montreal and 300 miles from Gulf of St. Lawrence. Nearest larger city is 7 hours by auto; 6 hours by trolley and 4½ hours by railroad.

Principal Industries: Boot and shoe manufacture, tobacco, iron castings, church ornaments, rope, cigars, steel, corsets, leather, furs, medicines and wine.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: On St. Joseph St. in lower town and St. John St. in upper town. Total about 4 miles of varied shops and stores.

Trading Area: About 75 miles west and south, 100 miles to north and east.

Wholesale Houses: Groceries, 13; meats, 16; fruits, 15; confectioners, 5; furs, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 12; automobile tire agencies, 12; bakers, 30; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 41; delicatessen, 25; dressmakers, 50; druggists, 26; dry goods, 31; department stores, 9; electrical supplies, 10; florists, 4; fruits, 10; furniture, 17; furriers, 25; garages (public), 37; grocers, 234; hardware, 11; jewelry, 14; meat markets, 70; men's furnishings, 30; men's clothing, 28; merchant tailors, 10; milliners, 16; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 7; (radio supplies, 10; restaurants (including hotels), 20; shoes, 56; sporting goods, 12; stationers, 16; women's apparel, 14.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 60; most pleasant months, May 1st to Nov. 1st.; doctors (medical, 64); (dentists, 18); (osteopaths, 2); number of wired houses, 90%; street car service; gas, artificial; electric current, alternating; water, soft.

SHERBROOKE, QUEBEC, CAN.

1921 Population, 23,515, (1925 est. 24,500).

Native Whites, 90%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 60%; French Reading, 80%; Families, 5,000.

Schools: Public Grade, 10; High, 2; Parochial, 3; Number of pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 7.

Banks: National, 4, with branches; Canadian Bank of Commerce, Montreal Royal Bank, Benque Canadien ne Nationale.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats about 3,000.

Location: Sherbrooke is the hub of Southern Quebec, 11 counties, known as the Eastern Townships. This is the main line of the C. P. R., C. N. R. head office of Q. C. R. R. and northern Terminal of B. & M. Provincial highways extend to U. S. Boundary and to Quebec and Montreal. Nearest larger city is 4 hours by auto, and 3 hours by railroad.

Principal Industries: Iron and steel, mining machinery, scales, jewelry, silks, silk hose and gloves, cotton fabrics, woolen goods, rubber heels, coffins, pork packing, cigars, brewery, printing, etc.

Manufacturing Establishments: 25. Dominion Textile Co., Canadian Connecticut Cotton Mills, Julius Kayser Co., Canadian Ingersoll Rand Co., E. & T. Fairbanks, Sherbrooke Machinery Co., Sturdy Chain Co., Whiting Davis Co., Walter Blue & Co., McKinnon Steel Co., W. B. Webster & Co., Silver Spring Brewery, Etc. **Total** value of yearly output of factories estimated at $4,000,000.

Special Information: Four important industries thrive in Southern Quebec, manufacturing, $20,000,000 annual output; lumbering, $12,000,000 annual output; mining, $10,000,000 annual output; agricultural, $82,000,000 annual output. Sherbrooke as the hub benefits from all these. There are 25 other smaller manufacturing towns in the territory.

Residential Features: Mostly self-contained and semi-detached houses. Several attractive apartment blocks.

Retail Shopping Section: Wellington street in the lower town is the principal shopping street with King Street extending at right angles. Sherbrooke has a large number of attractive stores the trade from the outlying territory being an important factor.

Trading Area: South to the United States Border, 35 miles; east to Lake Megantic and Maine border, 7 miles; west to Lake Memphremagog, 20 miles; north to Richmond, 25 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 3; hardware, 3; Miscellaneous lines, confectionery, 2; bakers, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 12; bakers, 10; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 30; druggists, 6; dry goods, 30; department stores, 2; electrical supplies, 3; florists, 2; fruits, 30; furniture, 7; furriers, 3; garages (public), 6; grocers, 60 (chain, 3); hardware, 5; jewelry, 8; meat markets, 6; men's furnishings, 16; men's clothing, 18; merchant tailors, 5; milliners, 23; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 21; sporting goods, 4; stationers, 6; women's apparel, 24.

Miscellaneous Data: Most pleasant months, May to October; doctors (medical, 30); (dentists, 7); (osteopaths, 3); number of wired houses, 5,000; street car service; gas, artificial; electric current, alternating; water, soft.

THREE RIVERS, QUEBEC, CAN.

1921 Population, 22,367.

City and Suburban Estimate, 100,000 (20 miles radius).

Native Whites, 90%; Foreign Born, 1%; Industrial workers, 30; Families, French, 4,317; English, 473.

Schools: Public Grade, 1 English; High, 1 French, 1 English; Parochial, 12 French; 1 Classical College, 1 Technical and Paper School, 1 Normal School.

Churches: Roman Catholic, 5; Anglican, 1; Miscellaneous, 6 private Roman Catholic chapels.

Banks: State, 9; Head offices are in Montreal or Toronto; Savings Bank Deposits Total $4,000,000 approximate.

Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: On North Shore of the St. Lawrence River, at the mouth of the St. Maurice River, halfway between Montreal and Quebec, deep sea harbor with direct oceanic communications. Served by Canadian Pacific Railway and connections by Ferry with the Canadian National Railways. Excellent bus service from 20 miles radius.

Principal Industries: Piece goods and yarns, iron pipes, boots, shoes, gloves, newsprint, paper, wood pulp, furniture, and building supplies.

Manufacturing Establishments: 21. Leading firms: Wavagamack Pulp & Paper Co., International Paper Co., St. Maurice Lumber Co., Wabasso Cotton Co., St. Lawrence Paper Co., Canada Iron Foundries. Total value of yearly output of factories estimated at $65,000,000.

Special Information: Three Rivers is the center of large pulp and paper district. Three Rivers is also the center of a very important Hydro-Electric development, more than 700,000 horsepower being developed and distributed all over the Province of Quebec. Annual industrial payroll more than $7,000,000.

Residential Features: Mostly one and two family houses. Disastrous fire in 1909 necessitated rebuilding of more than half of city and this was done along modern lines. Average residential house value, $5,000.

Retail Shopping Section: Two main retail shopping sections, the principal located around market place on Notre Dame and Des Forges Streets, in the center of Town and the second near C. P. R. Station, on St. Maurice and Champfleur Streets, near the industries.

Trading Area: 27 miles north, including Grand Mere and Shawinigan Falls; 26 miles west to Maskinonge; 21 miles east to Ste. Anne de la Perade and south 18 miles. Daily trains and bus service in all the above named directions. Hourly ferry service from the South.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 10; hardware, 8; dry goods, 8; Miscellaneous lines, feed and grain, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 11; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 14; dressmakers, 11; druggists, 8; dry goods, 34; department stores, 4; electrical supplies, 1; florists, 6; fruits, 61; furniture, 5; furriers, 2; garages (public), 7; grocers, 85; hardware, 16 (and all hardware stores); jewelry, 6; meat markets, 22; men's furnishings, 29; men's clothing, 21; merchant tailors, 7; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 17; shoes, 11; sporting goods, 1; stationers and drug stores, 3; women's apparel, 32.

SASKATCHEWAN

MOOSE JAW, SASK., CAN.

1921 Population, 19,285; (1925 Estimate, 20,700).

City and Suburban Estimate, 25,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 97%; Families, 4,000.

Schools: Public Grade, 12; High, 2; Residential Colleges, 3; Number of Pupils, 5,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 4; Hebrew, 3; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 17.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 11,000.

Location: Main line of C. P. R., 400 miles west of Winnipeg, 420 miles east of Calgary, 100 miles north of international boundary, also Canada National Railways. Nine branch lines enter city.

Principal Industries: C. P. R. shops and roundhouse, Robin Hood Flour Mills, Ltd., Sask. Creameries, Ltd., Western Creameries, Ltd., iron foundry, oil refinery, sash and doors, co-operative stockyard.

Manufacturing Establishments: 15. Annual output $10,000,000.

Special Information: Developing rapidly as a transportation and wholesale distributing center.

Residential Features: Largely one family houses, apartment block with from 2 to 6 rooms increasing. Private homes predominate.

Retail Shopping Section: Six blocks north on Main street, 2 blocks west on River street, 2 blocks west on High street, 1 block east on River street, 1 block east on High street.

Trading Area: 10 miles north, south and west, 5 miles east.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines, 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels); 15; confectioners (including hotel stands), 20; dressmakers, 5; druggists, 9; dry goods, 8; department stores, 2; electrical supplies, 6; florists, 2: fruits, 15; furniture, 5; furriers, 5; garages (public), 10; grocers, 60; hardware, 6; jewelry, 6; meat markets, 25; men's furnishings, 12; men's clothing, 20; merchant tailors, 12; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 10; sporting goods, 6; stationers, 3; women's apparel, 10.

PRINCE ALBERT, SASK., CAN.

1921 Population, 7,558 (Present 8,086).

Families, 2,000.

Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 2,000.

Churches: Baptist, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 6.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On north Saskatchewan River. Division point on Canadian National Railway.

Principal Industries: Agriculture, cattle and hog raising, lumbering, ranching, fishing, Government stock yard located here. Packing plant and two creameries.

Manufacturing Establishments: P. Burns packing plant and P. Burns creamery and Prince Albert Creamery, Ltd.

Special Information: Prince Albert has a Dominion Land Office, a land's title office, Custom's house, land settlement board office, Court House, railway divisional point offices, sheriff office, and is the logical center for northern Saskatchewan.

Residential Features: Mostly detached houses belonging to residents. There are only two rows of houses in the city, and not more than a dozen apartment blocks.

Retail Shopping Section: Ten blocks adjoining Central avenue and Rover street.

Trading Area: Prince Albert is the market and distributing center of northern Saskatchewan. It is especially the outfitting center for traders and trappers going into the north country, which is only settled for about 25 to 30 miles north.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 8; department stores, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; furriers, 1; garages (public), 4; grocers, 23; hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 10; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 22; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 1.

REGINA, SASK., CAN.

1920 Population, 34,432.

Native Whites, 60%; Foreign Born, 40%; Industrial Workers, 5%; English Reading, 90%; Families, 9,000.

Schools: Public Grade, 11; High, 2; Parochial, 3; Number of Pupils, 7,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 8; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 9.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Total number of seats, 5,400.

Location: Center of Saskatchewan, served by main lines of C. P. R. and C. N. R. Ten lines of railway radiating from the city.

Principal Industries: Oil refineries, wood working, printing. Center of the great wheat area and one of the largest agricultural distributing centers.

Manufacturing Establishments: 30. Imperial Oil, Ltd., Cushing Bros., Western Mfg. Co.

Special Information: Capital city of Saskatchewan with government headquarters. Large business and wholesale distribution over wide territory.

Residential Features: One family residences predominate. Some apartment houses. No tenements. Residential section has 1,500 homes averaging $10,000 in value.

Retail Shopping Section: Extends from Albert street to Broad street, on 3 thoroughfares, with several outlying shopping areas, approximately 25 blocks.

Trading Area: Extends 60 miles north, south, east, and 20 miles west.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 6; hardware, 2; Miscellaneous lines, 60; farm implements, 30.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 2; automobile tire agencies, 5; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 13; delicatessen, 2; druggists, 27; dry goods, 9; department stores, 4; electrical supplies, 6; florists, 3; furniture, 7; furriers, 3; garages (public), 20; grocers, 76; hardware, 11; jewelry, 9; meat market, 30; men's furnishings, 16; men's clothing, 16; merchant tailors, 3; milliners, 5; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 26; shoes, 10; sporting goods, 3; stationers, 5; women's apparel, 7.

SASKATOON, SASK., CAN.

1920 Population, 25,739.

Native Whites, 83%; Negroes, 2%; Foreign Born, 15%; English Reading, 95%; Families, 6,500.

Schools: Public Grade, 18; High, 2; University, 1; Normal School, 1; Number of Pupils, 8,000.

Churches: Baptist, 1; Christian Science, 1; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 18.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 19,885.

Location: On South Sasktachewan River and C. P. R., C. N. R. and G. T. P. Rys. 480 miles west of Winnipeg, 370 miles southeast of Edmonton, 479 miles northeast of Calgary. Central geographical position makes it important distributing section for 48,000 square miles of famous wheat country.

Principal Industries: Milling, brick, foundries, brewery, wood-working plants, metal shingles, machine shops, carpet weaving, C. P. R. railway shops employing 1,500 men. Wholesale distributing houses of International Harvester Co., J. I. Case Threshing Machine Co., Advance Rumely Co., John Deere Plow Co., Massey Harris Co., Cockshutt Plow Co.

Manufacturing Establishments: Quaker Oats Co., John East Foundry, Cushing Bros., wood-working, Machinery Manufacturers, Ltd., A. Stanley Jones Threshing Machine Co., Richardson Road Machinery Co.

Special Information: Saskatoon is the seat of the Provincial University, normal school. Has Government grain elevator with 3,500,000 bushel capacity, experimental farm. Judicial center of the province and its Dominion Lands and Land Titles office control a large district.

Residential Features: Mostly one family houses, private homes predominating. Fully sixty per cent of homes in Saskatoon are owned by occupants. Values average from $4,500 to $5,500 in ordinary residential sections.

Retail Shopping Section: Occupies an area of one and one half miles in length by one mile wide, and across the river, residential district known as Nutana, is Broadway about 10 blocks and Victoria avenue 10 blocks. There are numerous community stores scattered throughout the city.

Trading Area: 35 to 50 miles. Extensive business from further distances by reason of the excellent automobile roads.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 5; hardware, 2; dry goods, 7; Miscellaneous lines, shoes, 2; bakers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 21; automobile tire agencies, 25; bakers, 7; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 35; delicatessen, 5; dressmakers, 25; druggists, 19; dry goods, 12; department stores, 4; electrical supplies, 9; florists, 4; furniture, 5; furriers, 5; garages (public), 15; grocers, 75; hardware, 10; jewelry, 15; meat markets, 30; men's furnishings, 8; men's clothing, 25; merchant tailors, 18; milliners, 8; opticians, 7; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 15; restaurants (including hotels), 55; shoes, 12; sporting goods, 5; stationers, 4; women's apparel, 15.

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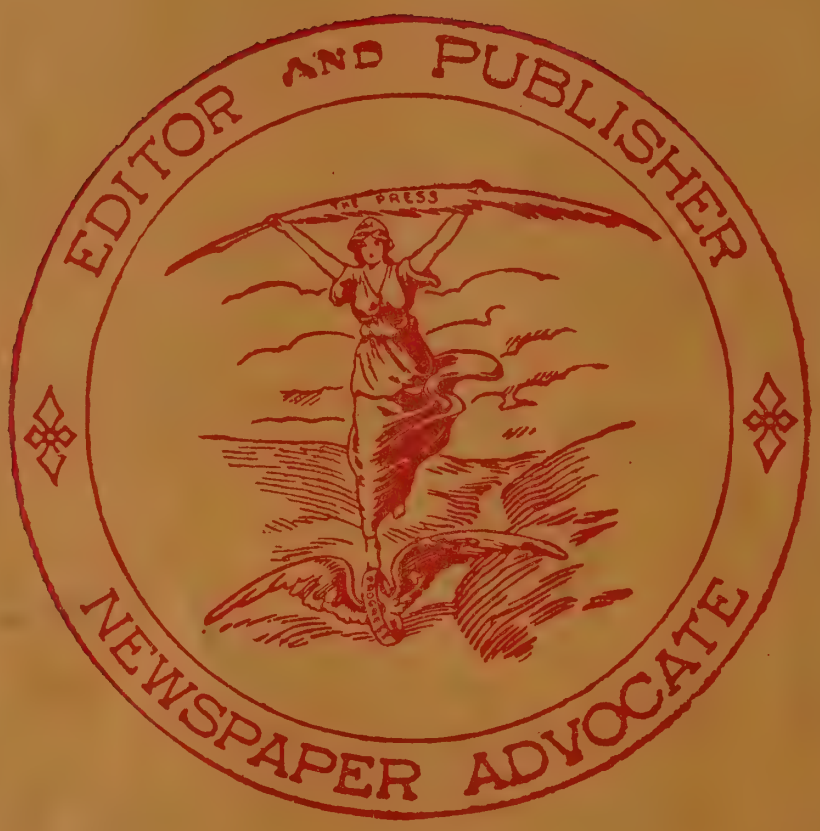
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THE TECHNICAL PRESS, NEW YO

THIS ISSUE:—LEAGUE OF NATIONS PROPOSES WORLD PRESS MEET

EDITOR & PUBLISHER

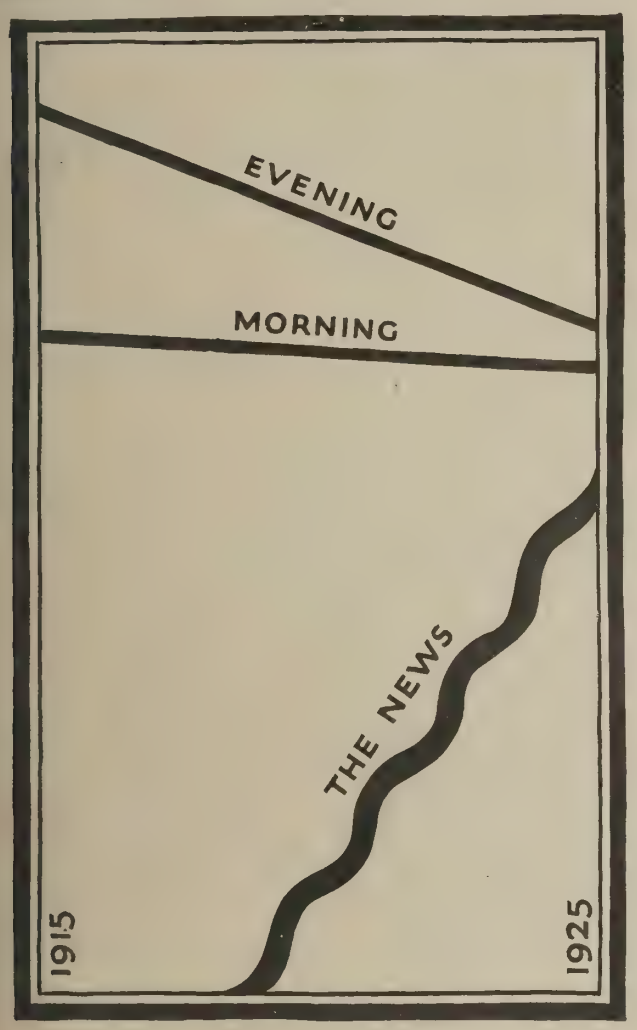
1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y.; under the act of March 3, 1879.

Vol. 58. No. 28 NEW YORK, DECEMBER 5, 1925 By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

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Total circulations of all standard size New York MORNING newspapers, according to Government statements, for six months' period

ending Oct. 1, 1915 . 1,422,718
ending Oct. 1, 1925 . 1,375,181
Decrease 47,537 . 3.3%

Total circulations of all New York EVENING newspapers, according to Government statements, for six months' period

ending Oct. 1, 1915 . 1,932,440
ending Oct. 1, 1925 . 1,435,953
Decrease 496,487 . 25.6%

Total circulations of ALL standard size New York papers, morning and evening, according to Government statements, for six months' period

ending Oct. 1, 1915 . 3,355,158
ending Oct. 1, 1925 . 2,811,134
Decrease 544,024 . 16.2%

10 YEARS of New York newspaper circulation history told in 3 lines

CONSIDER the chart: in the last ten years in New York City the total volume of standard size MORNING newspaper circulation has decreased 3.3%—the total circulation of all standard size EVENING papers has shrunken 25.6% ❦ ❦ The total circulation of ALL standard size papers, morning and evening, has decreased 16.2% in ten years—despite the fact that New York's population has had an increase of about a million people in that time.

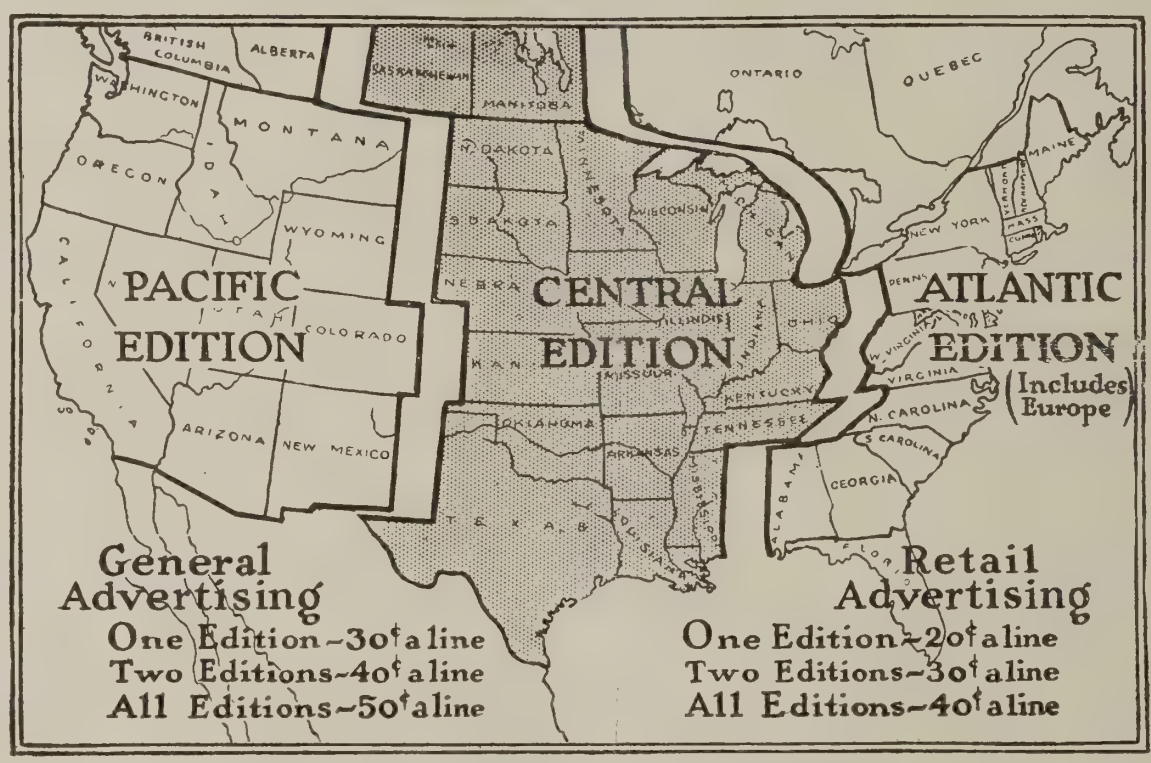
BUT the tabloid News, starting from nothing in 1919, has gained almost a million circulation in the past six years!

The national advertiser has a tremendous new vital growing force in The News. With the largest circulation in America, morning, evening or Sunday, it is the first medium available that covers the whole city market ❦ With the small page in the small paper, advertising is made more efficient, more easily seen and read, and suffers less from competition ❦ And the cost is much lower! ❦ ❦ Get the facts!

THE NEWS
New York's Picture Newspaper
Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

November Circulation Averages: Daily 965,512—Sunday 1,177,301

What's Regional Advertising? Look at This Map



"BUY WHAT YOU CAN USE"

To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

The Christian Science Monitor's plan of "Regional Advertising at Regional Rates" is well worth your early attention.

For Regional Rates See the Map
Ask Any Monitor Advertising Office for Full Information

The Christian Science Monitor

ADVERTISING OFFICES

BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing SELECTED ADVERTISING

Character, Substance, Courage, Quality.

That's the reason for The Sun's position in New York as a great newspaper—a home newspaper for home reading.

That's the reason why The Sun leads all other evening newspapers in New York, both in the quality and quantity of its advertising.

That's the reason why The Sun carried in November 1,541,154 lines of advertising, leading all other evening newspapers in New York by 58,664 lines.

That's the reason why The Sun for five months straight has carried more advertising than any other New York evening newspaper.

That's the reason why The Sun has made a larger gain in the last five months than all the other New York evening newspapers put together.

That's the reason why The Sun's gain in advertising for November this year is 334,424 lines over November last year.

That's the reason why in the last five months The Sun has gained more in advertising in the six working days of the week than any other newspaper in New York, morning or evening, has gained.

The Sun is building right, building with full appreciation of a newspaper's responsibility to the community

The Sun

280 BROADWAY **NEW YORK**

WASHINGTON, D. C. Munsey Building
BOSTON Old South Building
CHICAGO 208 La Salle St.
LOS ANGELES Van Nuys Building
SAN FRANCISCO First National Bank Building
PARIS 49 Avenue de l'Opera
LONDON 40-43 Fleet St.

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PHILADELPHIA

Philadelphia, having the third largest population in the United States, is a very important market for the manufacturer of Hardware, Tools and House Furnishing Goods.

Most people in Philadelphia, Camden and their vicinity live in their own homes, a large percentage of which are owned by their occupants.

There are more than 420,000 separate dwellings within the city limits and over 100,000 in the surrounding suburbs and towns. You can readily see that here indeed is a big market for you to cultivate.

Send for a free copy of THE BULLETIN ROUTE LIST OF HARDWARE AND HOUSEFURNISHING STORES IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesman when calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

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EDITOR & PUBLISHER

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Vol. 58 NEW YORK, DECEMBER 5, 1925 No. 28

Move For World Press Meet at Geneva To Plan Moral Disarmament

League of Nations Offers Auspices—Chile Takes Initiative and Resolution is Unanimously Adopted—Editors of All Nations Now Being Informally Consulted—Suggest Improved Communication Service

THROUGH the initiative of the Chilean Delegation to the League of Nations a movement is in progress at Geneva to form an international press conference to act co-operatively with the League for better and more sympathetic popular understanding of world questions as a means of effecting what has become widely known in Europe as "moral disarmament." Such conference may also act to improve international news communication service.

When the League of Nations Council meets again next Monday it will have on its agenda the question whether it is opportune to ask a limited number, say 12 to 20 journalists from various parts of the world to come together to consider the desirability of a technical press conference. A definite decision will probably not be reached before March.

"Co-operation of the press in the organization of peace," is the descriptive title of the League of Nations resolution presented by the Chilean delegation at the sixth assembly, on Sept. 26. This was put forth in an address by M. Yanez, delegate for Chile, in part as follows:

"We must stimulate among the people that new spirit which the war produced and which the League of Nations is trying to spread throughout the world. . . I can conceive no more effective method of forming this new spirit than by influencing the minds of peoples through the press and moulding the future generations in the schools.

"With regard to the press, I suggest for your consideration the idea of unifying its directive action on public opinion and its moral influence over governments.

"Journalism has in every country but one meaning in its spirit and in its essence, because it is and should be the reflection of the ideas of liberty, progress and morality.

"A universal bond of feeling unites all men and all peoples on the question of peace and the welfare of the working classes. The press is the vanguard of these ideas, and that is why I submit the following draft resolution to the Assembly:

"'The Assembly,

"'Being profoundly convinced of the necessity of creating a new sense of international concord in the world;

"'Considering that the press constitutes the surest and the most effective means of guiding public opinion towards that moral disarmament which is a concomitant condition of material disarmament:

"'Invites the Council to consider the desirability:

"'Of convening a committee of experts representing the press in the different continents with a view to determining by what means the press may contribute towards the work of disarmament and the organization of peace:

"'(*a*) By ensuring the more rapid and less costly transmission of press news with a view to reducing risks of international misunderstanding;

"'(*b*) By discussing all technical problems the settlement of which would in their opinion be conducive to the tranquillization of public opinion in the various countries.

"I wonder if this idea can be considered as coming within the scope of the action and mission of the League? Can the League call upon the press of the entire world to collaborate in the work of world fraternity, in that powerful intellectual movement which will be the best guarantee of security, disarmament and arbitration? I believe it can.

"If the League of Nations is not legally entitled to do so, it at least possesses the moral authority to take this step, and I think it should do so."

This proposal brought out an interesting debate of the subject. Viscount Cecil declared that the British Government heartily supported the resolution. Delegates from Belgium, Hungary, Uruguay, Roumania, France, Italy, Japan and China spoke in approval of the measure.

M. Paul Hymans, Belgian representative, presented to the League of Nations Assembly the Chilean resolution.

He said: "The press is a great power, which has already, if I may say so, a permanent seat on the League. But like all great powers, it is very jealous of its autonomy and independence. There is therefore no intention of destroying or restricting the freedom of discussion, the freedom to guide opinion, which is characteristic of the press and without which it cannot subsist or serve any useful purpose.

"It is therefore proposed that the assembly should simply invite the Council to call together, when it considers it opportune, a committee of experts to examine all the steps necessary to introduce improvements in regard to press information, to co-ordinate its action and to help it in its arrangements with the various governments for the despatch of news, telegrams etc.

"It is essential that the League should in no way seek to organize a semi-official press for its own propaganda. The press must remain independent; all we desire is to help it."

M. Marcel Plaisant, delegate from France, said: "I must first of all congratulate the author of this brilliant suggestion, the Chilean delegate, and M. Hymans, who gave it special prominence in his report.

"But there is one thought that at once ocurs to us. Is it possible that we, who have only existed for a few years as a League of Nations, should already be able to give advice to the press, with its age-long traditions? At this moment, when it has displayed every solicitude on our behalf, when it is ever striving under diverse circumstances to throw more and more light upon all our work, our first duty is to pay it a tribute of gratitude for the invaluable help it has already afforded on behalf of peace by guiding us and extending to us its warm sympathy.

"But the press today makes demands and has the right to demand even more.

"The press has not only stimulated our work, but is itself a creative force, and has more than once initiated those acts of intrepid daring which are omens of new promise and forerunners of progress.

"International in composition, diverse in character, varied in talent, the press may well be said to delineate the characteristic genius of each individual nation, as revealed in our discussions.

"But it must also reveal us in an atmosphere of impartiality and spiritual unity which should show that the League has but a single soul.

"The proposal submitted to us will greatly simplify the task of the press, abolish present difficulties, facilitate its methods of obtaining information and transmitting news, and lastly, ensure a wider dissemination of the thoughts and ideas which are broadcast here as from the world's most public platform.

"In our opinion, if the Chilean proposal leads to a meeting of experts open to all, it will have served a most useful purpose. But do not let us forget that freedom is the very lifeblood of the press. Our political history is as it were the outcome of all the vicissitudes which have followed upon the victory of the written word.

"There is, therefore, no question whatever of this committee being able to interfere in any way in the affairs of the press. The press lives in freedom and must develop in freedom.

"But we may hope to remain more faithful to its echo if we possess every means of giving purity and strength to its voice. We shall then be able to say that we have worked with it, just for as long as it has never ceased to work for us.

"We are here as delegates of our governments, and similarly the journalists, who represent public opinion, may be said to be the delegates of the outside world, and by their assiduity and their activity, extending as it does beyond the periods when we meet, they constitute a kind of permanent assembly of the League.

"Let us hope that the committee which is about to meet will give greater resonance to this echo, will extend the scope of its influence, and that the press through this vast concourse of minds, will also contribute its share of concord towards the work of peace."

Mr. Yanez, of Chile, said: "I am convinced that the unanimous acceptance of this resolution will mean the beginning of a new era for the conscience and ideas of the world."

The resolution was then adopted.

Since that time members of the Council have been consulting newspaper organizations and newspaper men of the various nations represented in the League as to the question of convening a technical committee of journalists at Geneva.

At Geneva, EDITOR & PUBLISHER is informed, the general opinion has been that a conference of journalists from all over the world to discuss how the press can best serve the cause of peace could have nothing but good effect. Nowhere else in the world is the power of the press better recognized than at Geneva. Also, its technical difficulties are there well understood.

Two features of the Chilean idea have been very closely studied by the members of the Council. First, an immediate general conference on such a vast subject runs counter to the general procedure of the League, in that experience has shown that the most hopeful method is to start with a small expert committee and then both widen the representation and deepen the technical study until the time is ripe for a general conference on a completely documented agenda. This long and careful technical preparation has been effectively employed by the League in connection with the various conferences on the Brussels Financial Conference, and such subjects as Transit, Communications, Opium and Disarmament.

Secondly there has also been discussed the matter of recognition, as stated in the Assembly, that the press is a "great Power." Governmental representatives at the Assembly had no desire, it is pointed out, to interfere or intervene in matters of the press unless they really could be of service. They recognized that a vast amount of work is now being done in connection with international press affairs

WANTED—A CHRISTMAS STORY

ACCORDING to custom, EDITOR & PUBLISHER desires to publish in its issue for Dec. 26, a Christmas story which concerns newspapers or newspaper people.

For the best story, in the judgment of the editors, a prize of $50.00 will be paid on acceptance.

The story must not be in excess of 1,500 words in length and all manuscripts must be in the hands of the judge on Saturday, Dec. 19. Any person employed by a daily or weekly newspaper is eligible to enter the contest. Please send manuscripts addressed, Editor, The Editor & Publisher, 1700 Times Building, 42nd Street and Broadway, New York.

by such organizations as the Association of Journalists accredited to the League of Nations, with which they were particularly familiar, the Press Congress of the World, the Imperial Press Conference, the Pan-American Press Congress, the Pan-Pacific Press Congress, the Congress of European Agencies which has just met in Rome and other agencies.

Therefore, the Assembly suggested, and the Chileans heartily agreed, that the most effective method of procedure would be to leave to the Council the final decision as to just what action, if any, should be taken, but to suggest, first, an ascertainment of the views of the journalists themselves as to whether it were worth discussing the question at all, and second, if so, to start with a small technical committee to decide what, if anything, should then be done as regards a general international conference.

Accordingly, the Council, which is to meet again on Monday, will have on its agenda the question as to whether or not it is opportune to ask a limited number, say 12 to 20 journalists from various parts of the world, to come together to consider the desirability of a technical press conference. In two or three months between the Assembly and the Council, the members of the Council are talking the matter over informally with some of the press interests in their various countries; the Secretary-General is receiving any information or suggestions which the press themselves care to make; and the Association of Journalists and other professional interests are studying the possible value of such a conference. Granted the great distance of Genvea from some of the most important centres of news transmission, especially the Latin-American and Pacific areas, it is obvious that only a partial report can be made at the next Council session and that the definite decision will have to go over until March.

Whether anything is done in this matter or not depends entirely on the journalists, Editor & Publisher is informed. If there is a general feeling that such a conference is unnecessary or duplicating, the Council would not call it together. A conference under those circumstances would not only be waste effort and expense but would engage the League of Nations in a useless endeavor which would do it more harm than good.

On the other hand, if the journalists themselves think that some results may be secured through such a conference, the Council would undoubtedly call it. It has the full authority to do so and the necessary facilities, such as finances and staff

If such a committee or conference were held it would be absolutely independent and autonomous, according to an Editor & Publisher informant. Its only connection with the official agency of the League would be that the League would provide headquarters, staff and the necessary finances. The Conference when it came together would have to arrange its own organization, order of business and resolutions.

There is one contribution that the League might be able to make such a Conference, that is, in connection with any of the relationships with governments or other official agencies. The League as an official organization has, of course, direct access to governments, and especially through its Organization on Communications and transit is coming increasingly into contact with discussions on international communications in which it would seem to be to the interest of the press itself to be heard.

Moreover, certain indications are given in the Assembly material of the general lines which such a conference might follow. The resolution, for instance, insists on the fact that the more rapid and the less expensive transmission of the press news might diminish the chances of misunderstanding between peoples. This would, of course, permit examination of the question of the reduction of press tarriffs of all sorts as well as free entry of newspapers.

The Assembly Resolution also mentions "any technical question a solution of which might aid in the appeasement of public opinion." This vague formula could cover such precise questions as that of property in news which has just been recently raised by an important British agency and which the Congress of Agencies at its meeting at Rome has just suggested that the League might examine. One could also include more technical questions as regards newsprint, travelling facilities, journalists' visits and many other subjects.

ESSARY GOING ABROAD FOR BALTIMORE SUN

Chief of Washington Bureau Will Head London Bureau for a Year—M. F. Murphy, N. Y. Bureau Succeeds Him

J. Fred Essary, noted Washington correspondent, is sailing on the Mauretania, Dec. 15, to take charge of the London bureau of the *Baltimore Sun* for one year.



J. Fred Essary

M. F. Murphy, New York correspondent for the Baltimore "Sun - papers," will take over their Washington bureau during Mr. Essary's absence.

The Gridiron Club, Washington's famous newspapermen's dining organization, of which Mr. Essary is president, gave him a farewell dinner Monday night. The singing of Grafton S. Wilcox, of the *New York Herald Tribune's* Washington staff, was a feature. Mr. Wilcox possesses an excellent voice, and his rendition of "Au Revoir But Not Goodbye, Fred," scored a hit.

A staff dinner of the "Sunpapers" was also given in Mr. Essary's honor on the preceding Saturday night. Theodore Tiller, humorist of the Washington corps of correspondents, was toastmaster.

CLEVELAND M. E. RESIGNS

Walter I. Robinson Leaves Cleveland Times to Enter Advertising Business

Walter I. Robinson, managing editor of the *Cleveland Times* resigned Dec. 1, to engage in the advertising business. Robinson has been in the newspaper business 24 years and is well known in the east. He spent most of his time with the *Springfield Republican,* the *Philadelphia Record* and the *Philadelphia Evening Public Ledger.*

When he went to the *Cleveland Plain Dealer* six years ago as editorial writer, he had for a long time been financial editor of the Evening Public Ledger. When the Cleveland Times began publication on Mar. 2, 1922, Mr. Robinson started with it as editorial writer in charge of the editorial page and since Aug. 1, 1922, has been managing editor as well as editorial writer.

Harold Place Succeeds Bourjaily

Harold C. Place, director of Scripps-Howard wire services in Ohio, has succeeded Monte Bourjaily as promotion manager of the Ohio Scripps-Howard group. Mr. Bourjaily expects to continue newspaper work in the east. Mr. Place will continue to direct the wire services. He will work from the office of E. E. Cook, editor-in-chief of the Ohio group, Cleveland. Mr. Place was editor of the *Des Moines News* prior to its sale and consolidation with the *Des Moines Tribune* in 1924.

NOURSE SUCCEEDS STANSBURY

Veteran Hearst Capital Writer Now Washington Herald M. E.

James R. Nourse, veteran editor and writer of the Hearst newspapers, has been appointed managing editor of the *Washington Herald,* succeeding H. H. Stansbury who becomes managing editor of the *New York American.*

Mr. Nourse, a native of Pennsylvania, was long identified with the Hearst newspapers at San Francisco and Los Angeles in an executive capacity before being transferred to Washington.

SONGS OF THE CRAFT

(*Written Exclusively for* Editor & Publisher)

By Henry Edward Warner

A QUESTION OF VIEWPOINT

(Suggested, for which thanks, by George D. Dean of the BEE in Sacramento, which is in California, where Hollywood is.)

The Managing Editor posted a notice
To the Staff, in a moment of ire,
Concerning the fate that awaited space grabbers—
A fate that was sudden and dire!
In words unmistakably fraught with excitement
He told us no junk was desired,
And anyone falling for press agent fiction
Would be swiftly and finally fired.

We fellows resented the dark implication,
With a feeling that we'd been bemired,
'Til one who protested reported, sub rosa,
That unpleasant things had transpired!
So we backed to our muttons, our side linens abandoned
And quit with the agent's consorting;
Yea, Bo! . . . we got back to the unvarnished story
And restricted ourselves to reporting.

Days passed, as they will, till one day came an offer
To invent fancy tales for the dollies;
And our Managing Editor bought a fur coat
And shipped to New York with the Follies.
We saw him eftsoons, when he drifted, a-homing,
To the shop of his early endeavor,
And he handed us junk that he swore by the Prophets
Was as straight and veracious as clever!

That unholy liar! . . . That scoundrel! . . . That grafter!
We fell on his form for a show-down!
We murdered that sucker! . . . We handed him plenty!
We gave him a taste of the throw-down!
And as he emerged with the yarn he'd invented
To ponder our views and deductions,
We smiled as we shouted: "We hate to report, Sir,
But we know how to follow instructions!"

SOVIET NEWS AGENC CHANGES NAME

"Tass" Replaces "Rosta" as Short T —Durant, Returning to U. S., R ports Prosperous Newspaper an Economic Conditions

Name of the Russian Telegraph Age has been changed to the Telegr Agency of the Soviet Union, Kenn Durant, American editor and mana announced this week. Mr. Durant turned Nov. 30, to his New York offic Associated Press headquarters, follow a two months' trip to Russia.

No change in policies accompan adoption of the new name for the n agency, Mr. Durant said. The abbr ated title of the association, and that n used, is now "Tass," instead of "Ros as formerly.

"The newspaper situation is ext ordinarily good," he said. "The adva in the last few years in newspaper m chanics in Russia and also in edito direction has been tremendous. The te nical advance in transmission of ne especially has gone beyond that of other European country.

"Use of wireless in news transmiss has met with great success in Rus More than 50 newspapers are at pres being served daily by wireless teleph within a radius of 1,000 miles from M cow. Girls are proving expert in th daily two-hour dictation of the news port to Tass clients.

"Little trouble has been experienced static, and the agency is now consid ing employing wireless on even a lar scale to operate printer-machines."

Mr. Durant said he traveled as south as Tiflis from Moscow, and v particularly impressed with the amo of foreign news being published in Soviet newspapers.

"Throughout the trip," he said, "I v able to keep in close touch with ne events in the United States by pick up the local newspapers in the vari cities and towns I visited. It is a co spicuous feature of the entire Russ press that more foreign news is prin than domestic. The Scopes trial, for stance, which started as I arrived abro was given considerable play in all Russ newspapers."

In regard to news from Russia, M Durant said that "from the point of vi of American news editors, the Sov Union was very well covered in a ne way."

"There has been a great improvem in the quality of news to America fr Russia in the last two years," he add

Mr. Durant also commented on t widespread use of airplanes in Russia the present time. Newspapers, he sa are employing many airplanes for d tribution purposes. It is now possib to fly from Moscow to Odessa over regular scheduled route, and eventua regular passenger service will be esta lished all the way across Siberia.

"The country is prosperous," he co cluded, "and the people are generally co fident of a bright future. This yea harvest was the best since 1913."

Weekly Organization Completed

Westchester County Weeklies, Asso ated, is the name adopted by the pu lishers of the weekly newspapers Westchester County, New York, as t official title of the organization, whi was formed recently. Officers ar Thomas M. Kennett, *Pelham Sun,* pre dent; Frederick Dromgoole, *Mt. Kis Recorder,* vice-president; Harry Sattl *Harrison Observer,* vice-president; Harris Danzberger, *Hartsdale Hera* secretary; Colin T. Naylor, Jr., *Peek kill Highland Democrat,* treasurer.

Ralph Bauer Now Mayor of Lynn

Ralph S. Bauer, recently elected may of Lynn, Mass., is a former newspap man. He began his career as a newsb on the streets of Boston. Later he b came circulation manager of the *Chica Mail.* In 1898 he went to the *St. Lo Star* as assistant business manager.

The Big Retail Merchant's Problem

What's Due to the Advertiser from the Newspaper—Good Advertising Described—Brains and Money Can Produce It—Second and Final Chapter.

By CHARLES W. MEARS

Copyright, 1925, by Charles W. Mears, Counselor-in-Marketing, Keith Building, Cleveland, O., and published by EDITOR & PUBLISHER *through special permission of the author.*

(CHAPTER II.)

IN all the world there is no shrewder buyer, no shrewder merchandiser, than Henry Ford. His car is practically out of competition. Being an automobile, it is a self-advertiser. Ford built up a tremendous business, the largest single business institution in the world, practically without paid advertising.

Yet even the unique Henry Ford and his mammoth organization reached the point where a sales resistance could not be overcome by shrewd buying, marvelously skilful manufacture, or any other merchandising stroke.

And with that sound good sense that has characterized Ford growth, Henry Ford began to advertise in paid space—to draw customers who could not be won by any other means. By advertising Ford developed practically a fresh market for himself—a market he had not hitherto captured.

* * *

Many a merchant thinks he has exhausted the possibilities of his local field when he has only taken the top dressing. Every merchant who has been in business for twenty years has seen new stores enter his particular field and succeed. Why did he not get and hold that trade which the newcomer so readily picked up?

* * *

Let us suppose now that an established store decides to take a new and larger lease on life and increase its business greatly. To do that will cost money. Can it be done? If new stores can find the trade, why cannot the old ones do so as well, even more readily? And will the increased volume of business pay for itself and be worth having?

Experts insist that profits do not increase proportionately with increase of sales volume. Of course not. A merchant, crazy to obtain volume, might make such inducements to the public that he gets the volume only to find that his profits have thinned out. But in a store whose management is intelligent enough to handle an increasingly big volume of business, volume does spell profits, increased profits.

Take an outstanding instance. One store with a $30,000,000 volume in 1923 (no figures available for 1924) reports expenses of 25.4 cents (4.7 cents under 1924 average) and profits of 9.1 cents (7.1 cents above 1924 average). And the rate of stock-turn was 6.8 times (nearly double the 1924 average).

National figures for 1924 show that a 2.6 stock turn produces a net profit of 0.8 cents, a 3.4 stock-turn produces a net profit of 2.0 cents, a 4.7 stock produces a net profit of 3.3 cents.

Moreover, "The principal increases in expenses of operation were experienced by those firms that exhibited the greatest decrease in sales volume."* (*Harvard Bulletin No. 53.)

You can't easily adjust expenses to declining volume, but when advertising increases volume and stock-turn, expenses decline and profits multiply.

* * *

Intelligent management plus increased volume gained by faster stock-turn does increase profit. Why then doesn't the live merchant increase his advertising appropriation and go vigorously after more business? Why doesn't he spread himself for new life just as he did when he first opened his big new store?

* * *

Henry Ford went after more volume and got it—by advertising. Ford isn't advertising just to see his name in print; he is advertising because he wants more and more volume and because he realizes that merchandising skill has its limitations and cannot accomplish everything.

Merchandising alone cannot reach out and win the public. But—couple good merchandising with good and adequate advertising and then you have hitched up a team whose pulling power multiplies your sales.

* * *

Merchants necessarily watch their expense figures. Unless the merchant wisely keeps down his costs of doing business, he gets into trouble. He simply must eliminate every unnecessary expense. But at the same time he must be very careful in determining what expense is actually unnecessary.

Certainly no real merchant would permanently close the curtains of his show windows—in order to save the expense of window dressing.

No merchant would stop running his elevators or discontinue his telephones—to save expense.

The merchant recognizes the necessity of show windows, of elevators, of telephones. When he looks askance at advertising costs, does he as fully recognize that advertising, the Long Arm of retailing, is his one and only means of reaching out (beyond the radius of merchandising influence) and drawing consumers' dollars into his store?

Since no store has ever had too many customers, isn't it reasonably certain that no store has ever over-advertised—and that the down-town retailer's greatest need today is not less but more advertising—and better advertising—than he ever published before?

A recognition of the values in the facts, figures and ideas, heretofore presented, naturally arouses a desire for methods to use in their profitable application to "the big store's problem."

To go, however, and make definite recommendations, is in the nature of telling the big store merchant how to run his business; a process he might rightfully resent as unwarranted intrusion.

His forbearance is asked, inasmuch as this treatise seeks a mutual benefit for merchant and newspaper, that of better results from newspaper advertising.

What recommendations may now be made are not to be taken as law or gospel, but are made from knowledge gained through years of successful experience in merchandising and marketing. If they serve only to arouse new thoughts, active comment and action, they will serve well.

* * *

To begin with, three principles must be recognized:

1. Do nothing the other merchant may do unless you know ALL the conditions that have prompted his action.
2. An ideal business is one with an equal business volume equally distributed for every business day in the year.
3. Advertising is the propulsive force that brings consumers' dollars up to and across the line of Purchase and Sale. Therefore: When business is good, advertise some to get more business. When business is bad, advertise more to get some business.

* * *

Let us discuss number 1: "Do nothing the other merchant may do unless you know ALL the conditions that have prompted his action."

Note, in connection with this rule, the great number of "follow-the-leader" stores that have started and made annual events of special sales because the other merchant did.

* * *

The original thought back of a special sale, its first prompting motive, was to get the customer into the store, where his additional purchase of articles "not on sale" would, supposedly, offset the mark-downs on sale merchandise.

The public is keen; consumers have been quick to recognize their advantage in the procession of sales and they now WAIT for such sales before buying their needs.

* * *

It has been a strong case of "follow the leader," until business is done on sale days and other days are very poor. Further: A steady procession of sales impairs the sales ability of sales people, since, on sales day, they become automatic "order takers."

The number of sales in the business calendar of the big store tend to concentrate the business on these days, rather than to distribute it equally.

* * *

So much for analysis. Now to a definite recommendation: Do not change over all at once, but take any given department, check over its bargain offerings for one year, total the number of those offerings in the given year, then, for the succeeding year; equally distribute them "EVERY BUSINESS DAY" in that year, or, better still, use more of them on what have been the light business days.

* * *

Number 2: "An ideal business is one with an equal business volume equally distributed every business day in the year." Few big stores realize such an

SEEING AMERICA AGAIN



Cyrus H. K. Curtis and the manager of two of his newspapers, *New York Evening Post* and *Philadelphia Public Ledger*, John C. Martin, in Los Angeles, on their way to Arizona. Mr. Curtis is traveling in quest of improved health.

ideal condition or even approximate it. Therefore, why not enlarge upon the idea expressed in the preceding paragraph?

The store's buyers are concerned with getting good values and better terms and discounts, often to a too great exclusion of the fact that their real job is to turn merchandise into cash, "AT A PROFIT."

* * *

Any given department must maintain an organization that is complete enough, or almost so, to care for business on a peak-load day. In this respect a department is somewhat like a manufacturing plant, in that it must produce dollars from merchandise by selling said merchandise to consumers. But stores do not fully recognize one principle that no manufacturer can ignore, and live: That department should function at capacity every business day, if it is to be maintained at capacity personnel every day, at a profit.

This recommendation, then, to realize the advantages of rule 2: Allot more of your advertising pressure and sales promotion effort to what are now light days; enough to maintain what are now heavy days; and keep back a reserve fund for use as a special stimulant for emergency conditions that will arise in any business.

* * *

Number 3: "Advertising is the propulsive force that brings the consumers' dollars up to and across the line of Purchase and Sale. Therefore: When business is good, advertise some to get more business. When business is bad, advertise more to get some business."

This sound principle has been recognized by the big store in theory, but not sufficiently in practice to get the utmost benefit from it.

Much of the retail business of today in the big store, is done on Wednesday, Friday and Saturday,—while Monday, Tuesday and Thursday are light days. This puts the burden of profit-making upon three days of the week, instead of six, which is too much of a strain upon the organization and too much to expect, since the average mark-down figure is 7.8% of total net sales and is much higher on special sale days, into which class Wednesday, Friday and Saturday have dropped in most big stores.

* * *

Let us, then, make this recommendation, simple but effective: Compile some real figures on your sales volume in relation to your business days, to see what days are heaviest and lightest. Get accurate figures to back up what you already know about this. Find also relation of your advertising expenditures to these light and heavy days.

Then, with actual figures upon which to build your foundation, apply rule number three to realize an adjustment of your volume to every sales day in the year. You may not realize it fully, but you most surely will approximate it.

The first and immediate benefit should be a reduction in your sales costs.

* * *

Out of these three principles comes this one conclusion: "Sales volume equals sales pressure minus sales resistance." With that thought in mind always, plus the proper application of pressure at strategic times, should come "an equal volume, equally distributed every business day in the year," which makes for profit.

* * *

There is one other thing that seems somewhat wrong in the preparation of big store-advertising copy. It is best explained by drawing a simple parallel.

Compare your newspaper space with your window display space on the sidewalk line. Which is the better dressed? Which represents the spirit of the season or the occasion to best advantage? Which receives the more attention as to setting for the merchandise offerings? The answer is so obvious it needs no further discourse except to recommend the more liberal use in advertising of art, in the form of borders, cuts and decorative effects.

* * *

Actually the big store should expect the newspaper to do just two things: Print the store's ad well, in the white space purchased, and deliver a healthy circulation at a fair price. These things are being done by the newspapers of today better than ever before in newspaper history. The cost has risen some, but NOT as much, in proportion to quality and quantity of circulation, as the merchant's own merchandise.

Both merchant and publisher are desirous of securing greater action from newspaper advertising. Each must do his part. The newspaper publisher is willing to accept his responsibility. He asks, therefore, that these suggestions be earnestly considered.

"And Better Advertising"

This is not a treatise on what is or is not good advertising. Any merchant who is open-minded on that subject can get authoritative information from advertising specialists.

Planning, writing, illustrating and laying out advertisements has become a highly specialized profession, and advertising as a whole is no longer just anybody's plaything or football—although it is so treated every day in most small town stores and in an alarming proportion of big city stores.

When any retail store's newspaper advertising shows diminishing returns, a main reason can be looked for in that store's failure to keep pace with the newest attainments in advertising practice. And this failure is not by any means always attributable to the store's advertising department, but very often to lack of vision higher up, and especially to an inadequate advertising appropriation.

Too many stores (even big ones), taking advertising as a routine and disagreeable grind, have employed in their advertising department too few people and at too low a wage. These overworked, disheartened and often underpaid people have produced only what might have been expected in these conditions—cheap, insincere and unconvincing hackwork, not good to look at, not easy to read, and often totally lacking in its power to create desire to buy in those who read the newspapers. By such stuff the public cannot be won.

When all advertising was low in grade, any advertiser had a fair chance to win. But in keener competition, when one advertiser steps out ahead and prints clean, readable, inviting, cheerful, persuasive advertising—when one advertiser shows faith in himself, sincerity in his words and joy in his work—when one advertiser can make the public feel that "Here's the store for me," the public responds; that advertiser wins, and his competitors lose proportionately.

Hence the purpose of this chapter is to advise the big merchant to lay aside his rule-of-thumb, hit-and-miss, trial-and-error advertising methods and notions, get an unprejudiced and authoritative survey of his advertising needs, and thereafter correct at least his gross shortcomings.

Let him realize, once for all, that unless he wins the public and holds its patronage against the inroads of competition and the swift and vital changes taking place in retailing, he approaches the mercantile discard.

* * *

Necessarily, his one paramount means of drawing the public to his store is newspaper advertising—since the real shopping place today is the paper that carries news to the people. That being so, let him make sure that the kind of advertising he prints in newspaper space is not hackwork, not inane, not a mere jumble of words, pictures and prices, but advertising that is inviting, straight-forward, friendly, sincere, and above all else persuasive, Desire Creating.

Stated another way, let the merchant put into his advertising department and into his advertising work the best trained and specialized brains his money can hire.

This, you may be sure, is not an impossible ideal; it is being done today; and those merchants who are doing it are not excessively worried about the future. They are on the right road and the public is for them. Their sales volume grows, their stock-turn increases, their expense percentage decreases, their retail prices please the public, and their profits are high above the average.

MERRY BREEZE BLOWS IN "SOUTHEAST CORNER" OF TORONTO GLOBE

Woodpecker Warms Feet By Pecking Sparks from Stones—Sparrow Leaves Nickel to Pay for Crumbs—Popular Column Started in Jest Continues by Request

By. A. D. CLARKE
Night Editor, *Toronto Globe*

THAT 82-year old youngster—the staid, dignified, truth-loving *Globe*, of Toronto—has the merriest news feature in Canada.

The "Southeast Corner" is the sensation of Ontario. It is widely quoted (and gibed at) in the press throughout the Dominion, and in the past few weeks has attained somewhat of an international reputation.

The "Southeast Corner" is a tag applied by readers of the Globe and Globe subscribers keep it alive.

There came a succession of queer happenings about four days in a row. A waggish news editor "played" them in the lower right hand corner of the front page under a two column box heading of catchy phraseology. Then there was a let up.

"What has happened to the Southeast Corner?" came a letter from a little back-woods hamlet, with the suggestion that "if nothing better is in sight this might keep the kettle boiling" and a hair-raiser was sprung about a volunteer corps of citizenry turning out with muskets, shot-guns and rifles to quell an invasion of jack-rabbits, so large and fierce that the faithful collies of the countryside had taken to cover.

The response was immediate. Stories of affectionate pigs; false teeth; pearl caches in oysters; perambulating and self-unloading, self-resetting mouse traps; cats that ring doorbells; super-intelligent dogs; hay-fever; freak clocks; nonagenarian bushmen; speedy 30-year old "colts," and an appreciative sparrow, came in a flood.

What is an appreciative sparrow?

This little bird tapped at a kitchen window in Ottawa one bleak day and was thrown some crumbs. Next day he returned with a nickle in his bill and deposited it on the window sill.

From stories of freaks to cold weather experiences the romancers carried on. Somebody in Elmira had picked pansies on the edge of a snowbank in February. Somebody in Milton hit back with a pear tree in bloom and lilacs budding.

A Hamiltonian challenged with a story of honey bees at work in the dead of winter and suggested that Elmira and Milton lapse now into hibernation—in other words, "go 'way back and sit down."

Elmira retaliated. It was cold and the stoker in a local factory had about broken his back shovelling coal with no results showing on the steam gauge. He thought the smoke stack must be plugged. He went outside for a look. Tongues of flame were standing three feet above the stack and "frozen solid"!

Milton followed suit. A party returning from church at night beheld a weird sight. The bravest man in town investigated and reported that a woodpecker was striking sparks from a boulder with his bill and holding up first one foot, then the other to get warm.

White River, Ontario, the coldest spo in North America, was not to lose it reputation. A brick hotel was in flames All the guests but one had escaped. H was silhouetted in the glare, franticall waving and shrieking on the roof. N ladder could reach him. A stream o water was shot aloft. It froze instantly and the pajamaed guest slid down on th icicle!

To give everyone a show, about 2 anecdotes were turned over to a brigh reporter to boil up into a pot-pourr and, as one or two Puritanical protest had been received, this article announce that, having got this unloaded, the South east Corner yarning competition woul be discontinued.

Discontinued! The flood started again Discontinued! Why this town and tha town surely was entitled to "A plac in the sun"! And they advanced reasons

And, by way of relief, came an eye opener on the development of transporta tion. Windsor (Detroit's popular neigh bor) reported a ship with a cargo o liquor for Cuba had cleared, sailed an returned for another load within thre days. This whetted the vigilance of cor respondents at many points along the un fortified boundary and a situation wa revealed that drew editorial fire on Can ada's Minister of Customs. It has ha its sequel and the end is not yet.

And so the Southeast Corner kep stepping. Not only did it reveal Ontari a fertile field for fiction; it recorded high percentage of odd realities. Through seeding time and summer ran stories o phenomenal growth, floral and fruit pro duction. The feature demonstrated re markable reader interest in the Globe Subscribers sought information through the Southeast Corner and received an swers in shoals. Challengers were made on production records and communities townships and counties accepted the gage Reputations shifted as on an active stock market and unheard of high marks were established. It cost one lady six baskets of peaches to make good one boast.

On a report that the Supreme Grand Master of the Masonic Order in Ontario had a field of corn averaging over 1 feet in height, the Southeast Corner opened a competition—"A corner on corn.' Entries had to be certified by responsible officials of townships. Starting with an entry of 14 feet the honors fluctuated east, west or north, with dizzy rapidity until 16 feet 4 inches was attained, and it seemed to be all over but the shouting. The Corner editor reminded the would-be contestants that the competition was "for corn, not timber" and recording officials were reminded of their responsibility. Then the jokesmiths got busy with "unofficial" submissions of corn so high the ears were gathered from a 40-foot ladder; corn so tall that high power rifles were required to snipe the corn-borers from the upper limbs; corn so lofty that it obscured barns and silos; corn so stout that raccoons were forsaking the basswood hollows to hibernate in cavernous stalks; cobs so large that a corn roast party of 16 people was sitting upon one left by a previous party, having mistaken it for a log.

Then came a duly attested entry from another county which tied the competition and Ontario's record for corn growth this year stands officially at 16 feet 4 inches.

The corn competition is over, but the fever still ranges. Local patriotism simply will not down. A farmer in the county of Leeds exhibited a 65-pound pumpkin, declared he had a field full of them, and challenged the world on this record. His glory shone for one day. Pumpkins kept getting bigger till one attained 91 pounds. Meanwhile came reports of a third crop of raspberries in Halton County, a 27-pound puffball in Oxford, a mushroom 15 inches across in Kent, a plethora of puffballs, culminating in a monster from Wellington 72 inches in circumference and weighing 40 pounds, an apple tree with a trunk 12 feet in circumference in Oxford—later to be eclipsed by York County with a tree 135 years old with an 18-foot trunk girth which yielded 30 bushels of apples this season.

NEW YORK OPENS SCHOOL FOR PRESSMEN

"Milestone in Printing History," Says Major George L. Berry, International Union President—175 Apprentices Enrolled for Course Furnished Free by School Board

By PHILIP SCHUYLER

A "MILESTONE in the history of the printing business" was set up in New ork this week, when the Newspaper Printing Press Apprentices' Trade School, first of its kind in the world, opened its doors Nov. 30.



Major Geo. L. Berry

The quoted phrase came from Major George L. Berry, president of the International Pressmen's Union, who spoke at a dinner celebrating the occasion on the opening day, and voiced a plea for rther co-operation between employers d employed.

The school is operated jointly by New ork Printing Pressmen's Union No. 2 d the New York City Publishers' Asciation, under the direction of the oard of Education, which supplies the ilding space and classroom equipment. echnical equipment, which includes a andard newspaper press weighing forty-ree tons, has been donated by manucturers of newspaper plant equipment. Tuition is free and compulsory for apentice members of the local pressmen's ion, an attendance of four hours a eek being required. The instructor is harles J. Walsh, formerly a pressman ith the *New York Times.* One hundred d seventy-five apprentices have been enlled for the five-year period of their prenticeship.

International President Berry hailed the ening of the school as one of the most portant developments in the New York wspaper industry. The school, he said, pressed an acceptance of a new comunity of interest on the part of both wners and pressmen. He predicted it ould prove to be an "experimental staon" for a new relationship between the o groups and said its further development "might well startle the newspaper lsiness in this city."

"We in America are not to be frightred by communism and sovietism," he clared. "There isn't a man with an nce of sense who will question the projety of private ownership of property. ake the most rabid communist in Amerd and offer him a home or 6½ per cent terest on his money and he will jump the chance to get it.

"The International Printing Pressmen's nion realizes that it cannot absorb all te profits of the newspaper industry. 'e prefer to settle our differences with r employers by conciliation rather than th the big stick—the strike, and I beve that the employers prefer conciliatn to their big stick—the lock-out."

Newspapers of the future depend large-l on the development of the printing ade, Major Berry said. If the pressom performs its duty fully, the proct is saleable; if the pressroom fails, e product is unsaleable.

The program of the school, classes of hich are held in a large room at 240 W. th street, New York, was drawn up a joint commission made up of pubhers and union officials. Members of e commission are Fred Walker, *New rk Sun,* Hugh O'Donnell, assistant siness manager, *New York Times;* E. Martin, *Brooklyn Eagle,* representing employers; and John J. Maloney, *w York World;* James M. Moore, *w York American;* and Mr. Walsh, w York Times, union representatives. went over to the school and watched classes in operation. Mr. Walsh otes part of each day to lecturing on of the 300 printing processes inved. The remainder of the session is len over to actual demonstration on the press which was donated to the school by R. H. Hoe & Co.

The school is adequately equipped to publish a 32-page tabloid. The class thread webs through the press, plate it up, and get everything in readiness as though a daily paper was to be issued. Later practice runs will be printed. The instructor, Mr. Walsh, has had 16 years experience in the Times press room.



First Lessons for New York Apprentices at the Pressroom School with Charles J. Walsh, instructor, outlining the process of "plating up."

"This is just the beginning of what we dream for the school," he declared. "In the future we hope to have many different types of presses, including color, rotogravure, and offset."

Rollers for the Hoe press, nucleus of future equipment, were donated by four different manufacturers, Bingham Brothers, the National Roller Company, the High Speed Roller Company, and the William C. Hart Company. Blankets for the press were furnished by Theodore T. Ellis, of Worcester, Mass., president of the New England Newspaper Supply Company. Ink is being given the school by the Ault & Wiborg Company, and, for the present, paper is being supplied by the *New York American.*

A school for job and commercial printers was opened at the same address last September, under an arrangement similar to that governing the administration of the newspaper pressmen's school.

At the opening ceremonies of the latter school, speakers, in addition to Major Berry, included Mr. Walker, Adolph S. Ochs, and Charles Hart, president and superintendent of production respectively of the New York Times; Andrew R. Armstrong, president of the Newspaper Printing Pressmen's Union No. 2; Oscar Brion, International Paper Company; and George Ryan, president of the Board of Education.

Mr. Walker said in part:

"Both personally and as the head of the New York Publishers' Association, I am deeply interested in the Printing School in which the Pressmen's Union is taking so active a part. I hope and expect to see this movement grow to be one of great mutual advantage alike to the craftsmen and to the publishing interests of the city.

"I congratulate the union on the selection of Mr. Walsh as the instructor.

"There is one feature of the school as it is at present which I cannot endorse or approve. Its benefits as at present planned, are confined to the apprentices at the trade. This is wrong. Every New York boy who shows an aptitude should enjoy the benefits of this school. Every graduate from the continuation schools should have an opportunity to follow through his preparation for his chosen vocation and it would be most regrettable if we who are responsible for the school, should shut the door in his face.

"The school now is reasonably well equipped for the teaching of press work. It is my hope and ambition to see it further equipped and equally well able to give complete instruction in typography, including machine operation, stereotyping in all its branches, and photo engraving in all its varieties. Only when such a school has been firmly established, shall I believe that we have done our full duty and to that end, I feel ready to commit the publishers of New York to do anyhting in reason for the fullest realization of these plans."

Others present were: Adolph S. Ochs, publisher of the New York Times; Louis Wiley, general manager of the New York Times; John W. Barnhart, business manager of the *Daily News;* Florence D. White, general manager of the Press Publishing Company; J. T. Bresnahan, business manager of the World; L. E. Owens, production manager of the World; Howard Davis, business manager of the *Herald Tribune;* Peter J. Brady, president of the Federation Bank of New York; A. L. Winger, W. H. Field, vice chairman of the Newspaper Owners' Association; Joseph Addison, J. J. Healy, production manager of the New York American; Arthur Sherin, president of the Art Gravure Company, and Lester Jones, executive representative of the Publishers' Association.

President Berry announced the international union's annual awards for 1924 and 1925 for distinguished services the organization had received, presenting honorary life membership in the union of Adolph S. Ochs, and Judge Moses Grossman of House, Grossman & Vorhaus.

Mr. Ochs in accepting the honorary life membership said nothing occuring in his life had given him more genuine pleasure. He said the opening of the school typified a movement in the right direction, and signalized appreciation on the part of all concerned of the value of working together. He paid tribute to President Berry as representing the type of labor leadership most needed by industry.

EMPIRE STATE ENGRAVING SCHOOL TO OPEN CLASSES DECEMBER 7

Organized by New York City Publishers to Meet Need for Photo-Engravers—Ross W. Kellogg Is Director and Arthur M. Montgomery Instructor

THE Empire State School of Engraving will be opened at Ithaca, N. Y., Monday, Dec. 7, to furnish instruction in photo-engraving. The school will be operated on the same general plan as the Empire State School of Printing which has provided instruction in hand composition and linotype-intertype operation and mechanism for nearly four years, according to an announcement made by Hugh A. O'Donnell, assistant business manager of the *New York Times,* chairman of the committee which will manage the school.



R. W. Kellogg

Although the Empire State School of Engraving will be housed in the same building with the older school, and will be under the direction of Ross W. Kellogg, director of the Empire State School of Printing, it will be a separate department. Equipment has been purchased from a fund of $10,000 subscribed by members of the Publishers' Association of New York City, who operate photo-engraving plants. The committee in charge of the school is as follows: Hugh A. O'Donnell, New York *Times,* chairman; H. M. Roberts, *American;* John W. Barnhart, *Daily News;* L. E. Owens, *World;* Victor Ridder, *Staats-Zeitung;* Edwin G. Martin, *Brooklyn Daily Eagle* and Lester L. Jones, executive representative.

On behalf of the committee Mr. O'Donnell issued the following statement regarding the reasons for the organization of the school:

"The Empire State School of Engraving has been organized to meet the same need in the field of photo-engraving that the Empire State School of Printing is meeting in such a splendid way, in the field of printing. The opportunity for young men to learn the trade of photo-engraving is even more restricted today than the opportunity to learn the trade of printing. It is significant that with thou- of printing plants in the villages of the country, newspaper publishers and commercial printers in a number of sections have considered it advisable to establish schools of printing and make available intensive courses of instruction.

"We have made a study of the printing schools and we find that in all cases they are bringing into the printing trade a type of young man who would never come through the apprenticeship system. This is highly desirable and the newspaper publishers and commercial printers who have been investing thousands of dollars in the equipment and operation of schools of printing believe that they are well repaid for the money expended.

"After a through investigation of the

(*Continued on page* 49)

OPENING OF CONGRESS WILL SEE MANY CHANGES IN WASHINGTON CORPS

Capital Writers Preparing to Cover "Biggest Show on Earth" After Busy Summer—Death Claims Two Veterans Since Last Session

By BART CAMPBELL

WASHINGTON, Dec. 3—With Congress, claimant for the title of "The Biggest Show on Earth," about to reassemble for another verbal and legislative siege, the Washington newspaper corps is engaged already in making the typewriter and telegraph keys hum.

Though Congress has been absent since March, Washington lost none of its attraction this year as a drawing card for newspaper writers. The World Series, the crowning event of the baseball season, summoned here more than a hundred "star" sports writers. The six day session of the Interparliamentary Union held in the hall of the House of Representatives proved a magnet for a number of out of town newspaper men, especially from the foreign language newspapers. The dedication of the new music chamber in the Library of Congress was participated in by more than a score of music critics from various cities. The Foreign Debt missions brought with them many representatives of the great newspapers of the Old World.

In November, the Radio conference was the medium that assembled here more than 40 writers, representative of both daily and weekly publications. But now that the great American newspaper show is once more to pitch its tent again in the Capital with its "side-shows" and "circus stunts," there is much joy in the ranks of the Washington correspondents whose number is now close to 280. The reassembling of Congress means that a new issue of the Congressional Directory will be forthcoming, with its list of correspondents prepared by James D. Preston, custodian of the Senate Press Gallery.

Several names will be missing that have been carried in the book for many years. Veteran N. O. Messenger, of the *Washington Star*, whose name first appeared in December, 1888, when he made his entry as representative of the old *Washington Critic*, will be absent. He died June 15. Edward E. Britton, first secretary to Josephus Daniels when he was Secretary of the Navy under the Wilson administration and later correspondent for Mr. Daniels' newspaper, the *Raleigh News and Observer*, died Nov. 9. The name of Charles C. Hart will also be out of the new directory as he forsook his association with newspapers of the Northwest to assume the role of United States Minister to Albania. Winder R. Harris, who made a host of friends, relinquished his position with the Universal Service bureau to take up the task of managing editor of the *Norfolk Virginian-Pilot*.

H. K. Reynolds, who was a member of the International News bureau, was transferred to the London office; Arthur J. Sinnott, of the *Newark News*, was drafted from the Washington office to fill a more responsible position in the home office. Dale Van Every of the United Press was transferred to the Pittsburgh office; Charles E. Morris who looked after the needs of the James M. Cox newspapers has assumed the position of editorial director for the same newspapers with headquarters at Dayton, O.; William D. Bishop, who represented the *New Haven Register*, branched out as a publisher by purchasing the *News*, published in Washington, N. C.; and John P. Coakley, who had the dual role of representing the *Newark Star-Eagle* and *Toledo Blade*, resigned to become associated with the Newark News.

While many new names will appear in the new directory this does not apply to the local heads of the press associations. For the Associated Press, L. C. Probert is rounding another year as chief of that organization's Washington office and George R. Holmes continues to direct the activities of the International News staff. William J. Losh, a member of the United Press bureau several years, this year will appear as chief and Raymond B. Clapper will continue as United News chief.

Than V. Ranck is in charge of the Universal Service, having been transferred to the Capital in October from the *Boston American*, but the work is not new to Mr. Ranck who is remembered for his service here four years ago with the same organization.

The Chicago Tribune Press Service, under the direction of Arthur S. Henning, has added to its staff William V. Lawson of the home office. The name of Demarest Lloyd heads the list of representatives of the *Christian Science Monitor;* William V. Hester, Jr., son of the late William V. Hester, has been added to the Washington staff of the *Brooklyn Eagle*.

Henry Cabot Lodge, grandson of the late Massachusetts Senator is a member of the *New York Herald Tribune* staff, and perpetuates in the Directory a name that has appeared continuously for many years. Henry E. Sargent, long identified as head of the *New York Journal of Commerce* bureau, is now associated with the bureau of the *Baltimore Sun;* Bertram F. Linz is accredited to the *Houston Post-Dispatch;* Horace H. Herr, from the home office, will serve the *Kansas City Journal-Post*.

Kyle D. Palmer, who has an acquaintance with many of the Washington representatives through attendance at national conventions, has come from Los Angeles to look after the *Times* of that city; Robert R. Lane is the successor for the *Newark News* of Arthur J. Sinnott; James P. Higgins succeeds John P. Coakley in charge of the Newark Star-Eagle work; James R. Nourse, a native Pennsylvanian who originally came from California as representative of the Hearst Pacific coast newspapers, and who has been associated with the Universal Service, succeeded recently H. H. Stansbury, as managing editor of the *Washington Herald*.

Wilfrid Fleisher, son of the publisher of the *Japan Advertiser*, is now a member of the *New York Times* staff; Wilbur Morse, who comes in as the representative of the *Philadelphia Daily News*, will compete in the Philadelphia field with his son, Wilbur, Jr., who is a member of the *Public Ledger* staff under Robert Barry.

Jonathan Daniels, a son of the Former Secretary of the Navy, comes from Raleigh to take up the work of the News and Observer, vacated by the death of Edward E. Britton; R. E. Powell returns as representative of the Raleigh *Times* and *Durham Herald;* Frank K. Boal appears as representing the *Pittsburgh Sun* and *Honolulu Advertiser* and J. A. O'Leary has been added to the Capital staff of the *Washington Star*.



Charles J. Babcock (right) vice-president of the George Batten Company, Inc., national advertising agents of New York, and Gail Murphy (left) have been spending a vacation at Hollywood-by-the-Sea, new Florida resort city between Palm Beach and Miami. These advertising experts say Florida and the future of Florida offers great opportunities in the advertising field.

BUY FINANCE PAPER

Morgan and Kneisel New Owners of Cleveland Business Organ

Victor H. Morgan and M. J. Kneisel, on Nov. 28, purchased *Finance & Industry*, a Cleveland business magazine.

Mr. Morgan was formerly editor-in-chief of the Scripps-Howard papers in Ohio. Mr. Kneisel has had experience on the business side of newspapers in Columbus, Toledo and Cleveland.

Since leaving the Scripps-Howard concern Mr. Morgan has been the head of The Victor H. Morgan Company, specialists in financial and public utility advertising. The business of the Morgan Company will be continued without change.

Dallas Libel Suits Dismissed

Libel suits of Z. E. Marvin against the *Dallas News* and *Dallas Journal* have been dismissed at Dallas. They grew out of the report of a speech made during a municipal campaign last March.

TO ADVERTISE IRISH LINENS IN U. S.

Fund of £70,000 to Be Spent in American Newspapers — Government Aiding Plan With Subsidy

A sum of £70,000 is to be spent in America in two years on an intensive advertising drive to popularize Irish and Scottish damask linen. Damask manufacturers and others have already guaranteed an annual contribution of £18,646, and the Government of Northern Ireland have decided to grant a subsidy of 10s. for every £1 contributed towards the campaign by linen interests in Ireland during 1925 and 1926, subject to a maximum contribution during either year of £10,000.

This announcement of interest to American newspapers was made by the Minister of Commerce of the Government of Northern Ireland. The prevailing depression in the linen industry affects wage-earners throughout the province, and the Government considers that the efforts being made to improve trade are worthy of support from public funds.

It is proposed to place the advertising plan in the hands of the New York representatives of Irish linen firms, and by this means it is believed that the demand for Irish and Scottish linens in the most important market will be revived and strengthened.

The Minister of Finance observed that the trade papers that had been used in the past were not read by the users of the linen, and it was desirable that the advertisements should be inserted in family newspapers.

RAIN STOPS MIAMI PRESSES

14 Inch Downpour Changes Morning Papers to Afternoon Field

(*By Telegraph to* EDITOR & PUBLISHER

MIAMI Fla., Dec. 1.—When a downpour of 14 inches of rain Nov. 30, seriously affected publication of Miami's four daily newspapers by cutting off their common supply of power from the local utility, equivalent of rain checks was given by one daily.

The publication "docked" itself five cents per subscriber and ran advertisements free next day to make up for appearing so late.

A tropical torrential downpour began at 10:30 p. m. Sunday. The *Herald*, morning, was all ready to go to press and so was the *Illustrated Daily Tab* when the power failed. The Herald appeared about 3 p. m. Monday using the Tab's press after that paper had run off its issue. The *Daily News*, afternoon, facing the situation, made arrangements with the Dade Press, job printers, to issue a four page edition. The News was all ready to go to press in this primitive style when word came that power was restored. It came out about 5 p. m. with a complete "home" edition.

The *Tribune* got its power four hours later and issued one edition. Tuesday both afternoon newspapers issued the usual six editions. Since its own plant was still out of the running, the Herald Tuesday morning was the "guest" of the Daily News. It appeared on time but much thinner than ordinary. Wednesday the Herald was back in its own plant.

Knowles Miami Tribune Editor

Vernon Knowles, former managing editor of the *Miami* (Fla.) *Tribune* has been made editor-in-chief to fill the vacancy left by the resignation of Clayton Sedwick Cooper. James E. Mills, former news editor succeeds Knowles as managing editor.

Entertain Rural Correspondents

C. P. and A. H. Sherwood, publishers of the *DeSmet* (S. D.) *News*, entertained their correspondents at their annual "family reunion" recently.



TRAIL BLAZERS OF ADVERTISING

The Indian Medicine Tent Show

by Chalmers L. Pancoast

COPYRIGHT 1925 BY EDITOR & PUBLISHER CO.



Well do I remember the silver orations f street fakers; the publicity that fol-owed the county fair rube; the easy noney of the laundry bill ad-taker; that reat benefactor to posterity, the county las compiler; the flowery, windy words f the special edition writer; the clever rize contest originator; those scheme-ers and rolling stones in the old game, ho lived by their wits, words and win-ing ways.

This was back in the days of Paine's ireworks, Magic Lantern Shows; when a-ra-ra-de-boom-de-ay was the tune of ne day, and when advertising was a cheme business. There was a lot of oaxing the public, which was considered gitimate because it got results. It al-ays seemed easier to sell some kind of contest, scheme or idea that had the uality of tricking people to read adver-sing, than it was to sell legitimate ad-ertising. Patent medicine readers, faked stimonials and all the old highly ex-ggerated copy was considered good ad-ertising.

Merchants and national advertisers de-anded schemes, rebus prize contests to ake the people bite; catch their atten-on, and force them to do something they ad no thought of doing. People were ffered prizes in money and merchandise solve a puzzle, offer some solution or nswer questions. This demand for ever schemes and tricks to lure the ublic made adventurers—and the greater e adventurous spirit the more pro-ounced the success.

It was an exciting, fascinating game which only those with brains, ideas, awn, cleverness, skill, colossal nerve, genuity, good nature, and a huge sense humor could play at and win.

In the advertising field which includes erature, art, invention, discovery, mar-ting and progressive salesmanship, the ought of adventure has not entered. et it is truly a world of activity in hich there is as much call for genius, igger-quick action, reckless daring as ay be found in your modern novels of lventure.

Chapter IX

ublicity in the Wild and Woolly West

THE greatest running advertisements of the West have been red blanket dians, and wild cowboys, those adven-rers, spurred and booted, wearing bright k shirts and big sombreros. The color-l Indian, the picturesque cowboy, the ld horse, the bronco-busting, steer rop-g, experts with the lasso, have all been sential to western advertising.

There was real adventure in the ad-rtising game out West in the olden ys. Ever since those early, thrilling periences with the Indian Medicine nt Show, I had craved an adventure th real Indians in the wild and woolly st. My dreams of this great adven-re came true in helping to advertise a ild West Carnival down in New exico.

In those days before the Wild West deo became a professional show, staged nually at Madison Square Garden, or e Yankee Stadium, the promoting and vertising of a genuine old-time event as an adventure with plenty of thrills.

The big publicity stunt was to crown King and Queen for the Carnival. His yal highness, King Montezuma; and r highness, Queen Tecalco, together th Montezuma's royal court, were the incipal actors in the gorgeous street rade which advertised the opening of e Wild West Show.

The extensive publicity of the specta-lar parade brought the crowds from r and wide. Out West, King Monte-zuma is quite a personage. He was one of America's oldest Kings, the first to hand out gold to the early Spanish dis-coverers. Montezuma advertises gold, mystery, romance and adventure, and his name stirred the imagination of the people.

Never was there a more elaborate ad-vertisement to exploit a carnival than the



The boss billposter's freight caboose shrieked advertising and not a town missed the announcement of the real wild west fair and carnival

ceremony in connection with the ascension of the King and Queen to the throne.

Some of the widely advertised stunts at this old frontier show were: weird Indian dances, wild bronco-busting, steer roping, and the parading of dust-covered frontiersmen. Other more sensational stunts were Indian horse racing and foot racing, in which the Indians on foot attempted to unseat the mounted Indians; sham battles by frontier cavalry; Indian roping contests on foot, and nude Indian fire dances which were savage, spectacular and thrilling.

One special feature of the carnival which was given wide publicity was "All Fools Carnival Night." This was an occasion when King Carnival ran riot, making a wide-open gambling town at its best and worst. Every one masked, wore clownish costumes and engaged in confetti battles, which raged throughout the night. Rubber balls and paper streamers entered into the hurricane. Black eyes, sore noses and smashed hats and street fights were all a part of the game.

On "All Fools" night everything went, even the dust and gravel from the streets found its way into ears and eyes. I have seen many wild carnival orgies, but never anything to equal this night at a New Mexico Wild West Show.

This great event was advertised in show windows and on billboards with screaming posters, somewhat in this fashion:

> "Keep everything wide open tonight—except your mouth. Bar-rooms and all places of gambling will be open to ladies. This is the one night of the year when the Fair Ones can try their luck. Everybody masks. This is the night everybody goes everywhere and sees the forbidden sights."

This advertisement appeared in those days when the bar-room and gambling houses were run wide open day and night. Even electric signs were used to advertise

"KENO AT THE ST. ELMO TONIGHT."

The great Yeibechi Navajo Dance was given a wide publicity. It was advertised as a dance chant to the devil Yeibechi. Huge bonfires were built in the streets to throw a bright light on the nude dancers; this presented a dashing, vivid picture of brazen, crashing colors.

All of these events were advertised throughout New Mexico and Arizona in many unique ways. The boss billposter traveled about in a freight caboose on the sides of which were paintings of cowboys roping steers. These paintings in brilliant colors, with backgrounds of towering mountains were the trade-marks of the Carnival. Big purses were offered for the dare-devil stunts, horse racing, baseball and exhibits.

This was long before either New Mexico or Arizona were given statehood. The romantic, adventurous West just had to advertise its daring, dangerous and devilish thrills, because that was all it had to advertise. Spirited advertising was required to tell the story and paint the picture of a Wild West Carnival which is now a thing of the past.

Chapter X

Rolling Stones

THERE has always been a peculiar lure in the advertising game, which attracts men with an adventuring, roaming instinct.

In one of my old scrap-books is this clipping on "Wanderlust" by Walt Mason:

> "The place he lived in never suited; he hankered to be gone; and so he packed his grip and scooted, a little further on. Some other place was always better than where he abode, and so, on snowshoes or in sweater, again he hit the road. And when this wanderer was dying, one cold winter dawn, 'I'll have some fun,' they heard him sighing, 'a little further on.'"

Back in the days when Paine's Fireworks and Balloon Ascensions made country fairs sensational events; back when brass bands and barkers were the attention-getters of the day, also flourished the rolling stone advertising stunt workers. Perhaps a better name would be "Skimmers of the Wide Publicity Seas."

The rolling stone advertising man and the tramp had the same disease; both were suffering from the same mental affliction. The difference seemed to be that one took a bath, the other did not. One talked too much and the other only to the judge.

I have met many of these drifting, rambling, skimming advertising schemers, and they were a mighty interesting lot.

One in particular claimed to be the World's Champion Rolling Stone. He was the Master of Versatility in newspaper and advertising schemes. His zig-zag career had been over a pathway of hard knocks leading to many disappointments and painful memories. But he was a gambler with his life, his time and his brains. He would wade into any stream of life, regardless of turbulent and dangerous waters.

He was an expert in picking up good jobs, but a failure in keeping them. He was at his best when selling a scheme or getting a job. It was so easy he decided he had a charmed life, which helped develop a spirit of wanderlust.

As a boy he jumped from one thing to another. He was forever possessed with the fear that he would get into the quick-sands of some business and never get out of it. He flitted from one jub to another with a rapidity that was amusing. No matter what he was doing, if some man came along and offered him a new job he would leave the old and fly to the new, just for experience.

Then he began adventuring on the highways and byways of the newspaper and advertising business. His one idea was to travel and see the country. He longed to be roving about and delving into the mysteries of advertising and business.

The "Great Unknown" was always calling, the unsolved mysteries of advertising beckoned him, and he moved on and on always into new lines of business.

He always wanted some new kind of a stunt to work, the chance to attempt something he had never done before. He always seemed to be fired with some new ambition, some new desire.

This rolling stone tendency was a mental disease, a restless sort of mania for accomplishing something no one else had ever put over.

Advertising is a business of changes, sudden and surprising chances, due no doubt, to changing conditions and changing minds, hence its great appeal to a wanderlust mind.

There are more rolling stones in the advertising business than any other. Many of these rolling stones have become great successes through the accumulation of experience and knowledge. Just so long as a man rolls along in the great advertising game he does not lose anything by the rolling proclivity.

Men who roll from one line of business to another waste energy and lose ground, but it seems that many rolling stones in advertising reach success because there is a purpose to their rolls—they roll upward—rolling up valuable experience and a knowledge of many important things.

If you consider a man's mission in life to be a one trip affair like that of a letter, then it may be a good thing to stick. Or if a man hits the right thing and knows it, the thing is to stick. I know of plenty of successful men in the advertising business who have never been with but one firm, but they did a lot of changing about in that one firm to reach the goal.

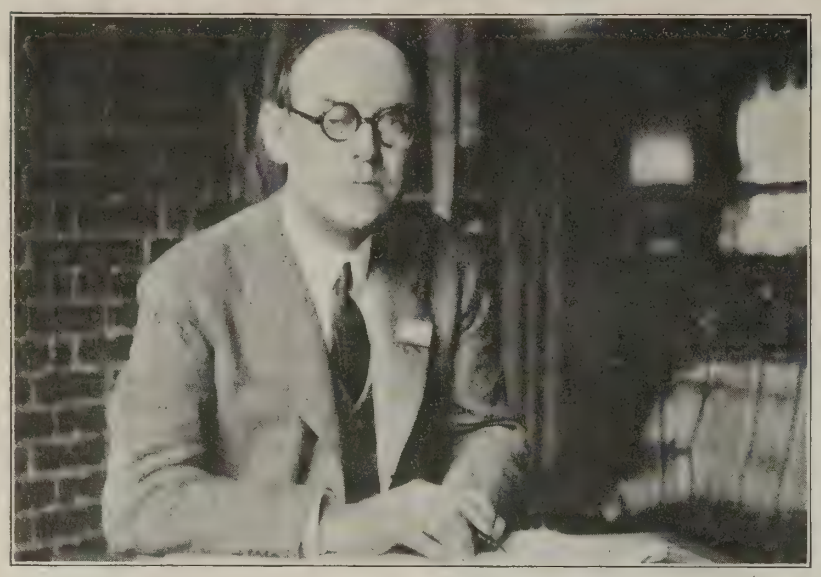
According to the theory that influenced my early life, you must be a rolling stone in advertising to get that much talked about "experience," which is advertised for and demanded.

I have met scores of rolling stone advertising men, and two qualities they possess in common are enthusiasm and nerve. They are fellows who often see greater possibilities in a proposition than really exist. They dream great dreams which come true because they make them come true.

NEXT WEEK
Special Edition Blowhards

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Defender of the Humble Personal—R. C. Kates

SOME editors may continue to scoff at the humble little personal briefs, but Roy C. Kates, managing editor of the *Rochester* (N. Y.) *Times-Union,* believes they play an important part in the newspaper scheme of things, even in a city the size of his own, of about 325,000 population.

"Yes," he said in a recent interview, "we value them very highly.

"Quite frequently we have almost decided we had outgrown the personals, considered so small townish by those who are wise. Then we have sent out our canvassers and our field representatives and we have mailed out questionnaires on the subject. Invariably conclusive proof came back to us that the personal briefs are popular and very widely read."

Thus shown, Mr. Kates and his Rochester Times-Union, which is one of the Gannett Newspapers, Inc., make special efforts to catch and print these chatty trivialities, believed by the managing editor to be strong threads to sew the newspaper to Rochester and suburban homes.

Of course, it is in the suburbs and the surrounding villages, where "calling" is still a popular indoor pastime that personals grow best.

In addition, therefore, to the usual county and suburban correspondents, Mr. Kates has originated a new editorial position on his newspaper—that, it might be called, of visiting writer. An able woman reporter has been specially trained to travel from one village to another, making friends for the Times-Union, and collecting news items. She has become well known to readers of the paper and is frequently called upon to address clubs and social groups in and around Rochester. In this way towns within a radius of 35 miles of the city are well covered, Mr. Kates said.

"On the Times-Union," Mr. Kates continued, "we try to play up educational, church, and industrial news. We cover an interesting murder or scandal completely and adequately, but we do not believe in going too deeply into details. We play local crime news down rather than up."

In the editorial department, Mr. Kates fosters a spirit of cooperation. No one reporter is allowed to think he has a beat exclusively to himself. If some colleague picks up a story on some other reporter's beat, he is instructed to write it and turn it in.

Recently, Mr. Kates was transferred temporarily from the editorial to the business side of the Times-Union, and said he relished the experience.

"In my opinion, an editorial man gains a better understanding of his job from contact with the business men of his city," he declared. "I would advocate that all managing editors spend some time of their career in their newspaper's business office."

A native of Rochester, Mr. Kates has never worked in any other city. For about 20 years he was connected with the *Rochester Democrat & Chronicle,* holding various editorial positions. Then he became associated with the *Rochester Evening Times,* and was manager of that newspaper until it was consolidated with the *Rochester Union.* In addition to being managing editor, Mr. Kates is now also secretary of the Times-Union Company, and treasurer of the *Utica Observer-Dispatch* another Gannett newspaper.

SHANKLIN JOINS DENVER POST

News and Times M. E. to Assist F. G. Bonfils—Holmes Succeeds Him

William Shanklin, managing editor of the *Rocky Mountain News and Denver Times,* this week left the organization, with which he has been affiliated since it became a Shaffer interest, to become assistant publisher of the *Denver Post,* it was announced monday by F. G. Bonfils, owner and publisher of the Post.

Since the death of a little more than a year ago of H. H. Tammen, joint owner of the Post, Mr. Bonfils has been sole publisher. His responsibilities, growing too heavy, will now be divided with Shanklin.

Beginning his newspaper career in St. Louis, where he worked on the reportorial staffs and copy desks of all St. Louis papers, Shanklin was brought to Denver 14 years ago by Thomas Patterson, publisher of the famous old *Denver Republican.* On this paper Shanklin rose from reporter to city editor, going over to the News and Times when it was purchased by John C. Shaffer. He filled virtually all capacities on the Shaffer papers and more than three years ago was made managing editor of the Rocky Mountain News, a year and a half later being given the managing editorship of both the News and Times.

George Sanford Holmes, former assistant managing editor under Shanklin, has been made managing editor of the Shaffer papers in Denver.

A. P. COMMITTEE MEETS

No Statement Issued Following Regular New York Gathering

Members of the Associated Press executive committee met in New York headquarters, Dec. 1. As usual the sessions were private, and no statement was issued. Those attending were: Frank B. Noyes, *Washington Star,* and A. P. president; E. H. Butler, *Buffalo News,* first vice-president; Adolph S. Ochs, *New York Times;* B. H. Anthony, *New Bedford Standard;* Robert McLean, *Philadelphia Bulletin;* E. Lansing Ray, *St. Louis Globe-Democrat;* Clark Howell, *Atlanta Constitution;* Charles Hopkins Clark, *Hartford Courant;* and Elbert H. Baker, *Cleveland Plain Dealer.*

Those unable to be present were: C. P. J. Mooney, *Memphis Commercial Appeal,* second vice-president; H. V. Jones *Minneapolis Journal;* W. H. Cowles, *Spokane Spokesman-Review;* Frank P. MacLennan, *Topeka State Journal;* Frederick I. Thompson, *Birmingham Age Herald;* Stuart H. Perry, *Adrian* (Mich.) *Telegram & Times;* and J. R. Knowland, *Oakland* (Cal.) *Tribune.*

PRAISES PUBLICITY FIGHT

Buffalo Ad Men Told Editor & Publisher Campaign Is Getting Results

EDITOR & PUBLISHER'S campaign against press agent grafting of space is having results, members of the Greater Buffalo Advertising Club were told at a round table discussion by P. D. Fahnestock, director of publicity of the Buffalo Chamber of Commerce, and former newspaper man.

It was said a legitimate news item needs no press agent to gain it place in the modern newspaper, while the endeavor to gain free advertising space, no matter how disguised, seldom succeeds. Examples of space grafting exposed by EDITOR & PUBLISHER were used to illustrate the talk.

Peking Rioters Fire Newspaper Plant

Rioters, said in cable dispatches to be students, attacked and set fire to the plant of the Peking, China, newspaper, *Chen Pao,* Nov. 29, declaring they deemed it anti-Communist.

A. P. SQUELCHED PROPAGANDA

McKernon Tells of German Tampering with South American News

Edward McKernon, superintendent of the Eastern division of the Associated Press and formerly Boston correspondent, in a recent talk before the Boston City Club revealed how during the World War the name of the news association was used fraudulently to palm off on the South American newspapers fake news dispatches designed to arouse hostility toward the United States and create a pro-German sentiment.

"In 1917 the Germans began operating in Latin America a fake news association which they labeled 'La Prensa Asociada' which is the Spanish equivalent for the Associated Press," he declared. "They delivered daily dispatches under this caption to newspapers in South America. The dispatches purported to reflect public sentiment in the United States, a strongly pro-German sentiment. At the same time they included fake news stories and fictitious interviews designed to offend South Americans and create a hostile attitude toward this country."

He told how Kent Cooper, now general manager of the Associated Press, was sent to South America to investigate and how Mr. Cooper was successful in squelching the propaganda.

Caspar Herald Chiefs Injured

M. M. Levand and Sam H. Day, publisher and managing editor of the *Caspar* (Wyo.) *Herald,* were injured in an automobile accident Nov. 20. Both men are in the hospital.

"The Vanderbilt Hotel Comes To Jacksonville"

So goes the progress of this great city, each month seeing vast new interests added to its already expansive business.

THE FLORIDA TIMES-UNION

DAILY - - 55,000

SUNDAY - 70,000

All over the state on every news stand

Read of Florida's weekly development in our weekly bulletin. Copy upon request.

National Representatives—BENJAMIN & KENTNOR CO.

New York, Chicago, Los Angeles, San Francisco.

HOW DOES A PUBLISHER BUY GOOD WILL?

THE files of The Detroit News contain hundreds of letters from advertisers and agencies commending The News for merchandising assistance given.

These letters are all voluntary expressions of good will toward The News. They represent a result of The Detroit News' good will toward its patrons.

Good will is thus purchased by good will. Every advertiser in The Detroit News automatically participates in various functionings of that good will.

We cordially invite inquiries from both new advertisers and old, as to the help The Detroit News has to offer you in this wonderful field.

The Detroit News

Greatest Circulation, Week Days or Sundays, in Michigan

CANADIAN PAPERS PRAISE NEW FORM OF CENSORSHIP IN LABOR DISPUTE

Protests Against Exclusion of News Men from Royal Commission Hearing Leads to Naming Canadian Press Man Official Reporter

By DAVID B. ROGERS

A UNIQUE scheme of press censorship is being tried out in Canada at the present time in connection with the enquiry which a Royal Commission is now conducting into the relations existing between the British Empire Steel Corporation and its employes. Freedom of expression is the dominant feature of the publicity arrangements instead of the muzzling effects which customarily accompany press censorship.

When Sir Andrew Rae Duncan led his Royal Commission into Cape Breton to investigate the coal mining industry there at the request of the Nova Scotian government, he entered one of the most grossly misrepresented industrial fields in the world—a district which had in turn been described throughout the country as "bursting with Bolshevism," "seething with Communism," "festering with exploitation," "prostituted with suffering," etc.

He entered a territory which had been choked with industrial strife almost continuously since the war, a territory which had heard the clash of armed intervention; which had seen the shedding of human blood and to which perpetual labor troubles had brought want and famine and suffering of the worst sort.

Both operators and workers alike had been blamed for the situation of industrial unrest and stagnation which existed in the Besco holdings. Sir Andrew was sent into this district to get "the truth." But in addition to "getting the truth" he was also faced with the problem of "telling the truth." The proceedings of Royal Commissions are fundamentally public, although private sittings may be instituted. But he was afraid that if the sittings of the commission were thrown wide open to the press the result, through inefficiency and lack of understanding rather than through design, would be badly garbled and erroneous reports, and out of this would come general public miscomprehension and condemnation.

To overcome this danger, it was agreed by representatives of both the operators and the workers, as well as by the members of the commission, that the press be excluded from all sittings of the commission and that instead a daily summary of the proceedings be prepared by a member of the commission's staff and handed out to the press on the strict understanding that they accept these "handouts" and make no other comment on the evidence.

This arrangement had the approval of both parties to the dispute and of the commission, but it did not have the approval of the press, notably the newspapers in Nova Scotia. It was tried out for a period of one week. The reporters on the assignment carried out their end of the agreement explicitly as did all other interests concerned but still the press in Nova Scotia was dissatisfied. The Nova Scotian newspapers felt that they were not getting "all the news," even though the reports given to them were absolutely unbiased and fair.

The result of this feeling of dissatisfaction was a new arrangement. It was decided to hand over the reportorial functions of the commission to an official representative of the dominion's great news gathering organization, the Canadian Press, and in future to allow this representative to handle all news reports in place of the commission's own man.

The man entrusted to this responsible task was Andrew Merkle, Atlantic superintendent of the Canadian Press. He was constituted the official reporter of the commission's doings, and since that time not a single murmur or protest or dissatisfaction has arisen.

Under the present arrangement the Canadian Press reporter hears all evidence and in addition has access to the stenographic record of proceedings from both of which sources he writes his story in complete freedom from any official oversight after which his story is passed upon with the utmost promptitude by the commissioners and to date has met with their approval to such an extent that the most harmonious cooperation has resulted and bids fair to continue.

No attempt has so far been made by either party to the investigation to even suggest that any evidence offered should not be published.

Representatives of the various interests concerned have been unstinting in their endorsement of the new scheme.

Nova Scotian public opinion is well summarized by the following featured editorial of the *Halifax Herald*: "The decision of the commissioners to agree to reports of this character is one that recognizes, not only public right, but the deep interest the people of the province and the dominion have in the inquiry. We can understand that what Sir Andrew Rae Duncan and his colleagues wished to guard against was publicity of an indiscriminate and perhaps a provocative nature. They have taken the proper course in placing the responsibility upon the independent news service, the Canadian Press that is representative of practically all Canadian dailies, and we are sure that their confidence will not be abused."

GRANITE GROUP VOTES $150,000 AD FUND

Larger Sum to Be Raised During 5-Year Period for National Copy, Producers Agree at Annual Convention

(*By Telegraph to* Editor & Publisher)

WASHINGTON, D. C., Dec. 3.—An intensive national advertising campaign backed by a fund of $150,000 is to be launched at once by the American Granite Association. This was decided upon at the last session of the annual convention of the Association held here this week. The representatives of the granite industry attending voted unanimously to inaugurate for the first time a big national advertising program extending over a five year period for the purpose of directing public attention into the important uses of granite.

The officers of the Association were authorized to raise the advertising fund among the members, no limit being fixed upon the amount. Declining to seek an assessment of the members, the officers decided upon a plan of voluntary contribution.

The decision to raise the fund was reached after a three days discussion, the keynote of which was that to reject the plan of the five year campaign meant "death" to the industry.

"If we reject this program, it will throw a wet blanket on the entire granite industry and the marble producers will hold a banquet in high glee at our failure to meet their competition," Lucian Holman of Cherrydale, Va., secretary-treasurer of the Association declared in urging its adoption. "It must be agreed that the granite industry is going backward and there is but one thing to do—that is, national advertising; we must tell our story of granite to the public."

S. Hollister Jackson, president, pleaded for a united campaign by the granite producers, in cooperation with the 6,000 retailers over the country, and predicted that the officers would be able to sell the advertising campaign program to each member.

B. C. Patch of Boston moved adoption of the program and presented a resolution which was adopted giving the directors full power to raise and expend money for the advertising. Merle Thorpe, editor of the *Nation's Business,* in addressing the convention, upheld the system of American industry, declaring it to be an institution of integrity and one which has the public confidence.

Mr. Thorpe strongly urged the granite industry to launch into the projected national advertising campaign, pointing out that a number of the national industries increased their business by 300 per cent within five years, through national advertising.

POLLOCK SUCCEEDS STEWART

Becomes Vice-President and Business Manager of Toledo News-Bee

James F. Pollock, on Dec. 14, will become vice-president and business manager of the *Toledo News-Bee,* succeeding the late William K. Stewart.



James F. Pollock

Mr. Pollock has been with the Scripps-Howard newspaper organization for more than 17 years in various executive capacities.

His most recent connection was that of director of sales of Allied Newspapers, Inc., the company which functions as national advertising representatives for the Scripps-Howard list of 24 evening newspapers of which the News-Bee is one of the oldest.

Mr. Pollock aided in the establishment of the *Washington Daily News,* tabloid. Prior to that assignment he was advertising manager of the *Cleveland Press.*

N. Y. Graphic Adds School Page

Under the title "Your Child and Your School," the *New York Evening Graphic,* Macfadden tabloid, this week started publishing a daily school page. The feature is conducted by Dr. Henry E. Hein, New York city high school principal.

For The Six Months Ending Sept. 30, 1925

the average net paid daily circulation of The Baltimore Sun (morning and evening issues) was

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814 —a gain of 1,783.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

Measure Miami's Population By

The Miami Herald's

Circulation Growth

Using the multiple of four and one-half persons to the family, and multiplying the circulation of The Miami Herald by this figure will give a good estimate of the growth of Miami's population.

To reach this rich and growing new market you must use the Miami Herald, because it covers the field more completely than any other newspaper in a city the size of Miami.

Following Is The Average Monthly Distribution Of The Herald For 5 Months

1925	Daily	Sunday
July	32,593	41,076
August	35,700	46,076
September	37,221	49,734
October	39,322	52,935
November	41,255	56,192

The Miami Herald

"Florida's Most Important Newspaper"

Frank B. Shutts, Publisher

Greatest Circulation Week Days or Sunday in Miami and Lower East Coast Territory

EDITORIAL PAGE OF THE **EVENING JOURNAL** NEW YORK DECEMBER 3, 1925

Evening Journal Net Paid Circulation 682,313

Circulation Means Power. The Evening Journal Has Much More Than Double the Circulation of Any Other Evening Newspaper in New York

The average daily, *net paid*, circulation of the Evening Journal throughout November was

682,313

This interests the great family of Evening Journal readers, constantly GROWING. The greater the number of readers, the greater the influence and power for good combined in one reading group.

■ ■ ■

The Evening Journal circulation, steadily GROWING, interests business men, whose announcements through the Evening Journal cover and blanket Greater New York and the nearby suburbs.

The Evening Journal, selling an average of

682,313

daily at three cents, has far more than double the circulation of any one of its competitors in New York's evening newspaper field.

■ ■ ■

It is CIRCULATION THAT COUNTS. The influence of a newspaper, the power of its group of readers, and the intensity of service that a newspaper can render to the business community, advertisers, and others, depend upon circulation. There is no substitute for it. *"Nothing succeeds like circulation."*

"Comparisons are odious," especially to those that supply the SMALL circulation figures in the comparisons.

In all kindness, and with due respect for the achievements of our contemporaries and competitors, we call attention to certain DIFFERENCES.

There are three evening newspapers in New York City that may be said to count in the field of substantial circulations. They are the Evening World, the Sun and the Telegram.

For purposes of comparison, we take the circulation figures most recently supplied by each of these newspapers to the Government, and assume that increase in Evening Journal circulation has not meant loss of circulation to any one of its competitors.

To get the circulation of the Evening Journal, multiply the circulation of the Evening World by two and add 58,447.

Or multiply the circulation of the Evening Sun by two and add 169,845—then you have the EVENING JOURNAL circulation.

Or multiply the circulation of the Evening Telegram by THREE, add 83,615, then you have the circulation of the Evening Journal.

In other words, the circulation of the Evening Journal is 100 per cent greater than that of the Evening World, plus 58,447. It is 100 per cent greater than that of the Sun, plus 169,845; three times greater than that of the Evening Telegram, plus 83,615.

THAT IS WHAT YOU MIGHT CALL CIRCULATION SUPREMACY IN THE EVENING NEWSPAPER FIELD OF NEW YORK CITY.

■ ■ ■

But mere circulation figures do not tell the story completely or give to merchants the fact that interests them most.

There is no DUPLICATE circulation in the Evening Journal's daily net paid average of

682,313

Each line of space in a copy of the Evening Journal, purchased by a merchant, goes TO A DIFFERENT BUYER and to a different FAMILY.

In dealing with the Evening Journal you know that you deal on a daily average with 682,313 SEPARATE BUYING UNITS.

Every business man knows that newspapers, specializing, for instance, in Wall Street information, rather than in general human interests, are bought two or three at a time. That is DUPLICATE circulation and means WASTE IN ADVERTISING.

■ ■ ■

Every intelligent merchant knows that it is not wise to send three messages to the same address, but rather to spend money sending the same message TO THREE DIFFERENT ADDRESSES.

Every advertiser can easily learn for himself that the Evening Journal GOES HOME.

Let a business man assign a few clerks to the task of picking up newspapers dropped in the subways, surface cars and elevated railroads.

The clerks will come back with a collection of newspapers that have been bought, two or three at a time, to read the financial news and then dropped. The clerks will not bring back ANY Evening Journals, BECAUSE THEY GO HOME.

■ ■ ■

What the TOTAL reading family of the Evening Journal may be can, of course, only be guessed, it cannot be proved.

It is certain that a paper taken into the homes is read on the average by four members of a family. But put the average as low as three, and the number of Evening Journal readers exceeds 2,000,000.

One thing is certain, and NOT a matter of guesswork. For every one hundred evening newspapers sold in New York, MORE THAN FORTY ARE EVENING JOURNALS.

And the Evening Journal is growing. The circulation for every day in November, *net paid*, averaged 682,313, the average net paid daily circulation for the week ending last Saturday was

702,624

■ ■ ■

But this circulation does not satisfy the Evening Journal, it does not intend to remain content with it.

Those in charge of the mechanical, circulation and editorial departments intend that the Evening Journal, now more than 100 per cent ahead of any competitor, shall be more than 200 and 300 per cent ahead.

New plants are being built, more than one million dollars worth of new presses have been ordered for the exclusive use of the Evening Journal.

Meanwhile, to beat all your evening newspaper competitors by more than 100 per cent, is at least a START in the right direction.

BUREAUCRATIC SILENCE AND SECRECY HAMPERING WASHINGTON NEWS MEN

Correspondent Protests "Air Tight" Control of Department of Justice and General Attempt to Censor Even Most Unimportant News

By A. H. KIRCHHOFER

Washington Correspondent, *Buffalo Evening News*

EVERY little while when Mussolini perpetrates a new outrage upon the Italian press there are loud shrieks of disapproval from American newspapers and champions who believe that "freedom of the press" really should mean what it says.

While some of these are too preoccupied to note what is going on at home, violence is being done to principles that move hand in hand with freedom of the press and freedom of speech. This does not mean that governmental officials who have succeeded in bottling up every kind of information because they are opposed to divulging details which have been entrusted to them as servants of the people are attempting to restrict the editorial expression of the press, but they are—without any protest against the practice—establishing precedents of excessive secrecy in even the most trivial, casual and routine affairs that result in almost complete lack of information on certain important policies, as well as matters of lesser importance on which none but a small minded man could argue the public interest might be affected adversely if the facts honestly were made known.

In bygone days it was possible in Washington for good reporters to keep in touch with responsible subordinates in the various departments and thus get "background" on important matters and information on others which were of real public interest and importance, without, however, in any way upsetting the operation of the department. To a limited degree this still is done, but in recent years there has been such a great tendency on the part of "higher ups" absolutely to control all news announcements of any consequence that this method of obtaining reliable information has all but passed from practice.

During the regime of Charles Evans Hughes as Secretary of State, he instituted a censorship that was all but 100 per cent effective in preventing any State department matters becoming known, unless he or some immediate subordinate passed upon them. To a large degree this still is true today; but the fierce energy of Hughes no longer is back of the order, and so conditions are not nearly what they once were. When Mr. Hughes elected to make something public, it is true, he did it in such a lucid way that all points he desired to discuss were covered, but frequently, of course, the information most wanted by the press was not forthcoming. Subordinates who, without prejudice to the government's interests, would have been glad to supply the details with which they most intimately were acquainted refused to talk for fear of consequences. This fear is not a chimerical thing, because the appearance of a newspaper statement bearing directly upon a matter receiving the attention of officials in a given department easily could be traced to the man having it in charge.

Today the Department of Justice, under the iron hand of John Garibaldi Sargent, Vermont country lawyer, is Washington's outstanding example of bureaucratic control. The Department of Justice to a very large extent, so far as important news is concerned, is almost airtight. The attorney general's press conferences are ludicrous and if not a loss of his time, certainly are a waste of the reporters' time.

Few are the officials, be they high or low, at the Department of Justice, who, in view of the stringent orders that have gone forth under the seal of Mr. Sargent, will assume the risk of divulging information. Employees in the department for 20 or more years, who, during successive administrations were privileged to use their own judgment in giving to the press such matters as their discretion dictated, have been gagged and dare divulge nothing without reference to the office of the attorney general. Questions received there almost invariably are answered with the statement, "There is nothing to say."

This is not an argument for indiscriminate publicity. It must be clearly evident to any reasonable person that if the government is planning to bring an important law suit, it will not do to show its hand before the necessary legal steps have been taken, but in bottling up everything even the most routine matters the head of the Department of Justice seems to have established a system, which, while not denying the freedom of the press, to a large extent is in derogation of it. On a larger or smaller scale this also is true of other departments in Washington, but nowhere is the autocratic attitude of the head of a department better illustrated than in the Department of Justice.

To offer duty and conscience as an excuse for this course of action is very well, but in almost the same breath to make statements that insult the intelligence of the youngest reporter and indulge in misleading discussions may be all right from the standpoint of legal ethics, but let us hope that journalism, with all its faults, won't touch that stage.

Just by way of cheerful contrast, however, it may be pointed out that exactly the opposite policy prevails in the Commerce Department. Secretary Hoover believes in publicity and in the vast organization under his control this principal literally is carried out. Reporters still have access to the men doing things, who are acquainted with the intimate details which a department head, except on rare occasion, never can acquire. They are available to the press, and information on the subjects dealt with by the department is freely and honestly at the disposal of the press.

One of the great fears of these bureaucratic officials who insist upon approving all news, information, publicity, or whatever they consider the announcements which they authorize from time to time, is that snooping reporters, in touch with subordinates, will get material to write stories about differences of opinion, internal friction, etc. Such incidents, of course, often make more interesting reading than do other kinds of information that might be obtained from the same sources, but when all is said and done, the extent of these differences is very small, and if they are of any consequence, they become known sooner or later anyway, so that it is a poor, if not ill-advised, policy which leads an official—if that be the motive—to establish a censorship almost as rigid as that which the Italian dictator imposes upon information.

It does seem that the time has arrived when the press and its representatives should cease to accept as a matter of course this constantly growing tendency to restrict the information about the public business which the press demands not only for the purpose of obtaining and printing news, but also in the public interest. Some officials who are unable to make the distincton between matters of vital moment in which the public interest would be adversely affected if premature publicity were given, and those cases in which there is a legitimate news interest and should be made public as a matter of right to the public, and because no possible harm to the public interest could result from such publication, should be sharply rebuked by the press.

This is a problem in which the newspaper profession has a profound interest. Claims frequently are made that one newspaper is almost wholly like another. One of the reasons for this fact is that bureaucratic governmental officials have standardized information which they permit to become known. It then is dished out in canned form, so that only those details which seem to be of interest to the too often mediocre press agents are offered. Questions relating to these handouts are not answered on account of various fears by these very timid souls and the result too often is that the story in A's paper is just about like that in B's.

Under these circumstances, individual initiative in Washington can be maintained only at the expense of super-investment in dynamic energy, because it requires so much effort to break down these artificial barriers to get matters in which localities or particular papers are interested under the secret methods of such officials as the attorney general, that the effort seems futile, too great, or too costly in time consumed, before it is undertaken.

Largest
morning & Sunday circulation west of St Louis
Los Angeles
EXAMINER

SOCIETY HITS FOREIGN LANGUAGE PRESS

Allied Patriotic Societies Asks Law Forcing Newspapers to Teach Patriotism and Do It in English

The Allied Patriotic Societies, meeting in New York this week, launched plans, which, if successful, will force foreign language newspapers in this country to print in English a half column in each issue on the Constitution, the history, or the government of the United States.

"There are 2,000 papers published in this country in foreign languages," declared Dwight Braman, president. "The attack our government under cover. Their influence is insidious. They are restricted by present laws only from publishing their blasphemous statements on envelopes or mailing wrappers."

Frank H. Kinnicutt of the American Defense Society read a bill that had been drafted to submit to Congress. It provided that the Commissioner of Education furnish the foreign papers with suitable material, that the paper publish both English and foreign language versions and that publications failing so to do be barred from the mails.

Following the objection of Hugh Adams, also of the American Defense Society, that the bill was "not strong enough, because a publication might print the fact that the material was contributed by the Government," the report of the bill was recommitted to the committee with the recommendation that Mr. Adams collaborate on it and that the committee then "confer with the Commissioners of Education and with such members of the House of Representatives and the Senate as show their interest."

The Rev. Joseph P. McComus of St. Paul's Chapel then counseled the representatives not to "annoy foreigners on our shores too much. We of the old stock have our faults," he said.

Accept This Invitation
to try
CERTIFIED DRY MATS

Our mats do not play favorites—there is nothing mysterious about their use, or handling.

What *several hundred* newspaper plants are NOW doing with Certifieds, you, too, can accomplish in your own plant.

Whether you are equipped with an AUTOPLATE, DUPLEX (tubular or semi-cylindrical), GOSS, HOE, or SCOTT casting box, there is a CERTIFIED DRY MAT that will meet and fulfill your requirements to your entire satisfaction.

That is why we invite you to try CERTIFIEDS at our expense—you can't know them until you've tried them.

Just name the make of your casting box and we'll take care of you without delay. Now is a good time to get acquainted.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York, N. Y.
For "wet mat" printing with DRY MAT facility use CERTIFIEDS
Made in the U. S. A.



NEA Comics in page size and strip form have the largest reader following in the world.

The letter herewith reproduced indicates the pulling power of NEA Strips and Color Pages in the comic field.

More than eight hundred papers with 8,279,249 circulation use NEA Comics, the Standard of America.

The Four Page Ready-Print Color Comic Sections are making circulation for scores of newspapers. "Our Boarding House," "Freckles," "$alesman $am," and "Out Our Way" form the funniest color comic section obtainable.

Rates and samples on request.

WM J SCHAEFLE, GENERAL MANAGER

ED G. FAIRFIELD EDITOR

Dubuque Times-Journal

THE ONLY REPUBLICAN DAILY IN NORTHEASTERN IOWA

ESTABLISHED 1856

DUBUQUE, IOWA

Nov. 11, 1925.

Mr. C. N. Landon, Art Director,
NEA Service, Inc.,
Cleveland, Ohio.

Dear Sir:

We are planning to drop the one feature on our daily page of comics that is not an NEA feature.

In its place we wish to start "Boots and Her Buddies".

We were struck very forcibly by the exceptionally good introductory strip for "Mom'n Pop" that you prepared for the La Crosse Tribune, and are hoping that something similar can be prepared for us for introducing "Boots and Her Buddies" to our readers.

NEA Service comics are going over big for the Times-Journal. This is true of the daily page, and very much so of the four-page section in colors that we issue with our Sunday edition.

Very truly yours,

DUBUQUE TIMES-JOURNAL

Edw. G. Fairfield

Editor.

NEA SERVICE, Inc.,

1200 West Third Street Cleveland, Ohio

THE WORLD'S GREATEST NEWSPAPER FEATURE SERVICE

SHOPPERS NEWS STARTS IN NEW YORK CITY

Weekly Tabloid Carries Store News and Advertisements—Promises to Maintain "Free Service Bureaus"—Does Not Aspire to Daily Field

The *Shoppers News,* a weekly tabloid carrying store news and advertisements, has started publication in New York City. It is published by the Baudy Publishing Company, Inc., of which Royal A. Baudy is president and C. W. de Sambourg, secretary.

With its first issue the following policy was announced:

"The Shoppers News, making its first appearance with this issue, and to be published weekly hereafter, is published solely in the interests of the woman shopper. Its purpose is to acquaint its readers with the best values offered by the leading merchants, giving particular attention to all special offerings made by these merchants.

"Various merchants will set aside certain days each week when unusual price concessions wil be made, and the Shoppers News will endeavor to keep fully informed on all these offerings and place such information at the disposal of its readers.

"The Shoppers News will, in every way possible, protect its readers by accepting advertisements from reputable firms only, firms of standing whose reputations are unquestioned and who sell dependable merchandise that is actually underpriced when so advertised. It reserves the right to reject any advertisement found to be untruthful or misleading, and business is solicited only from representative merchants of established responsibility and integrity.

"The Shoppers News will maintain, without cost to its readers, free service bureaus, devoted to shopping, theatrical and general city information.

"The Shoppers News will at all times co-operate with both the shopper and the merchant for the mutual protection and best interests of both."

In an editorial captioned "To Our Friends, the Daily Press," the new weekly declares it does not aspire to enter the daily field.

"It fully appreciates that New York is well supplied with real newspapers and it fully realizes that if bigger or better newspapers are demanded, if such is possible, that the New York publishers will produce them," it states.

STRACHEY'S FAREWELL

Editor of London Spectator Returns Home Warm Admirer of U. S.

J. St. Loe Strachey, for 30 years editor of the *London Spectator,* returned to England this week, a warm admirer of the United States. He said as much in a farewell address from Station WRNY, New York, before he sailed Dec. 2.

Mr. Strachey sold the Spectator last summer to Evelyn Wrench. News of the deal became known this week.

"I cannot leave America," he said in his radio talk, "after my seven weeks' visit without a few words of thanks to the most courteous, most genial and most friendly of hosts."

NEW SUNDAY PAPER

Cumberland (Md.) Evening Times Adding Sunday Issue Dec. 6

Western Maryland will have its first Sunday newspaper Dec. 6, when the *Cumberland Evening Times* will begin the publication of a Sunday morning edition.

Joseph B. Finan, editor and publisher, was in New York this week completing arrangements for the Sunday issue, which will carry the leased wire report of the International News Service, eight pages of colored comics, a magazine section, special radio and automobile sections.

The Sunday Times will be delivered to subscribers without additional charge and will sell on the streets at 5 cents a copy.

The Times is represented nationally by the Devine-MacQuoid Company, Inc.

HARVARD AD AWARD JURY NAMED

H. J. Allen, Bruce Barton, Stanley Resor and C. K. Woodbridge Among Those Picked to Choose Year's Best Ads

The Jury of Award for the Harvard Advertising Awards, founded in 1923 by Edward W. Bok, was appointed on Monday of this week by Dean Wallace B. Donham of the Harvard Business School, to make the awards for the current year.

Those who will serve are: Henry J. Allen, owner and publisher of the *Wichita Beacon;* Bruce Barton, of Barton, Durstine & Osborn, advertising agency of New York; Neil H. Borden, assistant professor of advertising, Harvard Business School; M. T. Copeland, professor of marketing, Harvard Business School; Mac Martin, president, Mac Martin Advertising Agency, Minneapolis; Malcolm Muir, vice-president and chairman of the advertising board, McGraw-Hill Company, New York; Stanley Resor, president, J. Walter Thompson Company, New York; Tim Thrift, advertising manager, American Multigraph Sales Company, Cleveland; and C. K. Woodbridge, president, Associated Advertising Clubs of the World, and president, Dictaphone Corporation of New York. In accepting appointment to the Jury, these men and the firms which they represent are debarred from the competition.

The prizes to be awarded are as follows: a gold medal to the individual or organization meriting recognition for distinguished contemporary services to advertising; two prizes of two thousand dollars each, one for a national campaign, the other for a local campaign; two thousand dollars for the advertising research of the year conspicuous either for securing economy or efficiency in advertising, or for reducing or precluding unwise expenditure in a specific advertising program; three prizes of one thousand dollars each for the advertisement most effective in text, most effective in use of pictorial illustration, and most effective in combination of both text and illustration. The competition closes Dec. 31.

Japanese News Agency Celebrates

The Nippon Dempo Tsushin Sha, Japanese telegraph news agency, celebrated its 25th anniversary recently, with more than 1,000 attending informal ceremonies held at a Tokio hotel. The agency was established in 1901 by Mr. Mitsunaga, its present president. Relations were established with the United Press Associations of this country 18 years ago. The present network of communications spreads throughout Japan, its colonies, and all over China and Manchuria.

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's *Picture Paper,* has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

Daily News — St. Petersburg's Picture Paper

Morning Sunday News — St. Petersburg's Picture Paper

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

HEARST ISSUES BONDS ON N. Y. JOURNAL

Proceeds of $15,000,000 Will Finance New Buildings and Repay Journal for Other Investments

A new Hearst bond issue was put on the market this week by S. W. Straus & Co., New York, consisting of $15,000,000 first mortgage and collateral 6½ per cent bonds of the *New York Evening Journal,* Inc.

The proceeds will be used to erect and equip buildings to house all the Hearst publications in New York City and also to reimburse the company for amounts expended in the purchase of the *Rochester Journal* and *Post-Express,* the *Rochester American* the *Syracuse Journal and Telegram* and the *Syracuse American.*

The total assets of the New York Evening Journal, Inc., are listed in the announcement of the bond offering at $29,000,000, of which real estate is reported at $14,000,000.

Four buildings are planned, with the largest a 7-story structure, at 54th and 55th streets, to house the New York American and magazines. A 4-story plant for the Journal will be erected between South and Water streets, Market street and Catharine Slip. A third unit for printing the Harlem and Bronx editions of the American and Journal will be built on East 149th street, two-stories high. Another two-story tax-payer is scheduled for Columbus Circle.

ADDRESS LIBRARIANS

Three Newspaper Men Speak at N. Y. Special Libraries Meeting

Three newspaper men spoke before the meeting of the New York Special Libraries Association held in New York Dec. 1.

Speakers were: Louis Wiley, business manager, *New York Times;* William Olcott, *Boston Globe;* and James Melvin Lee, director of the School of Journalism, New York University.

GEORGE AUTHIER RESIGNS

Leaves New York World to Head Foreign Affairs News Service

George Authier, has resigned as a member of the *New York World* staff at the National Capital to assume charge of the Foreign Affairs News Service of Washington. Authier, a former president of the National Press Club, started his newspaper career in Iowa where he was political writer for the *Des Moines Register and Leader.*



George Authier

He later became city editor, then political editor, of the *Minneapolis Tribune,* first coming to Washington as the Tribune's correspondent.

Ad Bureau Names Dinner Committee

Members of the committee to arrange for the annual dinner of the Bureau of Advertising of the American Newspaper Publishers' Association to be held in New York in April 1926, were announced this week, as follows: E. W. Parsons, this week as follows: E. W. Parsons, *Chicago Tribune,* chairman; David B. Plum, *Troy Record;* Howard Davis, *New York Herald Tribune;* Charles D. Atkinson, *Atlanta Journal;* E. P. Adler, *Davenport Times;* and J. F. Finley of the Six Point League of New York. J. J. E. Hessey, of the New York office of the Chicago Tribune, will be committee secretary.

The INDIANAPOLIS NEWS

PICTURE a rich, responsive, prosperous, compact market of 1,992,713—the Indianapolis Radius. It can be thoroughly and adequately merchandised with **one** advertising cost — The Indianapolis News — **proved** for half a century the most powerful as well as the largest advertising medium in Indiana.

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

Unequaled

CIRCULATION—

Unequaled in quantity plus quality.

ADVERTISING—

Unequaled in volume and character

in the greatest market in the world.

The New York Times

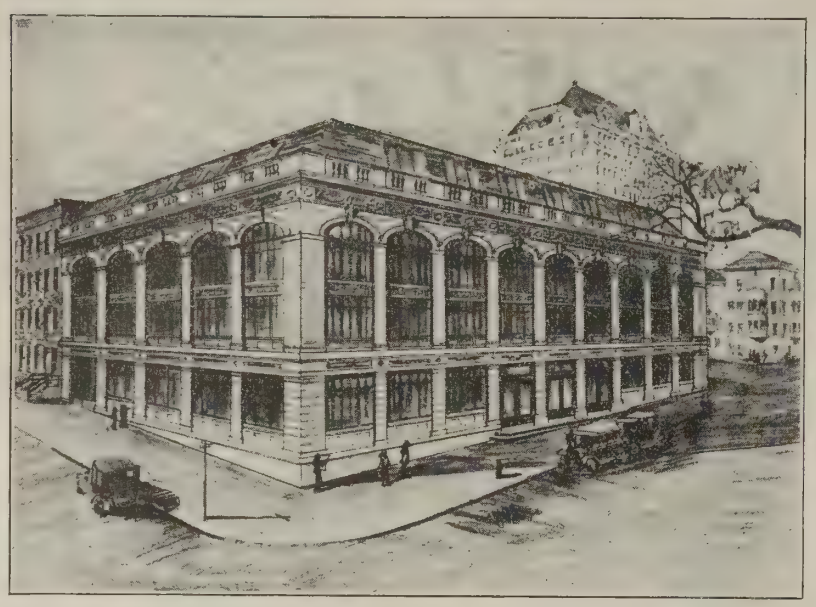
All the News That's Fit to Print

CIRCULATION—average daily and Sunday, 382,005, *the largest circulation of any standard sized New York morning newspaper.*

*ADVERTISING—*26,283,924 *agate lines in* 1924, *a record for New York City;* 25,691,374 *lines in eleven months,* 1925, 9,853,088 *lines more than the second New York newspaper.*

All advertising in The New York Times subject to censorship.

ALBANY KNICKERBOCKER PRESS-NEWS TO BUILD NEW MODERN HOME



ALBANY, N. Y., Dec. 1—The Press Company, publisher of the *Albany Knickerbocker Press and Evening News,* today announced the purchase of a building site in Eagle street, between the state capitol and the executive mansion, and its plans for the erection of a modern, three-story home for its publications. The site is now occupied by the Albany Medical College building, a century old, and the oldest medical school in the country. The Press company will take over the property July 1 and begin the construction of the new building, covering the entire frontage of 150 feet in Eagle street and a depth of 100 feet in Jay and Lancaster streets. More than 50,000 feet of floor space will be provided in the initial unit of the structure, which is designed to admit of future expansion in additional stories.

Detailed suggestions by experts in the several branches of the modern newspaper have been synchronized and coordinated by Lynn J. Arnold, president of the Press company, and its executive heads and reduced to building requirements by Marcus T. Reynolds, architect, to conform with the present and future needs of the Press publications.

While full details have not yet been developed, the ground floor will house the press rooms, business offices and circulation department. A mezzanine mailing room will be connected with the press room on one side and an enclosed loading platform on the Jay street side. The second floor will be shared by the editorial and advertising departments and executive offices. The third floor will include the composing rooms, photo engraving plant, photographic studio and dark rooms. Sound proof construction is to mark the building throughout.

The latest proven devices in rapid movement of the component parts of the newspaper and the finished product are to be installed. In general the plan of the entire plant operation is what is known as a left to right movement. Raw product intake is to be on the Lancaster street side and the movement of the finished product from the Jay street side.

The Knickerbocker Press, morning, is 83 years old, but its predecessors go back to the colonial days of 150 years ago. Hugh Hastings, a protege of Thurlow Weed and William H. Stewart, was the founder of the *Knickerbocker* in 1842. In 1879 the *Daily Press* was consolidated with the Knickerbocker under the name of the *Press and Knickerbocker* and soon after the *Express* was joined to it under the name of *Press-Knickerbocker-Express.*

It was published in this form until 1910 when it was purchased by the late Judge Lynn J. Arnold of Cooperstown and the name changed to The Knickerbocker Press. In 1921, the *Argus,* an age-long competitor was purchased by the Press company and in 1922 the publication of the evening edition, *Albany Evening News,* was started.

Less than a year ago the *Albany Evening Journal* was purchased.

NEW FLORIDA SUNDAY PAPER

St. Augustine Record Dropping Saturday Issue—Buys New Press

The *St. Augustine* (Fla.) *Evening Record* on Sunday, Dec. 6, will begin publication of a Sunday edition using Associated Press Saturday night service, Herbert Felkel, vice-president and general manager, has announced. The Saturday edition will be discontinued.

Comics and features carried in the week-day edition will appear in the Sunday paper, and in addition there will be a Sunday magazine section, real estate section, and special church news. There will be no price increase.

Mr. Felkel also announced the purchase of a new Duplex tubular unit-type press, which is expected to be installed before the first of the year. A complete stereotype plant has also been purchased. An auxiliary color fountain will allow color printing.

If conditions demand it, a tabloid paper can be printed on the press with the adjustment of the automatic folders, Mr. Felkel said.

SHOW BUYS DISPLAY ADS

"Abie's Irish Rose" Starts Large Scale Campaign

"Abie's Irish Rose," Anne Nichols' play, has become an American product, as salable as Ford cars, Campbell's soups, or Shredded Wheat, and will henceforth be advertised accordingly.

Working on this supposition, William de Liguemare, general manager, has reduced the play's advertising in the New York amusement columns to a minimum, and this week started purchasing display space. The same course will be followed wherever the five companies now on the road play, the manager said.

Last Sunday in the *New York Herald Tribune* an "Abie" display ad appeared on page 3 of the first news section. The space was 195 lines (65 lines across three columns), with the cost for the single insertion $477.75. Last week the *Sunday Times* carried an "Abie" ad on page 2 of its news section with the space not quite as large.

National advertising for a single show has never before been tried, since the drama cannot be continuously sold.

NORTH CAROLINA PRESS GROUP REORGANIZED

Afternoon Dailies Resume Co-operation in News Gathering and in Advertising Efforts—Ridge, Greensboro Record, Named President

The North Carolina Association of Afternoon Newspapers was reorganized at a meeting held at Greensboro, N. C., Nov. 29, and Edney Ridge, publisher of the *Greensboro Daily Record* was elected president. W. C. Dowd, Jr., *Charlotte News,* was named secretary-treasurer.

Purposes of the organization are to cooperate in improving the State news service for afternoon newspapers and to promote closer co-operation among such papers; to establish and maintain at Raleigh an afternoon news bureau for gathering and dissemination of news among the members and to promote advertising arrangements through afternoon newspapers.

J. L. Horne, Jr., *Rocky Mount Telegram* and *Wilmington Dispatch;* Rufus Shore, *Twin City Sentinel,* W. C. Dowd, Jr., Charlotte News, and J. D. Gold, *Wilson Times,* were constituted a committee to further perfect the organization and base of operations.

Such an association existed in the State about 15 years ago, and the reorganization was in response to a widely disseminated demand for such an association.

Changes to Financial Field

The *Buffalo Evening Post* will change character on Dec. 7, according to an editorial announcement of the publisher, Richard Coley. After that date the paper will be a financial journal, patterned somewhat after the *Wall Street Journal.* The present news services will be continued and a United Press financial wire will be added.

You've Been Wanting a *Real* Newspaper in Florida

Where the Sun Shines Every Day

HERE IT IS:

A high-class Florida daily and Sunday newspaper property, old established, meeting every requirement in the way of large business, complete mechanical equipment, good will of its patrons and highly desirable field, on the market for a very short time, because of private, family conditions. In section of the Sunshine State having largest increase in business and population. City is most desirable in state to live in, and climate is not equalled in entire world. The choice spot of the country for residence and a highly profitable business that is ever growing and will continue to grow from year to year. Will require $200,000 cash to swing. Unless you have that amount or sufficient backing, save stamps.

This ad will appear but once and someone will buy a fine property about $100,000 below the market and its worth.

Address Box B-533, care EDITOR & PUBLISHER.

BEGINNING SUNDAY, DECEMBER 6

The Times

CUMBERLAND, MD.

will publish a

Sunday Edition

Carrying —

LEASED WIRE PRESS SERVICE

MAGAZINE SECTION

AUTOMOBILE SECTION

8 PAGES COLORED COMICS

CIRCULATION 14,000 GUARANTEED

Present Evening Times Rate Card Applies

Represented nationally by

THE DEVINE-MACQUOID CO., INC.

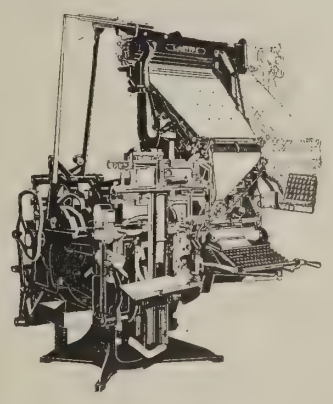
NEW YORK PITTSBURGH CHICAGO

THOSE LAST FRENZIED MINUTES JUST BEFORE THE DEAD LINE



WHEN you need type and need it quickly; when heads must be reset and a couple of additional sticks for a late story and some ad correction and then at the last minute a new lead for a page one story; when every man and every machine must do the work of two, hopping frantically from one job to another, back and forth, all over the shop:

THAT'S when Continuous Composition Linotypes are worth their weight in gold.



MODEL 25
Two Standard Interchangeable Main Magazines

MODEL 26
Two Standard Interchangeable Main Magazines
Two Standard Interchangeable Auxiliary Magazines
All Operated by a
Single Power-driven Keyboard

All Magazines Quickly Removed from the Front and Interchangeable with Other Linotypes—Continuous Composition from All Magazines—Can be Supplied for either 30 or 42 Picas Maximum Measure

CONTINUOUS COMPOSITION *from all magazines.*

CONTINUOUS COMPOSITION *of new copy or corrections, in any size and any face, instantly, without waits or delays.*

CONTINUOUS COMPOSITION *is always a time saver and a money saver, but just before press time it's a life saver.*

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SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO
Agencies in the Principal Cities of the World

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Composed entirely on the LINOTYPE *in the Bodoni Series*

BAKING POWDER FIRMS TO END FIGHT TRADE BOARD OFFICIALS BELIEVE

Charges by Royal and Calumet Companies Have Vexed Newspapers for Years—Special Report Now Before Commission

By BART CAMPBELL

WASHINGTON, Dec. 2—The long-standing controversy between the Royal Baking Powder Company and the Calumet Baking Powder Company is believed to be on the verge of a settlement before the Federal Trade Commission.

The anticipated settlement is expected to be based upon a special examiner's report which has just been received by Millard F. Hudson, chief examiner for the Commission, and in turn submitted by him to William H. Fuller, chief counsel, and W. T. Kelley, assistant chief counsel, for the Commission.

Under the secrecy imposed by the non-publicity rules adopted by the Commission earlier in the year, a copy of the report was withheld from EDITOR & PUBLISHER, but it was ascertained definitely that the report is regarded by officials of the Commission who have read it as almost certain to terminate the Royal-Calumet dispute in the immediate future.

According to the procedure established by the Commission, its counsel and counsel for the rival baking powder companies will probably soon get together, and arrange for their joint appearance before the Commission. The report will then be submitted formally to the Commission and counsel for all sides will thresh the matter out.

If the expected submission of the case by counsel for all sides is satisfactory to the Commission, which is considered now probable, the controversy will end there, and pass from the jurisdiction of the Commission.

It is understood that counsel for both the Royal and Calumet companies have virtually agreed upon the report as a basis for amicable settlement.

In its answer to the Federal Trade Commission complaint charging it with "using unfair methods of competition in interstate commerce" the Calumet company denied specifically "each and every material allegation," filed against it and asserted that the Royal company "for many years last past and at the present time, by means of house-to-house demonstrators and by advertising circulars and cook books, has charged, alleged, and asserted, and does so charge, allege and assert numerous false, misleading and unfair statements in disparagement of respondent's (Calumet's) baking powder and the ingredients thereof.

"Among such false, misleading and unfair statements are substantially the following:

"1. That Calumet baking powder is poisonous.

"2. That Calumet baking powder contains alum which shrivels up the tissues of the stomach just as lump alum shrivels up the tongue.

"3. That Calumet baking powder contains alum which is poison.

"4. That the sale of Calumet baking powder is prohibited in many States.

"5. That Royal baking powder is made with cream of tartar, derived from grapes, and is pure, but that Calumet is made with alum, a mineral poison, and phosphate, made from burned bones."

The Calumet company on the other hand was charged in the complaint issued by the Commission with having caused "advertisements to be inserted in magazines, trade journals, newspapers and other publications of general circulation in the United States, in all of which literature and advertisements respondent has caused to set forth statements and innuendoes untruthfully and unfairly representing that said competitor, Royal Baking Powder Company, packs its said Royal Baking Powder in six and twelve ounce cans instead of one-half pound and pound cans for the purpose of cheating the public by passing off and causing the trade to pass off said six and twelve ounce cans as and for one-half pound and pound cans, respectively." . . . .

Newspapers have been besought for many years by the Calumet Company to refuse Royal copy which by implication disparaged the Calumet brand.

SEESTED VS. BONFILS

Three Year Old Libel Suit Goes on Trial Dec. 7

The case of Frank C. Seested, circulation manager of the *Kansas City Star* versus F. G. Bonfils, owner and publisher of the *Denver Post* and former owner and publisher of the *Kansas City Post*, will be brought to trial Monday, Dec. 7, in the United States District Court at Denver after more than three years delay.

Six hundred thousand dollars damages—$100,000 actual and $500,000 punitive—are asked.

Growing out of a complaint filed March 25, 1922, the suit is over an alleged libelous editorial published in the Kansas City Post in which Seested and his brother, August F. Seested, general manager of the Star, were in effect described, it is said, as traitors to this country during the World War.

The complaint contends that the article was printed "for the purpose of bringing the Seesteds into public hatred," and it is alleged connected them in the public mind with Von Papen, Von Bernstorff and Von Igel, all mentioned as enemies of the United States.

Plaintiff further contends that the Post account libelously stated that information had been uncovered of a $37,000 contribution to Imperial German war funds by the Seesteds.

The editorial on which the suit is based appeared in the Post in November, 1921. A trial in January, 1924, of one of the suits filed following the appearance of the editorial resulted in a hung jury.

EDITING PAPER FROM JAIL

Eureka, Cal., Editor Denied Release from Contempt Sentence

So far as the supreme court of California is concerned, Alfred Lindsley will continue to edit his newspaper, the *Eureka Humboldt News* from a cell at the Humboldt County jail.

Efforts to obtain his release, on a writ of habeas corpus, from the prison to which he was committed upon sentence of 1,000 days for contempt, failed when the supreme court denied his application.

In refusing the writ the court held that the right of free speech, upon which Lindsley based his claim for liberty, did not apply to criticism of matters before a court "which might tend to defeat the cause of justice."

The controversy began when Lindsley, through his paper attacked the action of two prohibition agents in a raid. The agents sued him for libel and during the course of the trial Lindsley published articles which the court held were contemptuous.

While serving his term in the county jail Lindsley continues to personally supervise the editing of his paper through a corps of messenger boys.

PLAY PRODUCER TRIES "PUBLIC CRITICS"

Dissatisfied with Newspaper Reviews, Kober Asks Audience to Discuss Play with Author—Hopes to Learn What Public Wants

Dissatisfied with reviews in New York newspapers, Arthur Kober, manager of "Me," new play at the Princess Theatre, New York, this week announced a theatrical innovation. He would, he said, invite audiences to remain after the show and discuss the play with the author in an attempt to find out what the public wants.

In a letter to New York dramatic critics, Mr. Kober said in part:

"The only criticism of a play of which a management becomes cognizant is that written by the professional newspaper reviewers. The opinion of the latter is to a great extent a specialized viewpoint, due partly to the fact that they see an exceptionally large number of plays, that they are frequently influenced at the same time by their own taste and by what they believe is the public's taste, and that they themselves are professional writers, possessed of an insight into literary technic that is owned by few.

"What the public itself thinks is always a matter of conjecture, as is evidenced by the number of plays that fail despite favorable newspaper reviews and that succeed in the face of adverse criticism.

"It is my opinion that direct constructive criticism from an audience would be welcomed and acted upon by any management, and I shall act upon this belief."

ONE OF A SERIES

Letters That Speak for Themselves!

THE WASHINGTON HERALD AND TIMES
Washington, D. C.

I believe The Washington Times is listed among the "charter members" of your Bureau; at any rate, if an ordinarily good memory serves me, I first ordered the service in 1920. We didn't "join-up" the first time we were asked and I know, frankly, that I was a bit—quite a bit skeptical—about whether it would function as promised.

We signed up for a probationary period and—never mind the details—have been on ever since. When we acquired The Washington Herald by purchase in 1922, the service was extended to include that paper also. If I had been receiving a commission from your Bureau for obtaining new subscribers I could scarcely have worked harder in trying to convince other publishers and advertising managers with whom I am acquainted of its advantages.

Most testimonials wind up by stating that it "wasn't solicited." This *was* but I am glad to give it. The Bureau has more than proved itself and if more publishers really knew of its efficiency and economy, there would be fewer gray hairs traceable to "the checking copy problem" which hasn't existed in this office at least since 1920.

Yours very truly,
A. R. R. ONYUN, Manager, Foreign Advertising.

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

I am pleased to announce that

STANLEY Q. GRADY

formerly Director of Sales and Advertising
of
Sun Maid Raisin Growers

and, more recently

Director of Sales and Advertising
of
The Dairymen's League

is now associated with our Organization

Lane Block

DUPLEX PRESSES

AND

NEW YORK WORLD

Because the Duplex Super Unit Presses installed a year ago in the *New York World* have

Materially Increased Production

on all runs—Sextuple—Octuple—Decuple, **More Duplex Units** are being erected and Further Units are ordered and work started for earliest possible delivery.

A New Standard of Excellence

"Seeing Is Believing"

Visit the N. Y. World pressroom and be convinced

DUPLEX PRINTING PRESS COMPANY

Works: Battle Creek, Michigan

WORLD BUILDING, NEW YORK CITY

SCHOLAR'S CULTURE CAN BE BROUGHT TO LOWLIEST NEWS STORY

So Glenn Frank Tells School Editors in Discussing Journalism As a Career—Says Headlines Form Public Opinion—Gives Four Rules for Good Journalists

"JOURNALISM is the highest form of literature because all the highest literature is journalism—journalism is not cheap and shoddy unless in the hands of cheap and shoddy journalists," said President Glenn Frank, of the University of Wisconsin, in addressing the Central Interscholastic Press Association, Friday, Nov. 27.

Dr. Frank lauded journalism, speaking from seven years experience in the field.

"I have had at least a limited experience in both the amateur journalism of college days and the professional journalism of after-college days," he said. "I want to talk to you for a few minutes out of both of these experiences.

"Out of my experience as an amateur journalist I can tell you that it is not wise to tamper with journalism in your youth unless you want it to haunt you for the rest of your days. The smell of printer's ink is seductive. There is a drug-like something about journalism. It is habit-forming. I know this from experience, so I venture to assume that many of you who are now high school editors will at least have a try at journalism as a career. The siren clatter of typewriter and printing press has sounded in your ears, and many of you will not be happy until you have discovered by experience either that you can or that you cannot make a satisfactory career in journalism.

"No words of mine can adequately describe the durable satisfactions that journalism brings to the man who is fitted for it by talent and by training. Journalism is a sort of secular priesthood in which a man may deal directly with the mind and spirit of his time. Journalism calls for the best a man may have of mind and of morals, of course, and of creativeness. And don't allow anyone to convince you that journalism must be a cheap and shoddy thing because it deals with the ephemeral happenings of the day; don't fall into the shallow snobbery that the man of letters sometimes displays toward the man of journalism. Bernard Shaw, after you have made due allowance for his well-known technique of exaggeration, was very near the truth when he said:

" 'Journalism is the highest form of literature; for all the highest literature is journalism. The writer who aims at producing the platitudes which are not for an age but for all time has his reward in being unreadable in all ages; whilst Plato and Aristophanes trying to knock some sense into the Athens of their day, Shakespeare peopling that same Athens with Elizabethan merchanics and Warwickshire hunts, Ibsen photographing the local doctors and vestrymen of a Norwegian parish, Carpaccio painting the life of St. Ursula exactly as if she were a lady living in the next street to him, are still alive and at home everywhere among the dust and ashes of thousands of academic, punctilious, archæologically correct men of letters and art who spent their lives haughtily avoiding the journalist's vulgar obsession with the ephemeral.'

"Journalism is not cheap and shoddy save in the hands of cheap and shoddy journalists. To the job of reporting, for the yellowest of the yellow press you can bring the scholar's culture, the scientist's accuracy, and the poet's beauty, provided only that you achieve a writing technique that makes what you write simple and clear and intelligible to the man in the street. And making things intelligible to the man in the street does not mean writing down to him; it means becoming a better writer. There is nothing shoddy about making intelligence intelligible. Much that passes for 'deep' thought is only 'muddy' writing. There is no reason why culture should speak a private language that none save the initiated can understand. There is no reason why accuracy should be unreadable. There is no reason why beauty should be walled about by an absurd vocabulary that ordinary mortals cannot penetrate. An idea that cannot be written out clearly has not been thought out clearly.

"I am saying this in the hope that if you enter journalism you will not enter



Glenn Frank

it thinking that you have to throw overboard the fine fruits of culture, the exalted ideal of accuracy, and a sensitiveness to the beautiful. The more you can bring to journalism the better, if you will meet journalism's challenge to simplicity and clearness.

"Any way you look at it, journalism is a great adventure. But don't enter journalism with too many illusions. At the very time when journalism is becoming more and more a profession in the class room, it is becoming more and more a business in the newspaper and magazine offices. I do not quarrel with this fact; I simply report it. The businesslike organization of journalism is inevitable. In this day of sky-rocketing costs it is next to impossible for a man to start a paper on a shoestring and become a great editor-publisher. It is the day of the newspaper and magazine magnate, and you will probably have to adjust your careers to that fact. It is only the occasional editor who can stand outside the shadow of the publisher. There are handsome prizes for handsome talents in modern journalism, but unless you have it in you to become one of the really great journalists, you must look forward to a career as the salaried servant of a vast and increasingly impersonal organization. It would be dishonest for me to say less than this. But this should not mean undue discouragement to you, because most of modern life is being shifted to the basis of vast and impersonal organization. You will not escape the thralldom of the machine by choosing another profession.

"If you rise above the ranks in journalism, you will find yourself in the most fascinating, the most challenging, the most varied, the most satisfying career that modern life has to offer; and even if you stay forever in the ranks of the routineers of journalism, you will have the satisfaction of knowing that you will exert a more effective influence upon the life of your time than any other routineer in any other profession. When you stop to think how few people read beyond the headlines and how much of public opinion is made by headlines, you begin to realize the enormous influence exerted by the journalist who sits at a desk and writes the headlines. When you stop to think how many people never read anything but the daily paper, you begin to realize the social importance of accurate reporting. I said in the beginning that journalism is a sort of secular priesthood, and I want to emphasize the fact that the reporter on assignment and the man at the copy desk belong to this priesthood no less than the super-brilliant writer who hurls his thunderbolts from the editorial page. In fact, the good reporter is a more important factor in the opinion of his time than the good editorial writer.

"With my eyes fully open to the hazards and the heartaches that go along with a journalistic career for those who do not rise greatly above the rank and file, I must still say that I do not know another profession in which a man can so nearly satisfy his thirst for adventure in an increasingly standardized world as he can in journalism. I suggest four propositions which I think will help to make you good for journalists.

"First, don't under-estimate the intelligence of your readers. Do not make the mistake of ironing the whole reading public out into a mythical 'average reader' who does not exist, never has existed, and never will exist. Spend less time speculating about writing over the heads of your readers or writing down to you readers, and spend more time finding o what is going on inside the heads of you readers. Do not begin with the assum tion that the American mind may tickled, but must not be challenged.

"Second, don't over-estimate the info mation of your readers. William Ha litt sugested that it is always safe to a sume anew each morning the world's i norance. The low-brow journalist ma often under-estimate the intelligence his readers; but the high-brow journa ist very often over-estimates the inform tion of his readers. Assume that yo readers are intelligent, but don't assun that they have very much detailed know edge about the thing your are discussir or reporting.

"Third, spend as much time thinkir about your readers' interests as you about interesting your readers. Th temptation of journalism is to think mo about capturing the reader's 'interest' tha about discovering and discussing th reader's 'interests.' The first makes jour alism primarily a psychological problem the second makes journalism a soci problem. The editor who is primari concerned with capturing the reader's i terest is likely to become a mere mercha of sensations; the editor who is reall concerned with his readers' interests ma become a social statesman.

"Fourth, write in the vernacular, don't mean; be low-brow. Sloppy slan is not vernacular. Foggy jargon is n vernacular. By and large, low-bro journalism is intelligible to more peop than high-brow journalism. But th rank and file of readers no more tal in the language of many popular articl than they talk in the language the self-conscious and over-sophisticate high-brow writers. Popular journalis could, I think, be just as popular if dispensed with the artificial chummine that so often characterized it, and ce tainly high-brow journalism would more popular if it were translated int English, into the simple and vigorou speech that the ordinary intelligent reade uses."

Selling Results to Advertisers

Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.

Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.

The Dallas Morning News

"Specializing in Printing Press Equipment for 25 Years"

Equipping printing and publishing plants with motor and control apparatus isn't just a part of our job. It's not a side line with us. Not an off-shoot from some other kind of manufacturing. *It's our whole job.* All we do.



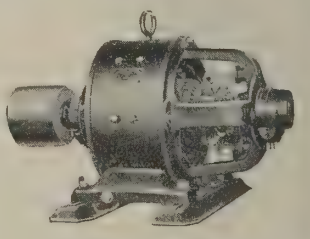
CLINE

Twenty-five years of specialized experience in printing press control engineering

For 25 years we have done nothing else but design, manufacture, improve, and perfect equipment for the printing trades—with a corp of engineers specializing on this one thing, men who have devoted all these years to acquiring a complete understanding of theneedsofprinters and publishers.

Take advantage or this experience by standardizing on Cline-Westinghouse equipment.

Write for descriptive pamphlet and list of newspa er and printing plants which are Cline-Westinghouse equipped



WESTINGHOUSE

Known throughout the world as manufacturers of the best electrical equipment

CLINE ELECTRIC MFG. CO.

Main Office: Conway Bldg., 111 W. Washington St., Chicago

Western Office
First Nat'l Bank Bldg.
San Francisco
Calif.

CLINE ELECTRIC MFG. CO. CHICAGO — CLINE SYSTEM — CLINE WESTINGHOUSE

Eastern Office
Marbridge Bldg.
47 W. 34th St.
New York

First in Evansville

The Evansville Press is first in total advertising and first in local advertising; first in city circulation and first in total circulation (exclusive of mail subscribers).

	City Circulation	Total Circulation exclusive of mail subscribers
The Press	15,795	19,378
Second Paper	10,259	15,729

The local advertising score, six days a week, for October, 1925, was:

Press	592,788 lines
Second Paper	465,822 lines

The total advertising score, six days a week, for October, 1925, was:

Press	768,894 lines
Second Paper	660,394 lines

The local advertising score, six days a week, for the entire year of 1924 was as follows:

Press	6,558,916 lines
Second Paper	4,842,418 lines

The Evansville Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

OREGONIAN'S DIAMOND JUBILEE

Portland Daily Entertains Pioneers At Anniversary Banquet—Original Ramage Hand Presses On Exhibition

PORTLAND, Ore., Dec. 4.—The *Portland Oregonian,* oldest newspaper of metropolitan size west of the Rocky Mountains, celebrated its 75th anniversary on Dec. 4. The Oregonian was founded as a weekly on that date in 1850, and was changed to a daily on Feb. 4, 1861. It has been printed continuously without interruption since the first weekly issue was distributed in the pioneer village of Portland.



EDGAR B. PIPER

Not only is the Oregonian the oldest newspaper in the west but in the greater part of that area it is the oldest commercial institution of any character now active which was in existence in 1850, when the Oregonian was established. This has been ascertained by considerable research on the part of the Oregonian. Several educational institutions and two Masonic lodges alone antedate the newspaper in the original Oregon country which included all of the vast area now known as the Pacific northwest.

A special jubilee edition was issued from which all advertising was excluded, except in the regular news section.

As a novel feature of its celebration the Oregonian gathered together as many as possible of its subscribers of long standing. An invitation brought replies from some who had subscribed for the newspaper continuously for 50 years or more. All of these, as well as all members of the Oregon Pioneer Society and the Sons and Daughters of Oregon Pioneers, were invited by the Oregonian to be its guests at the Portland municipal Auditorium on Dec. 4. Several thousand accepted, probably the largest group of pioneers of the Pacific Northwest assembled in recent years.

The oldest subscriber proved to be Penumbra Kelly, a resident of Portland. He had read the newspaper continuously since the first issue was printed 75 years ago.

The birthday program included a dinner attended by these pioneer residents and a special showing of the film, "The Covered Wagon," selected as of particular interest because most of those who witnessed it on this occasion crossed from the East to the Pacific Coast by ox team. There was also a program open to the general public. Edgar B. Piper, editor, presided. The principal address was delivered by Dr. Edmond S. Meany, professor of history at the University of Washington. Song leaders also helped to bring back the days of long ago by conducting the audience in the singing of "Oh, Susannah" and other melodies popular in the fifties. The program was broadcast over KGW, the Oregonian's radio station.

The entire personnel of the Oregonian numbering about 500 attended the dinner. Many editors and publishers of other newspapers in Oregon and Washington were also present.

The first press used by the Oregonian also played a part in the anniversary celebration. It is an old Ramage hand press that has been preserved in the museum of the University of Washington. That institution lent it to the Oregonian and it was shipped to Portland. A replica of its first issue was printed and distributed.

The Oregonian was established in 1850 through the initiative of W. W. Chapman and Stephen Coffin, who made a trip to San Francisco to obtain a press and procured there also the services of Thomas J. Dryer, the first editor. In November, 1853, Henry L. Pittock started work on the Oregonian as a boy apprentice. In 1860 he acquired title to it from Dryer and owned a controlling interest in it up to the time of his death in 1919, one of the longest records of continuous ownership of one newspaper.

After Mr. Dryer came several editors, including Harvey W. Scott, who filled the position for 40 years, up to the time of his death in 1910. He was succeeded by Edgar B. Piper, who had been managing editor and before that city editor, and who is still the editorial head. The management of the paper is in the hands of C. A. Morden who had long been Mr. Pittock's chief assistant. Mr. Morden's position on the Oregonian, as well as Mr. Piper's was provided for in the will of Mr. Pittock who left the Oregonian and other extensive properties in a 20 year trust, with Mr. Morden and O. L. Price as the trustees.

MAYOR WINS $750 DAMAGES

C. L. Zoll Gets Libel Award Against Richmond Times-Dispatch

(By Telegraph to EDITOR & PUBLISHER*)*

RICHMOND, Va., Dec. 2.—The jury in the Fairfax County Circuit Court which heard the $100,000 libel damage suit of Charles L. Zoll against the Times Dispatch Publishing Company, Inc., of Richmond, returned a verdict for $750 in favor of the plaintiff this afternoon.

Hiram M. Smith, counsel for the defendant, moved that the verdict be set aside as contrary to the evidence. This was overruled. He then made the usual motion for the purpose of carrying the case to the Virginia Supreme Court of Appeals.

Zoll, mayor of the town of Fairfax and a justice of the peace, sued the newspaper company for libel and damages when the *Times-Dispatch* printed a news item to the effect that he had been arrested on a charge of violating the prohibition law. Evidence showed he had been summoned to appear to testify in a prohibition case.

The defendant was unable to get before the jury the report of a prohibition inspector, which said Zoll had been arrested, on which official report the news item was based.

Three other cases based on the same news item are pending.

DEPARTMENT STORE DEAL

Gimbel Brothers Purchases Pittsburgh Store Adding to Chain

Gimbel Brothers, New York department store, has purchased Kaufmann & Baer Company, one of the principal department stores of Pittsburgh, Pa., evidencing the current trend towards chain store ownerships and mass distribution.

Gimbel Brothers, in April, 1923, acquired the entire capital stock of Saks & Co., giving them title to the Saks-Herald Square store and the Saks Fifth Avenue store. The purchase of Kaufmann & Baer Co. now gives the corporation a chain of six large department stores, located here, in Philadelphia and Milwaukee. Increased economies in buying and selling for all concerned were expected by Gimbel Brothers to accrue from the latest extension of their mercantile front.

Dean Williams Honored

Former Governor Frederick D. Gardner of Missouri gave a dinner Nov. 28, in honor of Walter Williams, dean of the School of Journalism, University of Missouri. Former Judge Daniel G. Taylor of St. Louis was toastmaster, and talks were made by Dean Williams; H. J. Blanton, editor of the *Monroe County Appeal,* State Senator Dwight H. Brown, editor of the *Popular Bluff Daily American* and W. C. Van Cleve, publisher of the *Moberly Monitor-Index.*

We are inclined to believe that Leonard Kip Rhinelander wished he had "said it with flowers."—*Southbridge* (Mass.) *News.*

WOMAN WRITER SERVES 50 YEARS WITH DAILY

Miss Susan Contesse, Religious Editor, Paterson (N. J.) Press-Guardian Began in Composing Room at 16

Just 50 years ago a 16-year-old girl, Susan Contesse, joined the *Paterson* (N. J.) *Daily Guardian* to learn to be a compositor.

If you were to visit the office of the *Press-Guardian* at seven o'clock any week-day morning you would find Susan Contesse, now in her 66th year, there at her desk, the religious editor of the paper.



Miss Susan Contesse

"She is the life of the editorial office, the inspiration of much that is good in the paper, the first person on the job in the morning and as faithful as any employe," said W. B. Bryant, the publisher, to EDITOR & PUBLISHER this week.

When Miss Contesse took up her life's work the Guardian was hand-set by a group of young women. She became expert in setting advertising matter. When linotypes were installed she became proofreader, frequently contributing articles to the news columns. Later Miss Contesse became a copy reader and with a reorganization of the editorial staff became editor of general news. Serving in this capacity she also started a column "Seen and Heard," which is still a prominent feature of the paper.

When the Guardian was merged in the fall of 1915 with the *Paterson Press,* the lady was made religious editor of the Press-Guardian, however, continuing her column.

"Newspaper work is as pleasant and interesting to me today as it has ever been," said Miss Contesse. "For a long time I was a journalistic novelty in Paterson, as no other woman wrote for the press here until three years ago. In 50 years I cannot recall a single instance of a disagreeable nature with the men who have employed me, and, naturally, I have the highest respect for newspaper men. No editor has scolded me in 50 years, though I admit many mistakes in that time. No field of service equals that of the evening paper for interest and opportunity for doing good."

Miss Contesse for many years has been superintendent of the Primary Department of the Second Presbyterian Church, is president of the Woman's Missionary Society, president of the Paterson Business and Professional Woman's Club and a member of many other local welfare, social and religious organizations.

Newspaper Funds Stolen

An armed man held up A. W. Talbott, assistant cashier of the *Peoria* (Ill.) *Evening Star,* and Wike Lloyd, driver of an automobile, carrying Talbott from a bank, getting the newspaper's payroll of between $5,000 and $6,000, Nov. 28. The robbery occurred in the business district.

U. P. Man Interviews Mussolini

Thomas B. Morgan, United Press staff correspondent at Rome, obtained two exclusive interviews with Premier Mussolini during the past week. The Italian dictator told the American reporter it was his ambition to make Italy's government as stable as that of the United States.

Giving the Advertiser What He Wants

BOILED down to one word—the advertiser wants one thing—results! If you make your paper more attractive to your readers by giving it a new dress, they will be more inclined to read it and many potential customers will then be changed to actual buyers.

Does your paper forge a strong chain from your reader to the advertiser's door, or is there a weak link?

Second-hand type indicates second-hand quality. Battered, broken, worn faces cannot carry freshness and conviction to a dealer's message. Call it psychology if you want to, it still remains common horse-sense.

And here's where the Ludlow steps in. With every line new, cast for every job—with a wide variety of faces and as much as you want of every size—from 6 to 60 point—an inexhaustible supply—the Ludlow cuts the wastes that raise composing room costs and gives the finished paper that fresh, bright appearance that is possible only from new type faces.

Results count—the Ludlow brings them.



Ludlow Typograph Company

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LUDLOW QUALITY COMPOSITION

WHAT?

Is happiness the end of life?

WHERE?

WHY?

What is your conception of Hell?

WHEN?

Is evolution incompatible with religion?

HOW?

HOW?

Should a man and a wife have a joint bank account?

Do you regard Socialism as a tyranny?

WHY?

?

My wife wants to bob her hair—how can I stop her?

Has pessimism any beneficial function?

WHEN?

Should people about to marry confess to each other?

Is Prohibition responsible for the present lack of respect for Law?

What is your definit of success?

HOW?

Should there be universal birth control?

What is the soul?

WHY?

Is a lie ever justifiable?

WHEN? ? WHO?

WH

?

Do you believe spanking should be part of the training of children?

WHEN?

EDITORS!

How would you answer this deluge of questions? They are close to the mass of your readers.

SEE the two following pages

Your readers' Questions

Answered by

Dr. S. Parkes CADMAN



A new feature of the

New York Herald Tribune Syndicate

The New York Herald Tribune Syndicate will release for publication, beginning *Sunday, January 3rd,* a daily and Sunday column of questions secured from your readers and the answers to them by

Dr. S. Parkes Cadman

who solves your readers' personal problems on

ETHICS MORALS
CONDUCT MANNERS
CUSTOMS RELIGION

in a human, helpful way.

Every answer is a sound, human editorial suggested by your own readers.

(Complete advertising material has been prepared for this new Herald Tribune feature)

WRITE OR TELEGRAPH FOR SAMPLES AND TERRITORY

New York Herald Tribune Syndicate

West 40th St. New York, N.Y.

DR. S. PARKES CADMAN, whose addresses are heard over the radio by millions of people every Sunday is one of the greatest orators of today. His popularity may be estimated from the fact that he receives questions from every state in the Union and from many parts of the world, at the rate of fourteen hundred a week. Men and women everywhere seek his counsel. His answers to questions of general interest make his column a clearing house for human emotions. He uses his vast store of knowledge on innumerable topics with amazing facility.

7 times a week—a column a day

Wise · Whimsical · Educational · Helpful

Some Questions and Answers

* * *

What do you consider the greatest menace to the present generation?

THE disposition which gives the center of the stage to things that do not matter, to the neglect of those which are vital for body and soul. It reduces life to lower terms in all circles. By lowering the morale of the individual and society, it resembles the physical degeneracy which doctors dread because the seeds of disease germinate in its conditions.

* * *

Do you believe hopeless cripples should be legally lethalized?

NO: if for this reason alone, that there are already too many facilities for killing human beings in this country without adding to their number. One can readily conceive of cases of affliction for which death would be an infinite relief to all concerned.

Moreover, some apparently hopeless cripples at birth have in later life contributed richly to our intellectual progress. Their very condition sometimes accentuates those spiritual elements which make for genius.

A well equipped body is the parents' best gift to their child. But those who have been deprived of this great gift to their child. But those who have been deprived of this great gift frequently receive valuable compensations of heart and mind.

There is therefore no reason for attempting to take supreme issue of life and death out of the hands of the Disposer of all human events.

* * *

My wife wants to bob her hair. How can I stop her?

IF I could answer that question I should be lord of my own domain. I advise my friends to beat a hasty retreat from realms in which he has no sort of jurisdiction. As a last faint effort to prevent this calamity, I suggest urging her to it. That's the only way I know. Meanwhile, may find aid and comfort in how much hair has got and the kind it is.

* * *

Admitted that a man who takes an offered cocktail commits a crime under our Constitution, is he also sinning?

NOT necessarily. There is a wide distinction between crime and sin. One is the transgression of the law of man, the other of the higher law ascribed to God. But if the man's conscience condemns him for drinking intoxicants, by so doing it is sin for him, and from his personal standpoint. The secrecy which often covers the act is symptomatic of its guilt.

* * *

I am doomed to die of cancer and I would like to know what comfort there is for me.

If any word of mine can cast a single ray of light upon this dark situation, I shall be profoundly thankful.

Think in the first place of the millions of earth's noblest and best souls who have passed through this same gate of suffering into the Beyond. The maintained strength and fortitude in the dreading ordeal in one way and one way alone. That way is the way of Faith. They believed without fear or doubt that everything which came to them was ordained for thei

EDITORIAL

HOW LONG, OH, LORD!

THE majority of advertising agencies in this country keep their hands off editorial subjects. They do not, either directly or by subtle suggestion, seek to influence press opinion for any client through advertising patronage. They deal in a legitimate commodity and employ legitimate means.

The *Oregon Farmer* recently exposed to its readers a letter which it declared it had received from a Chicago advertising agency, as follows:

"The western railroads are petitioning the interstate commerce commission for an advance in rates.

"There are many good reasons why this advance should be granted and which shall shortly be presented in a series of advertisements which shall be sent you to appear in *The Washington Farmer.* (sic).

"We believe that this petition and the reasons for it are of sufficient importance to justify some discussion among your readers editorially, and believing that you are agreeable to giving some co-operation we want to place in your hands all the information possible.

"We are enclosing a copy of the petition filed with the interstate commerce commission. Also an advance copy of the first advertisement. (Orders for insertions will be sent you later.) It is possible that you may already have a duplicate of this petition.

"What would please us a great deal would be to see some editorial discussion of this important subject in an early issue of your good paper, and we would be doubly pleased if you would kindly tell us the issue in which the article appears so that we may watch for it and advise the representatives of the western railway committee accordingly.

"Your co-operation in this would be much appreciated."

After this letter had been published, with an inquiry whether the western railroads were trying to corrupt the press, a representative of the railroads, in stilted legal terms, proceeded to rebuke the editor for assuming that the agency has had any notion of trading advertising for favorable press opinion. The agency, quoth he, asked only for "editorial discussion" without any intimation that it should be favorable to the railroads. We submit to our readers that no other meaning could be read into the letter by any experienced newspaper man.

There are, no doubt, two sides to the railroad rate question. It might be wholly right and proper to buy space in the press to speak the railroad's piece. But a stumbling and impudent agent wrote a letter which, it appears, has thrown the whole advertising plan in the air. Perhaps he foolishly acted under the instructions of his client. Perhaps he was greedy to make a great showing for himself at the expense of the press.

How long, Oh, Lord, must the press live under public suspicion of venality because of the stupidity or worse of a little sprinkling of advertising agents who presume to handle the dynamite of public opinion as if it were so many golf sticks?

What do the readers of Editor & Publisher *think of an international press conference, called by the League of Nations, to co-operate in the world-wide movement for peace? It is a Christmas subject and* Editor & Publisher *would enjoy letters from readers who are thinking in practical terms of how peace on earth may be promoted by the newspapers of the nations.*

UP TO ORGANIZED PRESS

WHEN a newspaper has established a clear-cut rule that it will publish no free industrial publicity, the press agents evil will have been abated. In doing this an individual newspaper may lose some business, but it will surely gain prestige. Certainly it will have the respect of those advertisers who regard the free publicity system as a cheap and indiscriminate form of rebating. For the business that is sacrificed, there would be compensating economy in production expense. The press agent evil runs on because newspaper managements fear temporary losses. It is the old story of cut-throat competition; rivals that should work in harmony slash each other while the press agent gleefully laughs.

What is needed, of course, is adoption of a clean-cut universal rule, based on journalistic ethics and common business sense, by the organized press.

Editor & Publisher confidently looks to the organized press to pass resolutions during the coming year pledging their membership to definite standards.

You know about where a man stands in relation to the newspaper profession when he calls it a "game."



Ye shall know the truth, and the truth shall make you free.—John, VIII; 32.

AN ADVERTISING CLINIC

HAVE you heard of the Advertising Clinic which is being conducted by the *South Bend* (Ind.) *News-Times,* J. M. Stephenson publisher?

It is the most novel and desirable plan for the betterment of local advertising conditions that has come to the notice of Editor & Publisher.

The newspaper is conducting an educational course for the direct benefit of the advertisers of the community, with indirect benefits naturally accruing to itself. A comprehensive lecture course in advertising, ranging through the mechanics of copywriting, composition and the finer arts involved in correlated merchandising and publicity, has been arranged. Experts have been engaged to visit South Bend and lecture on various phases of advertising. For instance, a skilled engraver came to explain his art and answer questions. A genius at layouts was brought from Chicago to give to South Bend advertising men the benefit of his experience. There are to be ten lectures, one each week, and the newspaper bears the expense. The meetings, free to all, have been held in the Chamber of Commerce rooms, and Editor & Publisher learns that the attendance has been remarkably large, many of the best-known merchants of the city being among those present. The News-Times has not used the meetings to promote its selfish aims, but has whole-heartedly offered an educational service to the merchants of the city.

The results of such clever enterprise are obvious. The newspaper puts itself into a very happy relationship to the advertisers of the city. Full opportunity is given for explanation of modern advertising system and there is an exchange of valuable experience. The merchant, to whom advertising is but one item of many interests, is given an opportunity to study his problem intensively and in the light of expert and wholly disinterested advice. The merchants of South Bend are certain to do better advertising, a result as desirable for the newspapers as for themselves. Nothing but good can possibly accrue.

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EDITOR & PUBLISHER

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Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.

J. B. Keeney, Business Manager.

Charles B. Groomes, Advertising Manager.

Mrs. H. Craig Dare, Classified Advertising Manager.

James W. Brown, Jr., Promotion Manager.

George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, 608 District Nat'l Bank Bldg., G Street at Fourteenth North West. Telephone Franklin 4054, and Adams 7625.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Olive 117.

Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.

Pacific Coast: Ike Allen, care San Francisco Examiner.

London: The Advertising World represents Editor & Publisher *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*

Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.

Tokio: John R. Morris, Japan Advertiser.

Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 *cents a copy,* $4 *a year; foreign* $5; *Canadian,* $4.50.

CHAIN STORE DEVELOPMENT

OBSERVE in Editor & Publishers' Space Buyers' Guide, for the current year, the astonishing increase in the number of chain stores in the cities and towns listed.

We wonder if advertising interests are really awake to the rapid development of this revolutionary principle of retailing in this country. It is manifestly true that the chain store interests are not alive to their marvelous opportunity to employ and make the best use of local advertising facilities offered through the daily press. Editor & Publisher's statistics show opportunities in almost every city of the land for the most profitable relationship between chain store managements and newspapers. Perhaps some general chain store totals for the whole country would startle our readers into renewed action.

According to statistics recently gathered by E. T. Konsberg & Co., of Chicago, there are now in the United States some 6,000 chain store organizations, each operating from three to 9,300 stores, the latter being the present retail outlets of the Great Atlantic and Pacific Tea Company.

Since 1914 chain grocery stores have increased from 8,000 to nearly 50,000. Two-thirds of the retail food distribution in New York and Philadelphia is now through chain stores. For the whole country, it is estimated that the chain grocery stores are selling more than two billion dollars of merchandise this year. The A. & P. stores alone had sales last year of $350,000,000. Not only are chain stores multiplying everywhere but the business they do is increasing with leaps and bounds. The old-fashioned corner grocer is almost extinct in many cities.

We ordinarily think of chain stores as dealing in groceries, meats, cigars, drugs and dry-goods, but there are many other departments of trade organized for local retailing from centralized control. For instance, there are 290 chain bakery organizations; 21 cloak and suit chains; 205 five-and-ten store organizations; 158 restaurant chains; 120 chains of clothing millinery and men's furnishing stores; 108 confectionery chains; 99 hotel chains; 95 boot and shoe chains; 94 hat and cap chains; 32 hardware and sporting goods chains; 19 chains for jewelry; 15 cleaning and dyer chains, and 10 25-cent-store chains.

The grocery, drugs, dry-goods, meats and cigar chain organizations total 4,500. The grocery store has demonstrated itself as efficient and economical public service beyond all question. This may be said in varying degrees of other chains. There seems no doubt that the chain idea is a permanent factor in our economic life. The chain buys in large quantity and therefore advantageously. It retails for cash and by system. It can employ sales forces for less money than independent merchants would be satisfied with as profit. It can manufacture its own private brand names. With stores scattered over a city it can advertise in newspapers and make use of practically all of the circulation. These are but glimpses of the economic advantages. The chain store challenges the best talents of daily newspaper advertising brains. They must be "sold."

Scrap last year's bird's nest, a thrice patched inner tube, an empty Peruna bottle, one glove, a rusty razor blade, a Burleson pamphlet on postal profits and Lin(e)age!

PERHAPS IT'S HABIT

HERE is an eight-page supplement of a newspaper carrying 75 per cent radio display advertising and 25 per cent free publicity. Attached to each and every paid display is a puff for the instrument or for some dealer or some press agent's flabby idea of creating consumer demand.

Does the publisher of this newspaper believe he is getting his card rate for paid advertising? Does he regard the free publicity as "news," or as a rebate to the advertiser? If it is a rebate it is unfair, because the puffs are not of equal linage. If it is news we have lost our sense of values.

The publisher of this newspaper can scarcely contend that he is forced into this outlandish servility to advertisers by his competitors because he has the only newspaper in his city.

PERSONAL

ERALD C. NYE, of Cooperstown, N. D., editor of the *Griggs County Courier-Sentinel,* who has just been appointed United States senator from North Dakota is now in Washington preparing for the opening of congress.

Roy Howard, chairman of the board of the Scripps-Howard Newspapers, returned to New York headquarters this week from a trip to the Far East.

Karl A. Bickel, president of the United Press, will arrive back in New York about Dec. 13 from a South American tour.

Edwin S. Underhill, publisher of the *Elmira* (N. Y.) *Advocate* and the *Corning* (N. Y.) *Leader* has been elected president of the Farmers' and Mechanics' Investing Corporation, recently organized in Elmira.

Eugene C. Pulliam, publisher of the *Lebanon* (Ind.) *Reporter* and the *Frankfort Daily News* who recently was operated at St. Vincent's hospital in Indianapolis, is recovering at his home in Lebanon and expects to assume full management of his papers within a short time.

Mrs. W. H. Greenhow, president of the W. H. Greenhow Publishing Company, and Miss Mabel Wombough, editor of the *Tribune-Times* have returned to Hornell, N. Y., from a trip to New York City.

IN THE BUSINESS OFFICE

J. HENDERSON, formerly of the *New Orleans Times-Picayune* and *Omaha World-Herald,* is now ad solicitor for *San Antonio Express and News.* Miss Laurine Heard has joined the Express and News as copy-writer.

Lawrence Atkinson has been transferred from the circulation list room of the *St. Paul Dispatch-Pioneer Press* to the classified advertising department.

Miss Ethel Wilk, for five years advertising manager of the *Virginia* (Minn.) *Daily Enterprise,* has resigned to go to New York.

Herbert Foley, bookkeeper of the *St. Paul Dispatch-Pioneer Press,* has joined the classified advertising force.

IN THE EDITORIAL ROOMS

REGINALD COGGESHALL, of the Paris edition, *New York Herald Tribune* and Stanley Grammer, *Chicago Tribune,* Paris, have been elected to membership of the Anglo-American Press Association.

Robert B. Peck, of the night rewrite staff of the *New York Herald Tribune,* has returned from a week's trip to Florida.

Roy Kirk has returned to the copy desk of the *New York Herald Tribune,* after a few months with the *New Yorker.*

Endicott Rich, formerly of the *New York Times,* has joined the financial department staff of the *New York Herald Tribune.*

Robert L. Bennett, sports editor, *San Antonio News,* is improving from serious injuries received in an automobile collision.

Harold Myers, of the *Scranton Republican,* and Neil Whitney, of the *Scranton Times,* are in Bermuda on a two weeks' vacation.

Jerome R. McLeod, recently in public work, has returned to the *Tampa Tribune* as city editor.

R. W. Simpson, formerly managing editor of the *Norfolk Virginian-Pilot* and for years with the Associated Press, is now managing editor of the *Tampa Tribune.*

R. L. Bellan of Ohio State University has been named telegraph editor of the *Portsmouth* (O.) *Morning Sun,* succeeding John G. Green who has joined the *Canton Daily News* as telegraph editor.

Murray Robinson, formerly on the *New York Mail, Brooklyn Eagle* and *Daily Graphic,* has joined the *Long Island Daily Press* as sports editor.

James Maxwell, is now on the *Chicago Evening Post's* new staff. He has served with most of the Chicago papers.

J. Roy Stockton of the sport staff, *St. Louis Post-Dispatch* has been re-elected unanimously the representative of the St. Louis Chapter of the Baseball Writers' Association.

Leonard Cline has joined the reportorial staff of the *Chicago Daily News.*

George Wheeler has rejoined the copy desk of the *Minneapolis,* (Minn.) *Tribune.*

R. D. Murchie, fromerly *San Antonio Evening News* reporter, and F. L. Phipps, formerly on the *Fort Worth Record* copy desk, are now with the *Los Angeles Examiner.*

Calla Frances Flanagan, who graduated last June from the University of Missouri School of Journalism, is the editor of the woman's page of the *New Bedford,* (Mass.) *Times.*

Harry M. Resnick has returned to the editorial staff of the *New York Graphic.*

Michael M. Lake, of Trenton, has joined the reportorial staff of the *Trenton Times.*

Charles Divine, a former Binghamton, N. Y. newspaper man, now a resident of New York, recently published his third volume of verse, "The Road to Town." Mr. Divine has been on the staff of both the *Binghamton Press and Leader* and the *Binghamton Sun.*

T. Roy Kelly has been made news editor of the *St. Paul Dispatch* succeeding H. T. Hasselquist, resigned.

Charles J. McDonough, reporter for the *Buffalo Evening News,* who recently entered Georgetown university, suffered a fractured skull recently in an automobile accident.

John H. Sines, associate editor of the *Trenton Times,* has just returned from a two weeks' vacation in the Bermudas.

Miss Frances Townsend, society editor of the *Hornell* (N. Y.) *Tribune-Times* is visiting friends in New York City.

Howard Owen Erickson, recently of the copy desk, has become Sunday editor of the *Omaha World-Herald.* E. O. Mayfield, previously Sunday editor, has been made librarian.

Frank J. Genger of the *Elmira* (N. Y.) *Star-Gazette* and Mrs. Genger are parents of an eight and one-half pound daughter, Muriel Jane.

Richard Halliday has been appointed moving-picture editor of the *New York Daily News,* succeeding Mildred Spain.

HOLDING NEW POSTS

HARRY E. MOORE, from *Austin American,* to *San Antonio Evening News* reportorial staff.

Stuart Strobridge, from managing editor, *Fairmont* (Minn.) *Daily Independent* to telegraph editor of the *Fargo* (N. D.) *Forum.*

Charles W. Farnham, from reporter, *Lawrence* (Kan.) *Journal-World* to copy reader, *New Bedford* (Mass.) *Standard.*

Clifford McCoy from head pressman, *Hornell* (N. Y.) *Tribune-Times,* to a similar position with the *Daytona* (Florida) *News.* Hoke Smith, his assistant, succeeds him on the *Tribune-Times.*

PRESS ASSOCIATION NOTES

CARTER BROOKE JONES has been transferred from the San Francisco bureau to the Washington office of the Associated Press.

Harry Flory has been appointed head of the International News Service in Paris, where he succeeds Frank E. Mason, who has transferred to the Universal Service in Paris, replacing Basil D. Woon.

Clinton (Ia.) *Herald* has added the full day service of the International News Service. The Herald also has Associated Press service.

Octavio Mendez, of the United Press foreign department in New York, will sail Dec. 5, to join the U. P. staff in Rio de Janeiro, Brazil. He is succeeded in New York by Duke N. Parry, formerly Tokio correspondent of the International News Service.

G. W. McVey, manager of the United Press Dallas Bureau, has been transferred temporarily to Austin, covering the Gov. M. A. Ferguson story.

Jess O. Irvin, formerly city editor of the *Tampa Times,* has been placed in charge of the Tampa bureau of the Associated Press.

FOLKS WORTH KNOWING

ARTHUR E. PRICE, first president of the Danville (Ill.) Advertising Club and advertising manager of the Danville Commercial-News started in the newspaper business as a printer's "devil" on a Northern Illinois newspaper in 1909. He began selling advertising space in 1915.



ARTHUR E. PRICE

Arthur E. Price, advertising manager of the *Danville* (Ill.) *Commercial-News* started in the newspaper business as the "printer's devil" on a northern Illinois paper back in 1909.

Was initiated into the selling of advertising space in 1915. He made a comprehensive study of advertising and in 1919 left the newspaper business to become manager of the advertising service department of a large Minneapolis printing house. In 1922 he coupled this same position with the sales managership for a Milwaukee printer.

He came to Danville a little over two years ago and recently was elected the first president of the Advertising Club of Danville, which was organized largely through his efforts.

His hobby is organization in the local advertising department. His belief is that newspaper solicitors should be given the same training for the sale of advertising space and service, as that given salesmen for highly specialized industrial products.

MARRIED

MISS ARLINE McCELVEY, daughter of Hugh A. McCelvey, advertising manager of the *Houston Chronicle,* to Thomas Cartwright, Nov. 24, in Houston.

Miss Margaret Ascham, staff writer of the *Cincinnati Post* to David Sherman Green of Hartford, Conn., commercial attaché to the American embassy in Paris, at Constantinople, Nov. 17. They will reside in Paris.

Hugh Gavin, a Boston newspaper man to Miss Margaret Lorden of Jamaica Plains, Mass., in Boston last week.

Howard Heath, formerly with the advertising department of the *Trenton Times* to Miss Helen May Whitlock, of Trenton.

Robert Welch, for many years connected with the *New York Times,* to Mary A. Taft, for more than 25 years in the editorial department of that newspaper, Nov. 16, in Salem, Mass.

Joseph Butler of the news staff, *Scranton* (Pa.) *Times,* to Miss Odessa Phillips, also of Scranton, recently.

WITH THE SPECIALS

ALCORN & SEYMOUR COMPANY, newspaper representatives, New York, have been appointed to represent the *Owensboro* (Ky.) *Inquirer,* both east and west.

Ingraham-Powers, Inc., publishers' representatives, New York, have been appointed to represent the *Lockport* (N. Y.) *Union-Sun and Journal.*

Payne, Burns & Smith, Inc., publishers' representatives, New York, have been appointed to represent the *Sheridan* (Wyo.) *Post-Enterprise.*

John A. Toothill, formerly connected with the advertising department of a Brooklyn newspaper, has joined the New York soliciting staff of the Devine-MacQuoid Company, Inc., newspaper representatives.

Allen Klapp Company, representatives ofg the Middle West List of Newspapers in the western field for the past 22 years, have taken 1,000 sq. ft. of space in the new Tribune Tower, Chicago, for their offices.

SPECIAL EDITIONS

CHICAGO DAILY NEWS, 12-page rotogravure radio section in connection with opening of Chicago Radio Show, Nov. 17.

Klamath Falls (Ore.) *News,* first anniversary edition, Nov. 13.

Ypsilanti (Mich.) *Daily Ypsilantian-Press,* 28-page "Do Your Christmas Shopping Early" edition, Nov. 18.

Raleigh (N. C.) *Times,* Golden Anniversary edition, Nov. 30.

Caspar (Wyo.) *Herald,* 102-page State Publicity edition, Nov. 15.

Newark (N. Y.) *Union-Gazette* Thanksgiving number in six sections, Nov. 20.

CHANGES OF OWNERSHIP

T. G. THOMPSON, former editor and half owner of the *Shelby County* (Mo.) *Herald* has sold his interests to his partner, W. C. Jewitt. Mr. Thompson will publish a weekly newspaper at Englewood, Ill.

E. J. Maloney, publisher of the *Monticello* (Ia.) *Jones County Times,* has sold

Florida, Booming, Buys and Reads the BEST

NATURALLY, the most important newspapers in the new Eldorado state are Central Press clients.

The Jacksonville *Florida Times-Union* and The Miami *Herald,* which have the largest circulations and widest influence in the state use Central Press' full daily service and picture page.

In Tampa, the *Times* runs the full-page pictorial, and the new *Evening Globe* makes and holds readers with Central Press' complete and exclusive illustrated daily feature news service.

The St. Petersburg *Times* uses both the full daily service of the Central Press and the daily picture page, and so do the Orlando *Sentinel,* the West Palm Beach *Times,* the Key West *Morning Call,* and the Sarasota *Herald.*

Other Florida subscribers to the Central Press Association's daily service are the Lakeland *Star-Telegram,* Sebring *American,* Fort Myers *Tropical News,* Bradentown *Morning News,* Clearwater *Herald,* Plant City *Courier,* Winter Haven *Florida Chief,* Daytona *Journal.*

No other illustrated feature service is in so strong a position in Florida. No other illustrated feature service is growing as steadily as

The Central Press Association

V. V. McNitt, President — Central Press Bldg., Cleveland — H. A. McNitt, Manager

the paper to Thomas J.White of Jefferson, owner of a number of papers in Iowa and Missouri.

J. S. Randolph, publisher of the *Edgerton* (Minn.) *Enterprise,* has acquired the *Woodstock News* and the *Holland Independent* and plans to continue them as separate papers.

Ben G. Whitehead of Edinburg, Tex., has purchased the plant of the *Pharr* (Tex.) *Enterprise.* E. C. Hill continues to operate the paper as editor.

NEW PLANTS AND EQUIPMENT

A LINOTYPE has been installed on the H. F. Alexander, flagship of the Admiral Line, to compose news bulletins issued on board, as well as menus, programs and various other items of printing.

Gulfport (Miss.) *Daily Herald,* with plants in Biloxi and Gulfport, has begun the erection of another building at Biloxi. The Herald is issued from the Gulfport plant composed of matter set up at both offices.

ON THE MECHANICAL SIDE

FRANK MURRAY, for more than 20 years a linotype operator on the *Halifax* (N. S.) *Daily Herald and Evening Mail,* has been appointed deputy king's printer for the Province of Nova Scotia.

SCHOOLS

THIRD annual convention of the California Scholastic Press Association was held at Stanford University recently with delegates from 60 high schools present, including 76 faculty advisers, and 280 student representatives. Eight cups were awarded to the high schools entering the best feature stories, news stories, editorials and humor columns.

ASSOCIATIONS

EDITORS of the Third congressional district of Minnesota met at Minneapolis, Nov. 28, and organized the **Third Congressional District Editorial Association.** Carl Eastwood of the *LeSueur Herald* was elected president and Arthur J. Suel of the *New Prague Times* was named secretary. The association went on record opposing the practice of the postoffice department whereby envelopes with printed return notices are furnished to large users at figures admittedly far below actual cost.

Junior Advertising Club of St. Louis has elected these officers: President, D. J. O'Connell; vice-presidents, W. J. Lepp, C. J. Humburg and Meyer Sacks; treasurer, Lester Lange, and secretary, Martin Mullen. Mr. O'Connell is assistant to the advertising manager of the National Lead Company.

Old Newsboys' Association, which every year raises thousands of dollars for the needy children of Detroit through a one-day sale of special Goodfellow editions of the three Detroit newspapers, has this year set its Christmas Fund at $35,000. December 17 has been chosen as the day for the sale.

San Antonio Typographical Union recently held its 50th anniversary celebration. Walter Barrett, former vice-president, International Typographical Union, was among the speakers. Others included Herman Schueltze, only living charter member; D. S. Davenport, present president, and Ed. G. Koerps, secretary-treasurer of the union for 35 years.

Spain to Keep Up Press Gag

Citing instances of "indiscretions" in the press regarding the Moroccan campaign, the Military Directorate, governing body of Spain, this week issued a note declaring censorship of the press would be maintained without modification. The note said the necessity of maintaining the gag was "patent."

N. Y. Sun to Dine All-American Team

Members of the 1925 all-American football team picked by the sports staff of the *New York Sun,* will be guests of that newspaper at a dinner to be held at the Hotel Vanderbilt, New York, Dec. 5. The affair will be under the direction of William H. ("Big Bill") Edwards. Joe Vila is sports editor of the Sun.

COOLIDGE SECRETARY

F. STUART CRAWFORD, for many years a political correspondent for the *New York Sun* and for other newspapers, has been appointed one of the secretaries to President Coolidge, succeeding Judson C. Welliver, who has resigned to become associated with the American Petroleum Institute. Mr. Crawford assumes his new duties, largely of political and economic research, at once.



F. S. Crawford

Mr. Crawford is a graduate of Amherst. After being for many years on the staff of the *New York Tribune* he was made secretary to the Corporation Counsel of New York in 1915. In 1918 he resumed newspaper work as a corrsepondent for the Sun. Later he was attached to the *New York Herald.* In March, 1924, he worked for the Republican National Committee in the preparatory work for the national convention which in that year nominated Calvin Coolidge. More recently he has been connected with the New York County Republican Committee.

BARGAIN YELLS DULL ADVERTISING EDGE

Robert W. Pogue, Cincinnati Merchant, Hits Indiscriminate Price Cutting in Ad Club Talk—Fails to Create Desire to Buy

Advertising that shrieks and howls bargains at all times will get forced attention but will not create the desire to buy, according to the philosophy of Robert W. Pogue of Cincinnati, president of the Cincinnati Retail Merchants Association and a director of the National Retail Merchants Association in an address to the Advertisers Club last week.

President Pogue, who is also president of the H. & S. Pogue Company, one of the most consistent users of daily newspaper space in the Middle West, paid a tribute to steady and constructive advertising in the columns of the daily press. He said that indiscriminate price-cutting ads have a bad psychological effect upon the public, while simple advertising of stable prices, suggesting new uses for things, really helps the customer to buy to his advantage and makes of him or her a friend who relies upon the store for safe and reliable merchandise.

While Mr. Pogue decried indiscriminate price cutting ads he made it plain that he did not refer to sales which are conducted seasonally and are necessary to every legitimate business.

There are five essential points that induce buying, Mr. Pogue said.

They are: 1.—Money gain or money saving. The public either buys an article to sell it again at a profit, or buys because the article has value at the price paid.

2.—Utility, necessity, enjoyment. Again the public buys an article because it is useful; or for an actual need or for the pleasure of possession.

3.—Pride. A great class of buyers purchase style merchandise. They take pride in their appearance and this desire is the inducement to purchase.

4.—Caution and foresight. There are in this class the cautious or suspicious buyer as well as the shrewd trader. Their motives belong to this distinct class of buyers.

5.—Luxury buyers, the self-indulgent class, and the buyers of merchandise that appeals to their vanity as well.

"Cut price advertising is usually built on the theory that the louder you shriek the more weight your argument carrier. Constant use of black faced type and broad assertions, however, usually arrive at the same end as the boy who cried 'wolf' too often," Mr. Pogue stated.

CONTEST FOR GRANDMOTHERS

83-Year-Old Woman Wins "Sunpapers" Unusual Competition

Grandmothers entered a contest conducted by *The Baltimore Sun* and *Evening Sun* recently. The competition was for age, for grandmotherly appearance and grandmotherly bearing. It opened a celebration of Girls' Week in Baltimore.

Thirty elderly women entered. The prize was an Italian stone cameo brooch.

The judging and the award of the prize took place at a masquerade dance given at the Fifth Regiment Armory, the largest hall in the city, on Saturday night The girls taking part in Girls' Week, Mayor Howard W. Jackson and other public officials attended.

Taxicabs were sent to the homes of the grandmothers to take them to the armory There they were assembled in a small room and then escorted to a stage. A group of women picked from their number one on whom was bestowed the title of the most grandmotherly of those present.

Mrs. John G. Murray, the wife of Bishop Murray, the head of the Protestant Episcopal Church in Maryland and recently elected the presiding bishop of the whole church, made the presentation, with Mayor Jackson and others doing special honor to the winner.

The brooch was won by Mrs. Elizabeth J. Richmond, an old-fashioned little lady 83 years old. In spite of her age she was extremely sprightly in the manner in which she participated in the ceremonies.

FLASHES

The broad general rule is that a man is about as big as the things that make him mad.—*Detroit News.*

Radicals: Those who advance and consolidate a position for conservatives to occupy a little later.—*Rochester Times-Union.*

Still, if everybody had to work for a living, where would nerve specialists get patients?—*Baltimore Sun.*

France still standing off the Riffs—and everybody else.—*Wall Street Journal.*

We shall not care so much why girls leave home if they will make an effort to get back a little earlier.—*New York American.*

Obscurity, No. 241: Being the other Senator from Idaho.—*Detroit News.*

Free men:—Those who tax themselves to hire agents to make them behave.—*New York Evening Telegram.*

CHURCH ADVERTISING DOES PAY

—says *Frank T. Carroll, Advertising Manager, Indianapolis News*

"The Indianapolis News considers the Saturday church advertising page a distinct asset to the paper since it carries considerable prestige and gives The News preferred local standing, adding to its reputation as the high grade newspaper of Indiana."

The News believes that "churches can get the same results out of intelligent advertising that any purely commercial institution can secure" and bases its belief on actual demonstration,—that "churches that use larger announcements and put some salesmanship into their advertising are getting noticeably larger response from their copy."

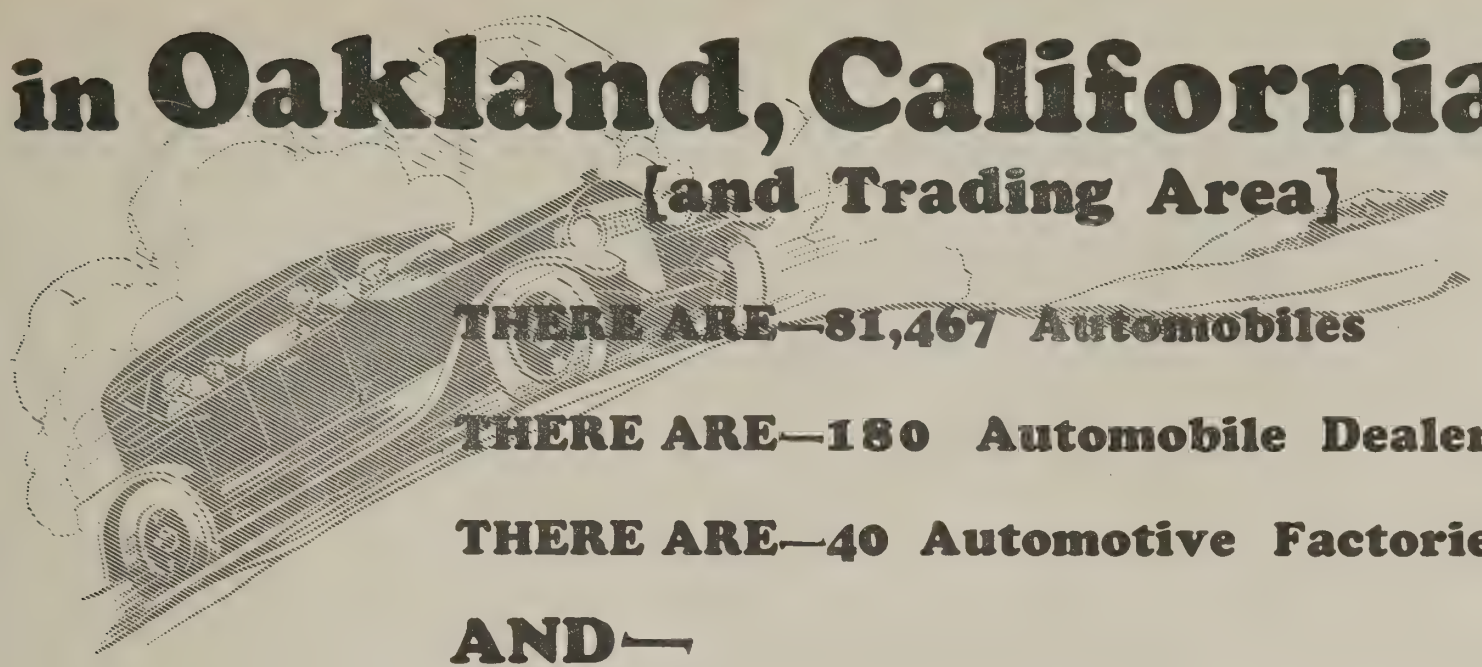
What has been your experience with church advertising?

Let us help you with plans and copy that will pay.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS,
383 Madison Avenue,
New York, N. Y.

in Oakland, California

[and Trading Area]



THERE ARE—81,467 Automobiles

THERE ARE—180 Automobile Dealers

THERE ARE—40 Automotive Factories

AND—

9916 New Cars Were Sold and Registered During the First Six Months of 1925

Oakland, California (and trading area), is surely the automotive center of the Pacific Coast, and there are many reasons why this is so.

First, the roads are excellent. There are many and broad highways leading out into all the adjacent country, and to every part of the great State of California and neighboring states.

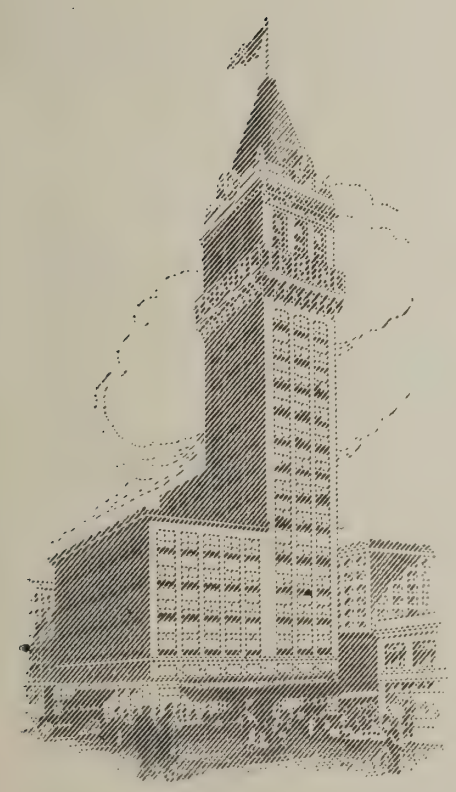
Climate is peculiarly adapted to all-year-round touring—no extreme heat in summer, no extreme cold in winter.

Population is composed of the thrifty, home owning, home-loving class of people who demand and are able to have recreation of the better sort.

Here is possible the widest automotive selling appeal—from the man or woman whose personal or business requirements call for lavishness of equipment to the man or woman who necessarily leans toward moderation in price, and still on to others who must have the sturdy low-priced car—it may be for delivery or business use, or it may be for personal enjoyment alone.

Whatever the need, the automotive and automotive accessory manufacturer enters a fruitful market rich with prospective consumers.

Oakland, California (and trading area), demands attention from these manufacturers, and manufacturers and dealers are responding to this demand by advertising through the columns of the OAKLAND TRIBUNE.



THE HOME OF RADIO STATION KLX

Oakland Tribune

Exclusive Associated Press Service — United Press Consolidated Press Association

One of the West's Great Newspapers

Typical of Western prosperity is the prosperous condition of Oakland, California.

The OAKLAND TRIBUNE—the foremost newspaper in this great growing metropolis—meets the demand of every advertiser for the proper medium by which he may reach the 445,000 people in the community.

65,000 OAKLAND TRIBUNES are distributed every evening and Sunday morning almost wholly by carrier delivery.

National Representatives

225 Fifth Avenue, New York City · WILLIAMS, LAWRENCE & CRESMER CO. · 360 North Michigan Avenue, Chicago

WHAT'S WHAT IN THE FEATURE FIELD

Conrado W. Massaguer, Caricaturist, Now on D. P. Syndicate Staff, Drawing New Daily Strip—Bell Syndicate Has New Children's Feature

CONRADO W. MASSAGUER, caricaturist, is now a member of the staff of the D. P. Syndicate, Garden City, N. Y. Mr. Massaguer came to this country from Cuba about a year ago. He owns two magazines in Havana, but has established a permanent home in New York.

For D. P., Mr. Massaguer is drawing a new daily comic strip entitled "Pay Day Pauline" and a series of weekly pictures entitled "The Girl I Dined With Last Night."

Mrs. M. S. Bourjaily is author of a new children's feature announced this week by Bell Syndicate to appear daily under the caption, "What Does a Young Child Want to Know?" The feature a four-line verse, illustrated with a one-column drawing, is designed to appeal to mothers bothered by children asking unending questions. It replaces a former feature written by Mrs. Bourjaily entitled, "Oh, Mother, What Can I Do?"

The same syndicate announces a new daily numerology feature by Neysa McMein, magazine illustrator, and a series called "This Marriage Business," signed by "Connie and Bert."

Burr Chapman Cook, recently of the North American Newspaper Alliance, has joined the sales staff of the Putnam Syndicate, New York.

Bruce Gould, of the *New York Evening Post* reportorial staff, is author of "High Kicking and Low Thinking," a full page Sunday feature being distributed by Current News Features, Inc., New York and Washington. Mr. Gould's article is described as "a personally conducted tour of the night clubs of New York."

A new series of 18 articles under the title "Soccer Science" written by a former coach in the British army, has been added to the list of features offered by the International Syndicate, Baltimore, Md.

A heroic bronze plaque, "The Long, Long, Trail," reproduced from a newspaper cartoon by J. N. "Ding" Darling in memory of Theodore Roosevelt will be unveiled in the main lobby of the Hotel Roosevelt, New York, Dec. 8. Mr. Darling, at present recovering from a serious illness, is the chief cartoonist of the New York Herald Tribune Syndicate.

Jack Barrett, cross-word puzzle expert of the *New York Evening Journal,* has created a variation on the cross-words, called "The Cross-Word Cipher," which is being distributed by the McClure Newspaper Syndicate, New York.

The following names have been added to those contributing to the American symposium on "My Religion," a McClure feature: Ida M. Tarbell; William Allen White, editor of the *Emporia* (Kan.) *Gazette;* Will Irwin; and Yusuke Tsurumi.

"Why Is Your Name ———?", a new daily feature explaining name origins, was announced this week by Continental Features, New York. The feature is illustrated with drawings by Leo Kober.

Promotion of "Spinsterhood," new serial by Virginia Swain, being distributed by NEA Service, Inc., is causing considerable comment in syndicate circles. The theme of the story is the choice between love and a career. The heroine is a newspaper woman. Many newspapers, publishing the serial, announced that Barbara Hawley, the name of the story's heroine, had broken her engagement and joined the staff as a reporter. Local stories appeared under her by-line. In some instances a girl was added to the staff as a reporter and she covered assignments as Barbara Hawley. NEA informs EDITOR & PUBLISHER that more full page advertisements of the story, and more space in the news columns have been used promoting this serial than ever before, according to a survey of client papers.

Clinton T. Brainerd, head of the McClure Newspaper Syndicate recently revisited Denver, his birthplace, for the first time in 15 years. Mr. Brainerd spent several hours in the editorial offices of the *Denver Times,* where back in the "nineties," he held his first newspaper job.

U. S. REPORTER SETS EGYPT GUESSING

John Balderston, New York World, Gets Three Day Beat on Opening of King "Tut's" Tomb—Officials Wonder How

A reporter from the United States has set all Egypt's officialdom guessing. They want to know how John Balderston, of the *New York World,* obtained a three-day beat on the discovery of the mummy of Pharaoh Tutankhamen; and, of course, he won't tell. Details of the scoop which was scored Nov. 11 reached New York for the first time this week, and were told EDITOR & PUBLISHER by Major Loring Pickering, general manager of the North American Newspaper Alliance.

Mr. Balderston, regularly assigned to the London office of the World, was sent to Luxor by the N.A.N.A. on Oct. 28. Secrecy was imposed by the Egyptian government at this the climax of the whole "Tut" tomb drama. Two years ago Howard Carter had set up a press monopoly of his archaeological excavations, but this had been broken.

The system of issuing news on the various discoveries, instituted by the Egyptians, provided that an official communique would be given to all press representatives at one time. Those in charge, however, had no sense of news values, and were slow in preparing the "hand-outs." The communique would be written first in Arabic, and then translated into French for the benefit of reporters. This usually required from two to three days.

Such was the situation Balderston found, when he arrived at Cairo.

"Every possible precaution was taken to prevent the news of Carter's opening the magnificent innermost coffin, where a Pharaoh lay wrapped in sheets of gold, from reaching the outside world," Balderston wrote in his first dispatch.

"Everyone present in the tomb was sworn in advance to secrecy as to what was found in the first disturbance of the unplundered royal burial."

Balderston decided to break through this wall of secrecy and beat the official communique. He did; but the task was not easy.

From the time of his first arrival, this American reporter was regarded with suspicion by Egyptian authorities. Wherever he went two armed guards sprang up at either side of him.

Other difficulties were imposed on him and other reporters. Transportation to the tomb was cut off. Balderston had to ride to the scene on donkey back. There the English and Americans concerned in the work told him their hands were tied by promises under which the work was allowed to be undertaken again.

The measures taken seemed to have proved effectual. No crowd was around the tomb. Few tourists were there and they were entirely unaware of the discoveries unique in the history of archaeology. Balderston was allowed scarcely a waking moment to himself.

But he must have found some way to elude his guards. On Nov. 11 his dispatches began coming to the New York office of the N.A.N.A. The first and those that followed gave all particulars.

On Nov. 12, the big day of the famous archæological research, found Balderston the only newspaper man near the tomb.

"So careful were the measures taken," he wrote, "that this morning I was still the only newspaper correspondent present in the valley. Later one befezzed Egyptian journalist turned up.

"I was met with scowls and black looks from the native guards on duty, who sprang out of Seti when I approached. My two soldiers carrying their rifles joined them.

"The excavators, working under Egyptian direction, are afraid to disobey the childish edicts of secrecy the Egyptian masters sought to enforce."

Monsieur Lacau, the French director of antiquities, told Balderston:

"There is to be no publication of any facts or photographs relating to these discoveries by any newspaper in the world. The newspapers have behaved so badly, that we decided not to permit them to print anything excepting those items which the lay public is fit to understand, and these items will be given out in official communiques from Cairo."

The Cairo "items" were duly issued, but not until three days after Balderston's detailed stories had been printed by all the newspaper members of the N.A.N.A.

Balderston's dispatches were telegraphed back to Egypt and published in the Arabic, English and French press there with very sharp editorial comments on the appearance in American newspapers of facts which the Egyptian government had been seeking to conceal.

As stated in the beginning of this story, all Egypt officialdom is now guessing. They point the finger of accusation against Howard Carter, believing it was he who told the American reporter. But Balderston denies emphatically that details were supplied him by Carter or any of his staff.

Balderston has, like a true reporter, kept the source of his information to himself.

Balderston is a Philadelphia man, and a former student of Columbia University, New York. From 1912 to 1914 he was New York correspondent for the *Philadelphia Record.* Then he went to Europe as a free lance war correspondent, later representing the McClure Newspaper Syndicate in that capacity. In 1923 he became chief correspondent of the World in London. Prior to that for three years he had been editor of the *London Outlook.*

N. Y. World Resumes X-Words

The *New York World* on Nov. 30, resumed publication of cross-word puzzles. The feature was discontinued several months ago, when J. F. Bresnahan, business manager, in a statement to EDITOR & PUBLISHER, declared it had been concluded that the game had lost its appeal to large numbers of newspaper readers. This week it was announced that the reappearance of the puzzle was in response to hundreds of letters from readers.

The press agent's touching story of the humble home of the Prince of Wales at St. James's Palace ought to make the occupant of a London tenement feel like a lucky man—but won't.—*New York Evening World.*

Up to the present the board of Duke University has not prohibited smoking on the campus.—*Little Rock Arkansas Gazette.*

Americanism:—Clamoring for an investigation: losing interest in it after the third day.—*New York Evening Telegram.*

A BEAUTIFUL AND USEFUL GIFT
FOR YOURSELF AND FRIENDS

MASTERS *of* ADVERTISING COPY

Principles and Practice of Copy Writing
ACCORDING TO ITS LEADING PRACTITIONERS

Edited by J. George Frederick, formerly editor of "Printer's Ink," "Advertising and Selling," etc.

Here is what James Melvine Lee says in the November 21st issue of EDITOR & PUBLISHER:

"If the 25 experts whose names are printed in the table of contents of 'Masters of Advertising Copy' were scheduled to speak at an advertising convention on the subjects which they discuss in this book, every advertising man would be asking himself the question, 'Can I afford to stay away?'—not 'Can I afford to go?' No such convention is possible, for some of the contributors have made their last speech and written their final copy."

Who are the contributors to this volume? They include:

Joseph H. Appel	A. Holmes
Bruce Barton	Claude C. Hopkins
Humphrey M. Bourne	Ruth Leigh
Harry E. Cleland	Theodore F. MacManus
George L. Dyer	John Lee Mahin
F. R. Feland	Ben Nash
Frank Irving Fletcher	Wilbur D. Nesbit
Richard A. Foley	O. A. Owen
J. K. Fraser	Charles Addison Parker
J. George Frederick	T. Harry Thompson
Mrs. Christine Frederick	Harry Tipper
Kenneth M. Goode	James Wallen
John Starr Hewitt	Helen Woodward.

The volume is a splendid sample of modern book-printing art. It is bound in boards; in octavo size; with correct, wide margins. The type is caslon, the format especially designed. The paper is antique wove, velvety to the touch. You will be proud to own such a book.

Give this Bible of Advertising to your friends and associates as a useful holiday gift.
The price is $5.00 postpaid.

FRANK-MAURICE, INC., PUBLISHERS
15 West 37th Street, New York

EDITORS' FEATURE SERVICE, INC.

1819 BROADWAY, NEW YORK

W. H. JOHNSON, *Pres.*
P. R. PYNE, Jr., *Vice-Pres.*
E. ROLAND HARRIMAN, *Treas.*
M. H. RUMSEY, *Sec'y*

Production Plant
Times Building
Cleveland, Ohio

To Publishers and Managing Editors

The Editors' Feature Service, Inc., has been organized to create and produce an exceptional feature service for newspapers of from five thousand to seventy-five thousand circulation.

It is not a by-product of any newspaper or newspaper chain. It is an organization of specialists whose business it will be to build a service to best fit the feature requirements of newspapers of the type referred to, at reasonable cost.

The service will be sold on a basis which will amply protect the purchaser as to its quality, assure him of satisfactory territorial rights, and protect him against usurious rate increases.

We believe an inspection of our proof sheets will show that we have adapted the best offerings from competitive services and to these added others that will provide our subscribers with features having individuality and quality.

We will release the service as of January 1st, 1926, but during the month of December will produce and submit a daily service, that publishers and editors may judge it for themselves.

Write now for territorial reservation and sample service.

Editors' Feature Service, Inc.,
W. H. Johnson, Pres.

Allied with
Johnson Features, Inc.,
1819 Broadway,
New York, N. Y.

COL. GEORGE H. SCRUTON

Sedalia (Mo.) Democrat Editor Dies November 29

Col. George H. Scruton, 63, owner and editor of the *Sedalia* (Mo.) *Democrat,* died there on Nov. 29, following a long illness.

Born at Rome, N. Y., Dec. 26, 1862, he was taken by his parents to Georgia, where he was educated and had his first newspaper experience. In 1892, he purchased the *Fort Smith* (Ark.) *Times.* In 1893, he went to Springfield, Mo., and became connected with the *Springfield Leader.* In 1902, he went to Sedalia, and after working on the *Sentinel* and *Democrat* for a number of years, he became editor of the two papers which were consolidated into the Democrat.

At one time he was president of the Missouri Press Association.

In 1917, he was commissioned a captain in the Officers' Reserve Corps and served overseas in the World War. He was made a major shortly after his enlistment and a colonel before the war ended.

ALEXANDER A. McCORMICK

Former Chicago Record Herald Publisher Dies at 62

Alexander A. McCormick, 62, former publisher of the *Record-Herald* and *Evening Post,* died Nov. 26, of heart disease. After retiring from the newspaper field he was an alderman for several terms and president of the County Board.

Alexander Agnew McCormick was born in Philadelphia, the son of Alexander Agnew and Katherine McQuiston McCormick. In 1895 he became general manager of the Evening Post and *Times-Herald.* Later he was general manager of the Record-Herald and then became editor and publisher of the Evening Post. He was editor and publisher of the *Indianapolis Star, Terre Haute Star* and the *Muncie Star,* from 1906 to 1909. He had been president of the American Publishers' Association and was chairman of the Labor Committee of that organization from 1900 to 1907. He was a trustee of Illinois College at Jacksonville, Ill.

R. G. Hiden Dies in Birmingham

Robert G. Hiden, formerly of Richmond and for years a well-known newspaper man, was buried Monday, in Birmingham, Ala., where he died Friday, Nov. 27. Mr. Hiden was for a long time managing editor of the *Richmond Times,* before its merger with the *Richmond Dispatch.* He published the *Birmingham Ledger* and at the time of his death was associate editor of the *Birmingham Age-Herald.*

H. C. Thompson Dies

H. C. Thompson, 84, editor and publisher of the *Delaware* (O.) *Gazette* died at his home in Delaware, Nov. 29, following three weeks' illness. He was one of the pioneer newspaper publishers of Ohio, and the Gazette had been owned by the Thompson family for nearly 100 years. W. D. Thompson will succeed his father as third generation editor of the publication.

Col. William H. White

Col. William H. White, veteran newspaper writer, and former city editor of the *Washington Post,* died Tuesday in the Casualty Hospital, Washington, as a result of injuries received when struck by an automobile truck near his home at Maryland Park on Sunday. He was 70 years old. Col. White was born at Dayton, Ohio. He came to Washington 35 years ago. He was 15 years city editor of the Washington Post, then Sunday editor. After leaving the Post he was connected with the Washington bureau of the Associated Press.

New York Racing Writer Dies

Willie Fitzpatrick, for many years the racing editor of the *New York Evening Journal,* died in Baltimore, Md., Nov. 30. The prominent turf writer was stricken with double pneumonia, while covering the annual fall meeting at the Bowie track.

Obituary

HENRY J. MOULTON, 78, former editor of the *Lowell* (Mass.) *Citizen,* the *Lowell* (Mass.) *Courier-Citizen* and former owner of the *Lowell Sunday Critic* died at his home in Boston last week. Mr. Moulton had retired from active newspaper work but was a steady contributor to the *Boston* (Mass.) *Globe* in the "Great Events Greatly Told" column in that paper.

HENRY C. CORAM, 82, for many years distributing agent for Boston newspapers at West Quincy, Mass., died at the Quincy hospital Nov. 25.

JOSEPH GAMAGE, 92, for many years pressman on Boston newspapers and at one time employed on the old *Boston Herald Magazine,* died at his home in Malden, Mass., Nov. 25. He was celebrated as a globe trotter, having crossed the Atlantic ocean 71 times.

JOHN G. LEETCH, for more than 40 years compositor on the *Boston Herald,* died Nov. 27 at his home in Arlington, Mass., after an illness of two years.

TOM CURRY, 69, for the last two years editor and publisher of the *Holt County* (Mo.) *Sentinel,* died at his home in Oregon, Mo., Nov. 18.

HARRY C. McCABE, 44, for many years one of Denver's most prominent newspaper men, died Nov. 23, after a long illness contracted while serving as military censor at Los Angeles during the World War. At various time McCabe had been a member of the staff of the *Denver Post* and the *Rocky Mountain News* and *Denver Times.*

MRS. MARY LEE RUGGLES, 62, who died last week at Austin, Tex., was the mother of D. G. Ruggles, night editor of the *Dallas News,* and of William B. Ruggles former sports editor.

GEORGE STUMM, 53, for many years engaged in the newspaper business at Painesville, O., died at his home there, Nov. 26. He was city editor of the *Painesville Telegraph* for 18 years.

J. A. LAMBERT, 71, owner of the *Somerset* (Pa.) *Standard* died suddenly at his home, Nov. 25.

MISS RUBY ETHEL MOORE, 25, employed in the business and circulation department of the *Seattle Times* for six years, died recently.

HENRY PEARSON, who had spent 35 of his 68 years in the service of the *Chicago Daily News,* died recently. During the past few years he had been manager of delivery.

JOHN MALLOW, an employe of the *Chicago Tribune* in its electrical department, died at his home at the age of 71.

MRS. LUELLA F. MELLEN, wife of John F. H. Mellen, of the *Boston Post* editorial department, and mother of James H. Mellen, connected with the financial department of the *Boston Herald,* died Nov. 25 at her home in Dorchester, Mass.

JOHN M. GEIGER, 76, for more than 40 years connected with the *Reading* (Pa.) *Eagle* died in the Reading hospital, Nov. 29, after an illness of several months. His widow survives.

C. L. ("UNCLE CHARLIE") MARTIN, 86, who died recently in Dallas, was believed to be the oldest newspaper reporter. Until he became ill a few weeks ago he was an active worker on the *Dallas News* staff. "Uncle Charlie" was a Civil War veteran and lived in Texas when it was a republic.

E. WILLARD BARNS, 60, editor and publisher of the *Wellsville* (N. Y.) *Daily Reporter,* died Nov. 25, after an illness of 3 years. For the last 40 years he had been with the editorial and publishing departments of the reporter.

LYMAN A. CHAPIN, 86, a retired news dealer for many years in business in Hartford, Conn., and Quincy Mass., died at his home in the latter city, Nov. 24.

MAURICE DOUGLAS FLATTERY, former publisher of the *Boston* (Mass.) *Record* died suddenly last week in Boston.

JUDGE H. M. EDWARDS, who died at Scranton, Pa., recently worked on the *New York Tribune* in the days when Horace Greeley was editorial writer for that paper. It was from Mr. Greeley that Judge Edwards obtained his first newspaper position. Later he contributed to other New York newspapers.

CAPT. WILLIAM GRIFFITH, 80, former State Treasurer of Maryland and for several years editor of the *Cumberland* (Md.) *Daily News,* died at his home in Cleveland recently. He was a veteran of the Civil War.

MISS ANNE M. D'ENTREMONT, 94, for more than 25 years an employe of the *Boston Herald* died recently in Yarmouth, Nova Scotia. Miss d'Entremont entered newspaper work as a young woman in Yarmouth. On removing to Boston she joined the personnel of the *Youth's Companion.* Later she became identified with the Boston Herald.

JOHN A. SEARS, for more than 40 years connected with newspapers in New Brunswick and Maine, died recently in Calais, Me. He was the first foreman of the *St. Stephen* (N. B.) *Courier* composing room.

MRS. HAROLD L. GRAY, whose husband is the creator of the comic strip, "Orphan Annie," died at her home at Lombard, Ill., recently, after an illness of six months.

Typographical Chiefs Entertained

James M. Lynch, president; Seth J. Brown, vice-president, and John W. Hays secretary-treasurer of the International Typographical Union, Indianapolis, were entertained Nov. 19, by the Royal City branch of the union in Westminster, B. C. The officials were taken on a tour of Vancouver, B. C., and suburbs as guests of the Vancouver union.

Buffalo Reporter a Fire Hero

James C. Trainor, city hall reporter for the *Buffalo Evening News,* carried three infants to safety when he discovered a fire in the home of Stanley Fibnik, Fillmore avenue, Buffalo, recently

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

A SINGLE
ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page ..... $280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Twenty-four newspapers have been added to the United News wire systems since September first.

These newspapers thus acquired the most distinctive, up-to-the-minute telegraph news and feature report now in the field for morning papers.

A majority of them depend solely on United News for world news coverage.

WITH THE GENERAL ADVERTISERS

Champion Spark Plug to Increase Advertising—Carl Laemmle Enters Chain Theatre Field on Large Scale—Charter Filed for $53,000,000 Baking Company

THE Champion Sparkplug Company will spend more money in advertising next year than ever before, and a large part of it is going into newspapers.

That is what President Robert B. Stranahan told a gathering of jobbers and salesmen handling the products of the Toledo Company in Boston, Nov. 27, at the annual convention for the New England teritory.

There will be 669 daily and Sunday newspapers used throughout the United States and in addition to that total there will be copy running in 4,000 weeklies.

"Our plans are so arranged that there will be three times the number of readers reached through the newspapers than there are registered automobiles," Mr. Stranahan said. "We have found that our advertising in the newspapers last year proved well worth the money expended. Treasurer Frank E. Stranahan and Sales Manager F. B. Caswell were also present and they spoke on merchandising. The meetings will be conducted also at St. Louis, Minneapolis and San Francisco in that order and later on working back east.

The Theodore MacManus agency handles the Champion account.

Carl Laemmle, organizer and largest stockholder of the Universal Pictures Corporation, is about to enter the chain theatre field on a large scale.

Announcement was made early this week of the formation of a new company which will acquire and operate a chain of more than 1,000 motion picture theatres located in the principal cities of the country. This new company will immediately take over more than 100 theatres owned or controlled by the Universal as a nucleus for further expansion to follow after introduction of new capital.

The project marks another step in the recent trend toward consolidating motion picture theatres into large combinations, thereby stabilizing the distribution end of the industry. One large company was organized along similar lines a short time ago, with capital of $20,000,000, and recently a large Chicago theatre operating company took over the management of 600 theatres and a large producing company.

The sponsors for the new company point out that the more stable and profitable operation of the modern motion picture house and assured distribution of the output of the producing companies are the principal reasons back of the plan to centralize the management of these theatres, which are recognized as the "retailers" of the industry. It is pointed out also that the statistics compiled by the trade show there are more than 20,000 theatres in the United States, with annual paid admissions exceeding $700,000,000. The weekly attendance at the movies is 55,000,000 people for the country as a whole and 4,500,000 for New York City alone.

A charter has been filed at Dover, Del., for a corporation to be known as the National Baking Company, with a capitalization of $53,000,000. Those active in the project, according to New York information, include: W. J. Coad, president of the Omaha Flour Mills Company and chairman of the Federal Reserve Bank of Omaha, Neb; John T. Smith, vice-president of General Motors, New York; Milton Petersen, vice-president of the Petersen Baking Company, Columbus, Sterling Donaldson, president of the Donaldson Baking Company, Columbus, O.; Russell White, vice-president and general manager of the City Baking Company, Indianapolis, Ind., and Chauncey Abbott Jr., vice-president and general manager of the Omaha Flour Mills Company, Omaha.

Servel Corporation is planning increased production of electric refrigerators, as a result of a merchandising campaign being conducted by a number of large public utility companies, officials announced this week. Contracts have been closed with seven utility concerns permitting the marketing of Servel machines exclusively on a free trial, guaranteed basis. Among the contracts closed were ones with the Illinois Power Company and the Malden Electric Company, of Massachusetts. The 1926 production is already being sold, officials say.

Redoubled force is being used to increase and stabilize sale of rayon lingerie, the American Rayon Products Corporation has announced. A longer list of rotogravure newspapers, additional millions of circulation, and larger space are being employed, the company states. The advertising program is now being placed in rotogravure sections in more than 20 cities.

M. Hohner, Inc., manufacturers of Hohner harmonicas, resumed its musical programs over the radio Nov. 27, as part of its regular advertising and sales campaign. As in the past, the broadcast advertising will be tied up with regular advertising in newspapers, magazines, billboards, trade papers, dealer helps, and window displays. The radio feature was inaugurated last year by Douglas Wakefield Coutlee, business manager of the Charles C. Green Advertising Agency, Inc., New York, which handles the account.

Oscar F. Ostby, former general sales mangaer of the Prest-o-lite Company has been appointed vice-president and advertising manager of the Burnoil Automatic Home Heating Company with main offices in New York City. Mr. Ostby plans an extensive sales drive throughout New England in the near future.

J. L. Kraft & Brothers Company, makers of Kraft cheese, are using approximately 500 daily newspapers in its advertising campaign this year. In a letter to the Bureau of Advertising of the American Newspaper Publishers Association made public this week, John H. Platt, advertising manager, says:

"The newspapers are important to us and will continue to be so because of the quick and traceable sales influence which they give us. We feel this response definitely through our dealers and trade contacts generally."

Alfred P. Sloan, Jr., president of General Motors, this week announced an extra dividend of $2 a share besides the regular dividends of $7 a year on preferred stock held by employes. The first extra payment of $2 will be paid on Feb. 15, 1927, and will continue for five years, provided the employe retains his stock and remains in the company's employ.

David R. Erwin, formerly automobile editor of the *Seattle Times*, and for the past two years in charge of the expansion division of the Burroughs Adding Machine Company, has resigned to enter the advertising department of the Cadillac Motor Car Company.

Stromberg Carburetor Company of America, Inc., reports for the quarter ended Sept. 30, 1925, a net profit of $240,027, after expenses and federal taxes.

Rolls-Royce of America, Inc., has acquired control of Brewster & Co., the automobile body building concern.

Paul S. Armstrong, advertising manager of the California Fruit Growers Exchange, was appointed assistant general manager of the organization at the meeting of the board of directors recently. Mr. Armstrong fills the position left vacant by E. G. Dezell in 1922, when he succeeded the late Howard Russell as general manager.

W. B. Geissinger, assistant advertising manager of the Exchange, succeeds Mr. Armstrong as advertising manager, and J. O. Cook, manager of the dealer service department, becomes assistant advertising manager.

Mr. Armstrong has been in charge of the Sunkist advertising and sales promotion work of the growers' organization for the past four and a half years. He joined the dealer service department as an eastern travelling representative in 1916. In April, 1917, he went to Los Angeles as manager of the dealer service division of the advertising department. In December of that year he was made assistant advertising manager, and in 1921 he was promoted to the management of the advertising department. He is a graduate of the Michigan Agricultural College.

Mr. Geissinger entered the Sunkist advertising department in April, 1921, and was made assistant advertising mana in November of that year. For seve years prior to that he was financial edi of the *Los Angeles Express* and *Tribu*

Mr. Cook, who becomes assistant vertising manager, joined the Boston di sion of the dealer service department 1915, and went to Los Angeles as mana of the department in 1921.

The California Fruit Growers E change is one of the oldest and m successful among co-operative grow organizations, and has more than 11,(members. It markets approximat three-fourths of the California citrus c and transacts an annual business of tween 50 and 75 million dollars. T Exchange was a pioneer in the adver ing of perishable fruits and has made Sunkist brand nationally famous. It gan advertising California oranges years ago.

ADVERTISING AGENCY AFFAIRS

Newell-Emmett Company Opening 'Frisco Office to Handle Liggett & Myers Account—Balliett, Inc., Starts Florida Branch—Richmond News-Leader Prize Awarded

NEWELL-EMMETT Company, advertising agents, New York, is establishing a San Francisco office primarily to handle the Liggett & Myers tobacco advertising for the Pacific Coast. F. T. Weeks will be manager of the new office.

Carl J. Balliett, Inc., of Greensboro, N. C., recently opened a Florida branch in Orlando. E. C. Lyndon, former manager of the Charlotte office is in charge and Frederick H. Spiegel, formerly of Richmond, Va., is art director.

Frank G. Christian, connected with the advertising firm of Cecil, Barretto & Cecil, Richmond and New York advertising agency, has been awarded the $100 first prize in the contest for the best advertisement setting forth the advantages of the *Richmond* (Va.) *News-Leader* as an advertising medium. The second prize of $75 went to Miss Virginia Morton, of the same agency. The third prize, $25, to L. A. Putze, of the William Byrd Press service agency. The prize-winning advertisements were printed in the News-Leader. The business and editorial staff of the *Washington* (D. C.) *Star* served as judges.

Guy L. Irwin, who has been general manager of Russell T. Gray, Inc., advertising agency Chicago, resigned effective Dec. 1 to enter the industrial advertising agency field on his own account.

G. L. Lemke, formerly of Chicago, for a quarter of a century in the outdoor advertising field, has been made general manager of the Tri-State Advertising Company, Dubuque, Ia. The company is planning an extension of its service.

Ruth McCabe, society editor of the *Rocky Mountain News and Denver Times,* has left newspaper work to become member of the Conner Advertis Agency staff, Denver. She is succee by Mary Coyle.

Victor Klebba, formerly sales pro tion and advertising director of the B net Brown Corporation, a sales serv Chicago, has joined the Superior Adv tising Service, Inc., Chicago, as v president.

Fred A. Koenig, formerly extension rector of the Holstein-Friesian Asso tion of America, Chicago, has joined E. T. Sadler Company, advertis agency, Chicago, as agricultural acc executive, and David T. Golden, form with the Ernest J. Kruetgen Engra Company, Chicago, is now space b and production manager of the Sa Company.

Alice Avon, formerly of the *New Y Morning Telegraph* staff has joined publicity staff of Henry L. Doherty Co.

Samuel Russell Bogue on Dec. 1, jo the staff of Wm. T. Mullally, Inc., eral advertising agency. Mr. Bogue formerly a practicing attorney. Of cent years he has made a first-hand st of selling conditions throughout United States.

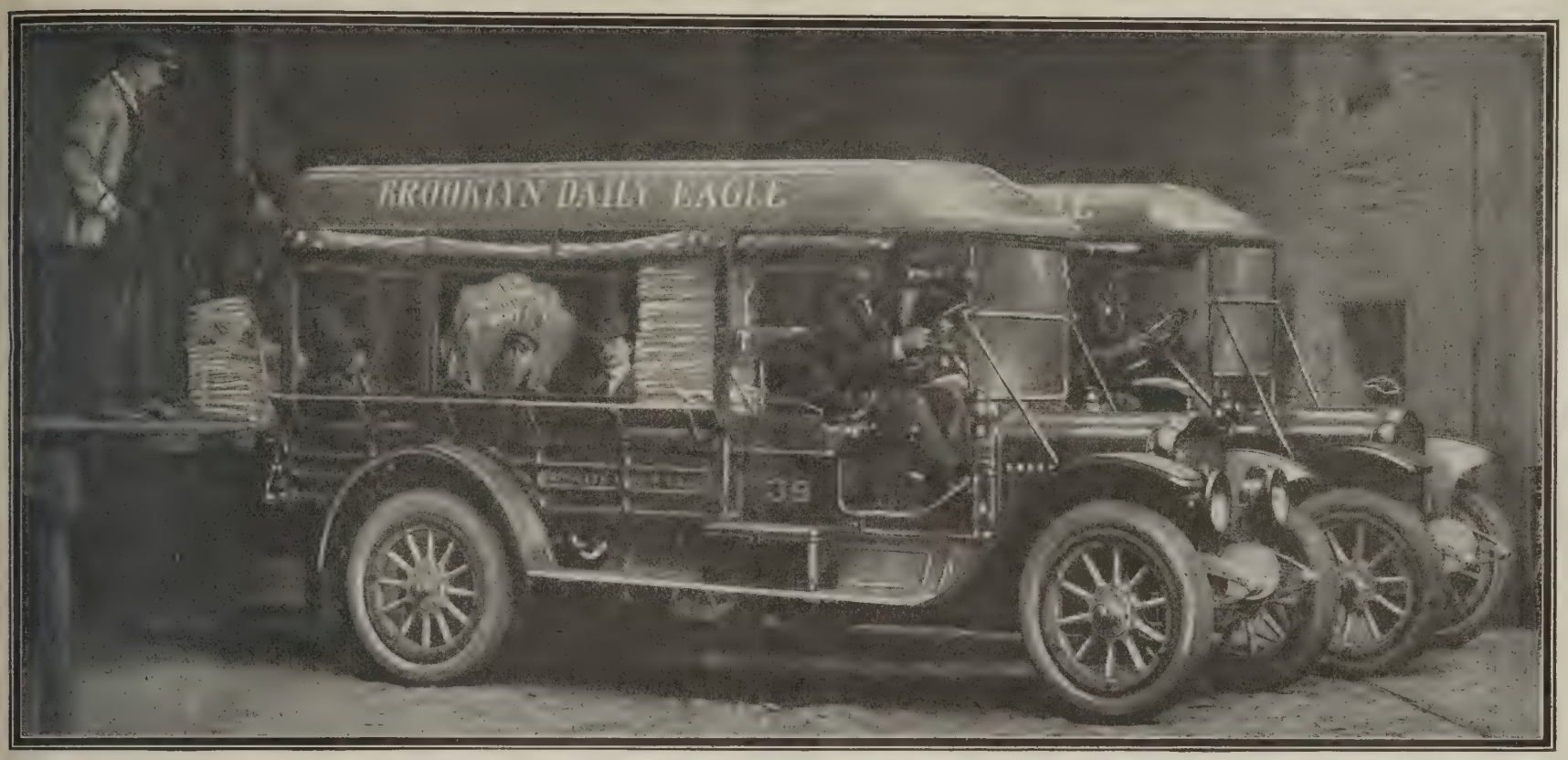
To Expand Retail Advertiser Gro

Plans for expansion of the Associ Retail Advertisers were discussed a conference in New York last week Sheldon R. Coons, advertising directo Gimbel's, New York department st and association president. The plans for establishment of a bulletin servic members, an advisory service, and an standing department program at A. A. C. W. Philadelphia conventio

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."
—*Boston Transcript, Oct. 29, 192*

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK



Two of a fleet of 22 White Trucks in the service of The Brooklyn Daily Eagle

Increasing Newspaper Sales for the Brooklyn Eagle

IN all the field of motor transportation there probably is no phase of service that is more exacting in its demands than the service required by newspaper publishers and allied business enterprises.

Speed, dependability, the stamina to withstand the severe demands of emergencies, the durability to last for years—these must be constituents in the make-up of trucks that are to serve successfully the publishing field.

The Brooklyn Daily Eagle's fleet of 22 White Trucks delivers in a year over 28,700,000 newspapers. With clock-like regularity 79,500 papers of the Eagle's main edition are delivered daily in 90 minutes to 2,600 dealers and agents. This delivery service must be unfailing. Only the most reliable trucks, with speed and ability to rough it, can be utilized.

Says the circulation department of the Eagle:—"The Eagle has solved the problem of distribution with White Trucks. Speedy, certain delivery at a nominal cost with a minimum of mechanical trouble are the White contributions to the efficient Eagle delivery service which is daily increasing the sales of the Brooklyn Daily Eagle."

Write for booklet giving the complete story of White Trucks in the service of the Brooklyn Daily Eagle

THE WHITE COMPANY, *Cleveland*

WHITE TRUCKS

MADE RIGHT — SOLD RIGHT — KEPT RIGHT

REGULATIONS APPROVED FOR FIRST MEET OF PAN-AMERICAN JOURNALISTS

Secretary Kellogg Will Welcome Delegates to Congress Scheduled for Washington Next April—Other Plans Discussed at New York Conference

THE governing board of the Pan-American Union, at a meeting held in Washington Dec. 3, approved the regulations of the First Pan-American Congress of Journalists to meet at Washington from April 7 to 13, 1926.

The Congress, it is provided, shall open on Wednesday, April 7, in the Hall of the Americas of the Pan-American Union, at 8:30 P. M. At that time addresses of welcome will be made by the chairman of the governing board, the Hon. Frank B. Kellogg, Secretary of State, and by the vice-chairman of the board, the Hon. Francisco Sanchez Latour, Minister of Guatemala.

The forthcoming congress will be the first of its kind in the history of the American Continent, and will be held under the auspices of the Pan-American Union. Participation in the congress will be limited to members of the newspaper profession in the American Republics. The congress will not be official in the sense that delegates will be appointed by governments; delegates to the congress will participate in their capacity as representatives of the newspapers with which they are connected.

At the same time the governing board authorized the chairman of the board to appoint a special committee to study the organization plan of the Pan-American Union.

This special committee will be charged with the formulation of a draft of resolution or convention on the Pan-American Union, which will be submitted to the Sixth International Conference of American States to meet at Havana, Cuba, in January, 1928.

Plans for the congress were discussed in New York, Dec. 2, at a special conference called by L. S. Rowe, director general of the Pan-American Union.

The foundations of the program were laid, with the following subjects assigned for the various days of the meet:

April 8—The Press and International Relations.

April 9—Newspaper Ethics.

April 10—Gathering and Dissemination of News.

April 12—Advertising and Newspaper Organization.

April 13—Schools of Journalism and Newspaper Societies and Associations.

Speakers for the various sessions were proposed, but their names were not made public pending definite acceptance of invitations.

Dr. Rowe reported that response to invitations to attend the congress was very gratifying, especially from the nearer Latin countries.

Those attending the New York conference, in addition to Dr. Rowe, included: Frank B. Noyes, *Washington Star*, and president of the Associated Press; J. H. Furay, United Press; M. Koenigsberg, International News Service; Wallace Odell, representing the National Editorial Association.

Regulations as approved are:

Art. 1. In accordance with the resolution of the Fifth International Conference of American States and the action of the governing board of the Pan-American Union, the first Pan-American Congress of Journalists will meet at Washington in April, 1926, under the auspices of the Pan-American Union.

Art. 2 The opening session of the congress will be held at 8:30 o'clock on the evening of Wednesday, April 7, in the Hall of the Americas of the Pan-American Union, and the closing session on Tuesday, April 13, 1926.

Art. 3. The members of the congress shall be the executive officers of daily newspapers of the American Republics and journalists of these Republics actively associated with such daily newspapers, invited to participate in the congress by the governing board of the Pan-American Union.

Art. 4. The delegates to the congress will participate in their capacity as representatives of the newspapers with which they are connected.

Art. 5. The committees of the congress shall be as follows: an executive committee; a committee on resolutions; and such other committees as the congress may deem necessary.

Art. 6. The executive comittee, appointed by the chairman of the governing board of the Pan-American Union, in accordance with the resolution approved by the board on May 7, 1924, shall continue to function during the period of the congress and for such time thereafter as may be deemed necessary.

Art. 7. The executive committee shall have charge of the organization of the congress; shall appoint the secretary, assistant secretaries, interpreters, clerks, stenographers and such other assistants as may be necessary; and shall determine all quetionss of procedure not otherwise provided for in these regulations.

Art. 8. The committee on resolutions shall be appointed by the executive committee and shall consist of at least one journalist from each nation represented at the congress.

Art. 9. Motions shall be submitted in writing and will be referred to the committee on resolutions for consideration and report to the congress.

Art. 10. Resolutions shall be approved by a majority vote of the delegates present at the meeting.

Art. 11. The executive committee of the congress shall designate a temporary president.

Art. 12. The permanent president shall be elected by majority vote at the first regular meeting of the congress.

Art. 13. The official languages of the congress shall be in English, Spanish, Portuguese and French.

Art. 14. The deliberations shall be confined to such topics as are contained in the program, unless the congress shall decide to take under consideration new matters that may be submitted by the delegates.

New Owners Take Over Daily

The first issue of the *Trenton* (N. J.) *State Gazette* under its new ownership appeared Tuesday, Dec. 1. The new officers of the State Gazette Publishing Company are: Edward C. Rose, president; Ferdinand W. Roebling, Jr., vice-president; Frank D. Schroth, treasurer and publisher. All of the old company retire from the organization. The newspaper staff remains unchanged, temporarily.

TO INVITE PRESS CONGRESS

World Body Asked to Gather in Peking in 1927

Invitation to hold its 1927 meeting in Peking, China, will be extended the Press Congress of the World, when that body holds its forthcoming convention in Geneva in 1926.

Au Young, director of the Chinese Government Bureau of Economic Information in Peking, now in this country, has been in communication with Dean Walter Williams, of the School of Journalism, University of Missouri, and president of the congress on this subject. The Chinese executive visited Honolulu recently where the last Congress was held, and was favorably impressed with a survey he conducted in regard to what was accomplished there.

"We wish editors of all the leading newspapers in the world to have what we call in pidgin English a 'look-see' at China," he said in a recent Chicago interview. "China has been very much misunderstood."

TO OPEN NEW HOME

Poor Richards Plan a Week of Ceremonies Nov. 30 to Dec. 5

The Poor Richard Club, advertising society of Philadelphia, formally opened its new home with ceremonies held from Nov. 30 to Dec. 5.

Speakers throughout the week of festivity included Senator George Wharton Pepper; Hon. W. Freeland Kendrick, Mayor of Philadelphia; C. King Woodbridge, president of the Associated Advertising Clubs of the World; and Dr. Josiah H. Penniman, provost of the University of Pennsylvania.

The ceremonies included placing of registration cards, together with local newspapers, coins and other data, in an iron box to be sealed in one of the columns of the building and opened in 2026 A. D. This was the opening feature of the week on Nov. 30, which will close Dec. 5 with a "Radio Dance." At the latter function, there will be no orchestra present, all music by radio, which will be broadcast from a local station.

Howard C. Story, of Story, Brooks & Finley, Inc., special representatives, is president of the club.

College Daily Turns Press Critic

The *Harvard Crimson*, daily University publication, turned press critic this week, editorially deploring the preponderance of space devoted to college football in newspapers. The custom of picking all-American teams was characterized as "the last stage of that cheap aggrandizement through newspaper publicity, which tends to create in students' minds a false sense of values."

Assisting Ad Club Organization

Reginald Colley, special representative of the Associated Advertising Clubs of the World, returned to New York headquarters this week from a trip throughout the Northwest, where he assisted in organization of many new clubs.

THE COMIC WITH THE TWENTY-YEAR HONOR RECORD

HAIRBREADTH HARRY

By C. W. KAHLES

"I have always thought that HAIRBREADTH HARRY is the best comic published anywhere, barring none. I think it is the funniest, most colorful and cleverest comic being turned out."
—Harris M. Crist, BROOKLYN EAGLE.



For Terms and Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Man Wanted!

In the office of every Newspaper, Agency or Advertiser there frequently arises the demand for another man.

In the Newspaper office the need may be for a business executive, an editorial, advertising, circulation or mechanical man.

The Agency may need to fill an executive or clerical position, and the National Advertiser may have an opening for sales manager, advertising expert, copy writer or artist.

Whatever the position open, it is essential that a list of applicants be studied in order to choose intelligently. One applicant might do, but the next may have had a little additional or more varied experience that accentuates his fitness for the particular job.

A Classified advertisement, stating your needs and asking applicants to state qualifications in detail, will give you a list that will permit you to choose intelligently.

EDITOR & PUBLISHER

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

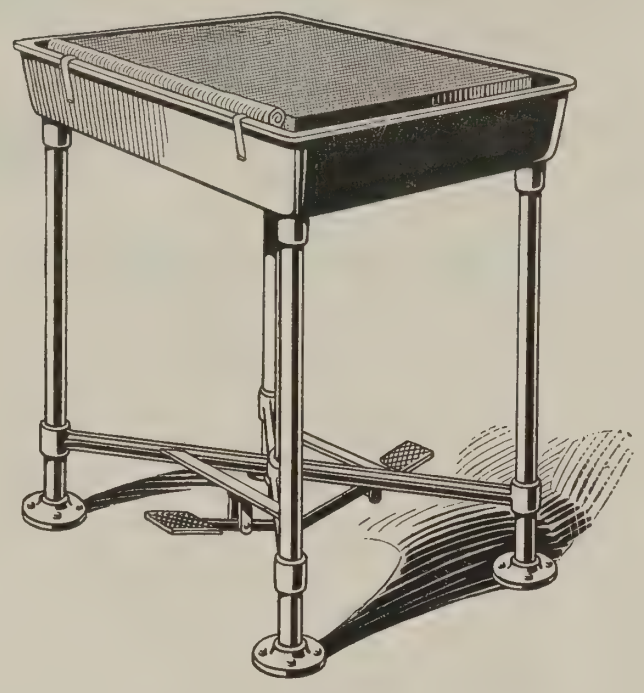
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is $350



The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

WHAT THEY ARE SAYING

NEWSPAPERS AS CURRENT HISTORIES

"THE newspapers of today are more worth the librarian's serious attention than ever before. They are a more practical source of reliable current information than at any time in the history of the press. The publishers of newspapers which appeal to the intelligent and thoughtful do not regard their labors as merely the assembling and printing of casual, accidental news, which the sensation of the next day of the superseding edition will efface. Such publishers gather the news of permanent value; and they regard themselves as the day to day historians of our world."—Louis Wiley, Business Manager, *New York Times*.

* * *

BACK UP YOUR ADVERTISING

"BACK up your advertising. Have your sales force know what their store is advertising. Large or small, a successful store can be built only on courtesy, service and co-operation."—A. L. Shuman, Vice-President and Advertising Manager, *Fort Worth* (Tex) *Star-Telegram*.

* * *

EDITORS AND POLITICAL JOBS

"THE California Press Association meets in convention and it is disclosed that Gov. Richardson has given 30 editors and other newspaper men soft political jobs, some honorary and some remunerative. Press associations of other states would, likely enough, be able to make similar exhibits, and it is yet to be recorded that any press association paid very particular attention to the matter.

"It means rottenness in an 'influence' which should be wholly independent and honest in service of the public, exclusively, untainted by personal obligation. There is no avoiding such obligation. The editor who bites the hand that feeds him with public office is a mean creature.

"A politically 'kept' press is a scandal upon the whole profession, and a press association which closes its eyes to it is blind, senile and worthless."—Robert F. Paine.

* * *

ASSOCIATION OF IDEAS LAW

"IN advertising the association of ideas must be direct, natural, easy and pleasing and there should be as many starting points for 'association trains of thought' as possible to lead to or connect with the one idea the advertiser desires to etch in the public mind."—Colden Lore, in *The Advertising World* of London.

URGES CLEAN SPORTS NEWS

Fullerton Makes Plea for Honest Reporting at W. Va. Meet

Plea for clean sports news was made last week by Hugh Fullerton, veteran sporting writer, addressing the fourth annual West Virginia State Journalism Conference at Morgantown, W. Va., Nov. 23-25.

Mr. Fullerton said there was need of honesty in reporting and a generally higher type of writing on sports pages.

H. C. Greer, president of the *Morgantown Post*, entertained visiting editors at a banquet Nov. 25. More than 100 guests were present.

The guests were welcomed by J. Monroe Boyer, general manager of the Post. Gilbert B. Miller, former editor of the Post, acted as toastmaster. Before calling for any remarks from the speakers on the program, Toastmaster Miller briefly introduced a number of those present, including President Greer, Dr. P. I. Reed, director of Courses in Journalism of West Virginia University, President Frank B. Trotter, Dr. A. W. Porterfield and H. A. Stansbury, of the University, A. W. Poling, outgoing president of the Journalism Conference and R. H. Pritchard, the new president, Miss Maud A. Patterson of the *Morgantown New Dominion;* Brooks Cottle, sports editor, Joe W. Savage, editor of the Looking Glass Column and James C. Herbert, managing editor of the Post.

The first speaker introduced by Toastmaster Miller was Col. Andrew Price, the sage of Pocahontas county, editor of the *Pocahontas Times* at Marlinton and far-famed poet and humorist.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Permanent roads are a good investment—not an expense

One Horse Town, Good-Bye!

Any community whose streets are not durably paved is going to be known as a "one horse town."

When that time arrives, Prosperity says, "Good-bye, old friend, Good-bye!"

People start moving away. Bank deposits fall off. Business in general begins to take a slump, and the place is no longer "on the map."

Contrast all this with the city that is well paved.

It steadily forges ahead over its hard, even streets. Automobiles, busses and delivery trucks, operate efficiently and economically, regardless of season or weather.

Business is good, and keeps getting better. Modern, fire-safe buildings spring up. New industries are attracted to town. Plants and factories are working full time. Trade at the stores is brisk, and everybody's busy.

In short, permanently paved streets and roads are one of the very best investments any community can make. You can enjoy the tonic effect of well paved streets by helping your local authorities to find ways and means to build more of them.

Send today for our free illustrated booklet—"Concrete Streets for Your Town"

PORTLAND CEMENT ASSOCIATION
111 W. Washington St.
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 30 CITIES

NEW HIGH RECORD IN
New York State
FOR CHRISTMAS FUND

For fifty weeks past the Christmas clubs of the nation have been accumulating funds for holiday shopping that will increase the expenditures for the next few weeks by $314,154,800.

The distribution of this money will bring to the members of the club in New York State alone, $66,-186,400. This is more than 21 per cent of the Christmas savings of the entire country, and in exact proportion to income tax payments and other financial measures of the purchasing power of the Empire State.

Voluntary saving for the purpose of distributing money in large volume through retail channels reveals to the manufacturer an opportunity for sales promotion that is positively a gift.

Here, in New York, the most populous state in the country, extremely rich in agriculture and industry, financially supreme, already a trading area of great purchasing power, the people have saved $66,186,400 to spend—they want to buy your goods.

There is only one direct and positive way to meet this consumer demand. Tell these folks the news —that their local dealer is supplied with your merchandise—tell them through their newspapers.

Newspaper advertising covers a given territory more thoroughly, and costs less, than any other method of national sales promotion.

These Daily Newspapers Cover New York State Thoroughly

		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News	(E)	30,060	.08	.08
*Albany Knickerbocker Press	(M)	32,864	.10	.10
*Albany Knickerbocker Press	(S)	56,014	.14	.14
*Amsterdam Recorder-Democrat	(E)	7,603	.04	.04
†Auburn Citizen	(E)	6,214	.045	.035
*Batavia Daily News	(E)	8,669	.04	.04
†Binghamton Press	(E)	34,505	.10	.10
*Brooklyn Daily Eagle	(E)	70,622	.22	.22
*Brooklyn Daily Eagle	(S)	79,652	.22	.22
*Buffalo Star and Enquirer	(E)	30,134	.13	.09
*Buffalo Courier	(M)	63,491	.17	.13
*Buffalo Courier	(S)	115,578	.27	.22
*Buffalo Evening News	(E)	128,455	.25	.25
*Buffalo Evening Times	(E)	102,796	.21	.21
*Buffalo Sunday Times	(S)	102,068	.21	.21
*Buffalo Express	(M)	50,796	.14	.12
*Buffalo Express	(S)	57,682	.18	.14
*Corning Evening Leader	(E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser	(E&M)	33,500	.11	.11
†Geneva Daily Times	(E)	5,527	.04	.04
*Gloversville Leader Republican	(E)	6,939	.035	.035
*Ithaca Journal-News	(E)	7,473	.05	.05
*Jamestown Morning Post	(M)	11,636	.04	.035
*Middletown Times-Press	(E)	6,792	.04	.04
*Mount Vernon Daily Argus	(E)	9,871	.05	.05
*Newburgh Daily News	(E)	11,842	.06	.06
*New Rochelle Standard-Star	(E)	8,108	.04	.04
*The Sun, New York	(E)	254,189	...	.56
*New York Times	(M)	350,406	.75	.735
*New York Times	(S)	572,815	.90	.882
*New York Herald-Tribune	(M)	281,672	.6435	.624
*New York Herald-Tribune	(S)	321,889	.693	.672
*New York World	(M)	309,386	.595	.58
*New York World	(S)	542,386	.595	.58
*New York Evening World	(E)	311,450	.595	.58
*Niagara Falls Gazette	(E)	20,385	.06	.06
*Port Chester Item	(E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise	(E)	12,429	.06	.06
†Rochester Times-Union	(E)	67,974	.21	.20
*Syracuse Journal	(E)	45,204	.14	.14
*Troy Record	(M&E)	22,427	.06	.06

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

MANY FISH FIRMS STIMULATING SALES WITH NEWSPAPER ADVERTISING

Success of Individual Companies Points Way for U. S. Fisheries Co-operative Campaign—Consumption in U. S. Far Below Other Countries

By HAMMOND EDWARD FRANKLIN

THE suggestion by a New York advertising agency that the United States Fisheries Association for its proposed co-operative campaign invest $67,163.47 in paid magazine space and a modest sum a month in press agents who would try to get free material into the reading columns of newspapers has received ridicule in some quarters of the fish industry.

No plan of any sort has yet been adopted. At present, the association is attempting the job of raising the money to pay for a co-operative campaign to increase the consumption of fish. As many factors in the fish business have



How one company is promoting the sale of fish through newspaper space.

no conception of what advertising can do, it is said that getting the funds together will take time. Once before the association tried to do, and had to give it up.

After 300 years of somnolence in marketing, but splendid progress in producing methods, this great industry finds itself face to face with this fact:

People in the United States eat an average of only 16 pounds of fish per capita when they should consume at least twice that amount. Lack of consumption of a healthful, varied and meritorious food has made the fish business far less profitable than it should be for the men who risk their lives at sea down to the fish dealer who has to do a week's business on Friday.

The inhabitants of the United Kingdom eat 65 pounds of fish per capita, 44 pounds in Norway and 30 pounds in Canada. The supply of finny food is practically unlimited.

Boston, the largest fresh fish port in this hemisphere, lands approximately 125,000,000 pounds of fish a year. This sounds like considerable until you know that of this total, 56 per cent is consumed in Massachusetts alone. Connecticut, New York, Pennsylvania and Rhode Island manage to digest 33 per cent. The 11 per cent remaining goes to the rest of the country. These illuminating figures were discovered in a research made by the government.

Los Angeles is handling, inclusive of sardines, a heavy volume of fish, but only a fraction of what it might. The total which goes through the port of New York is picayune contrasted with the possible consumption.

Health authorities advise the eating of fish. Haddock, for instance, is nourishing, abundant and reasonable in cost.

Most of the wholesalers of fish are busy as beavers trying to take away business from other wholesalers, and very little constructive work has been engineered by them to broaden the total market. There is much to be done in getting fish to the interior states in first class condition. Definite standards of quality and refrigeration are important. There has been some talk of swapping refrigerator cars which come from the West loaded with fruits with the fish distributors who would send the same refrigerator cars back loaded with fish. Traffic study and favorable freight rates are factors.

The bulk of retail sales fall on Friday, whereas there is no sound reason why fish should not be an every-day food. Very little progress has been made by retail fish stores in merchandising fish, and much missionary work could be done with them, as every newspaper advertising manager can testify.

Several year's ago the Chamber of Commerce of Gloucester, Mass., the world's largest salt fish port, mailed a questionnaire to leading club women all over the country. The answers received showed what's wrong with the fish industry: lack of education of the consumer.

Nearly half the women admitted they do not use fresh fish at all, although most of their families like fish. What is equally significant or should be to the United States Fisheries Association is:

Approximately half of the women stated that fish is not readily obtainable in their towns.

Where there is distribution, the women said the variety often is limited. Most of the club members confessed they do not try to vary their method of serving salt fish and claimed the average modern women has little conception of how to cook fish in the scores of appetizing ways possible. The need of furnishing recipes to the public was brought out by many.

The Gloucester salt fish wholesalers chipped together and mailed recipe books to women in ten cities, but of course this was pitifully inadequate to meet the real selling problem.

The officials and members of the Fishermen's Union of the North Atlantic, representing over 5,000 seamen who belong to the American Federation of Labor, have gone on record as favoring advertising, but did not succeed in putting into effect the Aaron Sapiro plan of co-operative marketing used in agricultural industries.

There are many kinds of fish which are worth utilizing but which aren't known to the public.

Before the United States Fisheries Association adopts any one method of advertising, many think it should consider how some individual companies, with a problem involving fish, are advertising.

The Gorton-Pew Fisheries place virtually all their advertising in local newspapers, releasing it only after a reasonable distribution has been obtained in advance, with missionary salesmen and brokers cooperating.

When the Booth Fisheries Company wanted to interest the public in the securities of its enterprise (which operates 1,115 fishing vessels), it published large space advertising on the financial pages of the newspapers.

Underwood's "Simplifry" Codfish Cakes have been promoted considerably by local newspapers.

Burnham & Morrill Fish Flakes and other canned sea food products have been advertised in New Orleans in the newspapers.

An extensive newspaper campaign was conducted for J. W. Beardsley's shredded codfish.

The Neptune Sea Food Company, San Diego, Cal., which cans 400,000 sardines daily, uses newspaper space.

For years Olympia Oysters have been featured in big and small copy in newspapers with educational work of a high type.

The Biloxi (Miss.) canners have given publicity to canned oysters with copy and recipes in local newspapers.

The Chicago Wholesale Fish and Oyster Dealers' Association turned to newspaper advertising to counteract a curtailment brought about by a ban after a typhoid epidemic during which use of oysters had been cut off.

The most recent and most hopeful development for stabilizing the fish industry is what is called "filleted haddock." The fish are dressed, heads and tails cut off upon arrival, and bones removed. The fish then are wrapped in trademark parchment paper (something like butter) and shipped in iced containers to fish markets, meat markets and grocery stores. Within the last several years sales of this form of trademarked fish have grown by leaps and bounds. One company markets nearly $500,000 worth a year.

Newspaper advertising in a test campaign for this form of fish produced satisfactory results and it is probable this commodity will be advertised more in the future.

W. A. Cochel Succeeds Waters

W. A. Cochel of Kansas City, Mo., field representative of the American Shorthorn Breeders' Association, has been appointed managing editor of the *Weekly Kansas City Star*, succeeding Dr. Henry J. Waters, who died three weeks ago. Mr. Cochel is widely known in agricultural activities and taught animal husbandry at the Kansas State Agricultural college while Dr. Waters was dean.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west.
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

first! in OHIO
17,363,857 Lines
Dispatch advertising record first ten months of 1925 exceeding other Columbus newspapers combined by 2,908,834 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.
NET PAID CIRCULATION
CITY 54,651
SUBURBAN 26,637
COUNTRY 22,238
Total Circulation 103,526
Columbus Dispatch
OHIO'S GREATEST HOME DAILY

Talk to the people of Montgomery County, Pennsylvania, through the paper of their choice
Norristown Times Herald
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

OF ALL YEAR-ROUND VALUE

EDITOR AND PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

ESTABLISHES ITSELF AS—

The direct route through which equipment manufacturers can reach the prospective buyers of their products and services.

The EDITOR AND PUBLISHER International Year Book can be found in daily use in the offices of practically all newspaper executives, space buyers, syndicate managers and national advertising directors.

An advertisement in the Year Book will be seen and referred to every day throughout the year.

Space Reservations Are Now Being Made.
Regular Rates Apply. Act At Once.

Editor and Publisher
Suite 1700, Times Bldg.
Broadway at 42nd Street
New York, N. Y.

Please reserve_____page(s) in the 1926 Year Book Number.

Signature_____

Firm Name_____

ONE MOOCHER'S SPARKLING WIT

News Editor:—

This feature is released to you free of Charge.

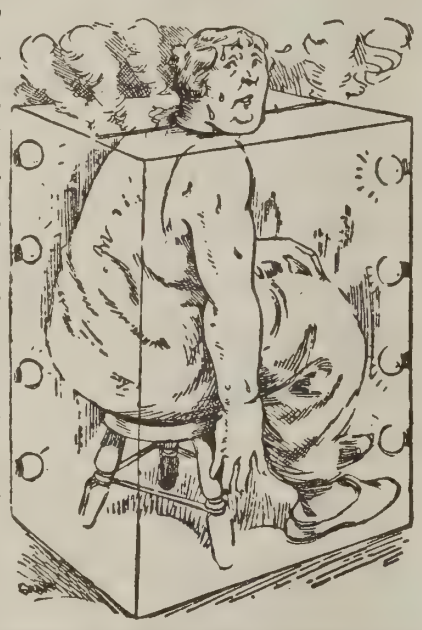
Silph Medical Co.

To-Day



And Not So Long Ago

"To chew or eschew" . . . so meditated Mrs. Fair, Fat & Forty and Miss Displeasingly Plump Sixteen Back in the Corset Age. But today they chew and chew! This sounds like a railroad train. . . .but it isn't. . . . it's chewing gum!



For nowadays after the second or third helping of fudge and French pastry madame doesn't return home to roll on the floor, or go for a ten mile trip on the stationary bicycle in a steam vapor cabinet. . . . no, indeed! She chews gum!

An amazing new discovery, product of the Silph Medical Co. of N. Y., is the latest, most practical and harmless way of reducing superfluous flesh.

Soon, with this new gum coming into vogue the old "drug store complexion" gag will be superseded by something to the effect. . . "Why, her figure. . . . she got it at the drug store!"

Can anyone imagine any editor running this piece of free advertising as "news" or "feature"?

It was broadcast to certain newspapers last week by the Tuthill Advertising Agency, Inc., 1133 Broadway, New York, with a letter which reminded editors that Silph Gum had recently been advertised in paid space and now, would the editor kindly insert the cute picture and its oh! so humorous story "in your reading columns."

Why? A thousand times—why?

MIAMI, OKLA., DEAL

E. P. Martin Sells His Interest in News-Record

E. P. Martin has sold his interest in the *Miami* (Okla.) *News-Record* to the other owners of that publication. J. F. Robinson is the present Associated Press member, and H. B. Hutchinson is editor of the paper.

Mr. Martin has been engaged in the newspaper and job printing business in Ottawa county, Oklahoma, since August, 1908, at which time he founded the *American* at Afton. This was sold to E. D. Mitts of Okeman in 1914, Mr. Martin at the same time purchasing the *Record-Herald* from M. C. Faulkenbury and taking charge in March, 1914.

In May, 1917, he established the *Daily Record-Herald* which publication was continued until late in 1923, when it was consolidated with the *Miami News*, appearing as the News-Record January 1, 1924, with Mr. Martin as publisher.

Community Ad Fund Over-subscribed

The drive put on last week by the Bristol, Va-Tenn, chamber of commerce for the raising of a fund of $25,000 for community advertising next year was oversubscribed in one day by $225. Out-of-town subscriptions to come in probably will bring the total nearer $30,000 than $25,000. About 60 business men of the city spent the day interviewing prospects.

Mobile (Ala.) man tried to kidnap a girl and marry her. Movies do educate people.—*Columbia Record.*

We Deliver the Goods in ILLINOIS

Nation wide distribution is developed from territorial units—*That is self evident.*

Territories for merchandising and sales promotion are decided upon after careful survey—*That is business judgment.*

A factor in merchandise distribution is transportation facilities—*That is important.*

Transportation experts point out that freight can be shipped cheaper, quicker, more direct and by shorter route from all Illinois cities, as a group, to all other cities in the United States, than from any other state group.

Illinois has more concrete highway than any other state in the union and more miles of concrete roadway to the square mile.

To create consumer demand, advertise in the Illinois daily newspapers.

These papers have a state wide dominance

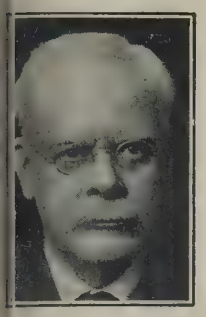
		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	18,075	.06	.06
††Chicago Herald & Examiner	(M)	349,209	.55	.55
††Chicago Herald & Examiner	(S)	1,050,373	1.10	1.10
Chicago Daily Journal	(E)	123,293	.26	.24
*Evanston News Index	(E)	6,608	.04	.04
*Freeport Journal-Standard	(E)	9,053	.045	.045
*Joliet Herald News	(E)	18,924	.06	.06
*La Salle Tribune	(E)	3,629	.025	.025
*Mattoon Journal Gazette	(E)	5,470	.03	.03
*Moline Dispatch	(E)	11,193	.045	.045
*Monmouth Daily Review Atlas	(E)	5,162	.035	.035
*Ottawa Republican Times	(E)	5,420	.03	.03
*Peoria Star	(S) 23,021 (E)	30,269	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

AD RATE DIFFERENTIAL LIKE "SANTA CLAUS"

"maginary," Says Groom, Aurora Beacon, Explaining Viewpoint of Small Daily Publishers—Based on Quantity Discount Theory

Aurora, Ill., Dec. 3.—"Why all this ntroversy about the imaginary differ- tial between local and national rates?" questions J. K. Groom, director of national advertising of the Northern Illinois Group of Newspapers, who, in an interview explained the viewpoint of the publishers of small dailies on the question brought up at the recent convention of the Association of National Advertisers.



J. K. Groom

The A. N. A. passed a resolution call- g for "a more logical and equitable ad- rtising rate structure," complaining ere was too wide a differential between es for foreign and local advertisers newspapers of the country.

The differential is logical, Mr. Groom ntained. It is based on the theory "quantity discounts," he said.

'The man who uses a large amount linage gets a lower rate than the one o uses only a small amount. If that 't fair, why do manufacturers sell to bers at a lower price than they do retailers?"

Mr. Groom began by pointing out that small daily newspaper is never repre- ted at meetings of the A. N. A., and American Association of Advertising encies.

'The men invited to discuss this thing th agents and A. N. A. members are big men in the newspaper publishing d, seldom the advertising managers o are closer to the proposition than the publishers," he said.

'Also, all the discussions I read are men on large papers, in metropolitan semi-metropolitan cities. The 100,000 y group are about as small as ever get to the program. These men do not w much about the conditions in smaller ies, with papers of from 10,000 to 25,- 00 circulation and which are the great jority of worthwhile papers of the ntry and are the ones that a vast ma- ity of the people read.

'I never have read of the merits of this s of papers being discussed before her the A. A. A. A. or the A. N. A. hy doesn't this class ever have a chance tell the buyers of space the facts upon ich they base their claim for inter- ed attention.

'Not any of the newspaper men re- ted in EDITOR & PUBLISHER'S account the A. N. A. convention, when dis- sing rates and differential, mentioned at seems to me to need stressing.

'The man who said "There is actually differential between local and foreign es" told the truth, but he only half plained why.

'The other half is that no national ad- tiser in newspapers is a large adver- er in any individual newspaper.

'Get that—for there is the place where differential seems to come in, but as anatter of fact does not.

'National advertisers on a foreign 'flat' e are being treated better than local vertisers who use small space, because they were on the local card instead of s 'flat' rate, most of them would have pay more than they do, because they so small.

'Local cards are built on the theory of antity discounts. The man who uses large amount of linage gets a lower e than the one who only uses a small ount. If that isn't fair, why do man- facturers sell to jobbers at a lower price n they do to retailers.

'Who among the national advertisers l contract for 100,000 lines; or if he d, would fulfill his contract?

"It was that very thing that brought the 'flat' rate into existence. Agents and advertisers contracted for the maximum linage to get the minimum price, then did not fulfill the contract and refused to pay 'short' rates. The only way to get that 'short' rate was to sue, and few papers had the nerve to do it. So publishers cut out the 'short' rate controversy by going to a 'flat' foreign rate. It's a blessing for national advertisers who do not use about 25,000 lines and up.

"Or who among national advertisers would contract to use 210 lines every other day on specified days and 420 lines on Sunday, and pay for them whether used or not? Not one.

"So why all this controversy about the imaginary differential between local and national rates?

"I don't think there is any paper that would refuse the minimum local rate to a national advertiser who would use the maximum linage required of local advertisers to get it.

"So we have the answer in full to the complaint against the so-called differential between national and local rates in the two facts; that national advertising costs more to get and to hold. And the national advertiser is a small advertiser so far as any individual paper is concerned; and by the established custom of business, should pay a higher rate than the large advertiser."

MAY SELL PAPER STOCK

St. Maurice Holders to Vote on Deal with Belgo-Canadian

A special meeting of the stockholders of the St. Maurice Paper Company, Ltd. has been called for Dec. 8, to approve the proposed sale of the company's stock to the Belgo-Canadian Paper Company, Ltd., on the same terms as Union Bag and Paper Company will sell its 64 per cent. interest in St. Maurice Paper Company stock to the Belgo-Canadian Company,. Such approval, it is said, would permit the merger of the St. Maurice Paper Company with the Belgo-Canadian Paper Company, Ltd.

Under the proposal St. Maurice Paper Company stockholders will receive $100 a share in cash and a pro rata participation in a holding company to be organized to operate the merged properties. An interest of 31¼ per cent. of the stock of this new holding company will be transferred to the St. Maurice Company. Under the arrangement, stockholders of the latter company, in addition to the cash, will receive one share of the new holding company stock for each five shares of St. Maurice Paper stock now held.

Table Shows Circulation Density

The *St. Joseph* (Mo.) *News-Press* has compiled a table showing the density of paid city circulation of 320 newspapers in cities of 60,000 or over. It shows the city circulation, estimated population, and units of population per copy. The circulation figures used are taken from reports to the Audit Bureau of Circulations of the date of March 31, 1925.

All Louisiana and MISSISSIPPI Listens In For RADIO NEWS in the NEW ORLEANS STATES

The state's representatives in the National Field—
THE JOHN M. BRANHAM CO.
New York — Chicago — St. Louis
Atlanta — Detroit — Kansas City
San Francisco—Los Angeles

New Orleans States

WEEK'S AD TIPS

Elmer S. Allen, 15 East 26th street, New York. Making contracts with some Western newspapers for the Arco Mfg. Company, Brooklyn.

Ames-Kiebler Company, 221 Erie street, Toledo. Placing 20-inch 4-time orders with newspapers in various sections for the Usona Mfg. Co., "Kwik Lite" radio B battery, Toledo.

Nelson Chesman & Company, 500 North Dearborn street, Chicago, are sending out copy for Lauber & Lauber, soothing syrup makers, Chicago, to a small list of middle west papers.

Conover-Mooney Company, 111 West Monroe street, Chicago. Are making renewals for the Cudahy Packing Company of Chicago.

Nelson Chesman & Company, 500 North Dearborn street, Chicago. Putting out contracts for the Herb Juice Company, of Jackson, Tenn., chiefly in the south and southwest.

Conover-Mooney Company, 111 West Monroe street, Chicago. Making a few contracts with southern papers on the Hoffman Heater Company, Louisville, Ky.

Dorland Advertising Agency, 244 Madison avenue, New York. Placing orders with newspapers in various sections for Truvy, Inc., toilet articles, New York.

John H. Dunham Company, 431 North Michigan avenue, Chicago. Issuing schedules covering four pieces of copy on C. D. Osborn Company, Chicago (gloves) to a very extensive list of small town papers.

Erwin Wasey & Company, 844 Rush street, Chicago. Have sent out some special newspaper copy for the Hoover Company, manufacturers of suction sweepers, Chicago, to be used two to three weeks prior to Christmas. Have O K'd lists on Post Toasties, for the Postum Cereal Company, Battle Creek, Mich., and Forhan's Tooth Paste, Forhan Company, New York. Preparing a list on Marquette Cement Company, Chicago.

Glaser & Marks, Inc., 234 Boylston street, Boston. Reported to be planning advertising campaign for 1926 for the New York Mattress Company, Boston.

E. J. Goulston Advertising Agency, 18 Tremont street, Boston. Has secured account of the Noxon Chemical Products Company, polishes, Newark, N. J.

E. C. Harris Advertising Agency, 284 Peachtree street, Atlanta. Has secured account of Gibson & Gradison, Cincinnati, investment securities.

Charles W. Hoyt Company, 116 West 32nd street, New York. Making contracts with newspapers in selected sections for the Ives Mfg. Company, toys, Bridgeport, Conn.

H. W. Kastor & Sons Company, 14 East Jackson boulevard, Chicago. Issuing general schedules for the Pennsylvania railroad. They are also putting out contracts for the Proprietaries Products Company, of Chicago.

Lord & Thomas, 400 North Michigan avenue, Chicago. Will issue additional schedules for the middle of December, on Mothers' Oats, Quaker Oats Company, Chicago. In February the regular list will be issued with complete schedules. Are issuing long time schedules for 1926 on the Cellucotton Products Company, makers of Kotex, Chicago. Issued a list of metropolitan papers which are to receive schedules for roto sections on Pepsodent Co., Chicago.

The only net paid circulation combination in Baltimore that covers two fields once and whose readers cannot be reached through any other medium, and can be bought either separately or in combination.

THE BALTIMORE NEWS
and
Baltimore American

The other combination sells only in combination and admits an 80% duplication, which means less readers for more money.

National Advertising Representatives:
G. LOGAN PAYNE CO.,
St. Louis—Los Angeles—
Chicago—Detroit
PAYNE, BURNS & SMITH,
New York—Boston—
Atlanta

QUICK STICK PASTE POWDER



For
Single and Bundle Wrapping

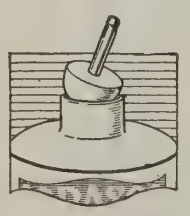
For the mailing room of a newspaper Quick-Stick has no equal. It is mixed in a minute—possesses greater strength than the paper itself and when once applied it will not let go. Use Quick-Stick for single and bundle wrapping. Mixed thin and strained it forms a highly efficient paste for facing and backing matrices.

No. 705
A Superior Paste
for the
Mailing Machine



A smooth, easy flowing white paste that permits the fastest labeling possible. It will not sour or mould regardless of weather conditions and will not clog or gum up the fountain. It will pay you to give No. 705 a trial in your mailing machine.

COPASCO



Let the boys use it

Copasco is a convenient desk paste —economical —never dries out— never needs water—won't cake— spreads smoothly and evenly at all times. Let the men at the desks give Copasco a trial.

THE COMMERCIAL PASTE CO.
Makers of the Largest Line of Adhesives
DEPT. 51 COLUMBUS, OHIO

NO SHORT CUT TO LOWER MARKETING COSTS DISTRIBUTION REPORT STATES

Elimination of Middlemen Would Merely Shift Burden to Another Agency—Opportunities for Chain Store Growth Seen

WASHINGTON, D. C., Dec. 3.—Significant changes in the field of distribution, the integration of marketing, co-operative marketing, chain store development and installment buying, are disclosed in the report of the Committee on Methods of Distribution which will be submitted to the National Distribution Conference to be held here on Dec. 16 and 17 under the auspices of the United States Chamber of Commerce and the United States Department of Commerce.

After an extensive survey of the various channels through which goods are transferred from producer to consumer the committee finds that there are no short cuts by which the costs of marketing may be materially reduced, it is revealed by the copy of the report furnished EDITOR & PUBLISHER this week.

The middleman or wholesaler who is often blamed for taking too large a proportion of the consumers' dollar is performing, the report states, a necessary function which is performed by some other agency even if he is eliminated, so that the expense of wholesaling is *certain* to be present.

Charles R. Wiers, president, Direct Mail Advertising Association, Boston, is a member of the committee. The survey is one of six covering as many phases of the distribution field which will form the basis of discussion at the forthcoming conference.

"Channels of distribution," the committee states, "have developed as they exist now because in general they furnish the most economical and expeditious methods of getting goods from producers into the hands of the consumers. Market channels and methods are not cut and dried and methods have been and are being improved through the competitive attempts on the part of manufacturers and distributors. These channels cross, merge and separate again into diverse ways, in different industries, to meet the particular needs as they are being discovered. It is not practicable or desirable that there shall be any distinct aggregation of distributive functions along uniform or precise lines. It is desirable, however, that the functions shall be simplified where possible and adapted to changing conditions, for these conditions are the outgrowths of fundamental economic changes.

"Weaknesses exist in marketing organizations just as they exist in factory organizations and management and changes and improvements are coming gradually as the weaknesses are sought and identified, one by one through the force of competition.

"Location of retail outlets is directly responsible for much waste through the starting up of businesses in locations which do not warrant the location of an additional store. Some chain store companies are seeking to reduce the locating of stores to a science and some jobbers and trade associations are aiding in the work; others, however, encourage the starting of stores irrespective of their chances of success.

"The middleman system of marketing," the report continues, "has developed for the simple reason that middlemen are able to perform the marketing functions in the most economical and effective manner. Middlemen achieve economies in two principal ways: they acquire skill in performing marketing functions through specialization and achieve economies by combining products made by different producers or manufacturers.

"The term, elimination of middlemen, is slightly misleading, because when one so-called middleman is eliminated, the producer, or someone else, has to undertake the functions previously performed by the eliminated middleman."

The committee finds that there is a trend in the direction of integration of marketing, the bringing of the several processes of distribution under single ownership, although it is not so marked as is commonly supposed.

Manufacturers themselves assume the functions of "manufacturers' agents" and of jobbers by selling directly to retailers and sometimes to consumers. Retail organizations, especially chain store companies and department stores, are reaching back and performing wholesale and sometimes manufacturing functions. Wholesalers are reaching out in both directions, undertaking manufacturing functions and sometimes organizing or becoming interested in chain stores.

This change is ascribed principally to the increasing size of manufacturing companies, the increasing size of retail units, the increase in the private brands of jobbers and the increase in national advertising.

Chain stores are characterized as one of the most important developments taking place in the field of marketing.

"They are an important influence," the committee concludes, "in reducing marketing costs and in changing methods of distribution."

"In some trades," the report continues, "and in some sections of the country, the chain store movement has probably nearly reached the point of saturation. Well-managed unit stores, handling a carefully selected line of products, and giving service, are always going to hold a large proportion of the total business. There is still a great opportunity for the growth of chain stores, however, in the Middle West and West and in country towns."

Installment selling is one of the latter-day developments in marketing at which the committee points a warning finger.

"Development of installment selling," it says, "was not pronounced until the advent of the automobile. Today, however, installment selling is employed in the sale of multitudes of articles.

"There are evident dangers which may be incurred by such a system, although there are also some advantages."

ADVERTISER PRAISES NEWSPAPER AID

Co-operation from Dailies in Selling Space to Local Dealers Lauded by Conybears of Armstrong Cork Co.

Co-operation by newspapers in selling space to local dealers won the praise this week of S. E. Conybeare, assistant sales manager in charge of advertising of the linoleum division, Armstrong Cork Company. Mr. Conybeare was addressing the national advertisers group of the Advertising Club of New York, Dec. 3, and he told them he had had great success in special advertising drives sold by the dailies themselves twice a year.

His company, he said, advertised regularly in a list of 187 newspapers. Then twice a year an "Armstrong Week" was held, once in the spring and in the Fall.

At these times special portfolios containing advertising mats were sent out to newspapers to be sold to local linoleum dealers. The portfolios contained three different types of advertising copy to suit the needs of the different dealers. The newspapers, he said, apparently found the campaign easy to sell.

U. S. SURVEYING INDUSTRIES

Questionnaires for Biennial Census of Manufactures to Go Out Soon

The Bureau of the Census is making plans for the next biennial census of manufacturers, which will cover the year 1925.

In deciding upon the items to be covered the bureau has consulted with the representatives of various manufacturers' associations with a view to obtaining, as far as practicable and without making the schedule too elaborate, information which will be of value to the representatives of the several industries concerned, and at the same time furnish a record of the progress of manufactures generally throughout the United States.

The blank forms upon which reports should be made will be mailed by the bureau to all manufacturers about Jan. 1, and a report will be required from each manufacturer whose gross products are valued at $5,000 or more for the year 1925. The Census Bureau hopes every manufacturer concerned will have his records in such shape that he can fill out the schedule within a few days.

Formally Opens New Home

Newspaper publishers in Western New York, advertisers and subscribers of the *Hornell* (N. Y.) *Tribune-Times*, were the guests at the Tribune-Times new home at a formal opening Nov. 28. Employes acted as guides and explained the various phases of the plant's operation. The new plant represents a cost of approximately $150,000.

THE TAMPA TRIBUNE
Morning and Sunday
The Tribune's net paid circulation exceeds any five newspapers in its territory.
The Tribune covers 190 cities and towns in 24 South Florida counties.
The Tribune blankets the First Market of Florida.
The Tribune Is Notably Dominant
Sole Representative
THE S. C. BECKWITH SPECIAL AGENCY
New York, Chicago, St. Louis, Detroit, Atlanta, Kansas City, Los Angeles, San Francisco.

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

The Dispatch-Herald
Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.
ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

CAMEL CIGARETTES
is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without
The Washington Times
The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.
PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN, 50 East 42nd St., New York City
J. E. LUTZ, Tower Building, Chicago, Ill.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.
Standard Gravure Corporation
LOUISVILLE, KY.

BETTER ROTOGRAVURE RESULTS FROM INTELLIGENT PICTURE SELECTION

Reproducing Quality of Photograph, Not Timeliness, Is Prime Requisite—Layout Should Provide Balance and Proportion

By E. LESLIE WATHEN

Rotogravure Editor, *Buffalo Courier*

MANY newspaper men know rotogravure as a pictorial supplement, but few know or realize the amount of work that enters into the production of a rotogravure section.

It is not surprising to a gravure editor to have one of the staff ask if he may borrow a cut that was published last Sunday. If the editor has a sense of humor he'll say, "All right Bill, you can have it if you'll send a motor truck over to get it." Of course this reply is over Bill's head because he does not know the first thing about the intaglio process of reproduction. If he did, he would know that all the pictures in the rotogravure section were etched on a cylinder that weighs about a ton, also that gravure is a process quite apart from ordinary methods of printing.

Because of the general lack of knowledge regarding the requirements of rotogravure it is not surprising to hear, from time to time, that so-and-so of the city room staff or someone who knows nothing about the job has been appointed to the important position of rotogravure editor. The powers that be, think that the main qualifications for a gravure editor is some one to write good captions. Whereas caption writing is a necessary qualification it is not the most important. About 50 per cent of the gravure sections published today are a sort of hodge-podge of pictures thrown together without rhyme or reason. To prove this statement, select 20 gravure sections from various cities and lay them alongside of one another. At a glance you will be able to select five or six that stand out from the rest because of their superior appearance.

What is it that makes rotogravure so attractive? First: The beauty and richness of the pictures reproduced. Second: The layout and balance of the pictures.

In order to achieve beauty and richness of reproduction the editor cannot select a batch of pictures at random. He must know what constitutes good rotogravure copy. Quite often he will be obliged to sacrifice a picture of real news value because it will not reproduce well. The paramount object is to select interesting photographs, are clear in detail and tone value. A careful selection of pictures will result in good reproduction. Much could be said on the topic of pictorial copy, but space will not permit at this time.

When the selection of photographs has been made the next step is to group them together in a layout which will be pleasing to the eye. No matter how good the selection of pictures, if they are not properly arranged the finished product will tend to irritate the reader and make it an effort, rather than a pleasure to look at the supplement. In laying out a page one picture should be selected to be played up. If it does not lend itself to a run across the top half (if a right hand page) it should occupy the upper right hand portion of the page, in other words the balance should be away from the fold.

Simplicity of design is the best rule, too much ornamentation detracts from the pictures. A qualified rotogravure editor should know how to scale pictures and make a full size pencil dummy of each page for the artist to work from. By so doing the editor allows the proper amount of room under each picture for captions and is able to obtain the display of pictures exactly the way he has planned. There are a few editors who go to the extent of penciling their own layouts on bristol board ready to be inked in by the artist, this is a distinct advantage of the editor is talented to that extent. In addition to selecting pictures, assigning staff photographers, writing captions, making layouts and having a strong appreciation for the artistic, the editor must be an executive who is systematic since there are many details that must be watched and a schedule to be kept.

The successful rotogravure department should function as a separate unit, consisting of an editor, artist, one or two photographers, and an advertising man who specializes on local rotogravure accounts.

The rotogravure section is a costly supplement to the publisher and one of the greatest circulation features of the Sunday paper. It behooves him to put a capable man in charge of this department. Rotogravure is no longer an experiment, national advertisers recognize its value as an advertising medium and are glad to pay the high rate for space because of its reader attention.

The latest development in this field is the color-roto and tinto-gravure. The day will come when rotogravure sections will be a daily feature.

SEITZ DISCUSSES PRESS TREND

Pictures Replacing Printed Word in Power Says New York World Veteran

Don C. Seitz, of the *New York Evening World,* expressed the opinion this week that the power of the printed page is waning. He was addressing a luncheon meeting of the American Tract Society in New York, Dec. 1, and advised members to make themselves aware of the changing times.

Just why he reached his opinion, he said, was no mystery.

"I got the key from Japan," he said. "The Japanese visualize everything; they don't read, they want to see; they don't want to be told, they want to observe.

"Thus in America to catch the indifferent multitude we have now the moving picture and the radio, which have had a curious effect on reading in this country. It is becoming increasingly difficult for writers and publishers to maintain a standard of excellence. People want their speeches and instruction turned on with the twist of a dial, as they turn on their gas or water. They want ideas conveyed to them in picture form, instead of through the medium of words."

Reading has become laborious to vast numbers in this country, he said.

"This fact," he concluded, "dates back to the American system of teaching. We teach our young students too much."

FORESHADOWED EVENTS

Dec. 28-31—American Association of Teachers of Journalism, and the Association of American Schools and Departments of Journalism, joint convention, Columbia University, New York.

Dec. 28—Kansas Democratic Editorial Assn., annual convention, Wichita, Kan.

Jan. 14—North Carolina Press Assn., Newspaper Institute, Chapel Hill, N. C.

Jan. 15-16—Virginia Press Assn., mid-winter meeting, Farmville, Va.

Jan. 21-22—Sixth District, A. A. C. W., annual convention, Chicago.

Jan. 23-24—Kansas Press Assn., annual winter meeting, Salina, Kan.

Oregon Daily Celebrates 60th Year

The *Albany* (Ore.) *Democrat-Herald* on Nov. 24 published an 80-page edition celebrating its 60th anniversary. An unusual feature was that in nine sections of the issue no advertising was carried, ad copy being restricted to the main news section. The expenses of publishing were covered by a charge of 25 cents for each paper. W. L. Jackson is president of the publication, and R. R. Cronise secretary and treasurer. The issue is claimed to be the largest published in Oregon outside of Portland.

King Woodbridge a Globe-Trotter

C. King Woodbridge, president of the Associated Advertising Clubs of the World, returned to New York this week from an official tour of western and southwestern cities. The trip brings his total mileage in the interest of organized advertising since May, when he was elected well past the 20,000 mark. Among the cities where Mr. Woodbridge spoke before local advertising groups were San Francisco, Palo Alto, Petaluma, Long Beach, Hollywood, Los Angeles, Fort Worth and Oklahoma City.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Buffalo, The Wonder City of America

Buffalo—A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y. Lytton Bldg. Chicago, Ill.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer

ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

Maybe you can build up your own classified. All we claim is that if you can't—we can!

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors.

Packard Building Philadelphia

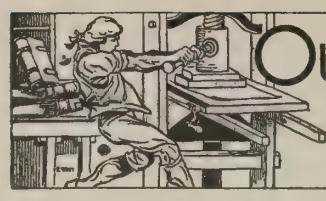
Peoria

The Try-Out City

THE PEORIA JOURNAL Transcript

Puts Tryouts Over!

CHAS. H. EDDY CO.
New York - Chicago - Boston



Our Own World of Letters

By JAMES MELVIN LEE

THE following amusing burlesque of the method of *The Literary Digest* in handling editorial opinions from week to week was thus given recently by H. I. Phillips in his Sun Dial column in the *New York Sun.*

She—"Wilbur, don't hold the baby that way. You're hurting it."

He—"Holding a baby this way, according to the *Philadelphia Public Ledger,* is perfectly proper. On the other hand, says the *New Orleans Picayune,* it is perhaps not entirely as comfortable for the child as a more orthodox position. But—and this is the view of the *Norfolk Virginian-Pilot*—it probably will not seriously affect the child's future whether I hold it this way or not."

She—"Don't be silly, Wilbur. Never hold an infant with one arm around its middle and its head pointing due south. This is on the authority of the *Ohio State Journal,* and a similar attitude is taken, though not so emphatically, by the *Schenectady Union-Star.*"

He—"If you know more about holding a baby than I do, go ahead and hold it. The difficulty in a situation such as this, declares the *Cleveland Plain Dealer* and the *Troy Record,* is that a mere man is practically helpless. In this position the *Washington Star* and the *New York Daily News* concur."

* * *

THE Service Department of the Associated Advertising Clubs of the World, New York, has just issued a hand book of "Advertising Club Management and General Information Useful to Advertising Club Officers." Advertising managers of newspapers who are interested in forming an advertising club will do well to get a copy of this booklet which gives practical advice on how to organize an advertising club, how to sell the club, how to handle club meetings, and how to edit and make a club paper.

In answer to the following question, "What Kind of News Will the Papers Print," this booklet says:

They will print all the real facts; they will print considerable details (if furnished them). They will eagerly print unusual things that the club may do. They will print reports, and speeches (if not too long); they will not print "bunk" and they always want the facts whether they print them or not; they will not print opinions. One may say that "Mr. So and So made a wonderful speech at the Advertising Club today," but the adjective will likely not be used. The word "wonderful" expresses an opinion.

Members of advertising clubs will be interested in the résumé of what some of the advertising clubs are doing and especially in the constructive piece of work outlined on page 33 of the booklet.

The last page is a sort of appendix which lists some of the books helpful to members of advertising clubs. I may add that all the recent volumes in this list have been mentioned in "Our Own World of Letters."

* * *

UNDER the alliterative title "The Press and the President" Oswald Garrison Villard attempts to answer in the *Century Magazine* for December "Should the President Be Quoted Directly or Indirectly?" Mr. Villard begins his discussion with another question, "When is the President of the United States not the President?" The answer given is, "When he receives the Washington correspondents of the daily newspapers and press associations."

Among newspaper men, opinions differ about Mr. Villard. But no member of the working press has ever questioned the truth of the assertion that Villard has a piquant pen. Every newspaper man knows that the Speaker of the White House always talks to newspaper correspondents under the *protective* slogan, "The President of the United States can never be quoted."

The pivotal point around which the discussion of Mr. Villard revolves is the incident when Arthur J. Sinnott of the *Newark Evening News* and Henry Suydam of the *Brooklyn Eagle* let the cat out of the bag. This incident had detailed publication in the EDITOR & PUBLISHER, as Mr. Villard points out in the article. Incidentally, Mr. Villard speaks of EDITOR & PUBLISHER as "the leading trade-journal of journalists."

Mr. Villard makes a great deal of the comment of the *New York World* that recently the President "took a stand upon no less than ten public questions without once 'speaking for quotation' or permitting the correspondents to reveal the true source of these statements." Attention is then called to how the reports of these Presidential utterances differed in the various New York dailies printing the stories.

The last sentence of the concluding paragraph illustrates the point which Mr. Villard evidently wants to emphasize the most:

Most important of all remains the fact that it is entirely unethical procedure for any President to endeavor to circulate his personal ideas and at times engage in personal propaganda without assuming full and frank responsibility for every act and word.

* * *

THE latest issue of *E. W. Howe's Monthly*—devoted to indignation and information—has an abundant supply of both.

One item that especially appeals to me is the following:

In a certain town there was a paper called the *News,* and another called the *Herald.*

The editor of the News was a go-getter, and just about owned the town, as everyone was afraid of him. He had a big programme of Justice, Fairness, Progress, etc., and, in carrying it out, was often unfair and mean; frequently he made bad mistakes in his Progress.

The editor of the Herald tried to represent the saner and better element in the community, and was called a Clog on Progress, a Tool, by the News.

Finally, the Herald began a critical examination of the course of the News, and day after day proved by the record that the News was actually a pest, having suggested and forced through many measures which proved very expensive mistakes.

The Herald's figures were unmistakable. The editor of the News was too much of a boss, and would not accept advice from others, unless they represented his special prejudices.

The result of the Herald's campaign was that the editor of the News sold out. The Herald is still the leading paper of the town, and there has been no change in its ownership or management.

There are hundreds of papers in the country that need the analysis the Herald gave the News.

In nearly every town there is an editor who believes he is a public blessing when he is actually a curse.

His trouble usually is he demands too much, and keeps at it, to make a record as a go-getter.

This story immediately follows an advertisement of the *Advertiser* of Norway, Me.,—an advertisement that is truly different. This advertisement boldly asserts that it is the only paper in the world that has made money doing exactly the opposite of what Don C. Seitz told it to do, and planned out the doing. It offers to send sample copies free on request with "no charge, not even for the usurious postage exacted by our benevolent government."

The story immediately following the one first mentioned is headed "A Monday Morning Paper." It, too, is worth reading.

One tendency which I notice on the part of the Sage of Potato Hill Farm is that he is becoming less indignant and more informative. But I must confess that I like Ed best when he is indignant—the way he used to be when he ran *The Atchison Globe.*

* * *

EDWARD PRICE BELL reviews the life and work of Victor Fremont Lawson of the *Chicago Daily News* in the November issue of *The Journalism Bulletin.* Mr. Bell had the great privilege to propose and execute the last great world assignment sanctioned by Mr. Lawson. This assignment was to interview 14 of the most notable and responsible public men of the world. It began with Marx in Germany and ended with Tang Shao-yi of China. Mr. Lawson lived to read all the interviews but two.

In the same issue Oswald Garrison Villard under the heading "The Newspaper and the Government" makes a plea for greater independence of the press.

Helen Ogden Mahin of the Department of Journalism at the University of Kansas publish a chat about "Newspaper Headlines."

John W. Cunliffe, director of the Pulitzer School of Journalism, discusses "Th Case for Publicity."

Allan Nevins of the *New York Wor* continues his series of articles on "Lite ary Criticism in America."

Ferdina Reinbolt writes on "Women Journalism."

* * *

Don C. Seitz of the *New York Wor* has almost become contributing edito of *McNaught's Monthly.* In the Decem ber issue he prints a personality sketc of "Andrew Carnegie, Amateur Author He tells how Mr. Carnegie requested hi when business manager of the *World,* t correct the misquotation: "To die ric is to die disgraced." Seitz prints th correct version furnished by Carnegie.

Before putting down this issue o ought to take a second glance at the ne department "Intelligentsiana."

The Chronicle
Marion, Indiana
1st in A.B.C. Circulation
in Local Advertising
in National Advertising
in Classified Advertising
in Total Paid Advertising
9,629
Is the Daily Circulation 6 months' average, ending Sept. 30, 1925.
Marion and the adjacent Trade Territory can only be adequately covered with the
MARION EVENING CHRONICLE
Represented by
THE S. C. BECKWITH Special Agency
New York - Chicago - St. Louis - Detroit
Kansas City - Atlanta - Los Angeles - San Francisco

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Dominant and headed upward
in the rich Louisville field
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS of Mount Vernon
THE STANDARD STAR of New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

FINANCING FOR PRESS CLUB HOME COMPLETED

New Building to Cost More Than $9,000,000 President Sweinhart Reports—Work Expected to Start Jan. 1

Arrangements have been completed in full for the financing and construction of the National Press Building in the heart of Washington's Central Executive Area, it was announced this week by Henry L. Sweinhart, president of the National Press Club upon his return to Washington from New York with James William Bryan, a member of the Club's Building Committee, and Harvey D. Jacob, General Counsel.

In New York final negotiations were completed with bankers and builders. The new structure will be the largest office building in Washington.

It will represent a total value of over $9,250,000, including the site, and will consolidate under one roof the Washington correspondents of practically every important publication in the United States.

Its location will be an added asset from the standpoint of newspaper craftsmen, being directly opposite the New Willard Hotel and within a half-block of Pennsylvania Avenue. A few minutes walking distance away are the White House, United States Treasury, the State, War and Navy Departments, and a number of other government buildings.

The structure will be built in accordance with the views of the Fine Arts Commission and is intended as a landmark "which will endure as a monument to the power and dignity of the Press." It also will provide a home for the National Press Club in Washington and will contain a large theatre.

The edifice will cover 42,500 square feet and will contain over 200,000 square feet of rentable area, exclusive of the theatre. Mr. Sweinhart's statement follows:

"All arrangements have been completed for financing and constructing the new National Press Building on which, it is expected, work will be started soon after Jan. 1, and will be completed 12 months later," Mr. Sweinhart said. "The property has been appraised at over $9,250,000, upon completion, against which about $6,500,000 of bonds will be issued. Based upon leases already signed and applied for, it is estimated that earnings of the building will show upwards of $250,000 per annum after all fixed charges. An equity will be held in the property by the National Press Club from the income of which money will be made available for prizes and annuities to the members of the press who, through upholding the highest ethics of the craft, have best served the profession."

Mr. Sweinhart said that 750 offices would be provided in the building and already leases have been accepted and space allotted for 600 offices. In addition, the Fox Theatres Corporation has signed a thirty-five year lease for the theatre which is to occupy the lower interior and rear portion of the building. Hearty support has been given to the project by the country's newspapers, by Government officials and by the bankers who have underwritten the cost of construction. Architects for the structure are C. W. & George L. Rapp of Chicago. The George A. Fuller Company of New York, which has given a bond guaranteeing completion at a fixed price and within time limits, will be the builders.

ENGRAVING SCHOOL OPEN AT ITHACA, N. Y.

(*Continued from page 7*)

results of schools of printing and a survey of conditions in the photo-engraving industry, the committee of which I am chairman, did not hesitate to recommend to the Publishers' Association the establishment of a school of photo-engraving. The trade of photo-engraving is much more thoroughly unionized than printing. Therefore, the records of the photo-engraver's union present a more complete picture of conditions in the trade than the figures of the Typographical Union do with the printing trade. The rapid expansion of the industry in New York City is shown by the figures of the New York City Union which has increased its membership from 1249 in 1914 to 2183 in 1925. The advent of the illustrated tabloid newspaper has been followed by a great increase in the number of halftone illustrations used in other newspapers. A page of news pictures is now found in most of the daily newspapers and other papers are greatly increasing the number of illustrations used in each issue. This condition means increased employment of photo-engravers.

"Today it is almost impossible to obtain additional photo-engravers in the newspaper plants in New York City by paying the wage-scale of $60 for day work and $65 for night work, which is a part of the contract which the publishers have with the photo-engravers union. Men have been brought into New York City in large numbers to meet the demand. A similar shortage of photo-engravers is now being felt throughout the country.

"We believe that there are a great many young men who would gladly enter the trade of photo-engraving if the opportunity is open for them to enter it through a school instead of a 5-year apprentice course such as the union now requires. The school is to be operated to furnish that opportunity.

"Under the apprentice system now in vogue, the apprentice is employed at general floor work during the first two years. While this might mean that he would have an opportunity to secure a general knowledge of the trade, in actual practice it means that the apprentice is doing office boy or porter work. Our contract with the union provides that the apprentice during the third year of his apprenticeship shall work two hours a day in the branch of the trade to which he is indentured. The time is increased to four hours in the fourth year and six hours in the fifth year. Under this arrangement, an apprentice is assured of 624 hours of training in his five years of apprenticeship. The Empire State School of Engraving will operate 44 hours a week and exclusive of vacations, each student will receive 24 weeks of instruction during the six months he spends at school or a total of 1056 hours, nearly twice as much instruction in six months of school as is provided in five years of apprenticeship.

"With the same careful selection of applicants that has been practiced by Mr. Kellogg, as director of the Empire State School of Printing, the New York City committee feels that graduates of the Empire State School of Engraving will be at least as competent at the completion of their courses as an apprentice entering the last year of his training. In general knowledge of the trade of photo-engraving graduates of the school will be much superior to the average young man who completes an apprenticeship course in a plant where the trade is divided into departments."

Ross W. Kellogg, director of the Empire State School of Engraving, announced that instruction in the new school will be in charge of Arthur M. Montgomery, former owner of the Montgomery Engraving Company, Buffalo. Mr. Montgomery learned his trade nearly 35 years ago with the Manz Engraving Company of Chicago. He worked as an engraver in Indianapolis, St. Louis, Chicago, Milwaukee, Memphis and New York City before he organized the Montgomery Engraving Company in 1911. The instruction which Mr. Montgomery will give will be suplemented by courses in art work and chemistry, given by other instructors.

Candidates for admission must be at least 18 years of age. They are required to present satisfactory evidence of having completed two years of high school training in the public schools of New York State, or an equivalent amount of preparatory training in other secondary institutions. Special consideration will be given to applicants over 21 years of age who are unable to meet the educational requirements.

A tuition fee of $30 a month, or $180 for the six months' course of instruction will be charged. It is estimated that the cost of the instruction will be more than twice the amount of tuition fees. The New York City newspaper publishers will make up the operating deficit.

The event of the newspaper year—EDITOR & PUBLISHER's International Year Book—now making.

MARKET NEWS *Plus* TABLES

An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.

COMPLETE OR IN PART BY LEASED WIRE

CENTRAL NEWS of America

ESTABLISHED 1914

42 New St., New York City

Small Comics

"KIDS" By STRIEBEL

"McDUFFER" By BARRIE PAYNE

"OTTO WATT" By BARRIE PAYNE

Associated Editors, Inc.
440 S. Dearborn St., Chicago

N. BREWSTER MORSE

Has Created The Most Talked of Feature This Year

His Strip Picturization of Stevenson's "Treasure Island" is Appearing Daily in Leading Newspapers All Over the Country.

Write Us for Sample Strips Today

Wheeler-Nicholson, Inc.
15 West 44th Street, New York

There

Joe Mitchell Chapple is down at Coral Gables having little talks with big people.

ANOTHER NEW SERIES ON THE WAY

Ask Us About It

Joe Mitchell Chapple Associates
"The Attic," Waldorf-Astoria, New York City, N.Y.

fashions

ILLUSTRATED HOLIDAY FEATURE

Released Dec. 12.
Timely for Gift Buying.

Write for Proof

FAIRCHILD Newspaper Services
8 East 13th St. New York

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor OCCIDENTAL BLD. INDIANAPOLIS, IND.

65 ~~Sixty Three~~ Major Daily Newspapers and Five Magazines Are Subscribers to the Regular Service of Editorial Research Reports

(November ~~15th~~ 21st 1925)

Editorial Research Reports
828 18th St., Washington, D. C.

THE WELFARE COMMITTEE *of the* INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Classified—the Road to Swift Contact

EDITOR & PUBLISHER
Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.
Special rates quoted for 13, 26 and 52 insertions.
The Editor & Publisher reserves the right to classify, edit or reject any advertisement.
COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions — Special Pages

BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices

BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion — Distribution
Premiums

EDITORIAL
Business News — Correspondents
Syndicate Features

EMPLOYMENT
Help Wanted — Situations Wanted

MECHANICAL
Equipment For Sale — Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Suite 1004, 1841 Broadway, New York City.

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

Accountants and Auditors—Specializing in Newspaper Accounts and Federal Tax Matters. The largest and oldest firm of Certified Public Accountants handling Newspaper Work Exclusively. Edmund Walker and Company, 247 Park Ave., New York City.

BUSINESS OPPORTUNITIES

Brokers

Evening Paper, exclusive field, Indiana, good circulation, splendid plant, earning good dividends on price asked. Initial payment $15,000. J. B. Shale, Times Building, New York.

Evening Paper, exclusive field, Ohio. Adequate plant, good circulation, earning handsome dividends on price asked; initial payment $50,000. J. B. Shale, Times Building, New York.

Newspapers For Sale

Evening Daily for sale. Established 1842 in cultured Southern city of 22,000. Exclusive territory. $10,000 cash. Terms on balance. Owner has two other papers requiring his entire time. The South is enjoying unprecedented development in all lines and this proposition affords a wonderful opportunity for an experienced newspaper-man. A-989, Editor & Publisher.

Newspaper Shares For Sale

For Cash, 228 Shares out of 1000 for $68,400. Best newspaper Indiana. Dividend payer. A wonderful buy. B-525, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

EDITORIAL

Syndicate Features

Popular Radio News and Features from the Washington Radio News Service. Issued weekly. Write for samples and rates. Carl H. Butman, Mgr., 1422 F St., Washington, D. C.

Special Articles—Publishers—Attention! We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write up your wants. Literary Bureau Pub. Dept., MOJ4, Hannibal, Mo.

EMPLOYMENT

Help Wanted

Advertising Man, one who can increase volume in undeveloped field and build up classified constructively. Good town of 12,000, one daily, leased wire, in Kansas. B-532, Editor & Publisher.

Business Manager for semi-weekly in fastest growing seashore resort in America; the man to qualify for this post will have a well rounded newspaper experience, a clean record, and will be a tireless worker and real newspaper promoter; will have absolute charge of paper, and will be responsible for its development; one who can make investment in business, however small, preferred. Address Times, Sea Isle City, N. J.

City Editor for morning paper in Eastern town of about 100,000; experienced, one who can handle staff; a man with ideas. Write fully, giving experience, age, salary, etc. B-530, Editor & Publisher.

Circulation Assistant—Wanted: Man to promote and conduct subscription competitions on city carrier force and county boy agents. Penna. State age, experience and salary wanted. Permanent. B-519, Editor & Publisher.

Circulation Department of daily newspaper wants young man with experience to have charge of circulation and make collections. Reply in own handwriting, stating age, experience and salary expected. Daily Record, Long Branch, N. J.

Combination Artist and writer. If you have cartoon talent and can also write this is an opportunity to connect with a live Eastern paper. B-527, Editor & Publisher.

Copy Writer wanted by leading Florida daily newspaper. Must be competent, experienced and efficient, one who is specially proficient in the preparation of attractive full page and double page advertisements. Steady position to right party. Applicants are requested to submit specimens of their work together with copies of written references, and to state salary expected by mail to B-515, Editor & Publisher, New York City.

Editor—An international newspaper organization desires the services of a foreign editor with a working knowledge of the South American, Australian, and Asiatic press. He must speak and write Spanish fluently and be acquainted with wire conditions. Work will be in New York. Write fully. B-540, Editor & Publisher.

Humorist—Have you a vein of humor? If so you're the man we want to run a humor column. You can be a desk man, a feature writer, or reporter; we can use you if you can write humorously as well as otherwise. Morning paper in Eastern city. B-528, Editor & Publisher.

News and Editorial—Wanted: Capable man to handle general news and editorial work on good thrice-a-week newspaper—Tuesday and Friday afternoons and Sunday morning. Paper occupies own building and is in strong financial position. Write Raleigh Register, Beckley, W. Va., giving references and salary expected.

Newspaper Openings, all departments. Our commission—one week's salary. Investigate. Publishers' Placement Service, Seitz Bldg, Syracuse, N. Y.

Woman Writer, one who can really write; human interest writer, who also has vein of humor; one who can cover an assignment and who could, when needed, answer letters to lovelorn. Morning paper in Eastern City. B-529, Editor & Publisher.

Situations Wanted

Associate or Managing Editor—National press service executive; young, traveled, cultivated, former managing editor; longing for action in newspaper office, desires connection in 30,000 to 100,000 city in position affording opportunity to exercise natural talent and zest for making newspaper liked in home. Send issues with offer. B-514, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Director—Thoroughly experienced newspaper executive will be available Jan. 1st. Seeks connection with live organization where possibilities offer a man with initiative and thorough knowledge of all branches of newspaper advertising an opportunity to continue an enviable record. Prefer second or third paper in north or east. My past record is proof of my ability to organize and put over hard propositions. Write for full particulars and an interview. Now employed. Address Box B-535, Editor & Publisher.

Advertising Manager or Assistant to Publisher, with thorough knowledge of every department of a newspaper, desires connection on daily in city over 100,000 population. 33 years old; married. Experience covers six years on reportorial and nine years in local and national advertising field. Leaving recent connection because of sale of newspaper. B-523, Editor & Publisher.

Advertising Manager—Fifteen years' successful sales, copy-writing, lay-out. Record on both small and Metropolitan dailies. Married, thirty-five. Salary secondary to opportunity. Permanency only considered. Available Jan. 1. Address Advertising Manager, 916 Jefferson St., Rochester, Indiana.

Business Executive with unusually successful record of many years (Metropolitan and Provincial) experience, and now making good in city over 100,000, contemplates making change in near future for more desirable and permanent connection. 37 years of age, married, excellent reputation and particularly strong in business building. Can take complete charge or will consider position of Business and Advertising Manager. The harder the proposition the better I like it. Salary and bonus arrangement preferred. Address B-546, Editor & Publisher.

Circulation Manager—At present employed; at liberty about January first. Efficient and reliable. Capable of thoroughly organizing department, installing modern methods and increasing circulation at minimum cost. Make you proud of your next A.B.C. audit. Am 30 years old, married and have sixteen years' experience on dailies with circulations from four to twenty thousand. Prefer to handle mail and country circulation on straight commission contract or will work both city and mail. Best of recommendations and reasons for desiring a change. South Eastern publication preferred. Address P. O. Box 495, Anderson, S. C.

Circulation Manager, member I-C-M-A; age 38; steady and reliable; A-1 references. Years of circulation experience, from ground up to top solely on results. Can take care of any kind of competition—or run-down newspaper. Good organizer. Available at once. If necessary can come on wire notice. Very reasonable terms. Will go any place. B-541, Editor Publisher.

Circulation Manager—Well-trained, thoroughly competent, energetic worker, seeks connection. Twelve years' successful record which invites publisher's approval. B-536, Editor & Publisher.

Circulation Manager or will accept offer city or country circulator. References from past employers direct to you will prove honesty, ability and successful record. Years varied experience from bottom to circulation manager with Scripps-Howard and Clover-Leaf Group; Independent papers and manager publishing office. Age 39. Member I. C. M. A. Wire or write. Will talk terms, long distance. C. M. Platzer, Hotel Armistead, Baltimore, Md.

Circulation Manager desires charge of entire Circulation Dept. in a town of 75,000 or more. Twelve years' experience, good promotion man; understands A.B.C. records, member of I.C.M.A. Married and have family. Prefer to go where hard work will be appreciated. References. Address B-531, Editor & Publisher.

Circulation Manager available January 1st to live publisher in city of one hundred thousand or over. Fourteen years successful record, showing enviable gains on hard propositions. Experienced promotion man and capable of producing maximum results at minimum cost. Good organizer and systematizer. Prefer second paper. Excellent reputation. Best references. Write for record and interview. Address B-547, Editor & Publisher.

Circulation Promotion work wanted. Seven years' practical experience with newspaper and magazine. Right opportunity to demonstrate ability desired. B-544, Editor & Publisher.

Composing Room Foreman or Superintendent with record of exceptional accomplishment, desires connection with publisher expecting unusual results. B-539, Editor & Publisher.

Desk Man or Reporter, 25, married, reliable, references, 3 years' experience, university education. Write Box B-511, Editor & Publisher.

Editorial Man made available by newspaper consolidation. Fifteen years' experience, good record—news, city, telegraph desks, make-up, street. South preferred. B-543, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Editor—Experienced in needs of paper from three to ten thousand circulation. Able executive. Good record. Age 31. Married. Address B-526, Editor & Publisher.

Editor—With initiative, ideas and integrity plus ten years' experience in all phases of news gathering on metropolitan and small city dailies, desires position as managing, city, telegraph or make-up editor. Now employed, but desires wider opportunity. 31 years old; married. A-1 references. B-545, Editor & Publisher.

General Manager—Preferably salary with bonus. Have spent 16 years equipping myself for such position. Started editorial department, been success as circulation and advertising director metropolitan dailies, two years in national advertising field and for past four years assistant publisher and general manager paper in city around half million. At 35, with most productive years ahead, feel have general experience to make myself valuable as General Manager. Reached limit present connection. Will consider assistant's position or advertising directorship on paper with definite future possibilities if successful. B-542, Editor & Publisher.

Managing Editor—Broad New York City experience, news, editorial and business ends; ten years Brooklyn Daily Eagle, ready to take entire editorial charge live daily newspaper. Circulation and advertising gains assured. B-538, Editor & Publisher.

Managing Editor of prosperous daily seeks change, for excellent reasons. Capable of taking over entire news end of daily in city of 20,000 to 50,000. Will consider city desk on larger paper. Only permanent position considered. Will go anywhere. Best references. Ten years' experience. Write B-537, Editor & Publisher.

Machinist—Linotype-Intertype, 22 years' big shop experience. Union. B-534, Editor & Publisher.

Newspaper Executive filling duties of editor and general manager of daily newspaper in metropolitan territory, desires similar situation. Open for immediate engagement. Present position with paper of 14,000 has shown increase of 300 per cent in circulation and 600 per cent in volume of business in ten years, in highly competitive field. Could fill place for publisher wishing to retire from active work or who may have other interests requiring his attention. Never sought a situation before and have personal reasons for making a change. Address B-509, Editor & Publisher.

MECHANICAL

Equipment For Sale

Goss for Sale—Two-plate wide, three-deck, straight-line Rotary with all curved pieces, turtles, mat roller, saw and trimmer. Nothing to add for a complete outfit which includes motors. In excellent shape. Roy C. Goodwin, Geneva, New York.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—We have many Model 1, 2, 4, 5, 8, K and L, some with electric pots. These machines will be sold very cheap for spot cash. We also have a number of used Linographs of various models, which will be sold cheap for cash. If you want a real bargain, write or wire, stating model preferred. Department A, The Linograph Company, Davenport, Iowa.

Model 14 Linotype in excellent condition, $2,000. May be seen in operation. Evening Republican, Columbus, Ind.

New Duplex Double Steam Table 5' x 5' 8", with automatic boiler and attachments. Tucson (Arizona) Citizen. Best reasonable offer accepted.

Continued on following page

WE CONNECT THE WIRES

EDITORIAL WRITER, fit and willing to take combination position, handling any desk in addition to his page. University degree, plus graduate course and foreign travel. Over 10 years, small and metropolitan dailies—street, all desks, editorials and column. "Brilliant," writes publisher. Since 1922, present position, $55; wants more and worth it. Our No. 2649.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

MECHANICAL

Equipment For Sale

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Re-conditioned Machinery—Your opportunity to procure printers, bookbinders and box makers reconditioned machinery at exceptional bargain prices, and upon most liberal terms. Our present stock contains 40 cylinder presses, over 100 job presses, (various makes, all sizes) automatic presses, 30 paper cutters, from 16 to 65 inches, folding machines, wire stitchers, perforators, punching machines, standing presses, cutting and creasing presses, box making and miscellaneous machines. Must be sold regardless of cost. Send for revised list. Conner Fendler Branch—A. T. F. Co., 96 Beekman Street, New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Used Goss Mat Roller for wet mats only, also steam table, one steam boiler coal burner, one steam boiler gas burner. Price reasonable. Daily Standard, Watertown, N. Y.

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER
DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

CSS 24 and 28-page presses good for black or color work.

HE Quadruple, Sextuple, Sextuple color Press, Quple and Double Sextuple Presses.

DPLEX Flat Bed Press—Prints 4, 6 or 8 pes. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.

PITTER—16 page stereotype press with stereotype machinery. Very good and very cheap price.

Available For Early Delivery.

WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office -- Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - - Monadnock Block

N. Y. World Plans Yule Campaign

The *New York World* is planning to start a campaign shortly to raise funds for purchase of 1,000 radio sets to be distributed to shut-ins for Christmas gifts.

Select Philadelphia Exhibit Site

Houston Hall, University of Pennsylvania, Philadelphia, has been tentatively selected as site for the advertising exhibition to be held in connection with the 1926 convention of the Associated Advertising Clubs of the World. Charles R. Frederickson, president of the American Art Works, Coshocton, O., is chairman of the exhibits committee.

Supplies and Equipment

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Wilke's METALS
THE HIGHEST STANDARD

Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

Good 32-Page Hoe Web Press
At lower price than you expect.

Printing usual combinations up to 32 pages—7 columns 13 ems or 8 columns 12½ ems—has been printing tabloid paper. Is four plates wide, right angle design, so it does not require high ceiling.
Complete with 50 h.p. motor with full control and slow speed attachments.
Has Goss matrix roller, double steam table with boiler, rocker casting box, metal pot and pump, curved trimmer and shaver with individual motors, finishing block, chases, roller stocks, tools, etc.
Equipment all in first class condition, standing where it can be easily investigated.
Lease on building expires soon and a very low price will take the whole outfit—terms on part of the price.
Wire for details and price, mentioning our number 644.

Baker Sales Company
200 Fifth Ave., New York City

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

GOSS STEREOTYPING MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

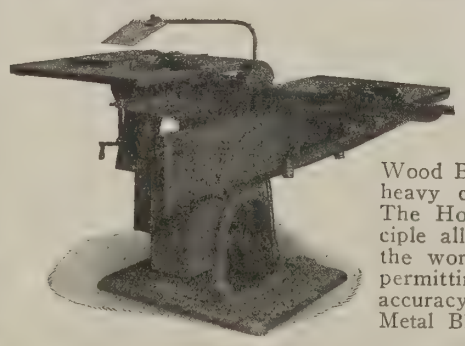
THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

C-H
Printing Press Control
"The Safest System in the World"
For Large and Small Plants
Consult Our Nearest Office
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York Cincinnati Milwaukee
Chicago Boston San Francisco
Pittsburgh Detroit Los Angeles
Philadelphia St. Louis Portland
Cleveland Buffalo
Seattle—H. B. Squires Co.
CUTLER-HAMMER

When you advertise in Editor & Publisher you know the exact message and the manner of its presentation to your clientele and prospects.

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer. The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

THE *Los Angeles Illustrated Daily News* has obtained a page of display advertising from real estate brokers, ranging from one inch single column ads to four inch double column, grouped around this statement: "This is a page of exceptional offerings in Real Estate. Read each one carefully for profitable buying." —Harold J. Ashe, Long Beach, Cal.

As editor of a northern Indiana newspaper, I didn't feel that we could afford to have cuts made of local events so when the news warranted it I obtained the photographs and sold them to an Indianapolis newspaper. Then I bought mats of the pictures from the newspaper for a trifling sum and we were able to use them in our newspaper.—Thora Eigenmann, Bloomington, Ind.

To obtain increased reader interest in its classified advertising department, the *San Antonio Light* is paying one dollar for each "quip" found in the classified advertising and mailed to the paper provided the "quip" is of sufficient interest to be reproduced. One of these reads, "For sale—a beautiful evening gown, half off." The Light is making an interesting daily column of this feature.—W. H. M., Austin.

Just a few days before Christmas start a last minute suggestion page. Under the heading of Jewelry put jewelers' names and addresses, and the same plan for other types of stores. This will prove a great help to the last minute shoppers, and should not be difficult to sell.—C. E. Pellissier, Boston.

Dozens of columns of good newspaper space is taken daily by doctors, health specialists and others to tell the people to eat more vegetables, fruits and "roughage" to keep the body in good condition. Is the business department taking advantage of this propaganda to get fruit and vegetables stores to push their products to the fore. Some of these quotations would make good copy for an advertisement of a grocery store pushing its green vegetable line, etc.—E. H. Jones, *Muskogee* (Okla.) *Times-Democrat.*

A sixteen-page special section, heavy with advertising, was put out by the *Denver Post* on the 66 Piggly-Wiggly stores of Colorado. Piggly-Wiggly officials contributed signed articles and news stories on personnel, policy, methods and colorful facts of their organization. Produce market news, Thanksgiving menus and recipes filled the remaining news space. Advertising was obtained not only from the Piggly-Wiggly stores themselves—the Denver stores taking a double truck for cooperative advertising —but also from meat markets run in connection with Piggly-Wiggly stores and from virtually all wholesalers supplying the stores. A most profitable edition, which might be worked out elsewhere the Sunday before Christmas.—M. S. M., Denver.

About twice a year a Muncie, Ind., merchant varies his advertisements for a special sale or special day and runs a full page of classified. At the top is a comic strip which advertises the store and in the different columns are the usual headings, Lost and Found, Wanted, For Sale, etc., and each little ad is an ad for some one thing in itself and in each case the full store name is given so that if only a few of the classifieds are read the reader knows who is advertising.—Thora Eigenmann.

REYNOLDS HEADS AD CLUB

Player Board Owner Named President of New Bedford Group

George H. Reynolds, controlling owner of the Magnetic Player Board Company, has been elected president of the New Bedford (Mass.) Advertising Club, recently organized.

Mr. Reynolds was for many years circulation manger of the *New Bedford Standard,* and is a former president of the International Circulation Managers' Association. About four years ago he purchased and consolidated the printing plants of the Standard and the *New Bedford Mercury.* His organization now specializes in publication work.

Joseph W. Mechaber was chosen club secretary.

New Virginia Political Weekly

A weekly political paper, to be called *The Virginia Democrat,* was scheduled to make its appearance in Richmond, Dec. 5. It will be devoted wholly to the interest of the Democratic Party in the state. Names of those backing the paper have not been announced.

HUNCHES

ONE DOLLAR WILL BEPAID FOR EACH "HUNCH" PUBLISHED

HAVE someone visit your best known business men and ask them what they were doing when they were 21 years old. The *Wooster* (O.) *Daily Record* prints such a feature every evening and it is meeting with much approval. It is published under the line "When I was 21."—Arthur Murray.

Why not some humor on the automobile page? A column of "Flivver Fun" would attract no end of motoring wisecracks. A contest of "Gasoline Limericks" would also prove interesting. The scheme so successfully used by the humorous magazines in printing several "tin can labels"—humorous inscriptions on the back of small cars—could be well adapted by the dailies.—W. M. W.

The *New Yorker* has a fine feature newspapers can adapt—"Why I Like New York." Work up several interviews ahead and use one a day on a local page—the "inquiring reporter" scheme—under a box head "Why I Like—." Get interviews from clerks, bankers, motormen, professional men, housewives, etc.—De A.

Let one of your reporters search the records and ascertain what was the first case ever tried in a local court. It will result in an excellent story, especially if names of attorneys, witnesses, etc., are used. The *Spartanburg Herald* recently carried a splendid story of this kind that caused much comment. The first defendant was fined $2.80 for "cussing" officers.—A. G. Keeney.

A good Christmas feature story can be written up by collecting some of the many letters sent out by the little tots to Santa Claus and received by the post office and the numerous department stores. The letters make very interesting reading and will help to boost that Christmas fund your paper might be sponsoring in your district.—C. E. Pellissier, Boston.

A series of Sunday articles on old-fashioned dancing, old-fashioned household articles, etc., which appeared recently in a small Ohio daily, proved interesting to the readers and caused county wide comment. The coffee-grinder, apple-peeler, straw tick, rock candy, and the boot jack were a few articles mentioned. —M. H. S., Middletown, O.

The *Denver Post* has inaugurated a weekly people's editorial page under the heading, "The Open Range," paying cash prizes for the best editorials. Contributions are limited to 250 words and controversies are invited, only religious sectarian discussions being barred. The Post thus expects to get closer to the minds of its readers in addition to putting out an interesting page.—M. S. M., Denver.

Lessons in
SOCCER SCIENCE BASKETBALL
Two timely sports series which your readers would appreciate.
The International Syndicate
Baltimore, Md.

"There is an unmistakable quickening in all aspects of religious belief."—New York Tribune.
William Allen White
Dr. Frank Crane
Inez Haynes Irwin
Yusuke Tsurumi
Charles G. Norris
Alexander Black
Will Irwin
Herbert Adams Gibbons
Ida M. Tarbell
will write on
"My Religion"
Wire for Option
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

The 1925 *Wonder-Serial*
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits
Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

Coué
Bananas
Cross Word Puzzles
Numerology!
The Latest Rage Explained in a Daily Feature by
NEYSA McMEIN
THE BELL SYNDICATE, INC.
JOHN N. WHEELER, Pres.
154 Nassau Street New York City

Metropolitan Weekly Short Stories
Are used in most of the major cities of the United States and Canada
These stories stand on their own bottom.
They were ordered by each paper because of the circulation value of authors' names, because of the reader-pleasure each story contains, not just as part of blanket or budget contracts.
From what users steadily tell us, Metropolitan stories appear to be enough better to justify any paper making room for them.
Metropolitan Newspaper Service
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City.

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

THE DEMAND IS BIG IN THE SOUTH FOR COMMODITIES

The growth of the South has been remarkable in recent years, due to a combination of influences. The principal factors in urban expansion are industrial. Industrial forces are different in separate localities, but as any activities which govern the production and distribution of goods and materials can be grouped under one heading, it may be said that industry has supplied the greatest single impetus to the South. And as thousands of casual visitors have become permanent citizens, and will continue to do so under the appeal of commercial and agricultural opportunities offered by the South, it is seen that increases of population are cumulative as the years pass.

This industrial market, already great in purchasing power, will become steadily a richer territory for the distribution of commodities that embrace all the necessities and luxuries demanded by the inhabitants, as well as equipment and machinery for their industrial plants.

The newspapers of the South are in step with its territorial growth. They are a habit with the old resident and an absolute necessity to the newcomer. No greater opportunity is offered for sales promotion in the South than you will find in the advertising pages of the newspapers listed here.

[*These daily papers offer Merchandising Cooperation*]

ALABAMA	Circulation	2,500 Lines	10,000 Lines
††Anniston Star .....(E)	5,546	.035	.035
**Mobile News-Item .....(E)	11,663	.05	.05
**Mobile Register .....(M)	20,544	.08	.07
**Mobile Register .....(S)	32,421	.025	.036
FLORIDA			
*Daytona Daily News.....(ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376.....(S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger .....(E)	4,283	.03	.03
*Miami Herald .....(M)	31,714	.09	.09
*Miami Herald .....(S)	40,347	.10	.10
**Orlando Reporter-Star .....(E)	5,124	.035	.035
**Orlando Sentinel .....(M&S)	6,172	.05	.05
**Pensacola News and Journal.....(EM)	8,689	.06	.06
†St. Petersburg Independent.....(E)	10,087	.055	.055
**Tampa Times .....(E)	19,228	.06	.06
**Tampa Tribune (M) 28,249.....(S)	43,968	.09(.11S)	.09(.11S)
**West Palm Beach Post.....(M)	8,638	.06	.06
GEORGIA			
**Augusta Herald .....(E)	14,561	.05	.05
**Augusta Herald .....(S)	14,420	.05	.05
**Macon Telegraph .....(M)	26,753	.08	.08
**Macon Telegraph .....(S)	27,165	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.07S)	.06(.07S)
KENTUCKY			
**Lexington Leader .....(E)	18,171	.06	.06
**Lexington Leader .....(S)	18,506	.06	.06
**Paducah Sun .....(E)	9,353	.04	.04

NORTH CAROLINA	Circulation	2,500 Lines	10,000 Lines
††Greensboro Daily News.....(M)	25,968	.08	.07
††Greensboro Daily News.....(S)	31,422	.08	.08
††Raleigh News and Observer.....(M)	31,460	.07	.07
††Raleigh News and Observer.....(S)	35,258	.07	.07
††Winston-Salem Journal .....(M)	12,357	.05	.05
††Winston-Salem Journal .....(S)	12,607	.05	.05
**Winston-Salem Sentinel .....(E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State .....(M)	23,663	.07	.07
**Columbia State .....(S)	24,838	.07	.07
**Greenville News .....(M)	21,704	.075	.07
**Spartanburg Journal .....(E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252.....(S)	9,939		
TENNESSEE			
**Chattanooga Times .....(M)	30,203	.10	.10
**Chattanooga Times .....(S)	30,230	.10	.10
**Memphis Commercial Appeal.....(M)	99,989	.18	.18
**Memphis Commercial Appeal.....(S)	126,063	.21	.21
**Nashville Banner .....(E)	51,750	.11	.11
**Nashville Banner .....(S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee.....(M&E)	12,644	.05	.05
**Danville Register (Sunday).....	8,300		
**Newport News Times-Herald.....(E)	7,791	.05	.05
**Newport News Daily Press.....(S&M)	5,708		
**Roanoke Times & World News...(M&E)	25,658	.07	.07
**Roanoke Times .....(S)	16,672	.06	.06
**Staunton News-Leader (M), Leader..(E)	6,541	.035	.035

* A. B. C. Statement, March 31, 1925.
† Government Statement, March 31, 1925.
** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.

A Real "All-America" Eleven

FOR the first time in football history, the All-America players will be selected by an expert *who saw the men* he judges *in action* in the big games from Coast to Coast and from the Lakes to the Gulf.

Lawrence Perry,

acknowledged heir to the mantle of Walter Camp, after blazing the Gridiron Trail through every football state in the Union and with the assistance of an

Advisory Council of Leading Coaches

from the seven regional groups of the country, will name the All-America Eleven.

Here is an achievement in thoroughness! A nation-wide tour of investigation, an enlistment of expert opinion in every section of the country, resulting in a *truly national* selection, typical of the distinctive service furnished exclusively to member-papers of

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor	Fourth Floor	Third Floor	Fourth Floor
World Building	Daily News Bldg.	Spreckels Bldg.	19 Rue d'Antin

THIS ISSUE:—EDITORS FAVOR GENEVA PRESS CONFERENCE.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 29 | NEW YORK, DECEMBER 12, 1925 | By Mail in Advance $4, U. S. A. $4.50, Canada; $5, Foreign | 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

READERS— AND BUYING READERS

The home reader is the buying reader, as a rule, and that is why The Chicago Daily News is the most productive advertising medium among all the Chicago daily newspapers.*

The Daily News is Chicago's home newspaper—more than 90 per cent of its 400,000 daily average circulation is printed after 1:30 p. m., and it goes into the hands of the homeward bound and into the home. More than 94 per cent of The Daily News circulation is concentrated in Chicago and its suburbs.

Here is a combination of powerful appeal to the advertiser who looks upon advertising as an investment—one of the richest, most compact markets in the world, reached through a single medium—

THE CHICAGO DAILY NEWS

First in Chicago

* In the first eleven months of 1925 The Daily News published 14,280,705 agate lines of display advertising—a greater volume than was ever before published in any Chicago daily paper in the same period. The next highest daily lineage record in Chicago for this period of 1925 was 11,780,804 agate lines.

THE FLORIDA SOCIETY OF AMERICA
HOLLYWOOD, FLORIDA

Publishers of

HOLLYWOOD MAGAZINE

Announce

the merger of Sunshine Magazine with Hollywood Magazine and change of name of merged publications to

Tropical America

Effective December Issue

With the paid circulation increasing at rate 400 to 500 a week TROPICAL AMERICA now presents an unusual buy for discriminating advertisers.

30,000 paid circulation guaranteed January number.

Present advertising rates in effect until January 1, 1926.

THE FLORIDA SOCIETY OF AMERICA
PUBLISHERS

Editorial and Publishing Offices: HOLLYWOOD, FLORIDA

Advertising Office: 250 Park Avenue, New York City—Room 410

Chicago Representative: J. R. FERRIS, 537 So. Dearborn Street, Chicago

A cross-section of your market—

¶ The Apex of Normalcy!

¶ So Mr. H. L. Mencken, the most vociferous of Baltimoreans, once described the State of Maryland—

¶ And he was right—as a few, just a very few figures will show.

¶ Read carefully and note how evenly Maryland maintains her average as typical of the whole United States—

> ¶ 1.37% of the entire population; 1.24% of the native white population; 1.33% of America's families; owning 1.22% of the automobiles; receiving 2.05% of the national income; doing 2.33% of America's building.

¶ Except that we have more money and do more than our share of the building, what is true of Baltimore is proportionately true of America at large.

¶ And this explains why so many "test campaigns" are tried out first in Baltimore in the Sunpapers—for the Sunpapers are read by the average, up-and-coming, typical American.

¶ And they are read at home—delivered to the home by exclusive Sun carriers—and this, in part, explains the success of those same "test campaigns."

¶ The Sunpapers are read.

Average Net Paid Circulation for 6 Months Ending September 30, 1925

Daily (M. & E.) . .	**239,198**
Sunday	**183,814**

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Selling through the Drug Stores of PHILADELPHIA

Philadelphia, having the third largest population in the United States, is naturally an important market for the manufacturer whose articles have to be sold over the drug store counter.

The average druggist is a very busy man, and trade investigations show that the quickest and easiest sales made by him are those of goods which the customer asks for by name.

Educating the consumers of Philadelphia, Camden and their vicinity as to the name and merits of your article is easy if you will concentrate your advertising in THE EVENING BULLETIN through which you can reach "nearly everybody."

Send for a free copy of THE BULLETIN ROUTE LIST OF PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayete Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 | NEW YORK, DECEMBER 12, 1925 | No. 29

League of Nations' Press Meeting Call Interests American Editors

ee Value in Proposed Geneva Conference of Journalists From All Nations—Must Conserve Spirit of Free Press—Crying Need for Adequate, Cheap Communication Service and Abolition of Censorship

MPORTANT factors in the American press look with favor upon the pro- sal of the League of Nations that rep- sentatives of the press of all nations tend a technical convention at Geneva, der the auspices of the League, for scussion of and action upon press ques- ns related to improved communica- ns, service and all problems the settle- ent of which would promote better rld understanding and the concomitant peace among nations.

In presenting the news from Geneva at the League of Nations Assembly had unanimously approved a resolution offered Senor Yanez of the Chilean delega- n, suggesting an international press nference under the auspices of the ague, EDITOR & PUBLISHER last week quested expressions of opinion. Replies s week indicated approval of the gen- al idea, with specified qualifications in gard to details.

There is apparent agreement that a nference at Geneva could accomplish luable results in obtaining more rapid d less costly transmission of news. It also generally recognized that the con- ence might succeed in breaking down rtional censorships which interfere with free flow of public information. That uch might be done to facilitate re- rting of international events, ensuring eater accuracy, is the apparent general w here. No apprehension is expressed t the conference would take on a po- ical complexion, which might embarrass mplete independence of the press or hper free editorial expression. Indeed, League of Nations' proposal is ac- ted in good faith by representative erican journalists who have so far mmunicated their views.

oseph Pierson, chairman of the Amer- n Publishers' Committee on Cable and dio Communications, said:

I certainly approve of any movement ich seeks to improve our present crude, appointing machinery for gathering in- national news and information. We e no confidence nor sympathy for any on which undertakes to set up an or- ization of newspapers for the publica- n or emphasis of any certain kinds of s. The address of Senor Yanez is ner hazy on the object of this proposed on, and I am sure we would want to mine the definitely stated objects of promoters before endorsing the plan in full.

We are very glad to see one specific nt, however, of widespread interest— t is, 'ensuring the more rapid and less ly transmission of press news with a w to reducing risks of international misunderstanding.' We would have been ch more pleased if Senor Yanez had luded in this item the abolishment of sorships throughout the world, in- ding his native country of Chile. re are a few other fields which occur one as proper for the operation of such international press organization.

t certainly is desirable, in fact im- tive, for the necessary concentration of effort and influence for twelve to twenty newspaper executives to agree on an agenda on which the newspapers of the world would unite without suspicion or indifference. These twelve to twenty men, I think, should be executives, and not correspondents. It seems necessary for success that the program of action be drawn up on the general needs of newspapers and not on immature suggestions for reforms based on individual experiences."

Mr. Pierson's organization has been working for nearly five years to improve international news transmission and has accomplished some results of far-reaching effect. The committee is composed of the following cable-using newspapers, press association and services: *New York Times, New York World, New York Herald Tribune, Chicago Tribune, Philadelphia Public Ledger,* United Press Associations of America, International News Service and Universal Service.

Frank B. Noyes, president of the Associated Press, this week furnished to EDITOR & PUBLISHER copy of a letter which he addressed to Arthur Sweetser, former American newspaper man, now in charge of press relations for the League of Nations. This letter explained the established policy of the Associated Press and its attitude toward the suggested conference, in the following terms:

"I am sure that you understand the limitations placed upon the Associated Press, but will do no harm to restate them.

"It would not be possible for the representatives of the Associated Press to participate in any conference that includes in its program a possibility of engaging in an advocacy of any cause, however worthy.

"In the very nature of its organization this is denied.

"The Associated Press is a cooperative non-profit making association of 1,200 newspapers of every possible shade of political opinion, religious belief and economic theory, having for its object solely to provide for the collection of a thoroughly unbiased, impartial news report and no officer or employe of the organization has the slightest authority to commit these 1,200 individual newspapers to the advocacy of any movement whatever and indeed any one so doing would betray the trust imposed upon him.

"The object of the organization being, however, to collect expeditiously a truthful, unbiased and comprehensive news report of world happenings the Associated Press has a lively interest in all technical subjects that aid in the accomplishment of that object and these subjects would include the consideration of such subjects as the establishment throughout the world of a property right in news such as exists in the United States; the recognition of the principle that the general interest requires the lowest possible rates for press matter and the most rapid possible transmission of such matter; the abolition of censorships in time of peace and their limitations in time of war to the most vital necessities.

"All such subjects are fairly within our scope and I think a representative or representatives of the Associated Press could with propriety take part in a conference for their consideration."

Fred S. Ferguson, vice-president of the United Press Associations, in an interview with EDITOR & PUBLISHER, said: "Diplomats have considered one of the roads to peace wiping out of artificial barriers. The one big barrier that has been overlooked by many to date, however, is the news barrier. Enormous strides have been made in recent years in news distribution that half of the world which, according to the old saying, does not know how the other half lives, is now better informed than ever before. But, nevertheless, censorships continue to prevail at times and the flow of news to the Far East, for instance, is hampered by excessive transmission rates. While I believe the journalists of the world understand the diplomats better, perhaps, than the diplomats understand the journalists, such a meeting as is proposed for Geneva might certainly lead to good results. The press of the world need not surrender any of its rights to publish the truth in entering such a conference and the diplomats of the world would surely be taking a big step toward preservation of peace by guaranteeing this independence through proper understanding and elimination of artificial barriers."

Eric C. Hopwood, editor, *Cleveland Plain Dealer,* and secretary of the American Society of Newspaper Editors, in a letter to EDITOR & PUBLISHER said:

"After some consideration of your story concerning the suggestion for the formation of an International Technical Press Committee, it is my opinion that such an organization ought to be put through, if one or two safeguards are always borne in mind.

"The process of reasoning which brings one to that conclusion is quite simple. Peace is desirable. Newspapers and editors working for peace are on the whole considerably less effective than in association. Hence, if peace is an end to be sought, let the press concentrate its effort through organization and association to put peace over.

"As a matter of fact there is altogether too much individualism among editors. As a class they always want to play lone hands. The only more confirmed individualist that I know of is the American farmer. I have discussed matters of cooperation with editors sometimes and have had the old, threadbare argument hurled at me that an editor cannot afford to sacrifice his independence. Of course he cannot, and nobody wants him to, but there are dozens of things constantly before the public about which there is no very great controversy or difference of opinion and which would be infinitely more effectively supported if editors would get together.

"In this particular scheme I do not know just what the plan would be, except as it is outlined in Mr. Yanez's remarks. Matters of detail, however, are easy enough to work out.

"In any such set up a couple of things ought to be remembered. First, I would be completely opposed to any direct affiliation of any such organization with the League of Nations, if such affiliation were to subject newspaper men to any possible dictation or pressure from the League. It seems to me the very association would in itself be bad, because such an association would almost certainly imply some kind of obligation and responsibility to the League itself. Under such circumstances the press organization would run the danger of becoming a publicity agent for the League and would possibly forfeit something of its independence and freedom. That ought to be avoided at any cost.

"The second thing I would oppose as entirely unnecessary and beside the point is the remark by the assembly that 'the press is a great power.' That, I take it, is no very great secret, and such an

LEAGUE OF NATION'S PROPOSAL

THE Yanez resolution, unanimously adopted by the League of Nations, proposed a convention of experts representing the press of the various nations to determine by what means the press may contribute towards the work of disarmament and the organization of peace: (A) By ensuring the more rapid and less costly transmission of press news with a view to reducing risks of international misunderstanding; (B) By discussing all technical problems the settlement of which would in their opinion be conducive to the tranquillization of public opinion in the various countries.

One of the questions left undecided is whether the conference should be a large body, or a small committee to take preliminary steps leading to a large conference for broad consideration of world press questions.

announcement by the assembly would not blaze across the firmament as some brand-new discovery. Both sides ought to be willing to take this fact for granted. The press has a right to ask of the League fullest news information consistent with the safety of the world. The League has a right to ask of the press proper and intelligent dissemination of this news. The arrangement is a strictly practical one and, as I see it, the press desires neither admission into the councils of the League or specific recognition by it.

"In other words, let such an association be formed, if it can be helpful by way of advice, suggestion or cooperation within or without its own circles in promoting the great purpose for which the League was formed. But let it maintain absolute independence and freedom from all alliances of any sort whatsoever with the League or any of its works."

"I should certainly feel that a preliminary conference of journalists was desirable because I feel that there are m ways in which the agencies of the League could facilitate the impartial reporting of international events," said Walter Lippmann, editor of the editorial page of the New York World. "It is apparent, from statements of the sponsors of the idea in the League that they have no notion that would like to, or could, make the press an agency of propaganda for the League. So, as a first comment, I should say that I am favorable to the idea."

Walter Williams, President of the Press Congress of the World, wiring from Columbia, Mo., said:

"The press congress of the world plans to hold its next session in Europe in 1926. To this session are invited representatives from the forty odd countries in which the congress has members. This should not, however, conflict with the proposed calling together of the journalists by the League of Nations. Such a conference, if representative in character, held at Geneva upon the League's call, could be of great service to the press and I cordially favor it. Of course, it should be made clear that there is to be no censorship of the proceedings of the conference and no affiliation with the League of Nations or other organization. Every effort to bring closer together the world's journalists should be welcomed, but the freedom of the press from outside control should at all times be most jealously guarded."

J. H. Furay, foreign editor of United Press Associations, said:

"The independence and freedom of action of the press being guaranteed, such a conference as that proposed by Senor Yanez should have a strong influence, providing it is really representative of the press of the world. It can contribute materially to the so-called 'moral disarmament' by pointing the way and suggesting means based on daily contacts of the press with the world's intelligent thought.

"The diplomats of the League of Nations will, doubtless, be among the first to recognize the fact that, without the moral support of the press, the ideal of greater popular understanding of world questions cannot be achieved.

"There can be no question that a clearer understanding by the peoples of the world of their neighbors will follow more rapid and less costly transmission of news and a more free interchange of intelligence among the nations. Whatever contributes to that desired result will be helpful."

MAGEE TRIAL POSTPONED

Lack of Funds in Judicial District Cause for Delay

Because of lack of funds in the fourth judicial district of New Mexico, Carl C. Magee, editor of the *Albuquerque* (N.M.) *State Tribune*, charged with murder in connection with the shooting Aug. 21 last of John B. Lassetter, will not be brought to trial this month, according to announcement made by the district attorney's office in Albuquerque this week.

The district has not enough funds in hand to call either a grand or petit jury for the December term.

A. P. SPECIAL MEETING TO BE REPEATED

Extra Day Will Be Added to 1926 Convention as in 1925—News Agency's Growth Assigned as Reason —Honors for Lawson

A special meeting of the Associated Press members will be held April 19, in New York, preceding the regular annual A. P. convention, April 20, it was announced this week. This custom was started first last year.

An hour at the opening of this extra-session will be devoted to eulogies of the late Victor F. Lawson, publisher of the *Chicago Daily News*, according to present plans, to be followed by thorough discussion of membership problems.

Because of what is said to have been the mushroom growth of the news distributing agency during the past few years, a general reorganization is now under way, and there are many matters to be taken up by convention delegates. One day is no longer thought to provide sufficient time for the annual gathering at the Waldorf-Astoria.

Newspapers formerly served by single wires now are connected by double circuits. Thousands of miles of wire have been added to the A. P. system through resumption of the racing news service alone, and the Florida boom has necessitated considerable expansion in the traffic department. Member newspapers have asked for and received added news facilities. This year has seen installed new printer circuits in Connecticut and New Jersey. The A. P. membership now totals 1,215 daily newspapers, an increase of more than a dozen papers over last year.

This week the order went out from Edward McKernon, superintendent of the eastern division, placing bureaus in Boston, Philadelphia and Pittsburgh on a 24-hour basis. While these offices have been previously kept open around the clock, manned usually by telegraph operators during one shift, the present order will add a new editor to the staffs of each of these bureaus.

A new state bureau is to be opened in Rochester, N. Y., Dec. 14, the latest addition to the eastern division. Victor H. Scales, for the last few years on the Albany staff, will be in charge.

RECORD FILE AT K. C. SHOW

750,000 Words Wired on Twenty-Sixth Annual Livestock Exposition

A new record for coverage of an International Livestock Exposition was set here last week when the twenty-sixth annual show was held at the Dexter Park Pavilion of the Union Stock Yards.

Approximately 750,000 words were filed during the eight days of the show by the newspaper men present.

Newspaper men present were: Walter A. Bermingham, *Chicago Evening Post;* Frank Ridgway, *Chicago Tribune;* Willis O'Rourke and Antone Behrendt, *Chicago American;* Capt. E. E. Morgan, *Chicago Daily News;* John McFall, *Chicago Herald and Examiner;* Thomas Johnson, Purdue University; Fred James and George Barclay, Canadian Government; William Hallberg, United Press; Eugene Sneck, Associated Press; Marian Green Ellis and Cora Hinds, Winnipeg; A. F. Henshaw, *Detroit News;* and Charles E. Calkins, A. B. Donegan, Bruce Gordon, Donald K. Herrick, the Kent Press Service.

"Drafted" Not a Libel

The published statement that an ex-soldier of the World War did not enter the service until he was drafted is not libelous in itself, the Oklahoma Supreme Court held, reversing a lower court decision growing out of a controversy between two newspaper editors in Okeene. George Dushabek, editor of the *Okeene Leader*, was sued by Andrew C. Markz, editor of the *Okeene Record* and won a damage judgment.

FORESHADOWED EVENTS

Dec. 28-31—American Assn. of Teachers of Journalism and the Assn. of American Schools and Departments of Journalism, joint convention, Columbia University, New York.

Dec. 28—Kansas Democratic Editorial Assn., annual convention, Wichita, Kan.

Jan. 14—North Carolina Press Assn., annual newspaper institute, Chapel Hill, N. C.

Jan. 15-16—Virginia Press Assn., mid-winter meeting, Farmville, Va.

Jan. 23-24—Kansas Press Assn., annual winter meeting, Salina, Kan.

SAYS NEWSPAPER PAY "NOT SO BAD"

Editorial Chief Declares Newspaper Pay Compares Favorably with Other "White Collar" Jobs

As white collar callings go newspaper work is nowadays not paid badly, according to Tom Wallace, chief of the editorial staff of the *Louisville Times*, speaking before the Journalism Club of the University of Louisville recently.

"Those who remain in the 'editorial end,' and who do not, as many have done, launch themselves as authors, after having had the benefit of the training newspaper work provides, are not, nowadays, starvelings," he declared. "There are correspondents, syndicating their letters, whose annual earnings are several times the pay of a United States Senator.

"I could cite the case of a man who began syndicate writing using his three-room flat as his place of business and who now has a large suite of offices and a large staff of salaried employes, in Washington, and owns the building in which his work is done.

"The syndicate writer is more often 'handled' by a manager, like an actor, a pugilist. Only a few become the heads of their own syndicates.

"Ordinary work-folk of newspaperdom are paid, nowadays, quite as well as ordinary work-folk in other white-collar callings.

"I think it is high time for somebody to be frank enough to say so.

"Opportunity for able journalists is not limited to daily papers. There are many other publications, and there are many allied callings to which they are called. And the newspaper business has no 'golden past that is comparable to its future.

"If I were in college today I should hope to be in journalism tomorrow.

"Those who would be in journalism tomorrow should be in college today."

NEW JAPANESE PAPER

Seiji Tachibana Starts 4-Page Daily in Chicago

The *Dai-Nippon*, a four-page daily paper published in Japanese, has been launched in Chicago by Seiji Tachibana. It carries a daily leader in Roman type and another in English.

Editor Tachibana was formerly undersecretary of the imperial department of education.

For the present, Mr. Tachibana is not only editor and publisher but compositor, reporter, make-up man and advertising solicitor as well.

The use of the Roman type for the leader in Japanese is designed, Editor Tachibana explains, to accustom his people to a method by which it will be easier to convey to them information in their own language through the press. The article in English will encourage familiarity with the language of this country.

N. Y. GRAPHIC SUED FOR $4,000,000

Damages Asked Because of Tabloid's Exposure of Alledged Fraud in 1925 Atlantic City Beauty Contest

Two more libel suits of $2,000,000 and $1,000,000 have been filed against the *New York Evening Graphic*, Macfadden tabloid, because of that paper's exposé of alleged fraud in the conduct of the 1925 Atlantic City Beauty contest. Service has already been accepted in another $1,000,000 libel suit brought against the tabloid by Earl Carroll, New York theatrical producer, making the total $4,000,000.

The Atlantic City Chamber of Commerce filed suit in New York Supreme Court for $2,000,000, claiming its reputation as a resort had been damaged to that extent because of the newspaper's exposé which ran for two weeks recently in daily serial form. Samuel P. Leeds, former president of the Chamber of Commerce asks $1,000,000 in a suit filed in the same court.

Complaint of the Chamber of Commerce covers about 250 pages of closely typewritten foolscap, considerable space being consumed in telling of the attractions of Atlantic City as a resort for the tired business man.

In the resort city this week steps were taken to have the evidence of alleged fraud collected by the Graphic placed before a grand jury. This move was welcomed by the newspaper.

The Graphic, in a full page advertisement published in the *New York Times* Dec. 7, announced its stand as follows:

"Four million dollar suits against us and we're proud of it. That is the price the *New York Evening Graphic* pays for being a crusading newspaper. We are guilty of libel (our opponents charge) libel—because we tore the mask of fraud and hypocrisy from the Great American Hoax—the Atlantic City beauty contest because we proved that America's beautiful girls had no chance of being named 'Miss America'; because our evidence showed that this fair prize was sold to exploit a motion picture actress and promote a motion picture; because we named Names and placed Blames. If that is libel, it's time the libel was published.

"We welcome the opportunity to produce our evidence in court.

"We want the facts brought out. How this youngest of newspapers has set as its ideal service to the public at any cost. How we dared to break through the hush-hush ring that had hitherto muffled the fraud of the beauty pageant."

Articles in the Graphic series alleged that Fay Lanphier chosen "Miss America," was "ridden rough shod over the hundreds of unsuspecting entrants to a manufactured victory." The series was written by Woodman Morrison, under the penname of K. C. West. The entire expose was directed by E. H. Gauvreau the Graphic's managing editor, who, when he was managing editor of the *Hartford Courant*, exposed quack doctors practicing in Connecticut.

Lord Rothermere Ends U. S. Visit

Viscount Rothermere, who owns the controlling interest in the *London Daily Mail, Daily Mirror, Evening News Weekly Dispatch, Daily Sketch* and numerous other English publications, returned home on the White Star liner Majestic, sailing from New York Dec. 5. He had spent three weeks in the United States and Canada, attending to business affairs. His name was kept off the Majestic's passenger list at his request. Lord Rotherwere was accompanied by Ward Price, staff correspondent of the *London Daily Mail*, who recently returned from a tour to South Africa and South America.

Leaf-Chronicle Quits Sunday Field

The *Clarksville* (Tenn.) *Leaf-Chronicle* has ceased publication of its Sunday edition, M. S. Foster is publisher.

CLINCHING THE LOCAL DEALER TIE-UP

Nothing Can Take the Place of the Newspapers, Says McQueen, Goodrich Advertising Manager—100 Dailies Furnish 400 Salesmen to Put Over Zipper Campaign

By PHILIP SCHUYLER

THE newspapers have laid another golden egg, this time on the doorstep of the B. F. Goodrich Rubber Company of Akron, Ohio.



L. A. McQueen

Goodrich Zippers, rubber footwear for the winter season, made their debut last year. Production was not very large, and only one medium was then used, the *Saturday Evening Post.*

This year, however, found large scale production. When there's a big selling job on hand, nothing can take the place of the daily newspapers, reasoned L. A. McQueen, the Goodrich advertising manager. He wanted the local dealers to tie-up with his campaign. It is all very well to let people know about your product through the magazines, he said, but these same people want to know where to buy it. He came to his advertising agency in New York, the William H. Rankin Company. A list of 100 daily newspapers was drawn up. H. R. Schaeffer of the agency staff called a meeting of the New York special representatives. He told them of the Zipper campaign and asked:

"Well, what help can your newspapers give us?"

"Wait and see," came the unanimous reply.

The campaign is now under way, with the newspapers as its backbone. It is to continue until February with large papers getting full page space and 90 inches going into the dailies on a secondary list. The advertisements run three times from Nov. 29 to Jan. 1 and another three times from Jan. 1 to Feb. 16, a total of six insertions for every newspapers scheduled. Copy is also being placed in the magazines and trade publications. Radio and billboards are likewise being used.

"But," said Mr. McQueen to me this week, "the help we have received from the newspapers has proved as important as the campaign itself. It has given me the surprise of my life.

"Four hundred additional salesmen were thrown back of this campaign by the 100 newspapers we have used. It has given the drive a momentum nothing short of marvelous.

"Dealers get fed up with a manufacturer's tale of advertising plans. Electros and mats are sent out to them and never used. Send these mats and electros to the newspapers, however, and the results are entirely different. Dealers buy space and sales increase.

"In addition to sending out extra solicitors to local shoe dealers and department stores, the newspapers helped decorate dealers' windows; they sent out special letters to dealers under their own letterheads; they issued their own broadsides and circularized the dealers, telling them of the campaign; and some newspapers, which have their own display windows, used them to promote our product. Newspapers clinched our dealer tie-up."

Newspapers on the Goodrich list were furnished with portfolios by the advertising agency to be used by solicitors. Made up in 14 pages, they contained copies of a letter from the Goodrich company addressed to dealers telling them about the drive; a letter signed by the newspaper publisher acknowledging the space contract; a letter from the agency, confirming the contract instructions; specimens of the advertising copy being paid for by the manufacturer; proofs of smaller copy to be used by the dealers; a sample of the magazine copy; and a summary of the entire campaign.

The letter signed by the B. F. Goodrich Rubber Company follows in full:

'To All Zipper Dealers:

This Is a Quick-Turnover Advertising Campaign

"Precisely that—a high-powered, quick-acting concentrated sales force that is sure to create a bigger demand for Zippers.

"Three smashing full page newspaper advertisements. Ten smaller but still forceful newspaper advertisements. Not to mention two full-color pages in the *Saturday Evening Post, Literary Digest* and *Cosmopolitan.*

"All time to appear with the coming of bad weather—all to run in quick succession within a month.

"A tremendous boost to sales of Zippers and Goodrich Rubber Footwear in general.

"And all bearing on an already public-approved product. The demand for Zippers is here—all you need do is cultivate it.

"Here's the *big* point. This campaign, built for you, planned to bring business to your store, is as much yours as you make it—no more. Capitalize it to the fullest—display Zippers—advertise them in your own way—tie-up with our major effort anr your sales will mount.

"Yours for a big Zipper year,
(Signed)
"The B. F. Goodrich Rubber Company."

Dealers responded to the newspaper solicitors in "surprising fashion," Mr. McQueen said. Considerable extra space, the extent of which it is not now possible to estimate, was purchased by local stores as supplemental to the big Goodrich drive.

As an example of newspaper aid, Mr. McQueen offered the following letter, written by one daily to footwear dealers in its city:

"Dear Sir:

"One of the most carefully planned and efficiently executed advertising campaigns that has ever been waged in the interest of rubber footwear is now in full swing on the Goodrich Zipper.

"The demand for this smart little gaiter with the Hookless Fastener is already countrywide, but its growing popularity, stimulated by the big fall and winter campaign, bids fair to be tremendous.

"Full page advertisements in the newspapers, reinforced with other nwspaper space, is running during the intensive buying season between now and Christmas. There are also full pages in the *Saturday Evening Post* in color, *Literary Digest* and *Cosmopolitan.*

"An interesting phase of the campaign is the forceful appeal being made in a large and carefully selected list of college papers. These cover, in most part, co-educational institutions, as Zippers will be popular with both sexes.

"In addition to all this there will be a number of smaller size advertisements on light rubbers which, of course, are an important part of the big Goodrich footwear production, not to mention the usual national campaign on the famous Hi-Press line of heavy boots, all-rubber gaiters, arctics, etc., which runs in the papers and magazines reaching the farmer, hunter, fisherman, miner, etc.

"All in all it is the biggest, most striking, and most effectively planned footwear campaign Goodrich ever inaugurated. It has, of course, one common object—to bring added business to the Goodrich dealer. But the amount of this new business depends largely on the attitude of the dealer himself. If the dealer identifies his stores as a source of supply for Goodrich footwear he automatically ties up with the buying thought already implanted in the user's mind.

"Dealers are urged to display Goodrich rubber footwear prominently; to put signs in their windows and on their counters; to use Goodrich display matter intelligently; and advertise Goodrich in their own local newspapers. For this purpose a number of small advertisements with a distinctly local flavor have been prepared, and plates will be supplied at Goodrich's expense, the dealer's only cost being the space itself.

"Extreme care has been taken to get every possible ounce of value from this unusual Goodrich effort and the dealer who intelligently ties up with it can logically expect the biggest footwear business he has ever enjoyed."

The copy of the advertisements has been written to appeal to women, stressing the fashion motif, and incidentally suggesting that Zippers are made for men, "smartly designed on masculine lines," and for "kiddies, too! a neater, lighter, more snug and protective boot for bustling active feet." Half-tone illustrations are used.

Text of one advertisement asserts that "the best dressed women have definitely proclaimed Zippers the correct footwear for wet and slushy underfooting."

Another advertisement, written to attract the attention of the Christmas shopper, is headlined: "Stir Some Woman's Heart," and suggests giving "Her"—"footwear loveliness for the wet and slushy day."

The copy drawn up for dealer usage is announced as follows in the portfolio:

"These ads are for you, Mr. Dealer. Use them in your own advertising. Tie-up with the big Goodrich campaign. All plates are supplied at Goodrich expense. You merely pay for the space itself."

Because of the keen competition in the winter footwear field, Mr. McQueen, when interviewed in New York, did not care to divulge for publication, figures on the results of this campaign, which, although it has just started, have already been remarkable. He was, however, very willing to praise the newspapers for what they have done to help, and thank them through Editor & Publisher.

"Big department stores and other dealers have told us," he said, "that they prefer newspaper advertising, and we are catering to them. The newspapers are timely. Through them, it is possible to focus your advertising campaign with an eye to weather conditions. The newspapers give an advertiser his best chance to make a dealer tie-up."



Typical copy sold by newspapers to local dealers to tie up Zipper Campaign

AD FINDS MISSING WITNESS

"Man In The Green Car" Appears in Court and Wins Case

Newspaper advertising in the *Billings* (Mont.) *Gazette* was used to win a court case recently when Mrs. Lydia Durland was acquitted of a charge of attacking Mrs. Martha Shaffer with a penknife.

The defendant in newspaper space asked "the man in the green car" who had passed when the two women were engaged in an altercation to appear as a witness.

The advertisement was not taken seriously, but it reached the man for whom it was intended, Walter Bender of Newton Grove. He appeared in court and on his testimony Mrs. Durland was acquitted.

Lawson Country Estate Sold

More than $500,000 was said to have been paid for the Green Lake, Wis., estate of the late Victor F. Lawson, publisher of the *Chicago Daily News,* purchased last week by a Chicago syndicate. It will be broken up for a summer home development for syndicate members and their friends. The Lawson country estate, of more than 1,000 acres on Green Lake, was notable for its landscape beauties and its 16 miles or more of roads built since Mr. Lawson acquired it several years ago.

Employes Divide Christmas Savings

The *Harrisburg Telegraph* employes cut their annual Christmas melon on Dec. 8, when Christmas checks were delivered. The Christmas savings of the Telegraph Employes' Association amounted to $15,964.59, and members received from $35 to $350, according to the amounts of their weekly payments. Officers are: Reuel Sides, president; Jacob Hartmire, vice-president; G. M. Steinmetz, treasurer; J. R. Sheffer, financial secretary.

Police Chief Curbs Noisy Newsboys

Complaints to police concerning noisy newsboys, led Chief of Police Thomas M. Burkes of Lynn, Mass., last week, to order the arrest of newsboys who "hawk" their wares on the street in a manner tending to annoy or disturb the peace and comfort of residents. The residents complained of the noise made by newsboys sent into the city to sell extra editions of certain Boston evening newspapers.

ELLIS SELLS HIS WORCESTER DAILIES TO G. F. BOOTH AND H. G. STODDARD

Telegram and Evening Gazette Change Hands in Surprise Sale at Reported Price of $2,000,000—Booth Is Former Gazette Publisher

WORCESTER, Mass., Dec. 11.—The *Worcester Telegram and Evening Gazette* was sold last Friday, Dec. 4, by Theodore T. Ellis to Harry G. Stoddard and George F. Booth, both of Worcester. The new owners have formed a company known as Worcester Telegram Publishing Company, Inc., which will operate the enterprises. Mr. Stoddard is president and Mr. Booth, vice-president and treasurer, while Frank C. Smith, Jr., a Worcester attorney, is clerk. These men also comprise the board of directors.



G. F. Booth



T. T. Ellis

The sale of the paper by Mr. Ellis came as a surprise not only to the employes of the plant but to the entire reading public of the city for there had not been the slightest inkling of Mr. Ellis' intention to dispose of his newspapers. Mr. Booth, one of the new owners, and who will be directing head of the two newspapers, is well known, however, both in the city and in New England newspaper circles because of his activities as publisher of the *Worcester Gazette* for 20 years prior to the time it was merged with the *Telegram* in 1921. The return of Mr. Booth to the newspaper field brought him an avalanche of congratulations. The first news of the sale to the reading public was in a brief announcement published on Saturday, Dec. 5 in both papers, when there was printed also an editorial lauding Mr. Ellis' accomplishments as publisher.

Mr. Ellis has been publisher and owner of the Telegram for six years and of the Gazette since 1921. His retirement from the newspaper field caused general regret among his employes who have arranged for a testimonial in his honor at the Bancroft hotel, Dec. 13. Mr. Ellis found other business enterprises in which he is interested demanded so much of his time that it was advisable to relinquish control of the newspapers although he did so with regret. As an appreciation of the faithful service given him by his employes he presented each with an extra week's pay and a letter of appreciation. Before leaving the plant he personally took leave of each employe, virtually all of whom were known to him intimately. His extra week's pay distribution is said to have cost him more than $10,000.

The new owners have announced that they do not plan any changes in personnel or policy. Their plans for the future were set forth in an announcement published in this last Monday's issues.

"In the conduct of the newspapers, Mr. Booth will be the publisher and directing head," it stated.

"We are pleased to announce that Roland F. Andrews will continue as editor, Charles H. Morse as business manager and assistant treasurer, Walter L. Thomas as assistant publisher and B. LeRoy Woodbury as advertising manager.

"The other executives and the personnel will remain as at present.

"We have acquired the newspapers in the spirit in which Mr. Ellis has run them and has disposed of them and we shall continue them in that policy.

"They will be conducted as we believe newspapers should be in order to render the best service—with vigor and decision, but we trust in a spirit of tolerance, of helpfulness and of kindliness."

The statement was signed by Mr. Stoddard and Mr. Booth.

Mr. Booth as previously stated was for 20 years publisher and editor of the Evening Gazette which paper enjoyed marked success under his direction. He has been active in the civic life of Worcester and is chairman of the parks and recreations committee and a member of the state commission appointed to investigate the future water supply. He is interested in several business enterprises, being president of the Bankers' Mortgage Corporation.

Mr. Stoddard is treasurer and general manager of the Wyman-Gordon Company, an extensive manufacturing concern n this city. He is also prominent in the civic life of Worcester and a leader in many of the philanthropic activities. He will not be active in the management of the newspapers it is said. He is a director of the executive committee of the Boston & Maine Railroad, director of Worcester Bank & Trust Company and other enterprises.

Mr. Ellis is head of the New England Fibre Blanket Company which supplies its product to about 90 per cent of the newspapers of the world. This business has grown to such an extent that he plans to devote most of his time to its management.

"Our business," said Mr. Ellis after the sale, "has grown so rapidly and to such volume that I plan to give it my undivided attention. We are headquarters for the newspapers of the world for information in a mechanical line. This has to pass through my hands as I have given much study to the mechanical needs of newspapers and it is a big tax on my time. I have decided to give it all my attention and I have retired from all active newspaper management."

Mr. Ellis as head of the Worcester Telegram Publishing Company bought the Worcester Daily and Sunday Telegram from Austin P. Cristy the founder in November, 1919, and soon after the editorship was assumed by Capt. Roland F. Andrews who came here from the *Hartford Times*. The Sunday Telegram was established in 1884 and the daily issue two years later.

In January, 1921, the Telegram Publishing Company bought the Gazette from Mr. Booth and John Day Jackson, publisher of the *New Haven Register*. The two papers were merged, the Gazette plant being moved to the Telegram building on Franklin street. Virtually no change was made in the editorial personnel of the Gazette. The Gazette was founded as a weekly in 1801 and as a daily in 1851. It is one of the oldest newspapers in the country.

The price paid for the two newspapers was not made public but was said to involve more than $2,000,000. It was generally reported at the time Mr. Ellis bought the Telegram that he paid from $1,500,000 to $1,750,000. When he acquired the Gazette it was reported the sale price was more than a half million. The purchase by the new concren included the radio broadcasting station WTAG which Mr. Ellis recently bought from the C. T. Sherer Company, a department store, for a price said to be about $75,000.

Papers filed at the registry of deeds include a deed of the real estate of the Telegram-Gazette bearing revenue stamps that indicate the equity of the new owners in the real estate is $769,000. There was also filed a mortgage taken by the Old Colony Trust Co. of Boston for $800,000.

The papers have full Associated Press service supplemented with International News and Universal Service and special financial services. Paul Block, Inc., is special advertising representative.

SUBSCRIBER PAYS FORTY-SIX YEAR OLD BILL

AN old-time subscriber to the old *Monmouth* (Ill.) *Atlas* walked into the office of the now *Monmouth* (Ill.) *Review-Atlas* the other day and demanded the right to pay a bill he had owed the newspaper for 46 years.

"Why," gasped the startled bookkeeper. "We've lost the records of 46 years ago. You don't owe us anything today."

The old subscriber scratched his head.

"If it's all the same to you," he finally rejoined, "I think I do."

His recollection was that his bill amounted to $3 and he insisted on paying $5 to cover interest also.

The *Atlas Review* turned the sum over to a Christmas charity and in a box story claimed the incident to be unique in newspaper experience.

CASPER (WYO.) TRIBUNE BUYS OUT HERALD

J. E. and E. E. Hanway Purchase Morning Paper from M. M. Levand and Continue Its Publication—Merge Sunday Editions

J. E. Hanway and his son E. E. Hanway, owners of the *Casper* (Wyo.) *Evening Tribune*, have purchased the *Casper Herald*, a morning newspaper, from Max M. Levand, representing one of the largest newspaper transactions on record in Wyoming.



J. E. Hanway

Publication of the Herald is being continued from the Tribune plant. The Saturday evening editions of the Tribune and the Monday morning Herald have been suspended. On Sunday morning the two papers have been merged and appear as the Casper Tribune-Herald. Both newspapers retain memberships in the Associated Press and the Sunday paper is also being supplied by the United Press.

J. E. Hanway, Tribune-Herald publisher, entered newspaper work years ago on the *Kansas City Star* and was later connected with the *Topeka State Journal* and other papers of the west. Twelve years ago he acquired with his son, Earl E. Hanway, now business manager, the *Natrona County Tribune*, then a small weekly publication in Casper. Two years later the Casper Daily Tribune was issued and gained the supremacy of the evening field. The Sunday Morning Tribune marked the next expansion some three years ago and now the same publishers enter the morning field with a separate publication that will be continued under the name of the Casper Herald.

The deal for the transfer of the Herald was negotiated by Harry Free.

McCanna Directing Broadcasting

Ben McCanna, former promotion manager of *Liberty Magazine*, has been placed in charge of the radio stations WGN and WLIB, operated by the *Chicago Tribune* and *Liberty*. His title is "manager of radio."

Headphones for Reporters

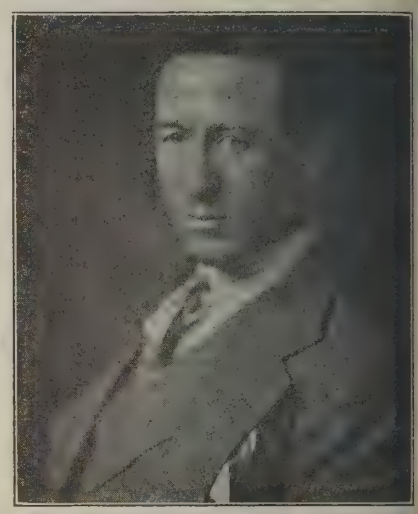
Microphones have been placed in the British House of Lords so that the utterances of the peers will now be clearly audible in the headphones which are worn by reporters in the press gallery.

REUTERS, LTD., UNITES WITH BRITISH P. A.

Sir Roderick Jones Describes Move As Step Towards Establishment of Co-operative Body Similar to Associated Press

The Press Association of the United Kingdom last week became a joint owner of Reuters Limited, world news gathering association, headed by Sir Roderick Jones, who described the move as the first step towards establishment, in England, of a co-operative membership organization like the Associated Press.

Sir Roderick, through Kent Cooper, general manager of The Associated Press, this week, sent a cable greeting to the members of the A. P., pointing out what his intimate association with the Associated Press meant in approaching a similar system in the British Isles.



Sir Roderick Jones

"The first step in the present transaction was taken in 1916 when with a few friends I bought out the old stockholders of Reuters Telegram Company for $2,750,000, and myself became chief and controlling proprietor. This enabled me without interference to pave the way for the attainment of my ideal, namely, to bring newspapers of the United Kingdom into the proprietorship of Reuters and place the control beyond the life limitations of one individual ownership, also beyond the objections arising from ownership by an ordinary public stock company.

"My pursuit of this ideal was profoundly influenced by the by-laws and striking success of the Associated Press, and was stimulated by my being permitted to attend as a privileged observer the meetings of your Board of Directors on different occasions.

"As I watched the Board's proceedings day by day under the wise chairmanship of President Noyes I was impressed by the efficiency, equity and democratic character of the Associated Press organization and management, and I was encouraged to persevere in my endeavor to create something similar in this country. The Press Association of the United Kingdom is a cooperative body composed of nearly 90 per cent of the daily newspapers of the United Kingdom. It is the British analogy of the Associated Press of America, and arrangements now come to bring for the first time a majority of British newspapermen to the board and into the ownership of Reuters.

"At the same time it brings together the comprehensive home news system of the Press Association and world wide foreign news system of Reuters in much the same way as the home and foreign system of the Associated Press are combined in one powerful and wonderfully competent machine."

Stoughton Examiner Bankrupt

A voluntary petition in bankruptcy was filed in United States district court, Boston, Dec. 8 by David P. Walker, of Brockton, Mass., publisher of the *Stoughton* (Mass.) *Examiner*, a weekly.

P. O. DEFICIT SURE DESPITE RATE INCREASE

$49,000,000 Loss for Last Year to Be Followed by $40,000,000 Deficit This Year, Postmaster General New Reports to Congress—Senator Moses Asks Further Time for Investigation.

POSTAL COMMITTEE CONTINUED

WASHINGTON, D. C., Dec. 10.—The Moses resolution continuing the life of Congressional Postal Commission passed the Senate late this afternoon and gives the Commission until the next session of Congress to prepare its report or change law. No new legislation is anticipated at this session.

By BART CAMPBELL

WASHINGTON, Dec. 10.—Financial distress promises to pursue the Postoffice Department indefinitely.

On top of the deficit of $49,453,000 for the fiscal year ending June 30 last, Postmaster General Harry S. New reported to the new 69th Congress when it assembled Monday, the report of the Budget Bureau submitted subsequeptly by President Coolidge forecast a deficit of $37,000,000 at least for the fiscal year beginning July 1 next.

It was estimated that the deficit for the current fiscal year ending June 30 next would be not less than $40,000,000.

The Budget Report figured the expenditures of the Department for the next fiscal year would run as high as $740,000,000.

Reflecting the Administration's opposition to the postal wage increase, the Budget Report estimated that if the last Congress had not boosted the pay of postal employes the Department would have found itself with a surplus of $10,000,000 at the end of the next fiscal year. The estimate was also advanced from other quarters that but for the pay problem the Department would have "broken even" at the end of the present fiscal year instead of being confronted with another deficit.

It was plain this week that the Postmaster General and other Administration spokesmen are still seeking to justify their original opposition to the postal pay increase, as well as to uphold the Costs Ascertainment Report repudiated by the last Congress.

The general tenor of the Postmaster General's and the Budget reports was to the effect that there is little prospect of the Department getting an "even break," or avoiding a deficit as long as the law carries the present postal pay schedules under existing conditions. And yet further postal wage increases were recommended by the Postmaster General in his report.

Another authority pointed out that if there had been no increase in postal salaries and no change in postage rates there would have been an operating deficit of $17,155,400 for the last fiscal year. The same authority declared the report of the Postmaster General to be significant in that it showed that had business continued to grow during the last fiscal year as it did during the preceding one the deficit would have been approximately $5,000,000.

The familiar "If" running through the situation reflected the obvious intention of the Postoffice Department to place the burden for any deficit squarely upon the last Congress which refused to heed the recommendations of the Postmaster General when the present law was in the making.

The report cannot be regarded, however, as revealing much about the workings of the present law as it only became operative on April 15, or two and a half months before the end of the last fiscal year on June 30 last.

Senator Moses ran into obstacles in the Senate Chamber on Tuesday when he sought unanimous consent for the immediate passage of a resolution to extend the life of the commission until not later than the second week of the second regular session of the new 69th Congress. This in itself was notice that Senator Moses and other members of the commission do not anticipate much change in the postal legislative situation at this, the first regular session of the present Congress.

Senator Claude Swanson, of Virginia, refused to concur in Senator Moses' request for unanimous consent, and the resolution went to the calendar, to remain there until the commission chairman can secure favorable consideration for it.

Senator George W. Norris, of Nebraska, said, while Senator Moses was vainly trying to prevent his resolution from going to the calendar, that he did not care to say, "I told you so," but that when the original resolution was passed toward the close of the last Congress it was quite apparent to him then that the commission was not going to make an investigation of postal conditions that "was of any value and have it ready for the convening of this Congress."

"The bill which provided for the increase of postage was really a bill to relieve the President of a veto message regarding increased salaries for postal employees," declared Senator Norris. "Now we are getting complaints—or at least I have been getting complaints for a good while—from business men all over the country who are just beginning to find out that the postage rates have been increased upon various kinds of mail matter, and they do not understand why it was done, or what was the necessity for it, or whether it was done in a scientific way.

"I believed when the bill was passed, and I think it has been demonstrated since it became a law, that the postage increase was placed upon business men without any consideration worthy of the name. We were jumping blindly in the dark in order to avoid a postal deficiency, if we could, when we permitted the enactment of this law.

"We knew when we passed the law that we had not properly considered the various aspects of the questions involved, and yet without any such investigation as was necessary we increased postal rates, and now, after doing it, we are going to make a further investigation, which I think myself is absolutely necessary as a basis for scientific legislation. The only difficulty is that we have already legislated, and now we are going to investigate and see whether we ought to have fixed the increases as we needed them."

"Without admitting any of the allegations or imputations put forward by the Senator," said Senator Moses in reply, "I do want to compliment him upon his foresight and it is with chagrin I admit that we have come to Congress to ask for an extension of time. We find we require more time to deal with this subject, although we probably have taken substantially all of the testimony which we wish to take. We find, however, that there is not sufficient time to make our report because certain statistical information which can be had only from the Postoffice Department is not in our hands and cannot be brought into our hands before Feb. 1."

The statistical information referred to by Senator Moses is that regarding the operation of the present law during the impending Christmas holiday rush, especially as it concerns parcel post matter, which it is generally agreed must be in the hands of the commission before it can make either report or recommendations to Congress.

"If Senators would realize that every year since 1918 some portion of postal rates has been tinkered with, they would appreciate that it is time now for us to give some degree of assurance of permanency to such rates, so the business interests which have to make use of the mails as an essential element of their business may know the conditions under which they shall transact their business," added Senator Moses.

"An interesting document but it doesn't say anything as far as the second class rate problem is concerned," was the comment of A. C. Pearson, chairman of the postal committee of the National Publishers' Association, regarding Postmaster General Harry S. New's report to the new 69th Congress of an estimated postal deficit of not less than $40,000,000.

"The report evidently includes the retroactive phase of the increased pay bill, and brings about an unfair comparison. I agree with the recommendation of the Joint-Congressional Postal Committee that a full year will be required before a just estimate can be made."

L. B. Palmer, manager of the American Newspaper Publishers Association, declined to comment on the estimated postal deficit and the effect it might have on efforts the A.N.P.A. is making towards a reduction of second class rates.

Postmaster General New in his report said:

"In case of publications, the advertising portions of which are subject to the zone rates, the difference between the postage thereon at the new rates and that chargeable at the old rates is comparatively small in the aggregate, there being an increase for fourth zone matter and reduction for sixth and eighth zone matter. While the difference in case of publications enjoying the special flat rate of 1½ cents a pound represents an increase of 20 per cent over the former rate of 1¼ cents a pound, it should be remembered that this rate is still a flate rate applying alike to both the advertising portion as well as that devoted to other than advertising and therefore continues to be an advantageous rate."

Mr. New, in expressing solicitude for the public, recommends the law be amended "by prescribing a more equitable rate for transient second-class matter by reducing the rate on publications sent by others than the publisher or news agent to 1 cent for each 2 ounces or fraction thereof." He says:

"The increased rate on what is known as transient second-class matter, consisting of newspapers and periodicals mailed by the general public, is quite radical and has aroused widespread criticism. Formerly, the flat rate of 1 cent for each 4 ounces or fraction thereof, or, in effect, approximately 4 cents a pound, was applicable regardless of distance or zone, while under the new law the rate is 2 cents for each 2 ounces or fraction thereof up to 8 ounces for all distances, and the fourth-class or parcel-post rates for weights exceeding 8 ounces. This makes an increase of more than 400 per cent in some instances, which is excessive, and as a result there has been a great falling off in the volume of the mailings of this character, and also, despite the higher rate, in the postage collected on such matter. Therefore this increase in rate on transient matter has not only resulted in a greatly curtailed use of the facility by the public but in defeating the end for which the legislation was intended by actually reducing the revenues on this particular subclass of mail. I therefore recommend that legislation be secured fixing this rate at 1 cent for each 2 ounces regardless of distance.

(*Continued on page* 38)

NEW YORK NEWSPAPERS GAIN 2,072,062 LINES DURING NOVEMBER

ADVERTISING linage in New York City newspapers showed a net gain of 2,072,062 lines in November over November of last year, according to figures just issued by the Statistical Department of the *New York Evening Post.*

Total linage for the month was 16,760,414, as compared with 14,688,352 in 1924. The figure was a record for the month.

The table follows:

Pages 1925	Pages 1924		Percentage of total space	1925	1924	Gain	Loss
1.586	1,460	American	8.8	1,484,140	1,381,446	102,694	.....
1,618	1,376	Herald Tribune....	10.6	1,774,808	1,419,064	355,744	.....
2,064	1,812	Times	17.2	2,878,882	2,496,358	382,524	.....
1,466	1,292	World	10.2	1,702,916	1,507,498	195,418	.....
916	816	*Mirror (Tabloid)...	2.1	360,322	339,826	20,496	.....
1,524	1,184	News (Tabloid)....	4.6	763,010	605,778	157,232	.....
932	....	*Evening Graphic...	1.3	212,872	†.....	.....	.....
1,258	1,136	*Evening Journal....	8.8	1,482,490	1,301,126	181,364	.....
762	758	*Evening Post.....	2.9	495,724	441,132	54,592	.....
818	740	*Evening World.....	5.3	887,458	769,682	117,776	.....
1,100	914	*Sun	9.3	1,541,154	1,206,730	334,424	.....
596	628	*Telegram	3.2	539,858	676,050	.....	136,192
1,244	1,184	Brooklyn Eagle.....	9.2	1,540,110	1,460,558	79,552	.....
692	566	Brooklyn Times....	3.2	539,462	428,844	110,618	.....
586	628	Standard Union....	3.3	557,208	654,260	.....	97,052
17,162	14,494	Totals.....	....	16,760,414	14,688,352	2,072,062 Net Gain	.....

*No Sunday edition.
†Evening Graphic first issue September 15, 1924.

	1925	1924	1923	1922	1921	1920	1919
American....	1,484,140	1,381,446	1,254,140	1,002,522	968,394	872,092	1,112,508
Herald.....	.....	.....	947,772	1,063,996	1,088,108	1,086,622	965,828
Herald Trib..	1,774,808	1,419,064	877,756	862,068	885,408	880,660	891,484
Times.....	2,878,882	2,496,358	2,213,164	2,137,720	2,005,594	1,953,910	2,053,252
World.....	1,702,916	1,507,498	1,394,702	1,578,454	1,334,148	1,356,962	1,699,634
Mirror (Tab.)	360,322	339,826	.....	.....	.....	.....	.....
News (Tab.).	763,010	605,778	481,504	347,526	344,150	192,280	†.....
Eve. Graphic.	212,872	†.....	.....	.....	.....	.....	.....
Eve. Journal.	1,482,490	1,301,126	1,401,726	1,186,856	1,121,864	1,024,194	879,560
Eve. Mail....	.....	‡‡.....	697,908	585,270	641,506	584,836	534,126
Eve. Post....	495,724	441,132	369,788	325,102	418,804	584,592	390,580
Eve. World..	887,458	769,682	804,552	817,812	843,010	970,990	861,334
Globe.....	.....	.....	‡.....	732,286	727,674	694,150	802,636
Sun.....	1,541,154	1,206,730	1,136,516	958,828	780,034	811,874	860,166
Telegram....	535,858	676,050	657,220	581,016	612,856	532,542	801,444
B'klyn Eagle.	1,540,110	1,460,558	1,350,244	1,321,854	1,221,926	1,068,584	1,072,922
B'klyn Times.	539,462	428,844	423,776	313,846	331,976	304,394	†.....
Stand. Union.	557,208	654,260	688,082	717,656	645,596	700,844	692,100
Total.....	16,760,414	14,688,352	14,698,850	14,532,812	13,972,676	13,619,526	13,617,574

†Figures not recorded.
‡Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.
‡‡Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.



TRAIL BLAZERS OF ADVERTISING

Special Edition Blowhards

by Chalmers L. Pancoast

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CHAPTER XI

Special Edition Blowhards

LONGFELLOW said that in this world a man must be either an anvil or a hammer. The special edition promoter was a hammer and also a bellows. He had to use sledge hammer methods, to go at it hammer and tongs. He was a blowhard—there with the big talk—the big noise for the quick, easy cash.

He was as great a character as ever played the fascinating game of advertising, the chap who was half-writer and half-salesman, and whose stunt was to put out special editions for newspapers.

He was always a clever, reckless fellow. Here was a game of sudden changes, of uncertainty. It was just the game for a lot of reckless energy and wild ideas.

The special edition man was the true bohemian. He spent the little that he had, first for what was necessary, and next for what really gave him pleasure; but he spent hardly anything in deference to the usages of society. He usually had but one suit. He traveled in cheap ways but he saw much of art and nature and humanity.

Back in the special edition days it was not the idea to try and convince an advertiser that it paid to advertise. The scheme was to write a clever story about a man or his business, a story of soft soap, palaver, praise.

In this period of soft-hearted and soft-headed advertising, merchants fell hard for the flowery write-ups and paid good money to have nice things said about themselves and their business.

The first advertising special edition man I ever met was a clever chap whose name has escaped me. He put a special edition on the *Albuquerque* (N. M.) *Daily Citizen* to celebrate the Twenty-second New Mexico Territorial Fair. That was back in 1902 when McKinley was president.

It was called a "Memorial Number" written to exploit mining, smelting, stock raising, agriculture, timber, commerce, shipping, manufacturing and climate. Everything in and around Albuquerque got in on the write-up, and good money was paid for it.

I was a reporter on the Citizen and I was let in on the writing up of the local firms. We would get all the "dope" about a business, write a nice line of stuff and take it around and sell it. The first thing I ever wrote for a Special Edition was about the Hotel Alvarado, which I termed the "City's Greatest Ornament" and elaborated on its Museum and Indian collection. I think we collected about $25 for this story.

We praised everything, and complimented everybody, so a good time was had by all, and we were mighty proud of our "Memorial Number."

It was printed in bright red and black, with a decorative border of a Navajo Indian blanket design. I have never seen a more attractive newspaper put out in a small town on an old flat-bed press.

From that time on I became a great admirer of special edition men. I met a great many in the Southwest at that time because there seemed to be an epidemic for Special Mining Editions. The stunt was to write up all the mines in New Mexico and Arizona and sell large quantities of the papers to the mining promoters, who sent them back East to help sell mining stock.

I got in on some of these editions and it was great sport, knocking about from mining camp to camp, digging up data about strikes and ores and all kinds of news to get people excited about investing in the mines. Every mining camp I wrote up, for these Specials, was in a most prosperous condition, and the output of refined copper or iron or silver was enormous, and a big future for the camp was predicted.

It was true adventuring, visiting these mines in the Southwest for the purpose of getting write-up advertisements. It all came under the head of news, and while it was never marked advertising, as the law compels today, it was advertising in every sense of the word.

Our credentials were always letters from the publisher, or editor, addressed to the retail merchants of the town. These letters were to the effect that the special edition would show the wonderful development and growth of the retail interests, and asked for their co-operation.

The success of the special editions depended on generous support of the local business interests. Solicitations were not made on the basis that the advertising would pay. The appeal for funds was was on the talk that a business man should donate for a good cause. It was a begging proposition, with a lot of salve to make the transaction run along smoothly.



Rolling stone advertising solicitors in New Mexico in the early days, photographed at the Pueblo village of Islet. At the left is Chalmers L. Pancoast, writer of this series. The Indian at the right, Pasqual Adeita, later became governor of the village.

Real Estate editions were also a popular means of making money. Stories of reclaiming land for the benefit of the farmer, fruit grower, stock raiser and others interested in pioneering were paid for at high rates.

The old-time special edition worker had to be able to sling a rosy-future pen. His ability to make money depended on his knack of painting pictures of great things to come; he had to quote startling figures of the marvelous development of the section being promoted.

Some of the most clever advertising men I have ever met were special edition drifters, who were able to write glowing stories about the "dawn of a new era," "the high road to progress," the big jump forward to a "golden age in business."

Selling Western homesteads to immigrants meant tall talk about irrigation, railroads, town building and timber, and all of those natural wealth producers in which pioneers and settlers were interested.

I have worked with many special edition men who have been hustlers and had plenty of nerve. It took grit and pluck to go out and get a lot of advertising in a short space of time to swing an edition into profit and put it to bed on time.

The West has reaped the benefit of the advertising of special edition writers. The stories they wrote were based on facts, startling figures that told the truth. Of course some writers of development publicity had more imagination than others, and could dream greater dreams, but their exaggerations helped build up the West.

Predictions in growth were rampant. One guess was as good as another. The biggest guess made the most interesting publicity story.

The millions of acres of unappropriated public lands of the West were settled as a direct result of the clever writers, whose versatile pens wrote big words.

CHAPTER XII

Mexican Thieves' Market

THE old "Thieves' Market" in the city of Mexico has been given a lot of publicity by word of mouth and through personal letters and newspaper stories. A friend of mine went to Mexico City and his letters were filled with strange stories of this favorite haunt of tourists and resident Americans.

Before Mexico became a hot-bed of revolutionists, and tourists were scared out, wide publicity was given to this unique market where the sale of stolen goods was carried on publicly.

Those early tourists who had a hankering for antiques and typical Mexican merchandise pawed over piles of junk to unearth the rare finds which were so much talked about.

The old "Thieves' Market" was nothing more than a licensed, advertised "fence" for stolen goods. It was patronized by all who were looking for bargains, rare antiques; and especially by those who had lost something by theft. They were almost certain to find it on display in one of the booths.

The "Thieves' Market" always made good publicity material because there was plenty of romance and adventure connected with it.

When a tourist was told that a certain antique had been stolen from the church or temple it added a lot of romance to its history.

This strange market, accepted as a legitimate part of a city's business, dates back to the time of Montezuma, when dishonest servants sat in the shadows of the fig trees and called out their stolen wares.

The market really has a legendary origin. The story is that a servant of one of the Princes of Montezuma's empire stole some of his master's costly bric-a-brac. Another servant was sent out to capture the thief and the goods. The second servant overtook the first, where he was resting under a great fig tree. Not content with capturing the thief, he killed him, planted him under the fig tree and took possession of the spoils. Then, instead of returning them to his master, he sat down under the tree and sold them to the passers-by.

This tradition fails to reveal what became of the second thief. No doubt the goods were stolen by another thief, and so on, until one may have become a thrifty merchant. From that time on the fig tree became the market place for goods whose ownership could not be traced.

When the early Spaniards rebuilt the city the famous fig tree was cut down. However, this spot continued to be used as a clearing house for dishonest and thieving servants.

Some of these thieves were luckier than others in regard to being caught or suspected, but they all seemed to regard their masters' movable property as merely loaned to the masters for temporary use.

In time the market came to be recognized as a regular institution, and took the Spanish name "Volador" meaning "The Flyer," possibly referring to the wings taken by the articles on sale. The appropriate name of "Thieves' Market" was handed to the place when the Americans first started advertising it by word of mouth.

To the visitor who had never heard of this place it would be readily taken for a junk heap. The square which it occupied was divided by a large number of narrow lanes. These alley-ways were lined with booths of the "merchants" rudely constructed of old boards, tin or sheet iron, canvas or any other material that could easily be acquired without investing money. In front of the booths were rickety counters on which were spread great heaps of old and apparently worthless merchandise. The ground about was strewn with piles of the same stuff.

(*Continued Next Week*)

CONDEMN FREE PUBLICITY METHODS

Leading Automobile Advertising Executives Agree That Paid Space Must Be on Merits of Media—"Canned" Rot Does No Good to Advertiser, But Real Automobile News Interests Readers

FOLLOWING the publication in these columns of the denunciation of the "free publicity" system, as it now operates in the American press, by Albert R. Erskine, President of the Studebaker Corporation, EDITOR & PUBLISHER presented the matter to the advertising managers of leading automobile manufacturing concerns for expressions of opinion. Replying for Dodge Brothers, Inc., Harry J. Koch, Manager of Advertising, voices almost the same views as those which Mr. Erskine expressed on November 21. In fact, Mr. Koch brings the matter much closer to the doorstep of the newspapers, where it belongs, than did the president of the Studebaker Corporation. "It is my opinion," says he, "that the automobile section has become more or less of a necessity, at least in the larger papers, but that the rubbish with which it is filled is a disgrace to the newspaper profession." Mr. Koch says that Dodge Brothers have always bought advertising space on the sound basis of volume or quality of circulation. "canned" publicity should be eliminated, he asserts.

A. Brown Batterson, Director of Advertising of the Buick Motor Company, advises EDITOR & PUBLISHER that Buick publicity is no longer sent to newspapers direct, but is sent to branches, distributors and dealers.

Mr. Batterson says that the "editor is the judge of the news" and that a newspaper will receive as much advertising from Buick whether the editor finds the publicity usable or not.

W. E. Fellows, Director of Advertising of the Oakland Motor Car Company, declares that his company is making a conscientious effort to restrict publicity to real news.

E. LeRoy Pelletier, Advertising and Sales Promotion Manager of Rickenbacker Motor Company, takes President Erskine's statements as of doubtful sincerity.

Following are the statements:

By HENRY J. KOCH

Manager, Advertising Division, Dodge Brothers, Inc.

Our contention always has been that the ordinary variety of "canned" publicity should be eliminated from the newspapers, but that, as long as everybody else was doing it, we had to continue the practice as a matter or self defense. Nor have we timid about telling a newspaper what we think when we see that other advertisers are being favored with a proportionately greater amount than we are in the matter of free space.

Mr. Erskine's pronunciamento regarding so-called free publicity is interesting but not new. We have never bought advertising space on any basis other than the basis of volume or quality circulation. In fact we have repeatedly cautioned dealers against the advisability of favoring newspapers which were unusually liberal in the amount of space allotted to free publicity, as this practice had a decided tendency to detract from the major value of circulation.

The most unfortunate phase of the whole situation is the absurd judgment exercised by some automobile editors in the selection of publicity. For a number of years I kept a rather close check on Dodge Brothers publicity that appeared in print. No preference whatever was shown for really good material. Straight advertising, in story form, got just as much space as the article that really said and meant something to the newspaper reader.

It is my opinion that the automobile section has become more or less a necessity, at least in the larger papers, but that the rubbish with which it is ordinarily filled is a disgrace to the newspaper profession.

WHAT PRESIDENT ERSKINE SAID

To Avoid Confusion EDITOR & PUBLISHER Herewith Reproduces the More Significant Remarks on "Free Publicity" Made by President Erskine in This Journal on November 21

"FREE PUBLICITY" is the material which newspapers print about automobiles, accessories, dealers, factory officials, only because it is sent to them by the advertising department of an automotive advertiser. It is designed merely to get the name of an automobile, a man, or an accessory in the news columns.

"We are as much opposed to 'free publicity' as any editor. We consider it an evil and would be glad to see it eliminated. There is no more reason why you should print pictures of automobiles than of pianos and washing machines. Gossip of the automotive trade is no more entitled to space than gossip of the department stores.

"The practice of giving free publicity along with automobile advertising has been instrumental in increasing the rates for automobile advertising without proportionate return. It seems to us wasteful from the standpoint of advertiser as well as publisher.

"Therefore, we assure you that we shall not discriminate against any newspaper which eliminates free publicity entirely, but we do intend to insist more strictly than ever on receiving our full share of free publicity in those newspapers which give it.

"We do not believe that any automotive advertiser places such a large proportion of his total appropriation in newspapers as does Studebaker—last year exceeding 90 per cent. We are surely entitled to a square deal from newspapers. We are not receiving a square deal if competitors who buy a similar amount of advertising space are given a larger volume of space in the news columns.

"We, therefore, intend in the future to check this matter carefully and to discriminate against those papers which are discriminating against us.

"In other words, we are quite content to receive no free publicity whatever, if all competitors are treated in the same manner; but if publicity is being used we believe that no competitor should receive a line more than Studebaker, except as he uses more advertising space."

With a little discretion on the part of editors, the automobile section might be exceedingly interesting and of real value to publisher, advertiser and reader alike.

By W. E. FELLOWS

Director of Advertising, Oakland Motor Car Company

Frankly I believe that most of the larger companies recognized the evil of boiler plate publicity some time ago and so far as we are concerned, we are making a conscientious effort to restrict our publicity to articles which have real news value. I do feel, however, that any industry of the magnitude of the automobile industry, serving such a universal need, is of interest to newspaper readers and I notice that Mr. Erskine reserves the right to make use of publicity when it has undoubted value. In other words, he still feels that he should be the judge as to whether an item has real news or is just "gossip" of the automobile trade. Most newspapers seem to agree that real estate transactions, for instance, are of interest to local buyers, and all we ask is that our news be treated on the same basis and used when it has some genuine local interest.

By E. LE ROY PELLETIER

Advertising and Sales Promotion, Rickenbacker Motor Co.

It does not appear from Mr. Erskine's own words that he is at all opposed to publicity nor that he considers it valueless.

On the contrary, he merely takes an adroit method of using a club on publishers.

Instead of trying to elevate the quality of publicity matter sent to newspapers, he frankly states that matter sent from his Publicity Bureau must be used in exact proportion to the amount of space he buys and without regard to the news value of the article.

Many manufacturers have done this in the past but never has one dared to come out bluntly and say he is going to measure the publicity he gets with a yard stick.

The writer's own attitude has always been, to send out only such material as he believed had a genuine news value, and was, on that basis alone, entitled to the space it occupied.

He has never been guilty of using a club either directly or indirectly on any publisher to force the publication of his material.

If the "stuff" goes into the waste basket I assume that that was where it belonged. If in the columns, then it must have been worth its space on the basis of news value.

Insisting on the publication of matter which is not news is futile. Getting it in print is not the main idea—getting it read is what counts. If it isn't news—if it does not interest the reader—then it will not be read, and so is a total loss both to advertiser and publisher.

It is because so many publicity men are in the position where the boss holds a club not only over publishers but over them and estimates their value by the number of lines rather than by the effectiveness of what is published that so much drivel and bunk comes into the editorial office.

Mr. Erskine—or whoever wrote the article which he fathered—is clever enough to know that his method is not calculated to reduce but to increase the volume of "free publicity" and to decrease the quality of the matter which appears in the "Automobile Section."

Mr. Erskine proves his own insincerity when he contends that "free publicity is worthless" and at the end of his letter insists that he get every last line that is coming to him—on the yard stick.

By A. BROWN BATTERSON

Director of Advertising, Buick Motor Company

We believe that real news of an automobile factory is as likely to be of value to the automobile editor as to the city or financial editor. Else the automobile editor is that only in name, and is in fact a man hired for the purpose of reconciling a certain number of "news" columns with a certain number of automobile advertisements, in order to insure the reappearance of these ads by giving a bonus of "free publicity." We do not believe this is the sole function of the automobile editor or of the automobile section. Interesting items of news from various manufacturers are sought by readers in the automobile pages. The Buick Company attempts to furnish them from the Buick plant, but the editor is the judge of their value. We are not. He will receive as much advertising from us whether or not he finds news in our stories.

The Buick Motor Co. definitely announced its policy in regard to free newspaper publicity in a circular letter, written over a year ago and mailed to all Buick advertising managers, and to newspapers. It assumed that newspapers employed automobile editors for the purpose of editing and making up one or more pages of automobile news in certain editions each week, because such news was of interest to their readers. On that assumption, it expected as much "free" space in these automobile sections as the stories sent out from the Buick factory warranted from a standpoint of news value.

It realized that no automobile section could be complete or authoritative without news concerning the leaders of the industry.

But the Buick Motor Co. went so far as to make news value the final criterion by which its press dispatches should be judged and published. Advertising space used in a certain paper did not mean that that paper must publish the Buick news stories. It was announced in this letter that all advertising was placed where it would do the most good, and that no newspaper need feel that it must print Buick news stories in order to retain the Buick advertising business.

If an editor happens to give half a column of space in the news section to one manufacturer, and fails to use a Buick story in that edition even though a Buick advertisement appears in the same issue, the Buick Motor Co. will not withdraw its advertising from that paper. Rather, the Buick Motor Co. will assume that the editor saw no news value in the story or stories he had on hand, and will strive to make its stories even more interesting and valuable as news of the industry. If the editor continues to ignore the Buick stories, the Buick Motor Co. will stop sending them to him on the assumption that he does not care to give space to publicity. But the Buick advertisements will continue to appear in that paper as before.

While it makes no attempt to force news of the Buick factory into the automobile section, the company believes that the common practice of publishing publicity according to the amount of advertising space bought is wrong. A newspaper should fill its news columns with material selected solely on the basis of news value.

The following extract from the letter sent to Branch Managers, District Sales Managers, Distributors and newspapers on August 9, 1924, succinctly expresses the attitude of the Buick Motor Co. on the subject of publicity:

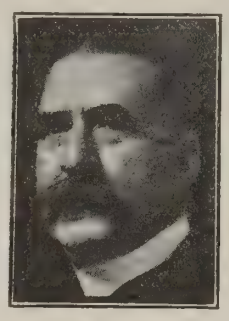
"Do not attempt to force a paper into accepting or using our service under penalty of losing Buick advertising as we want this Buick automobile editor service to stand on its own legs.

"We, personally, in buying advertising in a newspaper, consider only the advertising value of the newspaper and if in our opinion it should be used for advertising, we use it regardless of whether it uses our news service or not. So, in handling this service try to show the newspaper the value to it of our service and we think it will be used or at least you will be told why not."

PERCIVAL S. HILL, AMERICAN TOBACCO PRESIDENT, DIES AT 63

Began As Sales Manager in 1899 and Saw Company Become One of Nation's Largest Advertisers Spending More Than $2,000,000 Yearly

PERCIVAL S. HILL, 63, president of the American Tobacco Company, died suddenly Dec. 7, at his New York home.



PERCIVAL S. HILL

The connection of Mr. Hill with the old American Tobacco Company, which preceded the present corporation of the same name, began with his appointment in 1899 as sales manager for the Philadelphia district. The following year he was elected vice-president and moved to New York, and from then on his relationship with the late James B. Duke, then president of the company, was an intimate one.

Following the dissolution of the old American Tobacco Company, the so-called "Tobacco Trust," the organization was split into four companies, the & Myers Tobacco Company, the Lorillard Tobacco Company, and the present American Tobacco Company. Of this last corporation Mr. Hill was elected president in 1912 and continued to hold that office until his death.

Last July Mr. Hill was made an officer of the Legion of Honor for his services to the American Red Cross during the World War.

Mr. Hill, during his entire association with the American Tobacco Company, one of the largest newspaper advertisers in the world, was always keenly interested in the advertising problems of the corporation. His hand was behind the policy inaugurated in 1916 of splitting up the various advertising accounts of the American Tobacco Company among different agencies.

It was his idea that the men of one agency might become saturated with the selling arguments of a certain brand, and unconsciously and with the best intention, use these arguments in pushing other leaders.

"Advertising," Mr. Hill explained, in an interview with EDITOR & PUBLISHER at the time, "is specific, not general. Where one agency handles all of our accounts, it is more likely to be general than otherwise.

"An advertising man is much like a painter, or an artist. He does fine work. He is talented to an unusual degree, but there is something about this picture that one notices in the other. There is a mode of expression, a sameness, as it were, that identifies the work of the man in each of his efforts.

"An advertising man in many respects is constituted the same as an artist. He studies and makes a specialty of a certain line—a brand of cigarettes—Sweet Caporal, we will say. He thinks in terms of Sweet Caporal, assembles and masses all of his arguments for that brand, and then, later, when he writes advertising copy for Mecca, he is likely to use Sweet Caporal arguments and selling ideas. Not only is one man liable to do that, but a set of men, working along a given line, are likely, taken as a unit, to average up pretty much the same. Thus, if one agency handles all of our advertising, we feel for this very reason, that we are working against ourselves."

Mr. Hill's idea was considered very radical in those days. There was a feeling then that an entire account should be handled exclusively by one agency. But the policy soon met with general approval on the part of the agency men.

In his advertising philosophy Mr. Hill believed that it was the idea back of the campaign or in the copy that counted most. This point was emphasized in a speech which he delivered in New York several years ago. He said:

"It is the easiest thing in the world to buy space—anybody can do that—but the hardest thing is to advertise profitably. The proper filling of space requires marked ability. Efficient advertising brings about an immediate response. The degree of the response is not so noticeable in the case of an old, well-established article as in the case of a new article. We cannot produce the same thrill, and if we fail to get the thrill we have to cancel the advertising. It is no fault of yours that we are obliged to take this course. Then we have to get busy to find the idea, which, put into proper form in the copy will produce the desired results. Let me impress upon you the fact that you can do nothing better to help us than furnish us with helpful, practical ideas."

The American Tobacco Company today invests something like $2,000,000 in newspaper advertising and $250,000 in magazines. This belief in the power of advertising, fostered by Mr. Hill, encouraged and expanded by him, dates back to Civil War days, when the young and hustling James B. Duke saw the advertising possibilities behind Bull Durham tobacco. It was under him that the famous bull began to glower from barn walls, fences, and bill boards from one end of the country to another.

Under Mr. Hill's administration a persistent advertising policy was maintained. As new media came into existence and old methods were improved, he saw to it that the American Tobacco Company was at the forefront in the advance.

MAJOR MELONEY DEAD

Veteran New York Newspaper Man Began Career in 'Frisco

Major William Brown Meloney, for the past 25 years a conspicuous figure in New York newspaper circles, most recently connected with the *New York World,* died Dec. 7, at Pawling, N. Y. The end was hastened by exposure suffered by Major Meloney in the Meuse-Argonne offensive in October, 1918. He is survived by his wife, Marie Mattingly Meloney, editor of the Butterick publications, and a son, William, Jr.

Mr. Meloney was born in San Francisco June 6, 1878, and after attending public and private schools was driven by a spirit of adventure to the sea in sailing ships, and as a seaman and petty officer he saw much of the world while still a youth. Returning to San Francisco, he joined the staff of the *Chronicle* in 1896, and after working on the *Examiner* and *Bulletin* came to New York in 1901 and joined the staff of the *World.* He served the World as reporter and day city editor until 1910, when he accepted the position of executive secretary to Mayor William J. Gaynor.

During all his newspaper career he contributed to magazines, and he was the author of several books and two plays, which were produced. His short stories of the sea were considered particularly vivid and fine.

CAPT. JAMES T. SMITH

Veteran Denver Mining Editor Dies of Pneumonia at 79

Capt. James T. Smith, 79, dean of western mining editors and one of the picturesque figures of the old West, died in Denver, Dec. 1, of pneumonia. He was on the staff of the *Rocky Mountain News.*

Despite his advanced age, Smith was also a featured sport writer, his last article on sport appearing a week before his death.

The veteran editor joined the editorial staff of the *News* nearly 60 years ago, since that time serving variously as chief editorial writer, sports editor, city editor, special writer and mining editor.

He was a member of the Denver Press Club and the Grand Army of the Republic.

DR. RUSSELL H. CONWELL

Founder of Minneapolis Tribune Became Noted Minister

The Rev. Dr. Russell H. Conwell, Baptist clergyman, founder and president of Temple University, Philadelphia, and former newspaper man, died in Philadelphia Dec. 6. He was renowned as a lecturer, author, and philanthropist. He wrote the famous lecture, "Acres of Diamonds."

At 19 Mr. Conwell left Yale University when the Civil War started. He was twice wounded and at the end of the war came out a lieutenant colonel.

The young ex-soldier finished college and became a lawyer, but turned for a time to newspaper work. He founded and owned the *Minneapolis Tribune,* was a traveling correspondent for the *New York Tribune,* and later a reporter for it and editor of the *Boston Traveler.* In Boston he took up law again, and began preaching, while he still practiced, at the age of 35.

His son Leon Conwell is editor of the *Somerville* (Mass.) *Journal.*

Obituary

L. W. HENLEY, 50, one of the best known newspaper men of Indiana, died suddenly in New York recently. Several years ago he was financial and commercial editor of the *Indianapolis Star,* a post now held by his brother Bert Henley. Later he went to Terre Haute as managing editor of the *Star.*

COL. JAMES HAMILTON DAVIDSON, 86, former city editor of the *St. Paul* (Minn.) *Pioneer Press,* died Dec. 1 in Chicago.

MRS. MARY S. SPRAGUE, wife of Walter Sprague, a printer on the *Boston Globe* and mother of George E. Sprague, a member of the *Lynn* (Mass.) *Telegram-News* editorial staff, died Nov. 2 at Lynn. During her early life she was associated with Mark Twain (Samuel Clemens) in the preparation of his books.

THOMAS CURRY, 69, publisher of the *Oregon* (Mo.) *Holt County Sentinel* died following a short illness.

GEORGE H. ASHLEY, 62, night advertising man for the *Rochester* (N. Y.) *Democrat and Chronicle* for the past ten years, died at his home in that city.

EDGAR S. ENNIS, publisher of the *Kiester* (Minn.) *Courier* died recently.

CHARLES J. GIBBONS, 58, head of the St. Paul advertising agency bearing his name, died Nov. 30.

FREDERICK MACKEY, advertising man on the *New Kensington* (Pa.) *Dispatch* was killed recently and his chauffeur George J. Vates, badly injured when his car ran over a forty foot embankment.

the Florida Caravan
PIONEERS of 1925

Mud splattered, weary and worn. They come from snow capped peaks in North and East and sunny climes in South and West.

Daily, nightly, the Caravan moves. Roadsides and inns, streets and pikes, can scarcely hold this stream of life.

New homes, new wealth, they seek. Untold numbers invest their money and build to stay.

To reach them in every corner of the state, on every news stand, The Florida Times-Union is the leading paper of the state.

The Florida Times-Union
JACKSONVILLE

Daily 55,775
Sunday 70,000



The Houston Press strongly leads in shoe linage.

Concentrate, In Houston

Texas advertising is most successful when sales and advertising effort are concentrated in the city and suburban areas of the larger cities.

The Press offers circulation concentrated in city and suburbs at only 8c a line, the lowest rate of any Houston paper.

Net paid average circulation of The Houston Press for the six-month period ending October 1, 1925, was—

30,502

Local advertising gain for the first nine months of 1925 exceeded 461,500 lines.

The Houston Press strongly leads in local shoe linage, six days a week—one of many facts which attest the popularity of this medium with local merchants.

Local Shoe Linage, Eight Months, Week-days

Houston Press	141,840
Second Paper	99,367
Third Paper	92,518

You cannot cover Houston without The Press

The Houston Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

O'SHAUGHNESSY URGES ADVERTISING AS AID TO AGRICULTURE

Recommends It to Farmers as Efficient Method of Increasing and Solidifying Their Organizations, in Chicago Farm Bureau Speech

Excerpts from an address by James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, before the Seventh Annual Meeting of the American Farm Bureau Federation, Chicago, Dec. 7.

ADVERTISING, which is working so tremendously for industry, is to some extent doing about the same thing in the way for agriculture. In comparison, however, agriculture is a small advertiser.

In the national field, agriculture spends for advertising about one cent for each dollar spent by manufacturers.

It has been estimated that the farmers of this country could use to advantage about a quarter of a billion dollars' worth of national advertising annually.

That fantastic figure is arrived at by using the ratio of advertising cost to industry computed on the assumption that sufficient advertising properly employed would save to the farmer about 25 per cent of his present selling cost. In other words, with such an investment the farmers' income on the same production could be increased many billions of dollars a year.

These figures are too remote, however, for any other purposes than to bring to the attention of agriculture some of the wider problems that might be studied out in connection with advertising. To ask the farmer individually or to ask the farm organizations to plunge into national advertising of all farm produce would be indefensible. What I would suggest in that connection is a study, which in turn may lead to preparation for further study of what advertising is and how it may be more extensively applied to farming interests.

There are already enough examples of advertising of agricultural products to justify an exploration of the subject by agriculture in general. The first step toward any advertising is organization, whether it be in agriculture or industry.

The advertising you see in agriculture today is done by intensified organizations of groups which have grown out of the larger organizations. Organization is the beginning and continuation of any proper advertising activity.

Advertising itself is purely an organic expression. It is the organization of knowledge and skill into specific service.

There is no mystery about advertising and there is no magic in it. In effect it is using the multiplication table in the markets.

Advertising is usually most desirable and effective where there is a wide stretch between the price the producer gets and the price the consumer pays.

There is such a big difference between the price the farmer gets and the price the consumer pays that it looks as if there were a crying need for that organized effort which would give the farmer more and require the consumer to pay less.

If it costs 66 cents to sell 33 cents worth of farm products then marketing skill might well be brought to bear on that transaction.

It is the application of marketing study in advertising of which I speak. Mere advertising for advertising's sake may be a commercial crime. But advertising properly harnessed to a worthwhile task is a public blessing.

There is much praise of advertising but it should not be praised. Always it should be regarded as a thing to be used only where it can produce the proper economies.

An examination of the figures will show that the average cost of advertising to the manufacturer is 3 per cent of the value of his products sold at the factory. He is spending 3 per cent in that way for various reasons. First, because it gives him a wider market and in quicker time and at the least cost. Second, because it enables him to produce on a large scale and lessens the cost of production. Third, because selling is always an expense in every process and selling with the aid of proper advertising reduces that selling expense on every item sold.

If the manufacturer's advertising costs him only 3 per cent in the average it looks as if advertising should in proper circumstances be interesting to the farmer who has a 66 per cent selling cost now. If that cost could be reduced to 60 per cent through advertising the profit on the advertising investment would be just 100 per cent.

But how can the farmer generally use this commercial inuence to cut down his impoverished cost of selling?

The first part of the answer is that advertising cannot now be practically applied to all farm products. The mere fact that one group of agriculturists is listed among the very largest advertisers in America provides no answer to the question as to agricultural products in general. That particular group is organized and thoroughly equipped for advertising. Agriculture as a whole is not.

The first step, therefore, toward general advertising would be in the way of further organization. All farmers should be brought into your organizations. And they should be brought in on proper working terms. In other words, your members should be enlisted for the work to be done.

You might use advertising as an aid in building your organizations to the size and strength you desire.

That would be, in its first blush, advertising for members. And, of course, that would be true. Such advertising if properly designed and spread out to all the farmers could cause them to want to join.

It is entirely within the range of practical possibility that your advertising undertaking could do the following things:

Bring in members exactly as you want them.

Make the farmer fully understood in the cities.

Break down resistance to farmers' demands on the Government.

Strengthen your hands for the solution of your marketing problems.

Find a way to get more groups of growers into successful advertising.

Develop better facilities of transportation of all salable farm produce.

Promote a fuller use of parcel post, including by air for perishable produce.

More dealing direct with the city consumer.

Better knowledge of all your markets leading to your own control of them.

Better working conditions on the farm.

More machinery in the fields and about the barns.

More step-savers in every farmhouse.

Running water in every farmhouse.

Less drudgery for the farmer and the farmer's wife.

A shorter day's work for both of them, giving more time to think of the farmer's wider problems and social betterment.

Make the farm home so attractive that the farmer's boy will want to stay and be rewarded for staying.

You have the example of industry before you. You have the experience of substantial groups of agriculture to guide you.

You already have the organization and equipment necessary to consider this suggestion. All that remains is to get a detailed working plan for it and proceed.

You can with audacious but cautious persistance become the biggest advertising interest in America, with all the rewards and all the dignities that come to big service intelligently delivered.

Largest
morning & Sunday circulation west of St Louis
Los Angeles
EXAMINER

Paris Corps Holds Frolic

The Anglo-American Press Association held its annual dinner in Paris, Nov. 24, at the Abbaye de Theleme. American Ambassador Myron T. Herrick, the Mayor of Locarno, and several officials of the League of Nations were present. Lord Crewe, British Ambassador, was unable to attend.

FACTS ON FLORIDA

New York Sun Printing Extra Sectio on State's Boom

The *New York Sun* announced t week that special Florida sections w be issued with the regular editions Dec. 12 and Jan. 2.

A short while ago the Sun publish the first All-Florida section issued any New York newspaper, which w followed with a second, Nov. 28.

These specials feature the recreation industrial, financial and real estate a vantages offered by Florida.

You Know
It's
The Beacon Journal
In Akron, Ohio
No one disputes that fact.
But do
You Know
that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.
Run Your Campaign in a Live Paper, in a Live City.

The Toys of Grown-Up Childre

Women are only little girls grown bigger. The same natural instinct that makes a little girl rejoice in "dressing up" herself and her dollies makes the big girl delight in the same things.

And men—consistent to the "slugs and snails and puppy dogs' tails" of their origin, are happiest when they have the "grown-up toys" of boyhood to work with and to play with.

To make herself and her children attractive, her home livable as well as lovely—this is the primary motive of woman. Hence her interest in the household and personal sections of the family newspaper. Also in the advertisements that tell what is modish, where it may be purchased and at what price.

Where is the man who does not love the hardware store or the electric shop? A saw, a hammer, a brace and bit —the last word in masculine delight!

Merchants are practical psychologists. Their prosperity is in direct proportion to the success with which they link up their stores with these elementary human desires. Look over the entire field of retail trade and you will find that the really successful dealers are the advertisers.

In Cincinnati the leading dealers in women's merchandise, gift goods, toilet articles and the like, as well as the merchants who sell hardware, electrical appliances, automobiles, tires and accessories and men's wear place more of their advertising in the Times-Star than in any other medium.

CINCINNATI TIMES-STAR
CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*
Member of Audit Bureau of Circulations

COMPLETE FEATURE COVERAGE THRU NEA SERVICE

NEA Full Service clients find it unnecessary to buy anything outside.

Everything in features from one source eliminates worry and reduces costs.

Newspapers holding the valuable NEA franchise are in possession of an asset appraisable at many thousands of dollars.

Over 800 papers with more than 8,250,000 circulation look to NEA for their features and spot news pictures.

NEA with the largest reader following in the world has materially helped those papers to increase and hold circulation.

Exclusive territorial rights---no contract to sign.

Rates based on circulation.

NEA SERVICE, Inc.,

MAIN OFFICE

1200 West Third Street Cleveland, Ohio

THE WORLD'S GREATEST NEWSPAPER FEATURE SERVICE

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



Expend to economize—R. E. Lent

SPEND money to be economical is a newspaper paradox, for which I am indebted to R. E. Lent, business manager and part owner of the *Passaic* (N. J.) *Evening News.*

The most expensive newspaper department, Mr. Lent pointed out, is the mechanical department, and one of the best places to curb waste from this source, he said, is upstairs in the editorial rooms.

"After all," he declared, "it is economical in the long run to pay for intelligence in the city rooms. Higher paid reporters produce cleaner, better copy and cause fewer mistakes in the composing room. It costs money and time downstairs to pay for the mistakes of underpaid staff men who do not know how to write a good story and whose output can scarcely be read after the necessary slaughter of the copy desk. It is cheaper all around to have a news story well written in the first place than to allow poor copy to play its part in causing composing room waste.

"I know the type of men who generally are hired in the small newspaper office. Many of them have not even had a high school education. These newspapers are paying much more to train these men, than if they started in the first place with college and journalism school graduates, despite the fact the payroll would necessarily have to be much higher.

"One of the most discussed newspaper problems today is the need of greater efficiency in newspaper production, and, in discussing that problem editorial room efficiency is too often slighted.

"I belive firmly in engaging college and journalism graduates. Pay them more, and economize.

"The same idea, I think, applies to the business office as well as the editorial department. Publishers have the habit of trying to get men cheap. They succeed, and, in hiring cheap help they increase their costs, and wonder vaguely how it happened."

One proof that Mr. Lent practices what he preaches may be seen in the interest he took in the establishment of the course in journalism at Rutgers University, New Brunswick, N. J. This course, which started this year with an enrollment of 26 students under the direction of Prof. Allen S. Will of the Pulitzer School of Journalism, Columbia University, New York, was brought about by the action of the New Jersey Press Association last year, when Mr. Lent was president of the group. To make the course possible it was necessary to have a special bill passed by the New Jersey legislature.

The New Jersey publishers, according to Mr. Lent, also hope to establish some time an advertising course at Rutgers.

Mr. Lent himself is a graduate of Princeton, Class of 1912. Immediately after college he went to Passaic to become secretary of the Chamber of Commerce there. This work was interrupted by the war.

It was only seven years ago that Mr. Lent, returning from service in the war, had his first experience in newspaper work. Then, in 1918, he became secretary and assistant publisher of the Passaic News. The paper at that time was owned in partnership by George M. Hartt and James T. Barker. Subsequently Mr. Barker sold out his interest to Mr. Lent, who now is publisher of the evening daily, with Mr. Hartt, editor.

Our Customers Write Our Ads

Lockport, N. Y., Union-Sun Journal SAYS

"Our DUPLEX TUBULAR is so simple and easy to handle that our crew has always been able to get *100% efficiency in production* throughout each day's run."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

SAY POLITICAL STORY FALSE

Enwright, Dalton, and Taffe of Boston Telegram Indicted

Frederick W. Enwright, publisher of the *Boston Telegram* and *Lynn Telegram-News,* Stephen Dalton and Leo Taffe, managing and city editors of the Boston Telegram respectively, and the Boston Telegram Corporation were indicted by a Suffolk county grand jury last week as a result of an article which appeared in the issue of Nov. 3, election day. It is charged that they published a false statement, which, it is claimed, was intended to defeat Fire Commissioner Theodore A. Glynn, candidate for mayor of Boston.

Enwright, Dalton and Taffe appeared before Judge Bishop in Suffolk superior criminal court to answer to the indictments. They pleaded not guilty and at the court's order were released in $500 on personal recognizance. No one representing the corporation appeared at the time to answer to the indictment which charged it with being responsible for the publication of a false statement.

It is alleged that the Boston Telegram on election day, published statements purporting to have been made by Mayor James M. Curley and Commissioner Glynn conceding the latter's defeat and the election of Daniel H. Coakley, the candidate backed by the Boston Telegram, out of a field of 10.

Under Chapter 269 of the Acts of 1922, of the Commonwealth of Massachusetts punishment is provided for the above offense as follows: "No person shall make or publish, or cause to have made or published, any false statement in relation to any candidate for nomination or election to public office, which is designed or tends to injure or defeat such candidate.

WHAT fills the gap between spot news and time copy ?

The live news-feautre series of

CURRENTS NEWS EEATURES, INC.

Star Bldg.
WASHINGTON, D. C.

Still Breaking Records!

The Miami Herald

Established a record never before approached by any newspaper published anywhere in any language in

Average Number Pages Printed Daily and Sunday from August 1st to November 30th, 1925.

The Herald adds new laurels to its already long list of records by publishing the largest number of strictly commercial pages, daily and Sunday and the greatest total advertising lineage ever carried by any newspaper, at any time, in any language.

Bear in mind that figures shown are without comics and news feature stories and are taken from "regular" editions—no special effort being made to increase any day's business with the exception of a few issues we have been compelled to omit from 60 to 100 columns of advertising because of mechanical limitations.

Following are the figures—they tell a story of progress and territorial prosperity:

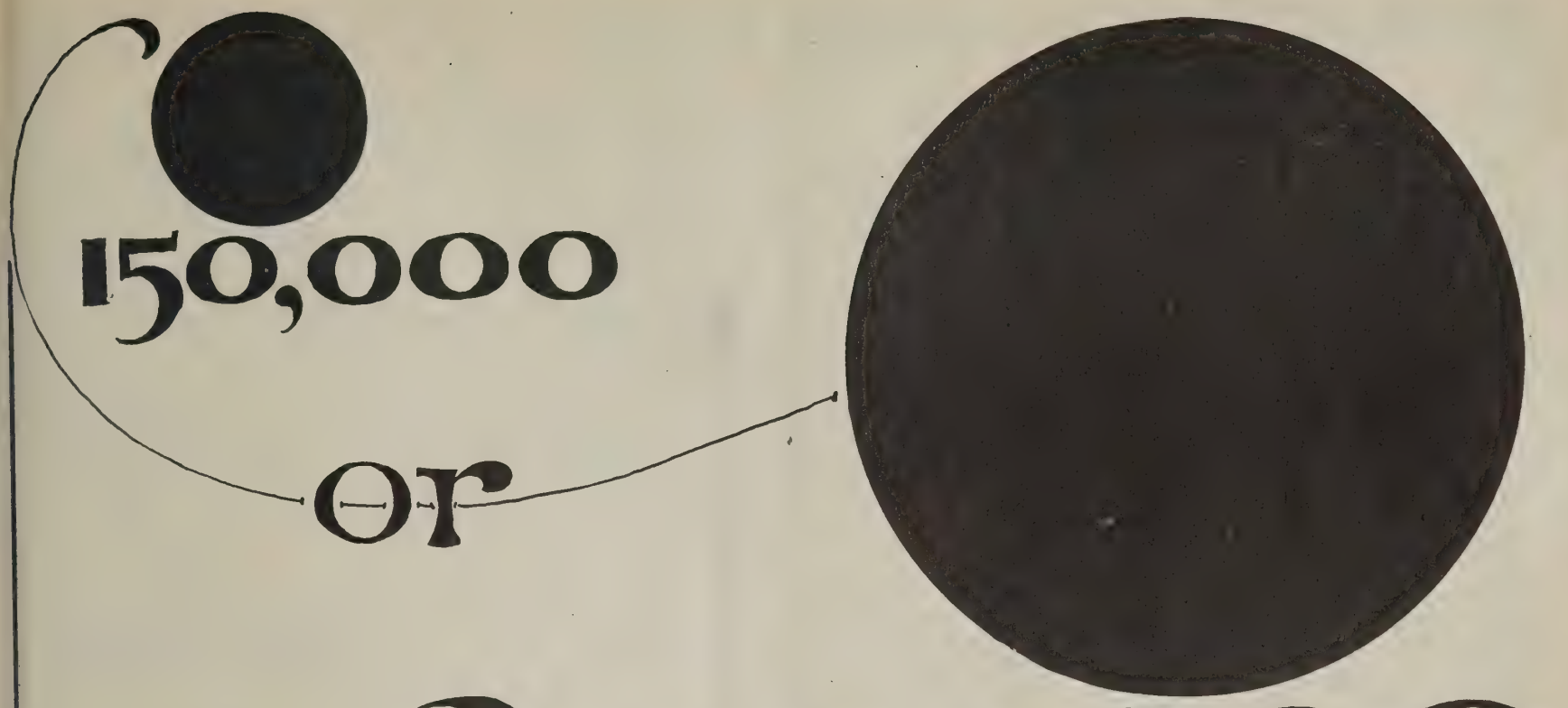
Daily Average Pages ..... 63 Plus
Sunday Average Pages .....151 Plus

Largest Daily Run 80 pages, October 14th
Largest Sunday Run 168 pages, November 15th

Daily Average Advertising 388½ columns
Sunday Average Advertising 612 columns

The Miami Herald

"Florida's Most Important Newspaper"
FRANK B. SHUTTS, *Publisher*



When You Think

of Des Moines do you think of it merely as a city of 150,000, or as the key to a market of 2,500,000 population—the state of Iowa.

Des Moines is strategically located in the center of the state. It is 150 to 350 miles distant from other cities of the same commercial importance.

The Des Moines Register and Tribune

has 170,000 daily circulation and circulates throughout Iowa. It is read in practically every home in Des Moines, one out of every two homes within 100 miles and one out of every four in the entire state. The Register and Tribune is the backbone of a successful advertising campaign in Iowa.

Write for folder showing circulation of The Des Moines Register and Tribune by cities, towns and counties in Iowa.

SLOVENLY REPORTING MADE GRANGE'S FAME

So Marvin Creager, Milwaukee Journal M. E., Tells High School Writers—Hero-Worship Was Easiest to Write

Slovenly newspaper reporting boosted "Red" Grange's fame far beyond its true proportion, Marvin H. Creager, managing editor of the *Milwaukee Journal* told delegates attending the annual convention of the Wisconsin Intercollegiate Press Association at Marquette University, Milwaukee, Dec. 10.

It was easy to pin a glittering story on a "star," but hard to write a complete and comprehensive story of each game, he said. The reporters wrote the easy story.

Mr. Creager declared that there seemed to be a tendency in journalism "somewhat akin to that in football."

"The old fashioned, hard persistent plugging for facts has rather given way to short cuts and highly specialized work in much the same fashion that the old line smashing—slow but sure football machine has given way to forward passes and wide formations. And while the new style may have its advantages, I question whether it is as sure to put the ball over as the old style.

"Red" Grange is the product of the new school of football and journalism. Back in the old days there were some pretty fair football men too. I am old fashioned enough to think Mr. Grange may have found the going rather heavy in their company. Yet none of them found it necessary to have a personal manager to protect him from frenzied bidders. In fact, I believe they all had to go to work for a living after graduation.

"But what has that to do with newspaper work? Just this. It was newspaper stories that made Grange. For three years the scores of hard working, faithful pluggers on the Illinois squad have been used simply as foils for the Wheaton ice man. The stories of games in which Grange played were merely recitals of his personal doings. One would get the impression from reading of the Illinois games this year that there was just one man on the field worth mentioning and he was a combination of Hercules, Mercury and Aladdin. Subsequent developments indicate that he also has in him strains of the Croesus and Rockefeller stock.

"Certainly this has not made for team work and college spirit. And the blame belongs primarily to the newspapers which have played him out of all proportion to his importance.

"They have done this mainly because of slovenly, inaccurate, untruthful reporting. It has been easier to write a column or two of hero worship than to dig in and get real facts and array them in interesting form.

"It would be difficult to find a better example of the dangers of exaggerated, superficial, newspaper reporting, but it is by no means an unique situation. The tendency of reporting is far too often toward playing to the public weakness for hero worship and superlatives in general. Writers yield to the temptation to make their stuff 'go over' by building up some spectacular feature far beyond its true value and the result is an unbalanced and untrue picture.

"What I want to emphasize here is the importance of writing things as they are. The objection may be raised that a story so written is dull and lacks punch—that it needs to be 'jazzed up' to make it attractive. That is the excuse of the incompetent and lazy writer. It is more difficult, perhaps, to make a story true and attractive at the same time, but real writing is not easy. If you are looking for something easy, don't take up newspaper work.

"If you do take it up, start on the firm foundation of facts and build your story on that. There is jazz enough to suit the greatest of jazz gluttons without putting it into supposedly true newspaper reports. It is like a shoddy piece of woolen—it looks fine at first glance, but it does not stand up and is not honest."

PRESS CLUB ELECTS WILLIAMS

Baltimore Judge Named President of Local Newspaper Group

Judge Thomas J. C. Williams of the Juvenile Court and a veteran newspaper man was unanimously elected president of the Baltimore Press Club at the annual meeting of the active members held Dec. 5, at the club rooms.

Other officers re-elected were: Vice-presidents, Folger McKinsey and W. Dwight Burroughs; recording and corresponding secretary, John J. Ely; financial secretary, J. Ferd. Hayward; treasurer, Edward H. Pfund. Board of governors: Frank F. Patterson, George Garner, Harold D. Jacobs, George T. Jenkins, Vincent de P. Fitzpatrick, Judge Williams, Mr. McKinsey, Mr. Borroughs, Mr. Ely, Mr. Hayward and Mr. Pfund.

Four hundred and fifty new members were elected to membership during the year and eight educational, social and historical functions given.

The club now has 972 members, including, in addition to active newspaper men, leading financial, commercial and professional men, Government, State and city officials.

WOMAN WRITERS ENTERTAIN

New York Newspaper Women's Club Holds Open House

The New York Newspaper Women's Club held open house in their new headquarters at the Hotel Iroquois on Sunday, Dec. 6.

Miss Martha Coman, founder, and Miss Jane Dixon, former presidents, received with Miss Theodora Bean, acting president during the absence of Miss Louella Parsons in California. Decorations of chrysanthemums and hot house plants were the gift of Mrs. Ogden Reid, of the *New York Herald Tribune*, a member of the club.

The committee in charge consisted of Miss Elsie McCormick, Mrs. Josephine Ober, Miss Charlotte McLevidge, Miss Marjorie Paterson, and Miss Emma Bugbee.

BEST PROSE IN DAILIES

Dr. Canby Says Reporters' Copy Better Than Magazine Writing

Not in our leading magazines, but in our newspapers is to be found the best prose written in America today, according to Dr. Henry Seidel Canby, of Yale University faculty and editor of the *Saturday Review of Literature*. Dr. Canby spoke at the convention of New England teachers of English in Springfield, Mass., last Saturday.

He said that a knowledge of rhetoric is not enough to produce good English but that there must be motivating thoughts and emotions demanding expression. The language of the press serves as an example of writing with a swift compelling purpose, he declared.

Dr. Rollo W. Lyman, professor of methods of teaching English at the University of Chicago, urged teachers of English to cull the newspapers, saving up for use in the class room the best that the daily press has to offer. English instruction, he said, must be in line with the everyday experiences of children of all nationalities and of intelligence.

In part, Dr. Canby said: "The fact of the matter is that the best prose today is not found in the best magazines; it is not the product of those writers who write for these high class magazines. Rather, our best examples of prose are being turned out in the columns of the American newspapers by certain 'low-brow' reporters with no reputation whatever as writers.

"The reporter's writings are full of meat of the sort which America needs. He achieves his needs because he has to, and that is the answer to our problem. We must reach a point where we are less teachers and more critics, to assist the writers who have to write in obtaining the equipment they will need, then to assist them in its proper use."

Prohibitionist Prohibits Publicity

Capt. George Parker, New England prohibition officer, refused to address a meeting in Boston last week on Law Enforcement if any newspaper reporters were allowed to be present. Capt. Parker declared he did not want any newspaper headlines screaming at him.

Texas Veterans Elect Mrs. Rountree

Mrs. Lee J. Rountree, head of the *Bryan* (Tex.) *Eagle* was elected president of the Texas Editorial Association, an organization of veteran newspaper men and women at their annual convention in Brownsville.

The
Dispatch-Herald

Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

FOR PROMPT SERVICE
TYPE
BORDERS ~ ORNAMENTS ~ BRASS RULE
Printers' Supplies
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT
Carried in stock for prompt shipment at the following Selling Houses of the
American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

It Is Not An Expense
to install
CERTIFIED DRY MATS

The cost of installing the Certified cold process of stereotyping is not an expense.

In a comparatively short time, the cost of any new equipment, such as, dry mat humidor, scorcher, and roller, is more than paid for through the savings made possible with this system.

Thereafter, the dividends keep piling on, year after year.

Let us tell you how LITTLE you need invest in new equipment, and how MUCH your dividends may be.

There is no obligation on your part.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue, New York, N. Y.
For "wet mat" printing with DRY MAT facility use CERTIFIEDS
Made in the U. S. A.

NOVEMBER

Shatters All Lineage Records for

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

For five years, October, 1920, stood as the banner month of the Birmingham News. That October was passed by October, 1925, and October, 1925, held the record for just one short month as November was the biggest month in the paper's entire history. There are two basic reasons for this: First, Birmingham is enjoying a phenomenal era of prosperity; second, the Birmingham public, that receives a weekly payroll of more than $4,000,000, responds to advertising in The News.

OCTOBER, 1925	NOVEMBER, 1925
1,649,172 Lines	1,665,496 Lines

The News alone in Birmingham carried more advertising lineage in November than October. Advertisers, both local and national, know that The News produces most results per dollar, and, after all, results are what they want.

NOVEMBER, 1925 COMPARED WITH NOVEMBER, 1924

	NEWS Lines	AGE-HERALD Lines	POST Lines
1924	1,429,890	821,828	326,438
1925	1,665,496	704,200	506,380
	Gain—235,606 Lines	Loss—117,628 Lines	Gain—179,942 Lines

Newspaper Arguments and Selling Theories Mean Nothing to An Advertiser

RESULTS ALONE COUNT!

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

National Representatives:

KELLY-SMITH COMPANY

New York Chicago Boston Philadelphia

JOEL C. HARRIS, Jr.

Atlanta

EASTERN WRITERS SEEK FOUR-GALLON HATS IN AUSTIN, TEXAS

"Ma" Ferguson Impeachment Threat Draws Out-of-Town Corps—Favored With Exclusive Interview as Local Men Wait Outside

By S. RAYMOND BROOKS

AUSTIN, Tex., Dec. 10.—"Where can I get one of those fo' gallon hats?" Joseph A. Brady, *New York Herald Tribune* staff correspondent asked a native newspaper man.

"Have you tried Dalhart, Tex?"

"Dalhart? Why don't they handle them here?"

"Oh, you might get one at a souvenir shop."

"Lead me to it. They won't believe I've been to Texas if I don't romp into the city room sporting one of those high lids. And I want to get one of those trick whips that Doug Fairbanks used in his picture. My little boy's last words were: 'Daddy, when you get to Texas, send me a cowboy whip'."

Newspaper men from all points east have been camping in Austin for the past two weeks, padding the wires with all sorts of stories, news, feature, freaks and statistical reports all based upon the general theory that Miriam Amanda ("Ma") Ferguson's position as first woman governor of Texas was being menaced through impeachment threats by the legislature.

Among the correspondents present during the 10 or 20 days that the story was "hot" were John E. Mitchell, *New York World;* Russell N. Porter, *New York Times;* Joseph A. Brady, *New York Herald Tribune;* C. B. Douglas, *Baltimore Sun;* George W. McVey, United Press; M. F. Dacy, International News Service; Charles N. Wheeler, Universal Service; Ray Baumgardner, Dallas, Texas manager for the Associated Press; Gordon Shearer, Newspaper Enterprise Association and the Scripps-Howard papers.

The Ferguson story threatened for a time to give the local Associated Press correspondents, C. B. Dickson and Lloyd Gregory some trouble. These men appeared for a time to be the innocent victims of a serious situation, all of which grew out of former Governor James E. Ferguson's refusal to talk for publication. The local A. P. men, in common with William Thornton, *Dallas News,* Eddie Newton, *San Antonio Express,* S. Raymond Brooks, *Austin American,* and Jack Fernandez, *Ft. Worth Star-Telegram,* had been persistent in their efforts to interview the governor or her spokesman, Jim Ferguson. But for a period of five weeks, neither the governor nor her husband would give the local men an audience. Texas papers were "romping" on the governor's policy in page one editorials and but these tactics did not seem to make the Fergusons easier for newspaper men to see.

When the eastern quartette, composed of Mitchell of the World, Brady of the Herald Tribune, Porter of the Times and Douglas of the Sun reached Austin they sailed forth to the capitol, announced themselves as New York correspondents and "would the governor see them?" Word came back that the governor was indisposed, but her husband, "Jim" would be glad to receive them.

So the boys from the metropolis entered the governor's office and there they were received by James E. Ferguson, sitting at the governor's desk. Mr. Ferguson quite patiently told his story, going back to the palmy days of 1914 and carrying the men through his impeachment trial and his wife's election.

The story went out. And local correspondents almost suffered a similar fate. It was several days before Austin writers could apprise their papers of the situation.

Finally, E. T. Cutter, central division superintendent of the Associated Press, dispatched his Texas manager, Ray Baumgardner to Austin and it is said that Mr. Baumgardner carried to James E. Ferguson a personal telegram from Mr. Cutter, inviting the Fergusons to tell their story through the Associated Press. Former Governor Ferguson thanked Mr. Baumgardner and asked him how many columns would the A. P., give him. Mr. Baumgardner told him three thousand words.

"That's about three columns, isn't it?" Mr. Ferguson, who is also editor and publisher of the *Ferguson Forum* asked.

"Yes," Mr. Baumgardner replied.

"Well, I may have something tomorrow."

He did. He handed to the A. P. and all other services a three-column statement, defending the governor's acts and criticizing the policy of the red-headed young attorney general, Dan Moody.

Circulation managers should be interested in one fact developed rather thoroughly to the satisfaction of the writer that they do not follow the news as played by their papers. All three of the New York papers, for instance, and the Baltimore Sun, carried page one display heads, two and three column stories and frequent editorials on the Ferguson story. Their stuff, in this particular case, was absolutely exclusive. But only one paper, the Times, could be purchased on local news-stands. Correspondents haunted offices of the Austin American which happened to be subscribing for the New York papers, in order to see the manner in which their stuff was being handled. These stories gave the New York papers a splendid opportunity to "break into" Texas, not only for Austin sales, but in all other important towns with splendid news-stand representation.

New York newspaper men, forecasting the collapse of the impeachment movement against the woman governor have returned to the east. But they probably will be back in a few days. The Travis county grand jury is scheduled to indict in the present state highway investigation, so rumor says, and these indictments may lead to a strengthening of a demand for an impeachment session.

PUBLISHERS BUILD RAILCAR

H. B. and J. R. Snyder of Gary Post-Tribune in Transportation Field

Newspaper men have been successful in various other lines of business but it remained for H. B. and J. R. Snyder, editor and publisher, respectively, of the *Gary* (Ind.) *Post-Tribune,* to enter the field of transportation in answer to the railroad demand for a power passenger car for use in branch line and short haul service.

This week they delivered the first Smalley railcar, a coach 60 feet long and carrying 57 passengers, to the Susquehanna and New York Railroad at Williamsport, Pa., taking car from shops at Davenport, Ia., to Chicago for exhibit in the Union station and thence over Pennsylvania lines via Pittsburgh on express train schedule.

The railcar, equipped with twin 75 horsepower motors and the new Campbell transmission, averaged 51 miles per hour. On the grade east of Johnstown Pa., the Smalley car made the 26 miles in 42 minutes.

The car costs but 35 cents per mile to operate compared with $1.20 per mile, the cost of operating small trains, it is said.

Railroad officials and engineering experts made the trip on the car.

The car was designed by J. S. Smalley of Muscatine, Ia. The company building car is headed by H. B. Snyder, president and treasurer, and J. R. Snyder, secretary, owners of the Gary Post-Tribune J. U. Thompson, Chicago, vice-president and C. H. VandeerVoort, Moline, Ill. sales manager.

CASPER, WYOMING NEWSPAPERS CONSOLIDATED

On December 1st, The Casper Evening Tribune assumed control of The Casper Morning Herald. The Herald will be published mornings except Monday, and The Tribune, evenings except Saturday.

The Sunday morning edition will be a distinct paper, a combination of both the Herald and Tribune.

These Papers Will Blanket the Central Wyoming Territory

The Herald has the largest morning circulation in Wyoming **The Tribune has the largest evening circulation in Wyoming**

ASSOCIATED PRESS AND UNITED PRESS SERVICE

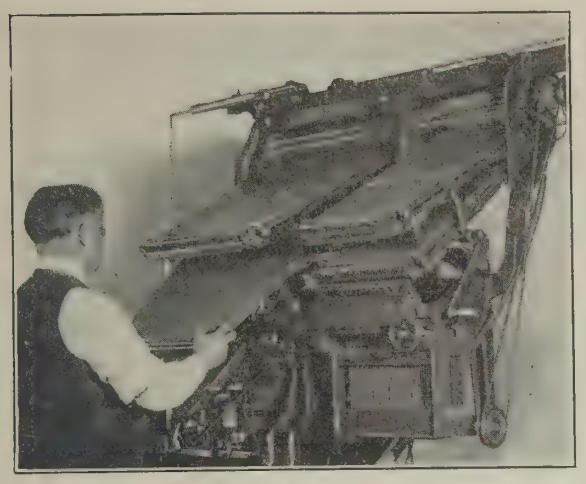
The CASPER MORNING HERALD **The CASPER EVENING TRIBUNE**

The SUNDAY HERALD TRIBUNE

Special Representatives: PRUDDEN, KING & PRUDDEN, Inc.

NEW YORK	BOSTON	CHICAGO	SEATTLE	LOS ANGELES	SAN FRANCISCO
270 Madison Avenue	Globe Building	Steger Building	Leary Building	Chamber of Commerce Building	507 Montgomery Street

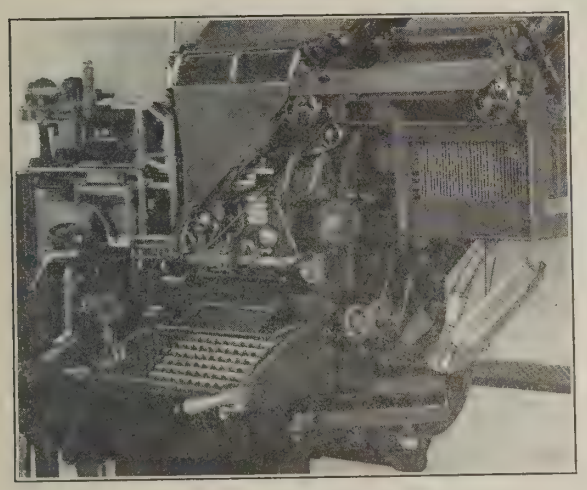
Linotype Magazines Changed from the Front



LINOTYPE magazines are quickly and easily changed from the front. Any magazine may be removed and replaced by another in a few seconds without disturbing the other magazines. Changes are made in exactly the same way on both Single Distribution and Mutiple Distribution (Mixing) Linotypes.

TRADE LINOTYPE MARK

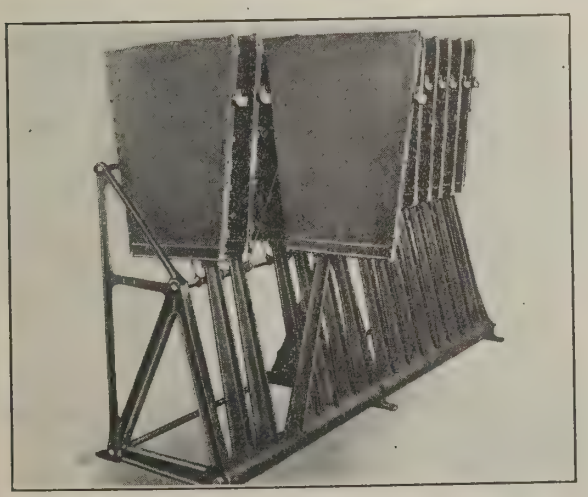
Linotype Magazines All Operated from a *Single Power-Driven Keyboard*



A LINOTYPE, either of the Single Distribution or Multiple Distribution (Mixing) type, has only one keyboard. The operator can set matrices from any magazine (including the auxiliary magazines) without leaving his seat or changing his position.

TRADE LINOTYPE MARK

Linotype Magazines Interchangeable



ANY Standard Linotype Magazine, either main or auxiliary, can be used on either Single Distribution or Multiple Distribution (Mixing) Linotypes.

Linotypes of the various models can be equipped to cast either 30 or 42 picas maximum measure

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LIMITED, TORONTO

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD

530.28.12-F

Composed entirely on the LINOTYPE *in the Bodoni and Scotch series*

ADVERTISING A FACTOR IN ECONOMY OF MARKETING, SURVEY SHOWS

Decreases Selling Costs, Increases Production and Lowers Prices, Committee Will Report at National Distribution Conference Next Week

WASHINGTON, Dec. 10.—Advertising is given a prominent place in the economy of marketing in a survey of Market Analysis, Advertising and Advertising Mediums which will be used as a basis of discussion at the general meeting of the National Distribution Conference to be held in Washington next week under the auspices of the Chamber of Commerce of the United States.

The special committee which made the survey, consisting of business men, economists and advertising experts, finds that national advertising is a contributing factor in the reduction of marketing costs and, indirectly, in the reduction of prices.

This conclusion is based on first hand testimony from a large number of distributors as to the economic effects of advertising. The committee lists the advantageous effects of proper advertising as

1. Decreasing the cost of selling;
2. Lowering the cost of production on account of increased volume;
3. Lowering prices to consumers and thereby raising the standard of living;
4. As a by-product, aiding in the education of the general public.

The committee finds, however, as a result of its investigations, that there are large wastes in advertising "due to the inadequate or uniformed study of markets and to the imperfect coordination of advertising with other activities." Various steps, among them the establishment of a Market Research Planning Body, designed to place advertising upon a more scientific basis are proposed in its report.

The special committee will submit to the Distribution Conference these recommendations:

"A Market Research Planning Body should be established coordinating certain lines of fundamental marketing research, to be supported by organizations interested in the results of such work. This body should lay out and possibly underwrite market research projects with the purpose of reducing duplication of effort to its lowest terms and of establishing and maintaining high standards.

"Advertisers, both present and prospective, in order to avoid unnecessary marketing waste, should base all advertising expenditures upon the results of careful studies of their merchandise, markets, media, copy and all other phases of their advertising. There should be careful coordination among their advertising, manufacturing and selling policies."

The committee also urges that a census of distribution be taken as soon as possible and that prices and quantities of merchandise produced and in suspense be published periodically.

"Broadly speaking," the committee says in its report, "it would seem that where the advertising creates an increased demand for products of a certain class, a wider distribution of such products—in other words, makes a new business, bringing about lessened distribution costs and lessened production costs owing to increased demands—there can be no doubt as to the value of such advertising, not merely to the concerns that pay for it but also to the public that consumes the goods."

"As a result of its studies," the report concludes, "your committee reports that there is a decided value to advertising in economic distribution. Careful research reveals, however, that there is no greater fallacy than that brought out in the Broadway skit, 'It Pays to Advertise.' Such a statement needs a great deal of qualification. It does pay to advertise the right goods in the right media in the right way. Advertising, unfortunately is not an exact science. A merchant who is about to sign a lease for $25,000 a year for a store will not sign such lease until he is sure that the store is on a street which will bring by its door the very class of people who are likely customers for the goods he has to sell. Yet the same man is oftentimes careless in the selection of his advertising media in which he is spending an amount of money in excess of his total rent. He does not make sure that the papers he uses or the other advertising methods that he employs reach the people who belong to his particular clientele.

"The superficial talk to the effect that advertising pays has made advertising too haphazard, while the lack of exact data has been a matter of distinct disadvantage to those who desired to study the problem before making their advertising appropriations or deciding upon how those appropriations should be spent.

"The advertising successes are such as to encourage greatly its further use. There are large wastes in advertising, but at present it seems beyond the power of this committee to get any extact data regarding such waste. Such information as is available, however, would indicate that properly planned and placed advertising has genuine economic value, not only for the user of such advertising by reason of its aid to him in distribution, but it is of genuine value to the public itself because the public, to a large extent, shares in the economies which it brings about.

The members of the committee which made the survey of market analysis, advertising and advertising mediums are:

Stanley Resor, chairman, President, J. Walter Thompson Company, New York.

Homer J. Buckley, president, Buckley, Dement & Co., Chicago.

A. U. Chaney, general manager, American Cranberry Exchange, New York.

Elmer L. Cline, vice-president, Continental Baking Corporation, New York.

E. E. Day, Professor, School of Business Administration, University of Michigan, Ann Arbor.

John H. Fahey, publisher, Boston.

K. H. Fulton, president, General Outdoor Advertising Company, New York.

T. O. Grisell, director of marketing, George Batten Company, New York.

J. W. Hayes, Crowell Publishing Company, New York.

L. E. Holland, Holland Engraving Company, Kansas City.

S. N. Holliday, General Outdoor Advertising Company, New York.

William H. Johns, president, George Batten Company, Inc., New York.

G. L. Johnson, Chairman of the Board, General Outdoor Advertising Company, New York.

L. B. Jones, Eastman Kodak Company, Rochester, N. Y.

Dr. W. I. King, National Bureau of Economic Research, New York.

Robert K. Leavitt, secretary, Association of National Advertisers, New York.

E. T. Meredith, publisher, Meredith Publications, Des Moines.

Dr. Wesley Mitchell, National Bureau of Economic Research, New York.

Malcolm Muir, vice-president, McGraw-Hill Company, New York.

A. Heath Onthank, Chief, Domestic Commerce Division, Bureau of Foreign and Domestic Commerce, United States Department of Commerce, Washington.

C. C. Parlin, manager, Division of Commercial Research, Curtis Publishing Company, Philadelphia.

E. W. Parsons, advertising manager, *Chicago Tribune.*

Herbert P. Sheets, secretary-treasurer, National Retail Hardware Association, Indianapolis.

A. B. Sikes, American News Publication Association, New York.

Harry Dwight Smith, Fuller and Smith, Cleveland.

Dr. Daniel Starch, Director of Research, American Association of Advertising Agencies, New York.

P. L. Thomson, publicity manager, Western Electric Company, New York.

William A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association, New York.

The world's
Greatest
Circulation Campaign
IS NOW BEING CONDUCTED for
The Cleveland Plain Dealer

Because they knew and were exceptionally satisfied with the methods used and the success gained on a previous Hollister plan campaign for them, because they knew that Hollister supremacy is deserved and is unchallenged in any part of the country, The Cleveland Plain Dealer has placed "the world's greatest circulation campaign" in Hollister's hands.

HOLLISTER'S
Circulation Organization

'Phone, Wire, or Write, care of Cleveland Plain Dealer.

DISCUSS ADVERTISING COSTS

Views of Advertisers, Agencies, and Publishers Presented in Pittsburgh

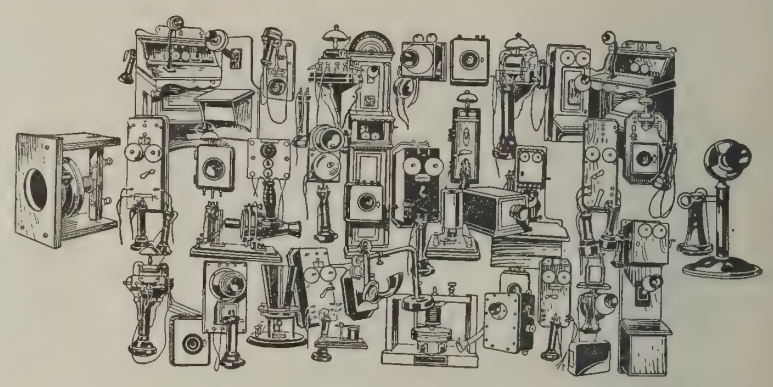
A round table discussion on "Are Advertising Costs Rising?" brought out some sharp controversy at the weekly luncheon of the Pittsburgh Advertising Club in the Chamber of Commerce auditorium this week. Three arguments were advanced.

1. By the representatives of big advertisers, who claim that the cost per inquiry of late has greatly increased.

2. By the agency group who maintained that advertisers are actually getting a much better bargain line cost per 1,000 of circulation than a few years ago.

3. By the publishers who contended that the tendency to restricted circulation among trade papers gives better quality value at a lower loss to advertisers.

The meeting was arranged by Thomas B. Harman, Jr., of the National Stockman and Farmer Publishing Company. The speakers included Edward M. Power, Jr. president of the club, for the agencies group; Joseph Vigneau and Harman for the publishers' group, and J. A. Cullison of the National Fireproofing Company Elmer T. Wible, of the Pittsburgh Steel Company, H. B. Jamison, of the American Sheet and Tin Plate Company and R. L. Twitchell of the Carnegie Steel Company.



An Account of Stewardship

Fifty years ago Dr. Alexander Graham Bell was busy upon a new invention—the telephone. The first sentence had not been heard; the patent had not been filed; the demonstration of the telephone at the Centennial Exposition had not been made. All these noteworthy events were to occur later in the year 1876. But already, at the beginning of the year, the principle of the new art had been discovered and Bell's experiments were approaching a successful issue.

The inventor of the telephone lived to see the telephone in daily use by millions all over the world and to see thousands of inventions and developments from his original discovery.

If he had lived to this semi-centennial year, he would have seen over 16,000,000 telephones linked by 40,000,000 miles of wire spanning the American continent and bringing the whole nation within intimate talking distance. He would have seen in the Bell System, which bears his name, perhaps the largest industrial organization in the world with nearly $3,000,000,000 worth of public-serving property, owned chiefly by its customers and employees.

He would have seen developed from the product of his brain a new art, binding together the thoughts and actions of a nation for the welfare of all the people.

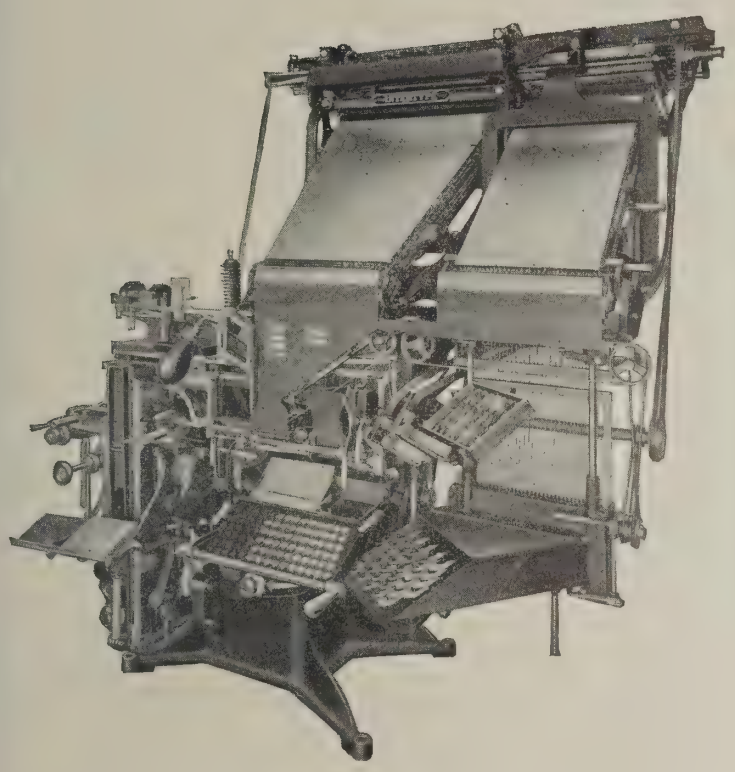
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

Intertype hit upon an idea that will save you money

—a *single* distributor box with a *double* purpose



Look to the future before investing your money in a slug-casting machine. Not only "what it will do" but *how well it will do it* is of special importance.

The Intertype Mixer is NEW—*entirely different*—unlike any other machine ever built!

It is the only *simplified* Mixer—the only Mixer built for dependable service without expert care—the only Mixer with but one distributor box.

It is the only *standardized* Mixer—the only freely interchangeable Mixer—the only Mixer with a simple assembling mechanism—without restrictions as to speed or size of matrices.

You will be surprised when you see the Intertype Mixer at work. You will see the operator touch a convenient lever (if you watch closely) but you can hardly realize that he has changed from one magazine to another. You will see a single distributor box sorting the matrices with quiet precision—without fuss or complications. You will see line after line drop down upon the galley—display lines up to full-width 36-point bold—text type as small as 5-point. No waiting for the distributor—no trouble—no delays.

The Intertype Mixer performs heretofore difficult functions so simply that they no longer seem difficult.

A Word about Delivery

Production for December and January is sold out. We urge prospective buyers to act without delay. We cannot accommodate one friend at the expense of another.

See this new machine at the first opportunity! Meanwhile send for our new brochure about it, including detail illustrations, typical magazine layouts, and specimens of composition.

Investigate! Do it NOW!

Standardized INTERTYPE TRADE MARK

Executive Offices: 1440 Broadway, at 40th Street, New York

NEW YORK CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES LONDON

EDITORIAL

BETTER MAIL SERVICE—HURRAH!

THE feature of Postmaster General New's annual report that interests the American people, particularly business, is that there is increased efficiency in the postal service.

That is what the American people pay for and are delighted to pay for.

But, as usual, the feature of the report that is stressed by the politicians at Washington, and echoed along the press line, is that there was an operating "deficit" for the year.

Well, what of it? The Postal Department did not make any money for Uncle Sam. Neither did the Army, Navy, or the departments of Commerce, Agriculture, Justice, Labor, State or any other service to the people show "operating profits!" Shall we weep or rejoice? Would Secretary Kellogg be a success if he should contrive means to make the State Department show a profit? How would it be to put a few battleships to hauling coal that the Navy might wipe out its "red"? This is nonsense, of course, and it is equally nonsensical to hold the Postmaster General responsible, as a business executive is held responsible by a board of directors and stockholders, for a profitable showing for a public service over which there is, and can be, none of the arbitrary controls that decide the factors of profit or loss.

General New declares there is increased postal efficiency, but seems only mildly enthusiastic about it. The wages of postal employees were increased, in response to a crying need, and the postal employes have taken the new grip that comes to men from satisfaction of material needs. They are making a showing. It is a highly desirable end, very well worth paying for by the tax-payers of the United States, who last year got the biggest return from their postal investment of any single investment in all the departments of the Federal government.

But that is not the "big idea" in the minds of the politicians. General New's report is taken as a sort of vindication of his position that postal rates should have been increased to meet the increased pay of postal employees. He suffers from the old Burleson complex that a post-office that isn't making direct profits is to be classed with an insolvent business venture. General New would like to be a hero like Burleson was until the war hit the post-office "business" and made it go to work as a public service, efficient whatever the cost.

Of course, the politicians will say that EDITOR & PUBLISHER takes this view because it wishes to aid the publishers to evade added postal expense. The truth is that increased second class rates would not cost the publishers of the United States a single dollar, for they would pass the added cost to their subscribers and increased advertising rates would take care of added costs on paid publicity going through the mails. But if postal rates, already much too high, are increased, the great function of the press will be interfered with. It is to communicate, by the most economical means, the facts of life and individual interest to the rank and file of citizenship. Our people are habituated to cheap current literature and will balk at increased subscription rates. We are opposed to anything which will discourage Americans from reading newspapers.

The sky's the limit for enactment and enforcement of blue sky laws.

ONE HAPPY RESULT

THE other day a Western publisher sent us copy of a letter he had addressed to an advertiser whose press agent had offered a hand-out, incidentally remarking that the product was being advertised in a group of magazines. The newspaper publisher took the advertiser to task in polite terms and suggested that he buy space at card rates.

This week brings another letter from the publisher, saying: "I am happy to inform you that we have just received an order to run the same copy that is appearing in the magazines. The concern sent a gracious letter acknowledging our rightful claims. You will be pleased to know the outcome."



Cause me to hear thy loving kindness in the morning; for in thee do I trust; cause me to know the way wherein I should walk; for I lift up my soul unto thee.—Psalm, CXLIII; 8.

QUEER BRITISH ADVERTISING

ALL mail from England, now distributed by the United States postal service, bears a cancellation stamp reading "British Goods Are Best," which is doubtful advertising and not up to English sporting standards. Uncle Sam's carriers handle at least 25,000,000 such letters annually. If our postal department should use a cancellation stamp on the millions of United States letters that are distributed in British mails bearing the slogan "United States Goods Are Better Than English," we will wager a bright farthing that Fleet Street would have something pointed to say of American methods.

Editor who holds his newspaper aloof from controversies and would stop presses to cut an editorial expression from a news story, regularly prints "racing selections."

EDITORIAL PAGE INTEREST

"THE editorial pages of the great majority of newspapers might very well be filled with comic strips or radio wiring diagrams as far as reader interest is concerned," asserts Marshall D. Beuick in *Social Forces.*

If we were sure that the general public is even half as much interested in political, social, economic discussions on editorial pages as it is in comic strips and radio our opinions concerning the state of civilization would undergo radical alterations.

"Red" Grange, a non-smoker, sells for $1,000 *an advertising endorsement of a cigaret, on condition that the copy shall not put the cigaret in his lips, conscientiously refusing* $5,000 *for an unqualified endorsement. Breathlessly we await the copy that will make a non-smoker boost a smoke.*

December 12, 1925 Volume 58, No. 29

EDITOR & PUBLISHER
Published Weekly by
THE EDITOR & PUBLISHER Co.,
Suite 1700 Times Building, 42d St. and B'way, N. Y.

Marlen E. Pew, Editor
Arthur T. Robb, Jr., Managing Editor
Associate Editors
Warren L. Bassett *Philip N. Schuyler*

James Wright Brown, Publisher.
J. B. Keeney, Business Manager.
Charles B. Groomes, Advertising Manager.
Mrs. H. Craig Dare, Classified Advertising Manager.
James W. Brown, Jr., Promotion Manager.
George Strate, Circulation Manager.

Associated with The Advertising World of London.

Washington: J. Bart Campbell, 608 District Nat'l Bank Bldg., G Street at Fourteenth North West. Telephone Franklin 4054, and Adams 7625.
St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Olive 117.
Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.
Pacific Coast: Ike Allen, care San Francisco Examiner.
London: The Advertising World represents EDITOR & PUBLISHER for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.
Paris: G. Langelaan, 47 Avenue de l'Opera, Paris.
Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craick, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy, $4 a year; foreign $5; Canadian, $4.50.

VALUE OF COST FINDING

A MAN who sells a commodity without consideration or knowledge of its cost is a blind staggerer on the highway of business. We believe that hundreds of newspapers are selling space without any true appreciation of production cost. A magnificent reform is taking place through the efforts of newspaper organizations, particularly Inland Daily Press Association, Southern Newspaper Publishers' Association and others.

There is a practical result: The management of a department store recently advised a newspaper publisher that it proposed next year to increase its volume from 420,000 lines to one million and asked for a rate which would undercut the minimum rate fifty per cent.

"In former days, when we had not found our costs, we might have been interested," said the publisher to EDITOR & PUBLISHER, this week, "but we were able to lay before the merchant a clear statement which foretold inevitable loss if we were to accept his proposal. He is a good business man and naturally did not expect us to do business at a loss. The incident was quickly and pleasantly closed."

Obviously, the advertising that is carried by that newspaper for that department store will give a margin of profit to the newspaper. All the old stock arguments that one big space user begets another, that advertising increases circulation, etc., are discounted and sound business supplants sophistry when managers deal in the terms of actual figures. Publishers, establish cost finding systems!

F. P. A. appropriately gives genius medal to New York Times reporter who noticed that President Coolidge didn't smile when his lost overcoat was returned.

FREE POSITIONS

FREE radio advertising now equals free automobile advertising, in point of volume. Many press agents are routing their stuff to local dealers.

One of the most audacious of the space grafters is Atwater Kent Manufacturing Company, of Philadelphia. Kindly observe, dear editors, a bulletin which was broadcast to the retail agents of that concern recently:

"The Atwater Kent Mfg. Company now have established a policy to send to all dealers, at various times, interesting radio news stories and publicity articles that can readily be inserted in your local newspaper. * * *

"As soon as you receive the articles take them to your newspaper, who (sic) will be glad to have these written as they are in true newspaper style. Be sure every one goes to the newspaper—make every story count! The more of our newspaper publicity stories published, the more people will talk about radio in general and Atwater Kent and you in particular.

"The ideal arrangement and the greatest benefit can be obtained from the publicity by having the articles printed on the same page as your Atwater Kent radio advertising, directly under or along side the article, if possible.

"All that we ask in return is that you send us the full page of the newspaper showing the insertion of the article, whenever possible.

There's a press agent for you! Forgets no detail, including position for his stuff and a free checking copy. Cuss him out as a gally moocher, but such monumental nerve really deserves admiration. The boy has a fine touch!

First prize for the year's exhibits of silly suggestions is hereby awarded to the flag-waving patriots who proposed that the foreign language press be compelled, by law, to devote a section of their space to the publication of American history; if this prevails, we hope that nothing so incongruous as the first amendment to the constitution be thrust down the throats of foreign language editors.

MUSSOLINI OVERREACHES

DISCUSSING the final Mussolini muzzling of *Milan Corriere della Sera,* one great free voice in post-war Italy, *New York World* truly remarks: "Facismo was not satisfied with a fair newspaper. It sought an obsequious one. * * * No tyrant can stifle thought in his subjects. Tyrants never learn the lesson."

The incident strengthens opinion that the Witch Chasing dictator is desperate as he nears the end of his wild spree. The Italian people love truth and freedom and will not long be denied.

PERSONAL

WILLIAM O. TAYLOR of the *Boston* (Mass.) *Globe* and Mrs. Taylor, sailed on the S. S. Empress of Scotland from New York last week on an extended tour of Europe.

John F. D. Aue, publisher of the *Burlington* (Ia.) *Hawk-Eye,* has been elected president of the Iowa Good Roads Association.

James E. Chappell, assistant to the publisher of the *Birmingham News,* has been unanimously elected president of the Kiwanis Club of Birmingham.

Stuart W. Smyth, editor of the *Oswego* (N. Y.) *Times,* has returned from an extended trip through the Middle West.

John G. Kelley, publisher of the *Walla Walla* (Wash.) *Daily Bulletin,* returned recently from a European tour of several months.

Harris M. Dolbeare, publisher of the *Wakefield* (Mass.) *Daily Item,* this month is celebrating the 25th anniversary of his ownership of that newspaper. On Dec. 1 he was presented a diamond-studded Rotary pin by the Wakefield Rotary Club.

E. D. Coblentz, publisher of the *San Francisco Examiner,* who has been directing the handling of the news on the *New York American* for the past few weeks, returned to San Francisco, leaving New York, Dec. 9.

IN THE BUSINESS OFFICE

TODD BARTON, until recently with the business office of the *New York Times* has been appointed business manager of the *Bridgeport* (Conn.) *Herald* and the *Waterbury* (Conn.) *Herald.*

Neil Vanzant of the *Dallas* (Tex.) *Times-Herald* sailed for Tokyo Dec. 9, to join the advertising staff of the *Japan Advertiser.*

Miss Lorn T. Pinel, for the past five years in the business office of the *Quincy* (Mass.) *Patriot Ledger,* has resigned.

Arthur E. Crane, formerly with the *Brooklyn Daily Eagle's* religious department, has been placed in charge of church advertising by the *New York Herald Tribune.*

IN THE EDITORIAL ROOMS

CARLISLE MACDONALD has been transferred from the London to the Paris bureau of the *New York Times.*

B. O. McAnney, for nine years a member of the *New York Herald Tribune* staff, and for the past two and a half, its night city editor, resigned last week to take up feature selling for a syndicate. A wrist inscribed gold watch was presented to Mr. McAnney at a farewell party tendered by the staff.

Gene Fowler, former managing editor of the *New York American,* and Mrs. Fowler sailed from New York Dec. 5, for a three months' trip to Egypt.

J. E. Watson, city editor of the *New York American,* is ill at his home with influenza.

Louis D. Kornfield is taking a year's leave of absence from the Paris bureau of the *New York Times.*

Milton V. O'Connell, formerly of the *New York Times* and *New York Herald Tribune,* has opened a publicity bureau in the Fisk Building, New York.

Herman Gastrell Seeley is now the financial editor of the *Chicago Evening Post,* succeeding the late Charles Hays. Other changes in the staff of the Post include the promotion of Loren Carroll to railroad editor and George Kercher to assistant editor and director of the radio department.

Anthony J. Philpot, art and dramatic critic of the *Boston Globe,* has been appointed by Mayor James M. Curley as a member of the committee of 100 to make plans for the celebration in 1930 of the tercentenary anniversary of the settlement of Boston.

Wyatt B. Brummitt, former managing editor of the *Epworth Herald* and the *Northwestern Christian Advocate,* has joined the *Chicago Daily Journal* staff.

Paul Shannon, sport writer on the *Boston Post,* gave a talk on "Sports as a Sport Writer Sees Them" before the Quincy Council, Knights of Columbus, Dec. 3.

McCready Huston, associate editor of the *South Bend Tribune,* has a short story in the December *Scribners',* "Mrs. Arnold's Smile."

George M. Hinshaw, managing editor of the *Muscatine* (Ia.) *Journal,* addressed the Iowa High School Press Association at its annual meeting at Grinnell, Dec. 5.

Karleton Hackett, music critic of the *Chicago Evening Post,* addressed the Medill School of Journalism of Northwestern University, Dec. 3.

Earl R. Leach, managing editor of the *Lima* (O.) *News,* has been appointed a member of the State Library Board.

Thomas Dawson, reporter, *New York Herald Tribune,* and Mrs. Dawson are the parents of a daughter born Dec. 6.

Ralph Dyer, former Parsons, Kan., newspaper man, is now editor of the *Rockville* (Mo.) *Leader.* He is said to be the youngest newspaper editor in Missouri.

F. Lauriston Bullard of the *Boston Herald* staff recently addressed the Worcester (Mass.) Woman's club on current events.

Miss Jennie S. Owens, of the *Eldorado* (Kan.) *Daily Times,* has just published a new book, "Fodder." William Allen White wrote the introduction.

Barnet Nover, writer of the *Buffalo Evening News* column, "In the Background of Events," spoke recently before the Buffalo League of Advertising Women.

Joseph P. Hicks, Jr., of the *Oklahoma City Times* copy desk, has been appointed editor of a house organ to be published soon by the H. M. Byllesby public utility interests, Chicago.

Franklin K. Sprague, financial editor, *New York Herald Tribune,* is at St. Petersburg, Fla., attending the annual convention of the Investment Bankers' Association.

Albert S. Crockett, formerly a reporter for the old *New York Herald* and for ten years close to its editor, has written a book, "When James Gordon Bennett was Caliph of Bagdad."

Russell W. Whitney, formerly of the *Philadelphia Evening Ledger* and *Morning Inquirer* rewrite desks, has returned to the Pacific Coast and joined the *San Jose Mercury Herald* staff.

MARRIED

EARL H. EMMONS, editor of the *American Printer,* to Miss Ruth Ordway, proofreader for the Federal Printing Company, New York, in the private office of Public Printer George H. Carter, Washington, D. C., Dec. 5.

Clarence A. Kingsbury, attorney and publisher of the *Ponca* (Neb.) *Journal-Leader,* to Mrs. Stella Caulfield, of Newcastle, Neb., Nov. 27.

William Hawkins, former cartoonist of the *Sioux City* (Ia.) *Journal,* now a student at the Chicago Art School, to Miss Tena Agastine of Sioux City, in Chicago, Nov. 26.

Miss Rita Elizabeth Wrenn of the *New York Herald Tribune,* Washington bureau, to Mr. William A. Hixson, Dec. 3.

T. G. A. Goldsmith, of the *New York Herald Tribune* staff, to Miss Mari Durring, Nov. 30.

WITH THE SPECIALS

C. A. JOHNSON has succeeded D. A. Sikes in the Los Angeles office of the Kimball-Mogensen Company, special representatives.

Thomas F. Clark Company, Inc., has been appointed the Eastern representatives of the following papers effective Dec. 1: *Riverside* (Cal.) *Morning Enterprise; Ventura* (Cal.) *Evening Star; Hawthorne* (Cal.) *Evening Leader; Oxnard* (Cal.) *Morning Tribune.*

The C. L. Houser Company has now opened its own office in Chicago, in the Tribune Tower, with D. J. Hilman of New York City in charge as Western manager.

Andrew Foster George has been appointed Eastern representative of *Radio Digest* at its New York offices, 247 Park Avenue.

Kimball-Mogensen Company have been appointed to represent the following newspapers in the national field: *Eureka* (Cal.) *Humboldt Standard; Baker* (Ore.) *Democrat; La Grande* (Ore.) *Observer; The Dallas* (Ore.) *Chronicle.*

FOLKS WORTH KNOWING

WILLIAM D. W. BISHOP, who recently succeeded J. A. Osborne as owner and publisher of the *Washington* (N. C.) *Daily News* has had much experience as a political and editorial writer, having served the *New Haven* (Conn.) *Register* both as legislative and Washington, D. C., correspondent for a number of years. Mr. Bishop is also acting as editor of his new paper. He is a graduate of Yale college, class of 1911 and has also studied at Sheffield Scientific School of Yale University and at the Romance Language School of Middlebury College, Vt..



W. D. W. Bishop

Mr. Bishop has been engaged in his present business since being released from the naval reserve in 1919 and served the entire intervening period of six years with the New Haven Register. In 1922-23 he made an extensive trip through Southern and Eastern Europe, Palestine and Egypt studying and writing on the domestic and foreign affairs of the two last-named countries also France, Italy and Greece.

He is the grandson of the late Elihu B. Washburne, former U. S. Secretary of State and Minister to France during the Franco-Prussian war, who was for many years an Augusta, Me., newspaper editor. His paternal grandfather was William D. Bishop, president of the New York, New Haven & Hartford R. R. Co., U. S. Commissioner of Patents and member of Congress from Connecticut. He is a cousin of Stanley Washburne, noted war correspondent and of Beatrice Washburne, feature writer.

Mr. Bishop married Miss Ellice H. Kirkby of Ottawa, Ontario at St. Augustine, Fla., in February, 1924. They are the parents of a two months old daughter.

PRESS ASSOCIATION NOTES

H. P. HOWARD has joined the state bureau of the Associated Press at Pierre, S. D. He succeeds M. B. Ronald who will be associated with his father, W. R. Ronald, in the publication of the *Mitchell* (S. D.) *Evening Republican.*

Robert Bender, news manager of the United Press, went to Washington from New York headquarters this week to attend the opening of the new 69th Congress.

SPECIAL EDITIONS

CHATHAM (Ont.) Daily News, Peninsular Winter Fair edition, Dec. 4.

Fergus Falls (Minn.) *Daily Journal,* 8-page Christmas section, Dec. 1.

Hornell (N. Y.) *Tribune-Times,* 18-page edition in connection with the formal opening of its new home, Nov. 28.

CHANGES OF OWNERSHIP

MACHINERY and equipment of the North Central Publishing Company, publishers of the *Wenatchee* (Wash.) *Sun,* has passed to the ownership of Edwin J. Brown of Seattle, under foreclosure proceedings instituted by him. Hugo Kelley, also of Seattle, has assumed the editorship and management of the publishing plant.

Bonners Ferry (Idaho) *Hustler* was sold recently by Don H. Phillips to Edgar L. Beard.

Robert S. Tromley, owner of the *Stone County* (Mo.) *News-Oracle,* has sold the paper to J. Ray King, of Forsyth.

Brandon (Minn.) *Times* has been sold by Clarence A. Forbes to Gordon Hamly.

Dwight L. Miller, until recently publisher of the *Lathrop* (Mo.) *Optimist,* has purchased the *Caney Chronicle,* daily and weekly, from J. L. Papes. Mr. Miller was formerly with the *Neodesha* (Kan.) *Sun* and the *Belleville Telescope.*

Wallace W. Casey, formerly of the *Kansas City* (Mo.) *Star,* and Mrs. Casey, former feature writer on the *Kansas City Kansan,* have purchased the *Elkhart* (Kan.) *Morton County Progress.*

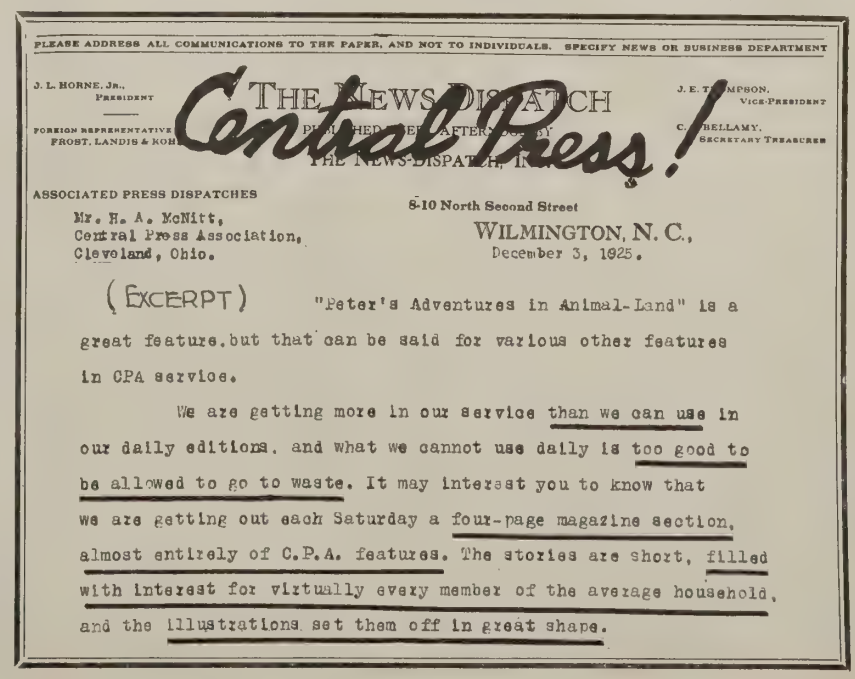
W. R. Vanhoozer, editor and publisher of the *Orrick* (Mo.) *Times,* has sold the paper to Frank Sanderson.

O. A. Brice, owner of the *Lincoln* (Kan.) *Republican,* has sold the paper to W. C. Cipra, owner of the *Sentinel.* The papers have been merged.

Thomas E. Frank, editor and owner of the *Fauquier* (Va.) *Democrat,* weekly, published at Warrenton, has purchased from former Governor Westmoreland Davis, of Leesburg, the *Warrenton Times.* The two papers will be consolidated.

John E. Richards, for some time editor and half owner of the *Alpena* (Mich.) *News,* has purchased the share owned by his partner, Thomas J. Ferguson, who will retire from the business. Richards will become editor and manager. The change of ownership becomes effective Jan. 2, 1926.

E. P. Martin has sold his interest in the *Miami* (Okla.) *News-Record* to J. F. Robinson and G. L. Coleman who



PLEASE ADDRESS ALL COMMUNICATIONS TO THE PAPER, AND NOT TO INDIVIDUALS. SPECIFY NEWS OR BUSINESS DEPARTMENT

J. L. HORNE, JR., PRESIDENT — THE NEWS-DISPATCH — J. E. THOMPSON, VICE-PRESIDENT

FOREIGN REPRESENTATIVE FROST, LANDIS & KOHN — PUBLISHED EVERY AFTERNOON EXCEPT MONDAY — C. BELLAMY, SECRETARY-TREASURER

THE NEWS-DISPATCH, INC.

Central Press!

ASSOCIATED PRESS DISPATCHES

8-10 North Second Street

Mr. H. A. McNitt,
Central Press Association,
Cleveland, Ohio.

WILMINGTON, N. C.,
December 3, 1925.

(EXCERPT) "Peter's Adventures in Animal-Land" is a great feature, but that can be said for various other features in CPA service.

We are getting more in our service than we can use in our daily editions, and what we cannot use daily is too good to be allowed to go to waste. It may interest you to know that we are getting out each Saturday a four-page magazine section, almost entirely of C.P.A. features. The stories are short, filled with interest for virtually every member of the average household, and the illustrations set them off in great shape.

have been co-owners with him since 1923. Martin has been editor of the News-Record.

Sam H. Rogers, for 14 years owner and editor of the *Republican County Democrat,* has sold the Democrat to Gene Charles.

Roy Irvine has sold the *Yakima Valley Optimist,* published at Selah, Wash., and will return to Lacrosse, Wash., to resume the publication of the *Lacrosse Clipper,* which he formerly owned.

ASSOCIATIONS

INDIANA State Weekly Press Association was formed at a meeting in Indianapolis recently. Officers were elected and a committee named to prepare a program. John B. Stotts of Odon was named president; G. G. Campbell, Brownsburg, vice-president; R. A. Brodhecker, Brownstown, secretary, and Lon Thatcher of Greenwood, treasurer.

Northeast Missouri Press Association has set Jan. 29, 1926, as date for its winter session in Macon, Mo. Twenty-five counties will be represented in the session, with an attendance of 75 members. F. H. Sosey, *Palmyra Spectator,* is president and W. M. Nolen, *Monroe City Semi-Weekly News,* secretary.

Kansas Democratic Press Association recently elected Robert F. Goode of the *Cawker City Ledger* president. A. F. Hatten Jr. of the *Westphalia Times* was named secretary.

Massachusetts Press Association will hold its annual meeting and banquet at Hotel Lenox, Boston, Dec. 14.

Women's Advertising Club of Boston held its annual dance at the Hotel Vendome last week. Among the guests were William Rogers of the *Boston Transcript* and Carol Swan, publisher's representative, Boston.

Chicago Press Club is making plans for a big entertainment immediately after the holidays. Harry Fisher is president and Jack Tarrant, secretary. The club plans to move within a few months to larger and better quarters.

In a sharply contested election, Eugene E. Morgan of the public relations department of Swift & Company was chosen commander of **Advertising Men's Post, No. 38, American Legion,** Chicago, Dec. 4. Robert McKnight, publicity manager of the Central Manufacturing District of Chicago, was elected first vice-commander; Robert S. Huffnagle of the Excelsior Printing Company, second vice-commander; Forrest Lowell of the Travelers' Insurance Company, third vice-commander; Stanley R. Clague, Jr., of The Modern Hospital, adjutant; and Theodore T. Weldon, advertising manager, Northern Trust Company, treasurer.

New York League of Advertising Women will feature "Home Economics In Advertising" at the regular dinner meeting Dec. 15. Speakers on the program are: Miss Katherine A. Fisher, director, Good Housekeeping Institute; Miss Marie Sellers, Home economics editor, Pictorial Review; Miss Emma F. Holloway, Pratt Institute, Brooklyn; Joseph W. Gannon, J. W. Gannon & Co.; Miss Rosamond Cooke, former instructor Iowa State College; Mrs. C. T. Radnor-Lewis, director of publicity, H. R. Mallison & Co.

NEW PLANTS AND EQUIPMENT

LANSING (Mich.) State Journal has purchased the printing plant of the Lawrence & Van Buren Company, adjacent to the Journal building, and will utilize the newly acquired property for enlargement of its plant. For the present the publishing building will be utilized for the printing of the Journal Radio Magazine.

Intertype purchases have been made recently by the following newspapers: *Elkton* (Mich.) *Review; Columbus* (O.) *Ohio State Journal; Campbellsville* (Ky.) *Star; Lorain* (O.) *Journal* (5); *Norwalk* (O.) *Reflector Herald; St. Louis Times; St. Louis Globe-Democrat* (8).

Schenectady (N. Y.) *Union-Star* has purchased a new standard pattern unit type sextuple press of R. Hoe & Co., Inc.

A new Miehle press for the *St. Charles* (Ill.) *Chronicle* has arrived and will be installed in the Arcade building, which will be the new home of the Chronicle when the building is completed.

Clyde H. Knox, owner of the *Independence* (Kan.) *Daily Reporter,* has purchased a building at Sixth and Maple formerly owned by the Kansas Natural Gas Company. Mr. Knox contemplates moving the Reporter in the spring.

Diario de La Marino of Havana, Cuba, has purchased an 8-page single-width intaglio press of R. Hoe & Co., Inc.

A new 16-page heavy design press unit has been purchased from R. Hoe & Co., by the *Baltimore Sun.*

Tampa Tribune has bought an eight-unit Goss press, which is to be installed in the next two or three months. The Tribune is arranging to add two stories to the two-story press room annex to its building, to accommodate additional equipment, including engraving plant.

BOSTON VETERANS PLAN BENEFIT FUND

Committee of Eight Appointed to Draw Up Plans at 18th Annual Meeting in Boston, Dec. 5

Establishment of a benefit fund for indigent newspaper men was outlined at the 18th annual meeting of the Veteran Boston Journalists held in that city Dec. 5. Linn Boyd Porter, the organization's first president, was the originator of the plan. The following committee was appointed to draw up plans of organization and incorporation for a a benefit association: William Taylor, William E. Brigham, James T. Reardon, Thomas F. Anderson, J. C. Morse, Weston F. Hutchins, George Ryan and President Anthony J. Philpott.

To the $100 presented by General Charles H. Taylor as a basis for the fund, Mrs. Harriet L. Husted Lynch and Robert Lincoln O'Brien, the latter editor of the *Boston Herald,* each gave $100.

A. J. Philpott was re-elected president; William U. Swan, secretary, and Everett W. Shumway, treasurer. It was voted to reduce the service limit for membership from 25 to 20 years and any person connected with a Boston newspaper on Jan. 1, 1906, is now eligible to membership. Dues will be assessed at $1 per annum. There are more than 30 members in the organization who were employed in newspaper work 25 or more years ago. Many of these are now in other callings but still are members of the Veteran Journalists. The bulk of the membership, however, consists of active newspaper men, employed on Boston papers or in other cities of the state.

Remarks were made by William E. Brigham, Arthur A. Fowle, Thomas F. Anderson, Jacob C. Morse, William Walsh, Robert Lincoln O'Brien, Frank C. Bowker, Richard T. Howard, Daniel T. and James E. O'Connell.

A silent tribute was paid the following members who died during the past year: Edwin W. Ingalls, Frederick E. Goodrich, Annie N. Darling, Arthur M. and Raymond L. Bridgman, William B. Welch, Manley M. Gillam, Robert J. Nugent, Thomas H. Hall, John Henry St. John, Elmer E. Hill, Louis A. Coolidge, Arthur T. Lovell, George R. Sargent and Henry J. Moulton.

Among the 40 members present was Weston Freeman Hutchins, long secretary of the organization and the oldest member.

ADDRESSES WANTED

E. J. Williamson
H. H. Hudson

D. H. LAWSON JOINS COAST DAILY

Succeeds C. F. Adelsperger as General Manager, Long Beach (Cal.) Sun

Following the resignation of C. F. Adelsperger as editor and general manager, the directors of the *Long Beach* (Cal.) *Morning Sun,* have appointed D. H. Lawson as general manager and director of advertising, and Walter H. Case as editor.

Lawson, who joined the staff several weeks ago, was for many years in charge of the Chicago office of the *Kansas City Star.* He was later business manager of the *Manila Daily Bulletin.* Until recently was employed in the same capacity on the *China Press,* Shanghai.

Case had been city editor since Dec. 1, 1924. Ruskin L. Dunfee, sports editor and police reporter, becomes city editor. R. D. Davis continues as circulation manager.

Paterson Daily Buys Property

The *Paterson* (N. J.) *Press-Guardian* this week announced it had obtained a contract for sale of a corner property adjoining the present plant for purposes of expansion. A new press will be purchased and other improvements made in the plant.

Lorenz Refused Rehearing

Arthur Lorenz, German language newspaper writer, who was convicted on a charge of libeling the American Legion, has been refused a rehearing by the Illinois Supreme Court.

FLASHES

This talk of there being no five-cen cigar on the market is not founded o fact. There are several of them an some of them procurable at as reasonabl a price as two for a quarter.—*Detro News.*

Wonder if Santa Claus will change hi red suit or take his chances with Secre tary Kellogg?—*Brooklyn Eagle.*

Just because you were married in church is no reason for staying awa from the place now.

A modernist is one who uses a pape towel and likes it.—*J. R. Wolf, Milwau kee Journal.*

It must be awful to be a real-estat man and see such profits in sight and le the land go to somebody else.—*Memph News-Scrimitar.*

Mount Etna is active, but Mussolin will no doubt suppress it at the prope time.—*Brooklyn Eagle.*

Lord Robert Cecil has given a thou sand pounds to the League of Nation for a golf course and tennis courts. Thi country will join the League yet.—*Wichita Eagle.*

Nothing gets you all up in the ai quicker than an inflated ego.—*Columbi Record.*

YOUR
CHRISTMAS
CHURCH PAGE

An Indianapolis pastor says:

"If printers' ink could break down prejudice against oleomargarine and sell Florida sand lots, it could also be used effectively to fill churches and help spread the gospel news. . . . The public press is God's means of spreading His word. . . . Church advertising increases attendance, increases the offerings, and spreads the 'Good News'."

Christmas affords a fine opportunity for you to go after the churches in your locality and sell them on the idea that they can get results by advertising "good news."

Start a real church advertising campaign in your newspaper and let us help.

Write for plans and church advertising copy to the

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

PRESIDENT COOLIDGE

has permitted only
one journalist and one magazine
to write of him as he is in
his own home

Every American Should Read
Frazier Hunt's Article
in January

Hearst's International

Combined with

COSMOPOLITAN

LETTERS FROM OUR READERS

Justice to Urbana, Ill.

To EDITOR & PUBLISHER:

My attention has been called to the fact that in your Space Buyer's Guide, Urbana, Illinois has been consolidated with Champaign. Urbana is a separate city with a separate form of government and in no way connected with Champaign. Practically everyone that has been in Champaign or Urbana knows that they are Twin Cities, but people who are unacquainted with the condition would never be able to find Urbana.

Very truly yours,
J. Ellis Mann,
Urbana Association of Commerce.

Note—The "twin-cities" are listed in the Space Buyers' Guide, page 53, as "Champaign-Urbana, Ills."

Telling Cubs How

To EDITOR & PUBLISHER: Advice on what the young reporter should be taught before he goes out into the newspaper field, still seems to be the favorite indoor sport of a galaxy of wise critics occupying the orchestra rows. The favorite picture painted by these savants is one in which the young homo stultus, having completed his college course in journalism, is depicted as being hurled headlong into a den of roaring "hard-boiled city editors," and other fur bearing animals.

What is especially lacking, these men say, in the college training of the reporter is the "hard-boiled city editor" to teach the practical side of the "game." Other suggestions, equally as pertinent, are made. These gentlemen are evidently overlooking the fact that journalism is coming to be more and more a profession where intelligence, not bluff, rules.

In your columns not long ago, one of your readers suggested that journalism departments should include in their curricula a complete course in how to telephone stories to the rewrite man. Any college instructor in journalism could teach an intelligent reporter in 20 minutes all the fine points of telephoning stories—including how to influence the operator to give him the right number.

As additions to the excellent suggestions which have already been made for the curriculum of an ideal college course in journalism, may I suggest the following embellishments:

1. A semester course, with laboratory practice, in "Soft-Soaping the City Editor."
2. A seminar course in "How to Keep the Paste Pot Full."
3. A two-semester course in "When to Ask for a Raise in Salary."
4. A graduate seminar, with thesis, on "How to Swear at the Society Editor."

IVAN BENSON.

Errors in Newspapers

To EDITOR & PUBLISHER: In a recent issue EDITOR & PUBLISHER discussed editorially the great need for accuracy in journalism. The editorial went on to tell of lamentable errors on the part of compositors, errors that caused the papers concerned considerable grief.

This editorial reminded me of a strange error in the setting up of some copy which I wrote in England about 12 years ago whilst acting as local correspondent for a paper published in the ancient city of Norwich. The style sheet required that the word "interment" be used in connection with funerals, and in the "copy" I had to write an obituary of a rather ne'er-do-well son of a well-to-do family. In telling of the place of burial I observed, "The interment took place in the churchyard. * * *" A day or two later indignant relatives of the deceased wanted to know why I had not shown the usual respect for the dead. To my horror the compositor had changed a word, making me say "entertainment," instead of interment.

A staff reporter on the same paper told me of a typographical error in some copy of his own that caused a greater commotion than the error in mine—although mine attracted not a little attention. The error in this case, however, was one easily accounted for, but in spite of that the bride received more than 200 anonymous postal cards and letters, some of them abusive.

It is, or was, the custom in the provinces over there to print a complete list of presents in a report of a wedding, especially when the parties are prominent and the affair is an elaborate one. The reporter in this instance had told of the gold brooches which the bridegroom, a well-to-do man, and widely known in the city, had presented to the four or five bridesmaids. When the report appeared, however, it was found that the compositor had substituted "ee's" for "oo's."

FRED L. W. BENNETT,
Salt Lake City.

Bradford vs. Zenger

To EDITOR & PUBLISHER: Taking in good part Prof. Fred J. Lazell's criticism of one phase of my recent article on William Bradford, it behooves me to offer a qualifying viewpoint in extenuation of the praise accorded Bradford for his accomplishments toward the advancement of American journalism.

The occasion for the article in question—the bi-centennary of New York's first newspaper, of which William Bradford was actually the founder, editor and publisher, was per se sufficient reason for concentrating on Bradford, it would seem, rather than on John Peter Zenger for whom Prof. Lazell appears as champion.

That Bradford was accorded fitting praise—in no way fulsome—for the stimulus he gave to American printing—in journalistic and other development, should have in no way detracted from whatever good Zenger also, in his own way, contributed. The fact remains that Bradford did start the first New York newspaper and did train many apprentices to go out upon journalistic careers, among whom was Zenger himself. Also the fact remains that the Bradford article was written for the celebration which recognized the anniversary date of New York's first newspaper.

Were the occasion a Zenger celebration or an anniversary of Zenger's paper's birth, I should be glad to concentrate on the facts concerning Zenger's contribution to American journalism and pay tribute to him for his stand for the freedom of the press, in which, incidently, he may not have been as important as Andrew Hamilton, the Philadelphia lawyer who presented his case under the support of the influential Van Dam.

That Bradford was eulogized for his part in early American journalism should in no way have been construed as, to quote Prof. Lazell, "the slighting of Zenger," of whom I wrote in my article, " . . . and in his historic fight against the tyranny of the government over the so-called seditious printed matter, he became famous as one of the early champions of the freedom of the press."

It may also be in order to note that I referred to the Cosby trouble, not only by mentioning it as "local bickerings" but also as "agitations caused by Cosby's high-handed demands."

Prof. Lazell regrets that "the good that men do is often interred with their bones," etc., and mentions wealth as one of the factors too often causing remembrance. He insinuates, I take it, that Bradford is remembered because he is in the class of those who "become almost rich enough 'to stand before kings'." This is not strictly according to the facts we have to draw upon, for although Bradford was not poverty-stricken nor as poor as Zenger, still we cannot class him among the wealthy if we accept what his one-time apprentice, James Parker, wrote in his obituary notice.

". . . but acquiring of an estate happened not to be his faculty, notwithstanding his being here at a time when others of not half his good qualifications amassed considerable ones."

I should like nothing better than to write of the picturesque and significant facts concerning Zenger and his paper and shall eagerly accept the first opportunity to do so—but I think Prof. Lazell will agree that a New York Gazette anniversary should throw the spot-light on William Bradford and leave Zenger enthusiasts satisfied with the "honorable mention" that accrues on the side.

MARION R. LELAND.

Special Editions

To EDITOR & PUBLISHER: Your most valuable journal has been a very important factor in exposing the free space grabber and the press agent grafter. As one who is vitally interested in the success of advertising in general and who is heartily in accord with your principles and ethics in regard to this matter, we take off our hat to you. While you are so capably exposing this free space theft, may we suggest another line of action which, in indirect ratio, is just as serious a menace to the value of genuine merchandising and advertising?

At least ten times each week, I receive a letter somewhat like the following:

"Dear Sir: On the steenth of August, we will celebrate our seventh birthday anniversary grand opening and what-not sale. This, the greatest merchandising plan ever seen in the north, south, east, west, (check the one you prefer) will be heralded throughout the entire seven counties of our trading area and will bring no less than 14,392 out of town buyers to our celebration.

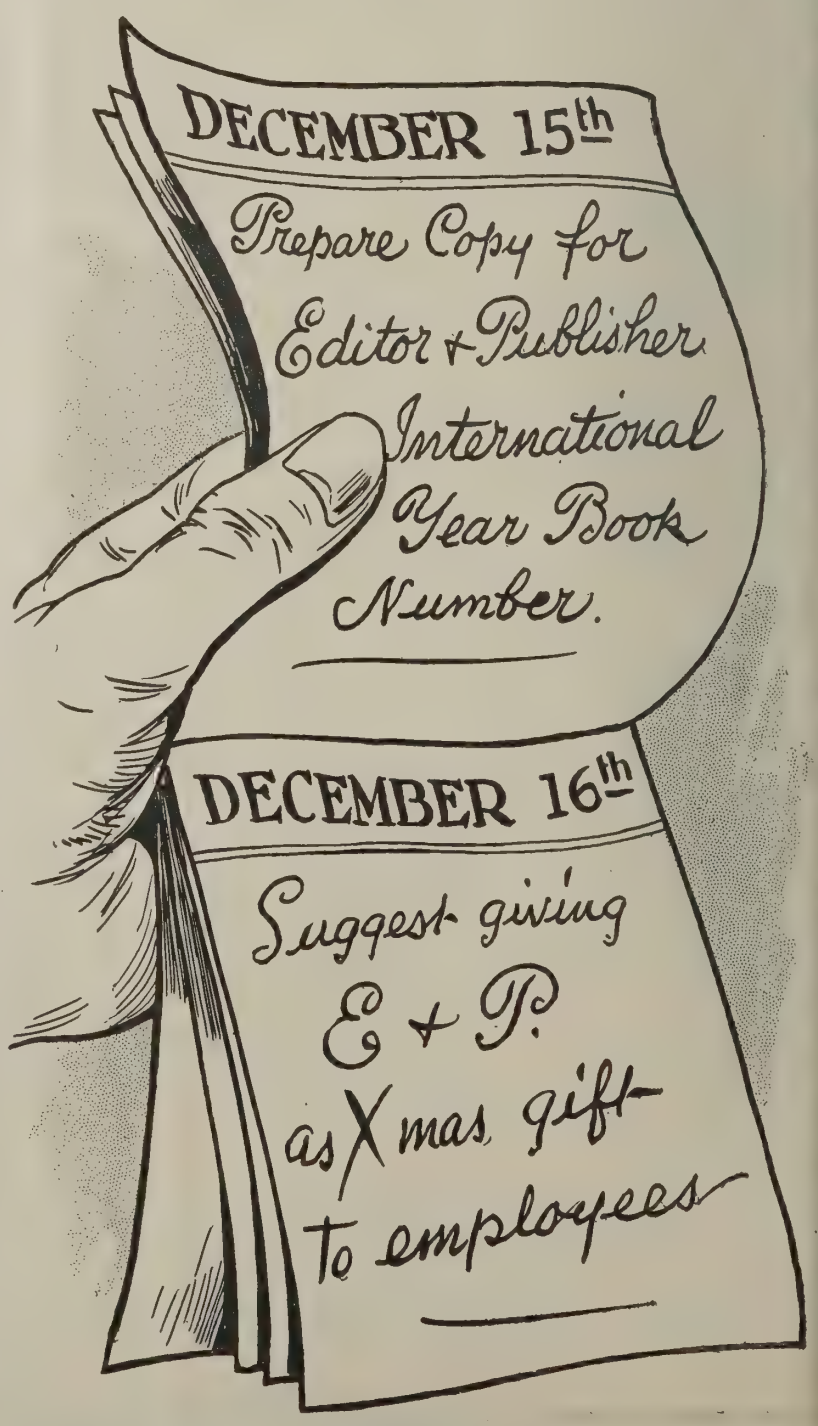
"Our local newspaper, the Daily Disgrace, is back of us in promoting the success of this venture and will run a complete sectio of advertising commemorating this even We have spent thousands of dollars on t purchase of your products (by actual coun $12.98); now we want just a little operation on your part. We want you take a full page or a half page in th special section, which will be charged special rates that we have secured. We a gratified at the manner in which all firm with which we do business have responde to this appeal. We are counting on you f a full page. What space shall we reserv for you? Send us copy. You can send t a check or credit our account, etc., etc., etc.

Each of these letters is as if poured fro the same mould. All are written in the sam style and the majority of them bear the e marks of the local newspaper which has su ceeded in obtaining the iron club of the loc merchant to wage war with the manufacture with this form of blackmail advertising. W have seen one newspaper in Ohio release thre such special sections in one Sunday editio We have fallen for the proposition where th good will of our dealer and the insistenc of the paper through the dealer made it nece sary that we stand the gaff and pay the black mail, but in the great majority of cases, w have had the temerity to refuse to stand for it for such incidental and spasmodic advertisin does not fit in the sane, sensible, well grounde and carefully planned advertising and mer chandising program of any manufacturer.

When Henry Ford builds a new design ca or if Super-Heterodyne make a new kind o radio tube, that is press agenting, but if Josep Litz Company, Main street, Podunk, Missour cut their growing teeth on their seventh anni versary, they get special sections in the loca newspaper as "news" with non-productive black mail advertising at the manufacturer's expense

The influence of your paper can be as grea in stopping this advertising leak as it has bee in stopping press agent graft.

W. A. SHEAFFER PEN COMPANY.
Ross H. WILSON



ONE OF A SERIES

Letters That Speak for Themselves!

THE EVANSVILLE COURIER, Inc.
Evansville, Indiana

"We have been subscribers to your service for several years. When your proposition was first broached to us we had some hesitancy about it. The factor which decided the matter in our mind was that the burden of the missing copy evil had become well nigh intolerable. It seemed that the larger percentage of checking copies we forwarded went astray in the mails. Payment of our accounts was held up pending the receipt of duplicate copies. In many instances the duplicate copies also went astray.

We decided to try your service for one month. At the end of the month we were so well satisfied that we sent in our order for its continuance. We have been relieved of the vast amount of detail and annoyance incident to the missing copy evil.

We would not think of going back to the old method of supplying checking copies. The Advertising Checking Bureau's system is vastly superior. We seldom have requests for missing copies. And, when we do, it usually turns out that the original proofs had been delivered.

We wish to commend you for the prompt and courteous attention given to our every request.

Very truly yours,
THE EVANSVILLE COURIER, Ed J. Fehn, General Manager."

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St.
CHICAGO

15-19 East 26th St.
NEW YORK

The Philadelphia Inquirer

Announces a

COLOR ROTOGRAVURE SECTION

as a regular feature of its Sunday Edition commencing with the issue of December 13th.

This section will contain pages in regular Sepia Rotogravure together with pages in Color Rotogravure.

Nothing could better serve the needs of the advertiser requiring perfect reproduction of his merchandise than this new advance in printing sponsored by THE PHILADELPHIA INQUIRER.

For Full Details and Rates, Address

GEORGE G. STEELE
Rotogravure Advertising Manager
410 Flatiron Building, New York

GRAVURE SERVICE CORPORATION
25 West 43rd Street
New York

OR THE PHILADELPHIA INQUIRER
Elverson Bldg., Philadelphia, Pa.

The Philadelphia Inquirer

Pennsylvania's One Big Morning Newspaper

NEW YORK
410 Flatiron Building

CHICAGO
2002 Harris Trust Building

SAN FRANCISCO
710 Hearst Building

WHAT'S WHAT IN THE FEATURE FIELD

Clifford McBride Drawing Tabloid Page for McNaught —Western Circulation Bureau Organized— "Why Christmas Is Merry"



Clifford McBride draws comics without words

CLIFFORD McBRIDE, artist, is now drawing a series of Sunday tabloid comic pages for the McNaught Syndicate, Inc., New York. A feature of the new comic is the absence of the usual balloons.

Mr. McBride was born in Minneapolis and moved to California, where he attended college and art schools. After a short time as illustrator for California magazines, he joined the art staff of the *Los Angeles Times*. Later he went to the *Chicago Tribune*, but left that newspaper to return to the Pacific Coast where he is now located.

The Western Circulation Bureau has been organized with offices at 1448 Webster street, Oakland, Cal. New and original plans on circulation promotion will be offered, it is announced, and the latest in premiums, prizes and contests will be submitted. W. G. Weaver is director of the bureau.

William Allen White, editor of the *Emporia* (Kan.) *Gazette*, is author of a Christmas editorial called "Why Christmast is Merry," which is being offered by the United Features Syndicate, New York. The feature is illustrated by Harry Townsend.

"The Two-Way Pulpit" is the title of a new religious feature announced this week by the McNaught Syndicate, Inc., New York. The syndicate has engaged the Rev. John Roach Straton, D. D., pastor of Calvary Baptist Church, New York, and a Fundamentalist, and Rev. Hubert C. Herring, Congregationalist Minister of Boston, and a modernist, to write weekly parallel columns. Every week a text or subject is assigned to these two clergymen. Each writes his thoughts without seeing the other's work.

The McClure Newspaper Syndicate, New York, is offering a new fashion feature called "Molly Monologues." It is a short daily talk in the first person of a girl's adventures with a sketch of Molly's new clothes. In addition to the fashion interest, the syndicate claims it carries the serial interest of Molly's life and parties.

Dr. Harvey J. Howard, held captive ten weeks last summer by Chinese bandits in Manchuria, tells his story for the first time in a series of daily articles being distributed by the United Features Syndicate, New York.

"An Heir at Large" a serial cartoon by John T. McCutcheon of the Chicago Tribune Newspapers Syndicate, has been dramatized by Mary Aldis, for a premier at the Goodman Memorial Theatre at the Art Institute, Chicago.

The Metropolitan Newspaper Service, New York, announces for Jan. 11,- the first of the Mildred Barbour "Love and Marriage" serials to carry daily illustrations. The feature is entitled "The Thoughtless Wife," or "Playing With Fire." The drawings are being done by Paul Brown. Miss Barbour is at present in Switzerland for the winter sports.

"Call for Mr. Bingle" is the name of the latest daily comic from the pen of Al Posen, creator of "Them Days Are Gone Forever," and "Jingle Belles." United Features Syndicate is distributor.

At a recent meeting of the executive committee of Science Service, Inc., Dr. J. McKeen Cattell of New York was elected chairman of the executive committee and vice-president; Dr. Vernon Kellogg, permanent secretary of the National Research Council, Washington, was elected treasurer and James Stokley was elected assistant treasurer.

A novelization of Channing Pollock's play, "The Enemy," is being offered newspapers by Continental Features, Inc., New York.

HIGH OFFICIALS ON GRIDIRON AT CAPITAL

Annual Dinner of Gridiron Club Being Held Dec. 12 — World Court, War Debts and Congress Burlesqued

WASHINGTON, D. C., Dec. 12.—Wit and raillery in an atmosphere strictly congressional is to mark the annual winter dinner of the Gridiron Club here this evening.

An international touch is to be given the event when the World Court, the war debt controversies, and world figures are put on the sizzling gridiron by the Washington correspondents comprising the membership of the club.

President Coolidge, Vice-President Dawes, cabinet officers, diplomatic officials and business and industrial leaders are among the invited guests.

Following are some of the events scheduled for the evening:

Opening song by the music committee, "What Do I Care?" with the refrain:
"Statesmen come and statesmen go,
What do we care, what do we care;
Beneath the Gridiron light,
We got no friend, got no foe,
What do we care, what do we care
The Gridiron's shining bright.
We will take you back of the scenes,
Show you just what politics means. So—
Nothing hid, lift the lid,
What do we care, what do we care,
The Gridiron's hot tonight."

Song, "All Alone," picturing Vice-President Dawes leading the fight against unlimited debate in the Senate.

"Revolt of the Marionettes," a burlesque on Col. William Mitchell, Senator Borah and Senator Reed Smoot.

"Nothing New Under the Sun," a skit in which John Quincy Adams is interviewed by Anne Rayoll.

"The World War Debt," portraying "Little Joe" Caillaux as the magician.

Secretary of the Navy Wilbur's bedtime stories are to be discussed in song os well as the foibles of Congress. Another subject scheduled for the gridiron is Col. Mitchell's trial.

Early in the dinner the hall will be darkened while the club pays tribute to the four members who have died since the last dinner, L. White Busbey, Louis A. Coolidge, N. O. Messenger and James Rankin Young.

WILCOX IS CHAIRMAN

Heads Standing Committee of Senate Press Galleries

Grafton S. Wilcox, member of the Washington Bureau of the *New York Herald Tribune*, is the new chairman of the Standing Committee of the press galleries of the United States Senate and House.

Mr. Wilcox, a former Associated Press and *Chicago Tribune* man, and a leading member of the Gridiron Club, polled the highest number of votes when the members of the press galleries met last Saturday to select the governing body of newspaper correspondents which will cooperate with James D. Preston, custodian of the Senate Press Gallery, and William J. Donaldson, Jr., custodian of the House Press Gallery.

The others chosen to serve with Mr. Wilcox were Mark Thistlethwaite, of the *Indianapolis News;* Robert B. Smith *Philadelphia Public Ledger;* Jay G Hayden, *Detroit News,* and James L West, of the Associated Press.

A resolution was adopted commending the services of James L. Wright, of the *Cleveland Plain-Dealer,* the retiring chairman.

N. Y. Sun Dines All-American Team

Members of the 1925 All-American football team, picked by sports writers of the *New York Sun,* were guests of honor at a banquet given them by that newspaper in New York, Dec. 5. The players carried away with them gold watches presented by the *Sun* as All-America emblems. Ceremonies were opened by a brief speech by Fred A. Walker, of the *Sun,* who turned the gavel over to William H. ("Big Bill") Edwards.

"Best equipment we ever put in" says Woodring

In writing of his experience with his Ludlow recently Mr. J. J. Woodring, General Manager of the Advocate Publishing Co., Sterling, Colorado, writes:

"WE have always been boosters for the Ludlow. It is the best piece of equipment that we ever put in. It has served the Advocate well and is the cheapest machine to operate that we ever had, in fact the supplies used for the Ludlow in five years hardly amount to anything. We wouldn't think of taking it out.

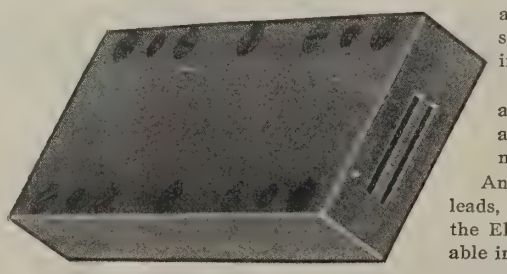
"We have issued papers up to seventy-five pages, never have any trouble, and never run out of sorts. The printers here all like the Ludlow and are boosting this machine."

Ludlow Typograph Company
2032 Clybourn Avenue
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
CHICAGO
New York: 63 Park Row
Boston: 261 Franklin Street
LUDLOW QUALITY COMPOSITION

Twin-Lead Mold Gives Double Production

TO the rapid production of slugs possible from an Elrod with a single, two-point mold, a twin-lead mold adds double production, because every stroke of the plunger drives two leads thru the mold instead of one. The Elrod is so simple that no machinist is required for its successful operation and so automatic that it needs but little supervision.

The Elrod Slug Caster produces leads, slugs and plain rules in any quantity, in a wide variety of sizes, cut to any length desired. Elrod material is solid and stands up under the most severe press and stereotyping conditions.



There are no intricate adjustments on the Elrod and changes of mold can be made quickly and easily.

Any shop using a quantity of leads, slugs and rules will find the Elrod Slug Caster a profitable investment.

Ludlow Typograph Company
2032 Clybourn Avenue
San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
CHICAGO
New York: 63 Park Row
Boston: 261 Franklin Street
LUDLOW QUALITY COMPOSITION

A December Linage Triumph!

The Shop-o-scope
TRADE MARK

Three hundred and twenty-seven of the best newspapers in the United States and Canada are making holiday classified advertising records with our newest and best Christmas Campaign —the Shop-o-scope for 1925. We are proud to have these clients on our list:

ALABAMA
Anniston Star

ARKANSAS
El Dorado News
Fort Smith Amer. & Times Record
Little Rock Arkansas Gazette
Texarkana Journal

CALIFORNIA
Berkeley Gazette
Long Beach Sun
Modesto News Herald
Palo Alto Times
San Bernardino Sun
San Pedro Pilot
Santa Rosa Press Democrat

COLORADO
Pueblo Star Journal

CONNECTICUT
Hartford Courant
New Britain Record
New Haven Register
New London Day
So. Norwalk Sentinel
Stamford Advocate
Waterbury Republican-American

DELAWARE
Wilmington Every Evening

DISTRICT OF COLUMBIA
Washington Times

FLORIDA
Fort Myers Press

GEORGIA
Athens Banner Herald
Atlanta Constitution
Rome News-Tribune

ILLINOIS
Belleville Advocate
Danville Press
Decatur Review
E. St. Louis Journal
Evanston News-Index
Harrisburg Register
Moline Dispatch
Ottawa Republican-Times
Peoria Journal Transcript
Quincy Herald
Rockford Republic
Rock Island Argus
Springfield Register
Sterling Gazette
Streator Independent-Times
Waukegan Sun
Woodstock Sentinel

INDIANA
Bluffton News
Clinton Clintonian
Evansville Courier-Journal
Fort Wayne News Sentinel
Frankfort News
Gary Post-Tribune
Goshen News-Times
Hammond Times
Hartford City Times Gazette
Huntington Press
Indianapolis News
Kokomo Tribune
La Porte Herald-Argus
Lebanon Reporter
Logansport Pharos-Tribune
Marion Chronicle
Michigan City Dispatch
Muncie Press
New Albany Tribune
Richmond Palladium
South Bend News-Times
Terre Haute Star
Vincennes Commercial

IOWA
Burlington Hawkeye
Clinton Advertiser
Des Moines Register Tribune
Fort Dodge Messenger & Chronicle
Fort Madison Evening Democrat
Muscatine Journal & News Tribune
Ottumwa Courier
Waterloo Tribune

KANSAS
Arkansas City Traveler
Hiawatha World
Iola Register
Kansas City Kansan
Wichita Eagle
Winfield Courier & Free Press

KENTUCKY
Ashland Independent
Lexington Herald
Owensboro Messenger
Paducah News-Democrat

LOUISIANA
Baton Rouge State Times
Shreveport Times

MAINE
Augusta Kennebec-Journal
Lewiston Journal
Portland Express & Press-Herald
Waterville Sentinel

MARYLAND
Baltimore News
Hagerstown Herald Mail

MASSACHUSETTS
Boston Advertiser
Brockton Times
Haverhill Gazette
Lawrence Telegram
Marlboro Enterprise
New Bedford Standard-Mercury
North Adams Transcript
Southbridge News
Springfield Union
Taunton Gazette
Wakefield Item
Wobourn Daily Times

MICHIGAN
Adrian Telegram
Ann Arbor Times-News
Battle Creek Moon-Journal
Bay City Times Tribune
Big Rapids Pioneer
Flint Journal
Grand Rapids Press
Hillsdale News
Ionia Sentinel Standard
Ironwood Globe
Jackson Citizen Patriot
Kalamazoo Gazette
Lansing State Journal
Ludington News
Marshall Chronicle
Monroe News
Mt. Clemens Leader
Muskegon Chronicle
Port Huron Times-Herald
Saginaw News Courier
St. Joseph Herald-Press
Sturgis Journal

MINNESOTA
Hibbing News
Mankato Free Press

MISSISSIPPI
Jackson Clarion Ledger

MISSOURI
Columbia Tribune
Independence Examiner
Jefferson City Capital News
Kirksville Express
Moberly Monitor Index
Richmond Missourian
Sedalia Republican
Springfield Republican

NEBRASKA
Fremont Tribune
Grand Island Independence
Hastings Tribune
Lincoln Star
McCook Gazette
Norfolk News

NEW JERSEY
Atlantic City Press Union
Elizabeth Times
Hackensack Record
Morristown Jerseyman
New Brunswick Home News
Passaic News
Paterson Press-Guardian
Sea Isle City Cape May Co. Times
Trenton Times
Union City Hudson Dispatch

NEW MEXICO
Albuquerque Tribune

NEW YORK
Amsterdam Recorder
Auburn Advertiser Journal
Batavia News
Binghamton Press Leader
Brooklyn Eagle
Glens Falls Post-Star
Gloversville Leader-Republican
Hudson Star
Ithaca Journal News
Jamestown Post
Newburg News
New York American
Niagara Falls Gazette
Ogdensburg Republican Journal
Olean Times
Peekskill Union
Poughkeepsie Star
Rochester Times-Union
Rockville Center Review
Schenectady Union-Star
Syracuse Herald
Troy Recorder
Yonkers Herald

NORTH CAROLINA
Asheville Times
Durham Herald
Elizabeth City Advance
Greensboro Record
Hendersonville Times
Kinston Free Press
Raleigh Times
Rocky Mount Telegram
Salisbury Post
Winston-Salem Sentinel

OHIO
Alliance Review
Ashland Times-Gazette
Athens Messenger
Bowling Green Sentinel-Tribune
Bucyrus-Telegram Forum
Canton Repository
Chillicothe Scioto Gazette
Cleveland Times
Conneaut News Herald
Coshocton Tribune & Times Age
Dover Reporter
Fostoria Review
Hamilton News
Kenton News Republican
Lima Republican Gazette
Mansfield News
Marietta Times
Marion Star
New Philadelphia Times
Norwalk Reflector Herald
Portsmouth Times
Sandusky Register
Springfield Daily News
Urbana Democrat and Citizen
Van Wert Times
Xenia Gazette-Republican
Youngstown Vindicator

OKLAHOMA
Ardmore Ardmoreite
Bartlesville Enterprise
Bristow Record
Chickasha Express
Durant Democrat
El Reno Democrat
Guthrie Leader
Lawton Constitution
Muskogee Phoenix
Muskogee Times-Democrat
Norman Transcript
Nowata Star
Okmulgee Times & Democrat
Pawhuska Journal Capital
Ponca City News

ONTARIO
Brantford Expositor
Kingston British Whig
London Free Press
St. Thomas Times Journal
Sarnia Canadian Observer
Saulte Ste. Marie Star
Stratford Beacon Herald
Woodstock Sentinel Review

OREGON
Portland Oregon Journal
Salem Oregon Statesman

PENNSYLVANIA
Allentown Chronicle-News
Altoona Tribune
Ashland Daily News
Bethlehem Globe
Bradford Era
Brownsville Telegram
Connellsville Courier
Du Bois Courier
Easton Daily Express
Erie Dispatch-Herald
Greensburg Tribune-Review
Greenville Record-Argus
Harrisburg Telegraph
Jeannette News-Dispatch
Lancaster New Era
Lansdale No. Penn Review
McKeesport News
Mt. Carmel Daily News
Norristown Times Herald
Pottsville Journal
Punxsutawney Spirit
Reading Eagle
Ridgway Record
Scranton Republican
Sharon Herald
Tamaqua Courier
Tyrone Times
Warren Times-Mirror

QUEBEC
Montreal La Patrie
Quebec Telegraph

RHODE ISLAND
Arctic-West Warwick Pautuxet Times
Pawtucket Times
Providence Journal-Bulletin
Westerly Sun

SASKATCHEWAN
Regina Leader & Post

SOUTH CAROLINA
Anderson Mail
Charleston News & Courier
Columbia Record
Spartanburg Sun

TENNESSEE
Chattanooga News
Knoxville Sentinel
Nashville Tennesseean

TEXAS
Abilene Reporter
Austin American
Beaumont Enterprise & Journal
Brownwood Bulletin
Cleburne Times
Corpus Christi Caller
Dallas Times Herald
Denison Herald
Forth Worth Record
Gainesville Register
Galveston Tribune
Greenville Herald
Houston Chronicle
Marshall News
Mexia News
Port Arthur News
San Angelo Standard
Sherman Democrat
Temple Telegram
Waco News-Tribune
Wichita Falls Record News

UTAH
Salt Lake City Telegram

VERMONT
Burlington Free Press
Rutland News
St. Albans Messenger

VIRGINIA
Norfolk Ledger Dispatch
Petersburg Progress
Richmond Times-Dispatch

WASHINGTON
Seattle Union Record
Spokane Spokesman Review

WEST VIRGINIA
Bluefield Telegraph
Clarksburg Telegram
Charleston Gazette
Fairmont West Virginian
Huntington Herald-Dispatch
Parkersburg Sentinel
Wheeling News

WISCONSIN
Appleton Post Crescent
Beloit News
Green Bay Press Gazette
Janesville Gazette
Kenosha News
Madison Capital-Times
Manitowoc Herald News
Milwaukee Sentinel
Sheboygan Press-Telegram

THE BASIL L. SMITH SYSTEM, INC.

International Classified Advertising Counsellors

Packard Building **Philadelphia**

WITH THE GENERAL ADVERTISERS

Jell-O and Postum Cereal Companies to Be Combined—Great Northern Railway Executive Praises Newspaper Space—Olds Motor Works Names New Ad Manager

OFFICERS of the Jell-O Company and the Postum Cereal Company are developing plans to combine the two companies by an exchange of stock, Ernest L. Woodward, chairman of the board of the Jell-O Company, announced this week. The plans, he said, would be submitted to the stockholders in the near future for their approval.

The plant of the Jell-O Company is at Leroy, N. Y., while the largest factories of the Postum Company are at Battle Creek, Mich.

Newspaper advertising received high tribute from A. J. Dickinson, passenger traffic agent of the Great Northern railway, who spoke at the annual passenger agents' convention in Chicago recently.

"The Great Northern," he said, "has been a consistent user of newspaper space. Our passenger business has increased in direct ratio to our us of this medium.

"For a long time we marked the increased interest in California travel, either going or returing via the Pacific Northwest. I believe this expansion may be reasonably credited to the information we furnished to the public through our newspaper advertising from coast to coast."

Olds Motor Works announces the appointment of R. M. Wimot Shaw as advertising manager of that company. Mr. Shaw takes the place of E. J. Shassberger who was recently appointed territory analyzation manager.

Ross Wilson, advertising manager for the Schaeffer Pen Company, Ft. Madison, Ia., has resigned to become European advertising manager of General Motors. He is succeeded by Carl K. Hart, formerly assistant advertising manager of the Miller Rubber Company, Akron, O. Mr. Wilson will spend six months in the General Motors plants in this country outlining a campaign for overseas sales. He will open an office in Paris, June 1.

Newspapers in Massachusetts will be used to advertise the Boston Morris Plan Corporation, it was announced this week by the New York office of the Charles W. Hoyt Company, Inc., which has just obtained the account. The same agency is also planning a newspaper campaign for the Orange Screen Company of Maplewood, N. J., also a new account.

William M. Zintl of the Curtis Publishing Company, Philadelphia, has been appointed director of sales of the paint and varnish division of E. I. duPont de Nemours & Co., of Wilmington, Del.

Henry Schott, assistant publisher of the *Nation's Business,* and before that for many years night editor of the *Kansas City Star,* has been made advertising counsel for the West Coast Lumbermen's Association, with headquarters at Seattle. He will begin his new duties Jan. 1, 1926.

Edward I. Pratt has resigned as advertising manager of the Kellogg Switchboard and Supply Company, Chicago, to go with the Bryant Electric Company, Bridgeport, Conn. A. D. Boal succeeds Mr. Pratt as advertising manager of the Kellogg Company.

A new November record was established by the automobile industry during the past month when 379,300 cars and trucks were manufactured, this being the total estimated from shipping reports filed at the directors' meeting of the National Automobile Chamber of Commerce, New York.

The total for the eleven months is 3,997,954 exceeding the record total of 11 months in 1923 by 5.6 percent.

ADVERTISING AGENCY AFFAIRS

New Space Buyer for Campbell-Ewald Company—Peaceman Joins Miami Agency's Staff—Woolf and Gurwit Open Chicago Office

H. T. EWALD, president of the Campbell-Ewald Company, has announced the appointment of J. J. Hartigan as space-buyer. Mr. Hartigan formerly was with Critchfield & Co., Chicago, having been with that organization for nearly 12 years and was space buyer for the last five.

Mr. Hartigan was born in Chicago and educated in the grade and high schools of that city. While still attending grade school he obtained special work in the business office of the *Chicago Tribune,* continuing there until his graduation from high school early in 1914 when he joined the Critchfield organization. Previous to being appointed space buyer, he had worked in every department in the Chicago agency.

The staff of the Robinson-Clary Agency, Miami, Fla., has been augmented by the addition of Morris Peaceman of New York as copy chief. Mr. Peaceman, for the past five years, has been in charge of direct advertising for A. Proper and Staff.

The Woolf-Gurwit Advertising Agency has opened up offices in Chicago. S. Gordon Gurwit and Saul R. Woolf are the owners. Mr. Gurwit was for eight years advertising manager and sales promotion director of the Hartman Furniture & Carpet Company, Chicago. Mr. Woolf was manager of the same concern's mail order organization for 15 years.

Maj. Patrick J. O'Keefe, of the Patrick J. O'Keefe Advertising Agency, Boston, has been appointed a member of the committee to make plans for the tercentenary celebration to be held in 1930 to be held in observance of the anniversary of the settlement of Boston.

The Coolidge Advertising Company, Des Moines, has increased its quarters in the Insurance Exchange building 50 per cent. New fixtures and equipment were installed last week and the company opened its new offices Dec. 1.

M. G. Enabnit, egaged in commercial art work in Des Moines, Ia., has joined the Fairall & Co., advertising agency of Des Monies, as art director. The company also announced plans to expand its office space after the first of the year.

NEWSPAPER SPACE AIDED CITY

Annual 15% Increase in Municipal Electric Business Due to Advertising

An increase of 10 to 15 per cent annually in the business of the municipal electric light plant at Richmond, Ind., has been due to newspaper advertising, members of the city board of works stated upon being questioned by the city council regarding the inclusion of an item for this purpose in the annual budget. Richmond is a small city and advertising rates are not high, and so the budget only calls for $2,000 for the year for newspaper space.

Dan Hess, superintendent of the plant, said the sale of 166 electric ranges, following a newspaper campaign, demonstrated fully the value of the money spent for that purpose alone. Walker Land, president of the board of works, said the expansion of the plant could be traced to the newspaper space which had been purchased. Members of the city council let the advertising item stand.

ADVERTISING COMICS

Something Like Strip Adopted by Happiness Candy Stores

Advertising in comic strip form appeared in New York this week when the Happiness Candy Stores purchased a full single column in newspapers and filled it with cartoons and jingles promoting their Evangeline Chocolates.

Happiness Candy Stores, like Ovington's and Brokaw Brothers, use the single perpendicular column.

HOW AD CLUBS SERVE

Advertising Becomes Believable and More Productive, Says Hunter

Advertising is believable, and therefore more productive in communities where advertising clubs have been organized, Ed Hunter, director of the club service department of the Associated Advertising Clubs of the World, declared in a recent address before the Advertising Club of Johnstown, Pa.

"In towns where an advertising club is functioning as it should," he said, "copy writers have learned the value of truthful statements and the public has been educated to accept and act upon the advertisements published."

Mr. Colley also explained the advantages of the advertising study classes maintained by the best clubs.

Read EDITOR & PUBLISHER for advertising news.

D. C.

Joe Mitchell Chapple is in Washington, D. C., where he's writing some little talks with a lot of big people.

YOU OUGHT TO HAVE THIS NEW SERIES

Ask Us About It

Joe Mitchell Chapple Associates

"The Attic," Waldorf-Astoria, New York City, N.Y.

CLINE SYSTEM

CLINE ELECTRIC MFG. CO. CHICAGO

QUALITY NAME SERVICE TRADE

CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
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14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

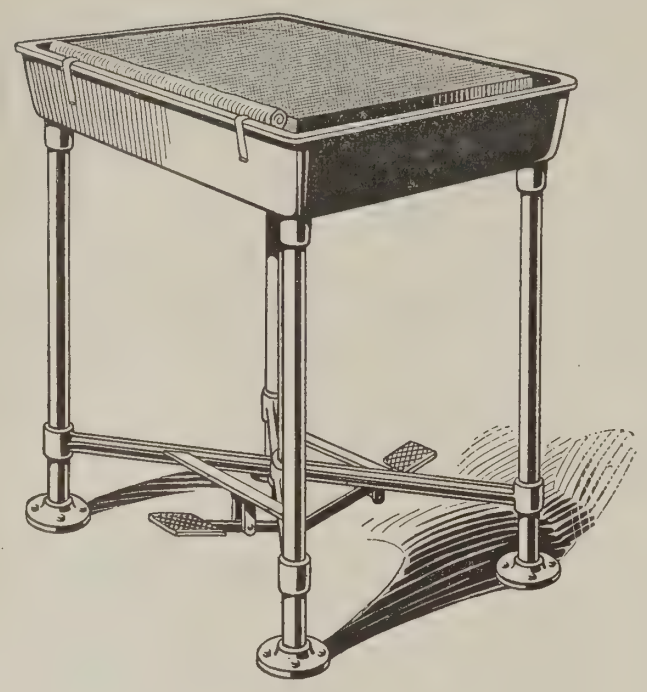
The Powers Perfection Cooler requires no water connection of any kind.

It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.



The price of the Powers Perfection Cooler is $350

The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News	Denver Post	N. Y. Daily News
Boston American	Des Moines Register & Tribune	N. Y. Times
Boston Post	Florida Times Union	N. Y. World
B'klyn Daily Eagle	Kansas City Star	Providence Journal
Bronx Home News	Milwaukee Journal	Rochester Herald
Chicago Daily News	N. Y. American	San Francisco Bulletin
Chicago Herald Examiner	N. Y. Evening Sun	Washington Times
Chicago Tribune	N. Y. Morning Telegraph	Wisconsin News

Immediate delivery guaranteed

POWERS, INC.

205 West 39th Street
New York City

AGENCY MAN SEES NEWSPAPERS AS TAIL TO MAGAZINE KITE

J. Walter Thompson Executive Tells Ad Class Dailies "Too Costly" and to Be Used as Supplemental to "National Drive in Magazines"

PROPAGANDA decidedly unfavorable to daily newspaper advertising was given out this week by Dr. J. W. Watson, a vice-president of the J. Walter Thompson Company, New York advertising agency, addressing nearly 200 students in the advertising course of the Advertising Club of New York, Dec. 8.

Newspaper space, he maintained, was only supplemental to a "national drive in the magazines."

Assigned to speak on "Newspapers, and How to Use Them," Dr. Watson was frank enough before he finished to admit he didn't know as much as he wished about newspaper advertising, and was "willing to learn more."

There is room for newspapers in almost every campaign, he conceded, but he would limit use to the metropolitan dailies, which, he said, "deserve to be classed as national media, along with magazines, except in the matter of manufacture."

Conclusions he reached regarding his subject were that newspaper space was far too expensive to form the backbone of a campaign; that the proper function of newspaper advertising was as a support to a magazine drive or for the purpose of research such as trying out a new product or testing an old product in representative markets.

In an effort to prove his opinion that newspaper advertising was "too costly," he read EDITOR & PUBLISHER figures, without credit, giving the aggregate expense of a 20,000 line campaign using 1610 evening newspapers with a total average circulation of 19,978,632 per day and compared it with the cost of 12 full pages throughout the year in a list of 11 magazines with a total circulation of 19,450,000 per issue. The two costs, he estimated, were $1,333,400 for the newspapers, compared to $793,200 for magazines.

Dr. Watson, while stressing the closeness of the two total circulations, made no attempt to analyze the vast differences in distribution of the circulations. He made no comparisons of results, with the exception of coupon copy, nor did he try to explain away the much discussed duplication in the magazine field.

No mention was made by the speaker of any big advertisers who make newspapers the backbone of their campaigns, although many are available to prove the effectiveness of newspaper copy, and its cheapness when intelligently employed.

Questions at the close of the lecture drew replies from the agency man displaying a decided magazine complex.

"Are the merchandising service departments set up by newspapers helpful to advertisers?" was asked.

"The very fact that magazines are adopting similar departments is proof of their value," came the reply. "There is no question that these service departments help out. But the fact that newspapers have them does not sway us in the least from our opinion that it is cheaper to use magazines, when we can do it. Did you know that the magazines were co-operating with advertisers with merchandising departments, furnishing window displays and other aids on a large scale?"

"Does dealer influence enter into the selection of media? Isn't it a fact that dealers ask manufacturers to employ newspaper space?"

"Ah," said Dr. Watson, "I wish I knew what dealer influence is. In some cases, automobile accounts for example, it is helpful to be able to print dealers' names and addresses with the advertisement to tell where the product may be purchased; but I think dealers are satisfied when customers come in and ask for the product by name, proving a magazine campaign has had some weight."

Dr. Watson imagined an advertising problem with a client to illustrate his opinion of how to use newspapers for advertising purposes.

"Let us say we have a new product we will call 'A'," he imagined for the class. "We get out and work with our client for two years. We study his competitor's product, find its defects, and improve our client's product accordingly. In fine, we do all in our power to make his product ideal.

"Then do we go into the magazines? Not on your life.

"We pick three or four cities, after we have sent men out to investigate the market, and religiously over-advertise in the newspapers of those cities.

"To our client we say, 'You aren't going to get returns to justify this expense immediately.' And they don't. It is simply a test. We continue this for three months using about a 15,000 line campaign.

"At the end of a month we go to the cities and take a taxi and drive around to the retail outlets to find out how our product is going. Perhaps it proves to be going very well. There are repeat orders. The product has good shelf-value. There is good turnover. The volume of sales is satisfactory, and, because we have checked results in two or three cities, we can judge pretty well what the volume will be when the effort is multiplied throughout the country.

"Then, all right. Let's nationalize. Let's go into the magazines.

"We have given our client three months time to get distribution. We estimate he can get distribution into 19 states or 70 per cent of the country in this length of time. The newspapers have been used thus to try the product out."

DAILY PRAISED BY NEW

Postmaster General Thanks New York Sun for Co-operation

Edwin S. Friendly, business manager of the *New York Sun*, this week received a letter from Postmaster-General Harry S. New, who thanked the *Sun* for the full page advertisements it inserted in New York papers in encouragement of early Christmas mailing.

"This is co-operation to some purpose," Mr. New wrote, "and I find it difficult to express the appreciation of this Department of the liberal generosity of the Sun in its effort to aid the Department and the public in this way. Believe me, sir, we do appreciate this enterprise."

A facsimile of the letter was reproduced by the *Sun* on its first page, Dec. 7.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by

ALLIED NEWSPAPERS, INC.

There's Money for You in Good Roads Week

National recognition of the necessity for more and wider good roads will be given much needed stimulus during the first annual *Good Roads Week*, January 11 to 17, 1926.

The tremendous growth in use of the automobile, motor truck and bus in recent years has created an urgent need for more good roads—roads that will resist successfully the pounding of millions upon millions of heavy vehicles.

Only permanent roads can do this job—and these can surely be secured if highway users are made to realize that makeshift roads at best are far more costly than permanent roads over a period of years.

Newspapers, better than anyone, can present these vital facts to those who pay for roads—and everyone pays.

Perhaps your newspaper has plans to recognize *Good Roads Week* in its news columns—even publish an entire section.

If so, Advertising Managers can receive copy suggestions from the Portland Cement Association which will help them to increase their advertising revenue during that week and at the same time assist a worthy cause. The material we offer is similar to that of Fire Prevention Week, from which hundreds of newspapers reaped ideas that resulted in greatly increased advertising space.

Whatever your plans, we are ready to help you. Photographs of permanent roads in your state and data for news stories will be supplied upon request. If you prefer, complete articles with suitable illustrations will be prepared for your use.

Tell us about your plans. Ask for the assistance you need. There is no cost or obligation.

PORTLAND CEMENT ASSOCIATION

111 West Washington Street
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

Offices in 30 Cities

Syndicates

CAN ESTABLISH DIRECT CONTACT

With Newspaper Editors Through

EDITOR & PUBLISHER'S

International Year Book Number

To be published Jan. 30, 1926

Forms close Jan. 15

Newspaper Syndicates should not miss the opportunity to continually present themselves during 1926 before the newspaper editors and publishers.

The International Year Book is the direct route through which syndicates can reach the prospective buyers of their products and services. It can be found in daily use in the offices of all newspaper executives.

Reserve Space Now

EDITOR & PUBLISHER

1700 Times Building—Broadway at 42d St.—New York, N. Y.

WRITERS PICK PRIZE BASEBALL STORIES

Margowitz New York Telegram and Collins Springfield Republican, Win Watches—Debate Player-Writer Problem

The Baseball Writers' Association of America, meeting at the Hotel Roosevelt, New York, Dec. 10, made its awards for the best baseball stories written during the year. Dan Margowitz of the *New York Telegram* won the major league prize while F. J. Collins of the *Springfield* (Mass.) *Republican* was the minor league winner. Both were presented gold watches.

Ford Frick of the *New York Evening Journal* was the runner-up to Margowitz, while Joe Williams, *Cleveland Press,* and Regis M. Welch, *Pittsburgh Post,* were tied for third honors. Blaine Patton of the *Indianapolis Star* and Robert Harper of the *Richmond Times-Dispatch* received honorable mention.

Forty-eight stories were submitted by major leaguers and 21 by minor leaguers. Most of the stories dealt with the World Series, particularly with either the final game or the fourth in which Walter Johnson whitewashed Pittsburgh.

James M. Gould, of the *St. Louis Star,* and association president, presided at the meeting, which is the annual adjourned convention, annual sessions being held at the time of the World Series. The chief subject under discussion regarded whether or not the association would appeal to Commissioner Landis to stop the present practice of baseball players writing for newspapers.

The 11 chapters of the association had been asked by Henry B. Edwards of the *Cleveland Plain Dealer* secretary, to vote on this so-called "player-writer evil." Of the 11, seven chapters voted, six demanding that the practice be discontinued and one that it be allowed to stand.

It was decided at this week's meeting to draw up a new resolution on the subject, which is expected to be a compromise, that is, that players who actually write their own articles be allowed to continue and those who merely lend their names to some press agent or syndicate be stopped. Members of the committee appointed to frame the new resolutions are:

William Brandt, *Philadelphia Public Ledger,* chairman; T. S. Rice, *Brooklyn Eagle;* George W. Daley, *New York World;* Irving Vaughn, *Chicago Tribune;* J. Roy Stock, *St. Louis Post-Dispatch;* and H. G. Salsinger, *Detroit News.*

The baseball writers believe that professional baseball rules are at present ambiguous and contradictory, and a committee, appointed by the membership, presented this contention before the joint session of the major league managers' meeting in New York this week and offered the association's aid in clarifying them. The offer was accepted and the rules will be changed at the next league session to be held in Washington in February. Members of the playing rules committee of the association are John B. Foster, *New York Sun;* James R. Harrison, *New York Times;* and Harry Buillon, *Detroit Free Press.*

Fred Van Ness, New York Times, and William Piet, *Honolulu Advertiser,* former active members of the association, who are no longer writing baseball, were elected to honorary membership.

By vote of 29 to 7, the association decided to discontinue the practice of awarding annual prizes for the best baseball stories.

A. S. THOMPSON IN INK FIELD

Leaves A. P. to Become Manager of Roosen News Ink Dep't

Arthur S. Thompson this week terminated 12 years' service in the headquarters of the Associated Press and became manager of the news ink department of the H. D. Roosen Company, 16 West 43rd street, New York. Mr. Thompson had attended every annual meeting, board meeting and executive committee session of the A. P. since March, 1913, when he became secretary to the general manager, then Melville E. Stone. He made the acquaintance of hundreds of members by handling arrangements for the annual meetings and luncheons, and in recent months as executive assistant under General Manager Cooper, he has visited many members in their offices telling the story of the new A. P. "progressivism."

"It is with a feeling of keen regret that I leave the service of the Associated Press," Mr. Thompson said this week. "I have consolation, however, in the belief that I still have in the ink business an opportunity to serve the newspapers. It has always been a delight and an inspiration to be associated with those who compose and direct the affairs of the A. P., and with the rank and file of the men. To have been as closely associated with Melville E. Stone as I have been for 13 years has been an opportunity worth any man's time. I shall try to carry into my new business the high standards and ideals he so deeply rooted in me.

"I see an opportunity to supply the newspapers with a high-grade news ink, made from the best ink oil and carbon, of guaranteed quality and reasonably priced, and my association with the Roosen company has followed several months of close investigation of the industry and its relations to the newspapers."

Mr. Thompson, who was born in New York in 1886, went to the Philippines in 1905 and was associated with the War Department's efforts to promote the shipping industry in the islands for seven years. He returned to the United States in 1912 as secretary to John Skelton Williams, then Assistant Secretary of the Treasury, and joined the A. P. the following year. He has been a member of the A. P. reporting staff at every national party convention since that time.

Color Roto Section in Philadelphia

The *Philadelphia Inquirer* on Dec. 13 will begin publication of a color rotogravure section as a regular feature of its Sunday edition.

Four pages will be in sepia and four in color. George G. Steele is advertising manager of the Inquirer, in charge of this new section.

SPHINX CLUB SEASON TO OPEN DEC. 15

"Christmas Night" at Waldorf, with H. V. Kaltenborn, Brooklyn Eagle, and Irvin Cobb Speakers—Rankin to Preside

Sphinx Club, famous New York advertising society, will open its 1925-26 season with a dinner at the Waldorf-Astoria Hotel, Dec. 15. Plans for the evening, which will be called "Christmas Night," were announced this week by William H. Rankin, of the William H. Rankin Advertising Agency, and the club's vice-president.

Speakers will be H. V. Kaltenborn, associate editor of the *Brooklyn Eagle,* and Irvin S. Cobb. Mr. Kaltenborn will give his impressions on advertising abroad, while Mr. Cobb, who is now writing advertising copy for Sweet Caporal Cigarettes, will talk on "Advertising as I Think It Should be Written."

Music and entertainment will be provided by the Silvertown Orchestra, and the "Silver Masked" tenor.

Preston P. Lynn, general manager of Wanamaker's, New York department store, who has been president of the society for the past four years, is recovering from an illness. He will attend the dinner, but Mr. Rankin will preside. Mr. Rankin said decorations at the banquet will be in keeping with the holiday season, and said plans were being made for a club donation to some Christmas charity.

R. F. R. Huntsman, publisher of the *Brooklyn Standard Union,* is chairman of the executive committee.

Chicago Journal Now 8 Columns

The *Chicago Daily Journal* recently changed from seven to eight column width.

ENDOWS SCHOLARSHIP

E. S. Paret Gift Goes to Honor Graduate of Price School

Edward S. Paret of the Biddle-Paret Press, Philadelphia, this week established a scholarship at the University of Pennsylvania for the graduate of the Charles Morris Price School of Advertising receiving the highest honors. It will be known as the Edward S. Paret Scholarship.

It provides a three year night course in advertising, merchandising and salesmanship. Mr. Paret has been engaged in the printing business 30 years.

The Charles Morris Price school is directed by the Poor Richard Club of Philadelphia.

Selling Results to Advertisers

Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.

Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.

The Dallas Morning News

FLORIDA

Sunshine City's Largest Circulation

The DAILY NEWS, St. Petersburg's *Picture Paper,* has the largest circulation in the Sunshine City.

The DAILY NEWS was started on March sixteenth last. Its circulation is growing daily . . . On October tenth it reached fifteen thousand, without the aid of any circulation campaign.

It carries the flag of progressive newspaper achievement in Western Florida. *Everybody reads the NEWS.* Any bank reference.

Daily News ST. PETERSBURG'S PICTURE PAPER

Morning Sunday News ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall
REPRESENTED BY
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

Positively!

the only logical newspaper to cover Montgomery county, Pennylvania, is the

Norristown Times Herald

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Huntington
is the fastest growing city in
West Virginia
Building permits in 1924 exceeded $8,000,000.00. 125 industries which employ 11,000 people and have invested capital of $30,000,000.00.
The HERALD DISPATCH
is the leading newspaper with 2,000 more circulation daily than the other paper.
Complete "service department" for national advertisers.
Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York and Chicago

Largest Evening Circulation in Largest Market
For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.
NEW YORK JOURNAL
America's Largest Evening Circulation and at 3c a copy

Dominant and headed upward **in the rich Louisville field**
The Courier-Journal
THE LOUISVILLE TIMES
Represented Nationally by
The S. C. BECKWITH Special Agency

The Original Keystone PENNSYLVANIA Still Holds Keystone Position

As a commonwealth, Pennsylvania originally was known as the Keystone of the nation because of its geographical position and historical importance in the original thirteen states.

Today Pennsylvania is the Keystone State of the country in industry and manufacturing, and holds an important place among the agricultural states. The iron and steel industries as well as the great farms of Pennsylvania have made this commonwealth a great market for the merchandising and sales promotion of products for the national advertiser.

Merchandise of all kinds is in demand and the great earning capacity of the inhabitants is an indication of purchasing power. Ideal steam and electric railroad transportation facilities, excellent state highways and a well divided urban and suburban population offer distribution advantages that have placed Pennsylvania in the Keystone position for national distribution.

Permitted proper distribution, merchandise must be advertised. To be properly advertised, your product must be brought directly to the attention of the consumer. The retail merchants of Pennsylvania will stock up on your product when a demand is created for it through the local newspapers. The local newspapers will create the demand because they are home papers.

Sell Your Goods by Advertising Regularly in These Daily Newspapers

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
†Bloomsburg Press.....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker....(E) / †Hazleton Standard-Sentinel.(M)	19,721	.07	.06
*Mount Carmel Item.....(E)	4,343	.0285	.0285
*Oil City Derrick.....(M)	7,379	.035	.035
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
†Stroudsburg Record (E) Press...(M)	7,401	.045	.045
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.

†Government Statement, Sept. 30, 1925.

N. Y. CLUB TO DISCUSS A. A. C. W. AID

Plans for Giving Greater Support to Educational Work Will Be Topic at Council Meeting Dec. 15—Harwood Issues Call

Plans for giving greater support to the educational work of the Associated Advertising Clubs of the World will be discussed at an important meeting of the general council of the Advertising Club of New York, to be held Dec. 15th, at the club. W. Frank McClure, chairman of the National Advertising Commission, will be present.

Frank Harwood, advertising manager of the American Tobacco Company, and chairman of the general council, this week addressed the following letter to council members, explaining the purposes of the meeting:

"The occasion will be to receive and confer with the President of the National Advertising Commission of the Associated Advertising Clubs of the World, W. Frank McClure of Chicago.

"This is the first visit of the kind in the history of our activities of recent years. As you know, the Members' General Council of our Club is largely patterned after the National Advertising Commission of the Associated Advertising Clubs of the World. The activity of our Club in this direction has been of tangible support and benefit in furthering the emphasis of the economics of advertising of the Associated Advertising Clubs of the World.

"The ethics of advertising have and are being well supervised through the work of the Vigilance Committee now known as the National Better Business Bureau. Many of us believe that the positive phases of advertising should be more emphasized under the general designation of the economics of advertising, if you please, and to that end the work of the National Advertising Commission and its specific application in our Club of the Members' General Council is of important value, as you thus see."

BROWN HEADS FLORIDA DAILIES

Group Votes to Establish Office in Jacksonville

Maj. Lew B. Brown, of the *St. Petersburg Independent,* was elected president of the Associated Dailies of Florida at the fifth annual meeting held at Jacksonville, Dec. 5, at which it was decided to continue the co-operative advertising campaign and establish a business office at Jacksonville, with an experienced newspaper man in charge.

Establishment of the business office was made possible through a new membership assessment plan, which the convention approved. Through the office, problems of labor, supply of materials and other matters of common membership interest will be cleared.

A fund of $10,000 was voted to continue the advertising campaign, which is handled by the Lesan-Carr Advertising Agency.

W. A. Elliott, manager of the *Jacksonville Florida Times-Union,* retiring president, was presented a cup as a token of esteem for his work for the association. Clayton Codrington, *De Land News,* secretary, was likewise honored.

In addition to Maj. Brown, other officers named were: Mr. Codrington, vice-president, and Frank P. Beddow, *Jacksonville Journal,* secretary-treasurer.

The board of directors now includes: Mr. Elliott; D. H. Conkling, *Palm Beach Post;* Ross Reeder, *Miami Daily News;* Herbert Felkel, *St. Augustine Record;* Harry Brown, *Lakeland Star-Telegram;* Charles G. Mullen, *Tampa Times;* William Glenn, *Orlando Sentinel;* T. E. Fitzgerald, *Daytona Beach News,* and George E. Hosmer, *Fort Myers Press.*

EDITOR & PUBLISHER classified pages "turn the trick."

N. E. ALLIANCE MEETS

Biddeford and Portland Publishers Admitted to Membership

The New England Newspaper Alliance held its monthly meeting at Copley Square Hotel, Boston, Dec. 8, at which time editors of the various member papers were the guests of their publishers.

John A. Lawrence, prominent Boston business man and a member of the recently formed New England council of business men, gave a talk on "Industrial Conditions of New England." Two new members of the Alliance were elected, Julius Mathews, special advertising representative and publisher of the *Biddeford* (Me.) *Journal,* and Guy Gannett, publisher of the *Portland* (Me.) *Press-Herald and Express.*

George Booth, publisher of the *Worcester Telegram and Gazette,* was transferred from honorary to active membership, and Theodore Ellis, former publisher of those papers, was transferred from active to honorary membership.

Frank S. Phillips, manager of the New England Daily Newspaper Association, was a guest at the meeting. Publishers present were Charles H. Hastings, *Lynn Item,* president of the Alliance; Charles L. Fuller, *Brockton Enterprise,* secretary; Albert H. Fuller, *Brockton Enterprise;* Robert Wright, *Haverhill Gazette;* Harry Flint, *Salem News;* Major Frank Knox, *Manchester* (N. H.) *Union and Leader;* William H. Reed, *Taunton Gazette;* A. W. Hardman, *North Adams Transcript,* and Timothy F. Dwyer, *Providence Tribune.*

San Jose Printers Win Wage Rise

Printers in San Jose, Cal., will receive an increase in wages from $46 to $48 a week, retroactive to Jan. 1, 1925, under the terms of an arbitration award just announced by C. S. Allen, retired attorney and president of the Board of Education of San Jose. Allen's decision follows several verbal hearings and rebuttals in

Clarksburg Telegram Reorganized

Reorganization of the Clarksburg Telegram Company, publisher of the *Daily* and *Sunday Telegram,* was announced, with Lt.-Col. Guy T. Viskinskki, of Montclair, N. J., as vice-president, treasurer and general manager. Col. Viskinskki has acquired the interest of the late Sherman G. Denham. Virgil L. Highland, Clarksburg, bank president, retains his controlling interest and becomes president in succession to the late Mr. Denham.

Publishing Company Chartered

The Courier Publishing Company, of Waltham, Mass., was granted a charter of incorporation last week by the commonwealth of Massachusetts to do a printing and publishing business, with a capital of $50,000 and 500 no par value shares. The incorporators are Thomas H. Knowles, William J. Riley and Frank J. Ryan, all of Waltham.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Heart of Middle West
INDIANA
Throbs with Prosperity

Merchants throughout the middle west report an unusually good business in staples and holiday goods of the better class. November sales are considerably ahead of the corresponding month a year ago. Current wholesale distribution of dry goods likewise is higher than heretofore; road sales are at approximately about the same level as a year ago, but there are many more new customers in the market for all lines.

Unemployment appears to have reached the dwindling point. Railroads say their reservations and inquiries indicate that this winter will break all records for tourist business. This shows that the people have money and are spending it freely.

This report of extremely favorable trading conditions should be cheerful news to the National Advertiser.

Cultivate this ideal market through the Indiana newspapers. They cooperate with you in merchandising this territory.

These daily Newspapers reach the Indiana homes.

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
†Decatur Democrat	(E)	3,194	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 / (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 / (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E & S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.

HOUSE BILL PROTECTS TRADE-MARKS

Kelly Measure Prohibits Cut Prices for Established Brands as Aid to Preservation of Hard-Won Good Will

WASHINGTON, D. C., Dec. 9.—"One of the greatest needs in American business today is protection of good-will," said Representative Clyde Kelly of Pennsylvania in introducing a new bill, which is said to have the solid backing of substantially all trade associations throughout the country, and is expected to unify support by taking the place of four separate measures on the same subject pending in the last congress.

Although shorter and simpler than any of its predecessors, and differing in some respects, the new bill, through the courtesy of the House organization, was given the same number, at Mr. Kelly's request, as his bill in the last two congresses, and will be known as H. R. 11, reading as follows:

A BILL

To clarify the law, to promote equality therein, to encourage competition in production and quality, to prevent injury to good will, and to protect trademark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trademark, name or brand.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in contracts relating to the sale or resale of an article of commerce, the genuineness of which is attested by the trade-mark or special brand of any grower, producer, manufacturer or other trade-mark proprietor, who is in fair and open competition, actual or potential, with other growers, producers, manufacturers or owners of similar or competing articles, hereinafter referred to as the vendor, with wholesale or retail dealers, hereinafter referred to as vendees, whenever such contracts constitute transactions of commerce among the several states, or with foreign nations, or with or in any district or territory subject to the jurisdiction of the United States, it shall be lawful for such vendees to agree to resell such articles at the prices prescribed by such vendor and such agreements shall not be construed as against public policy or in restraint of trade or in violation of the Act of Congress of July 2, 1890, or of any of the Acts supplemental thereto. *Provided*:

a) That any such article may be sold by the vendee at a price other than that prescribed by the vendor: (1) if such vendee shall in good faith discontinue dealing in such article, or (2) if such vendee shall cease to do business or shall propose to sell such article in the course of discontinuance of such business, or (3) if such vendee shall have become bankrupt or a receiver shall have been appointed for his business: Provided, That such article shall have first been offered to such vendor by such vendee or his trustee in bankruptcy or receiver at the price paid therefor by such vendee, and if such vendor, after reasonable opportunity to inspect such article, shall have refused or neglected to accept such offer.

b) That any such article which shall have become damaged or deteriorated in quality, may be sold by such vendee at a price other than that prescribed by such vendor: Provided, (1) That such article shall have been offered to the vendor either in exchange for a new article of the same kind, or at the price paid therefor by such vendee, and (2) That such vendor after reasonable opportunity to inspect such article, shall have refused or neglected to accept such offer, and (3) That such article shall be sold to such vendee only with prominent notice to the public that the price of such article has been reduced because it is damaged or deteriorated in quality, as the fact may be.

Mr. Kelly, who has been a vigorous advocate for several years of the principle that public policy of such legislation, in an explanatory statement, said:

'The form of the new measure, as introduced by myself in the House and by Senator Capper in the Senate, is the result of many months' deliberation and conferences with committees of the American Fair Trade League, the National Chamber of Commerce, and many other national organizations, and I am assured it will have the undivided support of all friends of this reform.

'Since 1911, the courts, through their interpretation of the so-called anti-trust laws, have gradually created a situation which is increasingly obstructing and preventing the economic and orderly distribution of identified merchandise by business men of the country who have neither purpose nor ability to constitute a monopoly.

'As a result of such interpretations,' Mr. Kelly continued, "merchants and manufacturers have, against their will, been driven to a state of ruthless, uneconomic and wasteful methods of distribution, which have resulted in vast damage and loss to all branches of our trade and commerce, enhancing costs of distribution and creating a situation not paralleled in any other civilized country.

"The purpose of this legislation is to permit any producer of identified merchandise—that is, trade-marked or branded merchandise—who is in fair and open competition with other producers of similar or competing merchandise, to enter into enforceable contracts which shall protect the public against the use of his advertising good-will and reputation as cut-price bait, and also to assure a living profit to his distributors.

"The purpose of this legislation is to restore freedom of contract, which was the unchallenged right in this country prior to the so-called Dr. Miles' decision of the Supreme Court in 1911, and is today recognized in every other civilized country on earth.

"This legislation will simply restore to the individual manufacturer of advertised, identified, guaranteed goods, the right to protect his reputation and good-will, which depends upon public approval of the price and quality of his product. It will assure a square deal for business and the public."

BILL WOULD ABOLISH U. S. ENVELOPE PRINTING

Rep. Kendall Sponsors Measure on Behalf of National Editorial Association—Called Unfair Competition

WASHINGTON, D. C., Dec. 10.—The National Editorial Association, representative of 15,000 small weekly and daily newspapers, is sponsor for a bill introduced today in the House by Representative Samuel A. Kendall, of Pennsylvania which would modify the Stamped Envelope Law by limiting the printing of return addresses by the postoffice department to a skeleton corner card.

The publishers identified with the Association complain that the Department competes unfairly with them in printing and selling envelopes.

According to statements made here by the publishers, the Kendall bill is based upon the principle that the government has no right to compete with its citizens in business.

The majority of publishers interested in this legislation have job printing plants, and the claim is advanced that the government is in direct competition with them in the printing of return addresses on envelopes. The latest report of the postmaster general says that approximately three billion envelopes were manufactured at the government factory during the last fiscal year.

Kendall says that the bill will restrict unfair competition of the Federal government and is in accordance with the principles advocated by the two major political parties in their respective platforms.

WALSH DINES COACHES

Syndicate Head Host at All-American Dinner in New York

About 50 newspaper men, mostly football writers, attended the All-American dinner given last week at the Hotel Commodore by Christy Walsh, of the Christy Walsh Syndicate. The guests of honor were Knute Rockne of Notre Dame, Tad Jones of Yale, Glenn Warner of Stanford and "Hurry Up" Yost of Michigan, all of whom write for the syndicate. Babe Ruth also attended.

The principal object of the meeting was to select the All-American Football Team for 1925, for which "Pop" Warner made a special trip from San Francisco to New York, and Coach Rockne also made a special trip for that purpose.

The principal program of the evening was a football questionnaire in which the coaches replied to queries from the newspaper writers. Each coach supplied several films taken at his principal games this season, which were shown on a screen.

New Italian Paper at Hazleton, Pa.

The *Flame of America,* an eight-page newspaper edited by E. Arbib-Hauser, has been established at Hazleton, Pa., "for the Americanization and Betterment of Italians." The paper is printed half in English and half in Italian.

The only net paid circulation combination in Baltimore that covers two fields once and whose readers cannot be reached through any other medium, and can be bought either separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

The other combination sells only in combination and admits an 80% duplication, which means less readers for more money.

National Advertising Representatives:
G. LOGAN PAYNE CO.,
St. Louis—Los Angeles—Chicago—Detroit
PAYNE, BURNS & SMITH,
New York—Boston—Atlanta

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

first! in OHIO

19,374,819 Lines

Dispatch advertising record first eleven months of 1925 exceeding other Columbus newspapers combined by 3,234,184 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY



Imperial
Serves These Four Newspaper Towers

IMPERIAL congratulates the four great newspapers that call these towers home. These palatial plants of The Miami News, Philadelphia Enquirer, New York Evening Post and Detroit Free Press certainly indicate unusual forethought from the standpoint of both architectural design and provision for future growth.

It is significant that the same wisdom that inspired these magnificent buildings selected the Imperial Plus Metal Plan to take care of their type metal. Such wisdom is ever ready to take advantage of plans that look forward to the future—and that's the backbone of the Plus Plan.

The Imperial Plus Plan provides for the future by taking care of the present. By keeping today's type metal in an efficient condition it prevents tomorrow's troubles and adds years of actual working life to type metal. That's why it is the choice of thousands of publishers large and small. That's why it should be your choice.

Be sure to have the Imperial Representative tell you about the Plus Plan when next he calls.

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



BEST BY ACID TEST
TRADE MARK REG.

SILVER FOX SWINDLE ROUSES FRENCH IRE

Newspapers Criticized for Printing Advertisements Which Cost Public Huge Sum

By G. Langelaan

Paris, Nov. 28.—The recent Silver Fox swindle in Paris, where extensive advertising in the press enabled a crook to rake in some hundreds of thousands of francs in a few days, while a remarkable testimony to the power of well-organized advertising, has brought the question of "Truth in Advertising" very much to the fore.

A writer in *Vendre,* a publication devoted to advertising, does some very plain speaking in "An Open Letter to Directors of Newspapers." He says that there is no excuse for them when they try to seek shelter in the assertion that the page of a newspaper is a wall on which anyone can come and stick advertisements. There is a great moral responsibility, the critic poitns out, and the good-will of readers is far too valuable to be lost by the insertion of doubtful advertising.

"Ask yourself, Mr. Manager," he says, "what honest advertisers think of such advertisements, honest advertisers who do not fear to be arrested and who can pass you along good contracts and honor their signature.

"Do you not fear that some day such advertisers will no longer wish to have their wares advertised side by side with the doubtful notices? Do you not fear, too, that, realizing the discredit thrown on all advertising by fraudulent advertisements, these honest advertisers will leave your papers for good and turn towards other means of advertising?"

The article goes on to state that only one paper took the trouble to make inquiry into the *bona fides* of the Silver Fox scheme, and as soon as that paper discovered the nature of the business it at once stopped the advertisements and exposed the whole swindle. The contracts, it is declared, were so big and so tempting that the advertising services accepted them with alacrity, and burned their fingers.

The remedy, the critic points out, is simple, and he holds up as examples America and England.

"You have only to follow the lead of your American and—since recently—certain English colleagues. I mean by this to call attention to the fact that there is in America and in England an organization, the National Better Business Bureaus, Inc., of the Associated Advertising Clubs of the World, which centralizes all information and data about dishonest advertising and advertisers, which undertakes inquiries and warns papers of shady concerns run by crooks.

"A similar organization could be rapidly founded in France, and it is up to newspaper owners and directors to found it."

"THE GREAT GOD RELEVANCY"

Is Needed by Trial Lawyers, Says Heywood Broun, Columnist

Copyreaders for lawyers were advocated by Heywood Broun, *New York World* columnist, in his "It Seems to Me," written last week prior to the close of the Rhinelander trial. Mr. Broun said he once wanted to become a lawyer, but was glad he went into the newspaper business instead. He explained:

"The ethics of journalism seem to me far higher than the ethics of law. And we newspaper men have a god, jealously served, who is scorned by the lawyers. I am referring to the great god relevancy.

"Complaint is made at times that some case or other is being 'tried in the newspapers.' Of course, the phrase is not precise, for if we actually did try cases according to the standards and practices of our craft, they would certainly move faster, and I do not think anything of fairness would be sacrificed in the acceleration."

Missourian Faces Second Suit

A suit for $30,000 has been filed against the *Columbia* (Mo.) *Missourian,* owned by the Missourian Publishing Company and written and edited by University of Missouri journalism students, by Ira L. Davis, city councilman and contractor. It follows a suit for a similar amount filed Nov. 19 by J. E. Hathman, another councilman and contractor. Both actions are based on a news item regarding expenditures in the water and light department.

WEEK'S AD TIPS

Alexander Advertising Agency, 327 South LaSalle street, Chicago. Are putting out general schedules for the Mantle Lamp Company of America, address, Chicago, Ill.

Charles W. Hoyt Company, 116 West 32nd street, New York. Has secured the accounts of the Boston Morris Plan Corporation and the Orange Screen Company, Maplewood, N. J.

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 421 Sycamore street, Milwaukee. Now handling account of the Moline Mfg. Company, auto radiators, Racine, Wisconsin.

Lord & Thomas, 400 North Michigan avenue, Chicago. Making 5000-line contracts with newspapers in various sections for the Cellucotton Products Company, "Kotex," Chicago. Sending out orders and contracts in southwestern territory, for the Jell-Well Desert Company of San Francisco.

C. F. W. Nichols Company, 14 East Jackson boulevard, Chicago. Have sent out contracts and orders in to southwestern territory for the Canadian Pacific Railway.

Picard, Bradner & Brown, Inc., 16 West 46th street, New York. Placing orders with newspapers that have rotogravure sections for the Smokers' Products, Inc., "One-Up" tobacco case, Newark, N. J.

Frank Presbrey Company, 247 Park avenue, New York. Now handling account of the Standard Pneumatic Action Company, makers of Player Piano Actions.

Wm. H. Rankin Co., 435 North Michigan avenue, Chicago. Have orders and contracts going out for three pages of advertising for the Goodrich Rubber Co., Akron, O.

E. P. Remington Agency, 1280 Main street, Buffalo. Reported to have secured the account of the Woods Mfg. Company "Arctic" eiderdown sleeping robes, Ottawa, Canada. Now handling account of the Blackstone Mfg. Company, "Blackstone-Arrow" washing machine, Jamestown, N. Y.

Frank Seaman, Inc., 470 4th avenue, New York. Now handling account of the Economy Textile Company, children's dresses, New York.

Spafford Company, 10 Arlington street, Boston. Reported to have secured the account of Estabrook & Easton, "Rockefeller" cigars, Boston.

Sweeney & James Company, 1632 Euclid avenue, Cleveland. Now handling account of the Pennzoil Company, Oil City, Pennsylvania.

Thresher Service, Inc., 136 Liberty street, New York. Placing page holiday copy for Colgate & Company, Jersey City, N. J.

Frank B. White Company, 76 West Monroe street, Chicago. Has secured the accounts of the Wisconsin Fishing Company, Green Bay, Wisconsin, and the Bickford Baby Chick Hatchery, Oswego, Wisconsin.

Whitman Advertisers Service, 1182 Broadway, New York. Now handling account of the Cereal Soaps Company, soap-derbac, New York.

P. O. DEFICIT SURE DESPITE RATE INCREASE

(*Continued from page 7*)

"The total weight of the mailings of newspapers and periodicals as second-class matter at the pound rates of postage and free in the county of publication during the fiscal year was 1,417,491,573 pounds, an increase of 20,974,728 pounds or 1.5 per cent over the mailings for the previous year. The postage collected on the mailings at the pound rates amounted to $29,617,728.19. This was an increase of $359,473.24 or 1.23 per cent as compared with the previous year. Of this amount $259,506.10 is due to the increase in the weight of the mailings while the remainder, $99,967.14, represents the additional postage resulting from the new rates which were in force during the last two and one-half months of the fiscal year.

"The advertising portions of publications subject to the zone rates mailed during the year weighed in the aggregate 511,946,595 pounds, on which $17,635,046.58 was collected, making the average rate for these portions 3.44 cents a pound. The weight of the reading portions of such publications was 614,620,182 pounds and the postage collected thereon amounted to $9,225,069.63.

"There were 10,006 post offices on June 30, 1925, at which publications were entered as second-class matter. Of the total postage paid at the pound rates 79.04 per cent was collected at the 50 offices having the largest mailings.

"There were received during the year 4,642 applications for the admission of publications to the second class of mail matter or for change in title, frequency of issue, or office of publication, 4,029 being favorably acted upon and 613 denied. During the same period 3,769 publications were discontinued, leaving 28,525 having a second-class status at the close of the year, an increase of 260 as compared with the previous year. News agents' permits to mail second-class matter at pound rates outstanding at the close of the year numbered 1,090.

"A provision of the third deficiency act of 1920 requires the Postmaster General to submit in his annual report information as to the cost to the postal establishment of matter mailed free under the penalty privilege by each department or independent establishment of the Government and the revenue which would be derived therefrom if carried at the usual rates of postage. Pursuant to this provision a count was made during the seven-day period from February 25 to March 3, 1925, both dates inclusive, of the matter so mailed at representative post offices of each class. From the information obtained as a result of this count it is estimated that 492,543,550 pieces of matter weighing 102,999,350 pounds were mailed free under the penalty privilege, the postage on which at the ordinary rates would amount to $14,385,441. The classification of the estimated number of pieces and weight of the mailings together with the estimated revenue by departments and independent establishments which would have been derived from such matter if carried at the usual rates of postage will be found in the financial tables.

"The Postal Service handled during the year, in addition to the foregoing, a large amount of matter from which no revenue was derived. This additional matter consisted of the free-in-county mailings of second-class publications aggregating 69,195,041 pounds."

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

America's most complete newspaper

The New York Herald Tribune

CUNNINGHAM TUBES

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

THE TAMPA TRIBUNE

Continues its Triumphant March, holding its Leadership.

The Tribune Is:

1st In Tampa
In Southwest Florida
In Circulation
In Advertising

MEMBER A. B. C.

Sole Representative

THE S. C. BECKWITH Special Agency
New York, Chicago, St. Louis, Detroit, Kansas City, Atlanta, Los Angeles, San Francisco.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

LIBEL VERDICT GIVEN SPRINGFIELD UNION

Editorial Criticising Court Clerk for Issuing Warrant Too Hastily Is Held Privileged by Jury

For editorially criticising a clerk of courts for issuing "too hastily," a warrant for the arrest of a 72 year old clergyman accused of being the father of a young girl's unborn child, the *Springfield* (Mass.) *Union* was the defendant in a $10,000 libel suit tried in Superior Court at Pittsfield, Mass., on Dec. 6 and 7.

A verdict for the defendant was returned by the jury Dec. 10. It was said in the court house that the jury deliberated less than an hour and a half on the case. The editorial on which the suit was based was held to be privileged.

In the editorial, captioned "Issuing Warrants Too Hastily," The Union, without mentioning the name of the clerk, said that the warrant was issued "apparently on the bare statement of the father of the girl."

Suit was filed in 1922 by Edwin K. McPeck of Adams, clerk of courts in the Fourth Berkshire District, but due to a series of delays the case did not come to trial until the present sitting of the court.

In his complaint, the clerk characterized the editorial as "false, malicious and defamatory." He said he would show that the aged clergyman was accused by the girl, not by her father, that she went to Adams to have a complaint sworn out for his arrest and that he issued the warrant after impressing the girl with the seriousness of her charge. When, in a subsequent accusation, the girl named a young man as the father of her child and The Union editorially criticized him, he said that he was "hurt, bothered and worried."

Witnesses for the complainant were Attorney McPeck, Miss Laura Klippel of Pittsfield, agent for the Berkshire branch of the New England Home for Little Wanderers, and Sheriff Thompson, who was a witness to the complaint against the pastor.

Witnesses for the Union were Maurice S. Sherman, editor-in-chief, Charles G. Kellheur, editorial writer, and Judge Robert Chapin Parker of Westfield, who inspired the editorial by a letter to the editor.

Answering the charge, counsel for the Union contended that the editorial was a document of privilege and that a newspaper is performing public duty in criticism of hasty and ill considered action by court officials.

"We claim that the editorial is not libelous," said Attorney Charles G. Wright in his summary. "Mr. McPeck acted in haste and as a public official is rightly subject to criticism, provided the essential facts are true.

"The editor of the paper considered the issuance of the warrant a mistake and thinks so now. He has no malice toward the complainant. The editorial was a clear cut criticism of the arrest of the clergyman and it had for its purpose the discouragement of any such future action."

"The freedom of the press is a splendid principle," said Attorney Thomas F. Cassidy in his summary for the complainant, "but this is not a government of newspapers, by newspapers and for newspapers. There is such a thing written in the constitution as the right of a man to his own sovereignity, the right of a man to be protected.

"In this case, no telephone was used for information, but the word was taken from Tom, Dick and Harry. The very fact that the Union is a good newspaper makes this editorial all the more damageable. No writer has the right to lie. He must be sure of his facts."

W. J. HENDERSON HONORED

Dean of New York Music Critics Tendered Banquet

William J. Henderson, *New York Sun*, dean of New York music critics, was guest of honor at a banquet held Dec. 7, at the Town Hall Club, celebrating his 70th birthday and 45 years' service as a New York newspaper man. About 50 friends attended.

Addresses of esteem were made by Leonard Liebling, *New York American*; Olin Downes, *New York Times;* William J. Guard, Metropolitan Opera Company; Harold M. Anderson, of the *Sun*; Charles Sawyer, *New York Evening Post*, and Harry Osgood, *Musical Courier*.

"Linotype" Now French Word

"Linotype" has been made a part of the French language. The committee of the French Academy intrusted with the admittance and the rejection of words in the French dictionary it is compiling has admitted the word.

Community Paper Now Tabloid

The *North-West Ledger*, a Chicago community newspaper, has changed to tabloid form. The *North Side Citizen*, another community paper, has changed to Sunday publication.

Florida Paper Now Semi-Weekly

Beginning Dec. 15, the *Titusville* (Fla.) *Star Advocate*, weekly, will be issued semi-weekly, H. H. Hudson, publisher, announced this week. The *Brevard Daily Record*, a tabloid carrying legal news, has been launched by Mr. Hudson and P. R. Porter.

Compiling Publicity Laws

E. L. Skeel, attorney for the Washington State Press Association, is preparing a book of 300 pages of laws pertaining to the publishing and printing business in the state. It is planned to have this book ready for distrbution at the annual Newspaper Institute in March, 1926.

French Edits N. D. Nonpartisan

J. B. French, editor of the *Bowman* (N. D.) *Leader* has been named editor of the *North Dakota Nonpartisan*. He succeeds Gerald P. Nye who has been appointed United States senator from North Dakota.

McLAUGHLIN JOINS CHEW PAPERS

Advertising Manager, Lorain Journal, Now with Xenia Gazette & Republican

J. F. McLaughlin, recently advertising manager of the *Lorain* (O.) *Journal*, has resigned to become business manager of the *Xenia* (O.) *Evening Gazette and Morning Republican*.

The Xenia papers are published by The Chew Publishing Company of which J. A. Chew is president and are affiliated with the *Middletown Journal* and the *Piqua Daily Call*.

Mr. McLaughlin began his newspaper career with the *Erie* (Pa.) *Dispatch-Herald*, serving in the circulation, editorial and advertising departments during a long connection with that paper. He went to the Lorain Journal as advertising manager a year ago after brief connections with Cleveland newspapers. As business manager of the Chew publications he will relieve the duties of Mr. Chew, president and general manager.

New Home for Iola Register

Charles F. Scott, owner and editor of the *Iola* (Kan.) *Daily Register*, has just let a contract for the construction of a new 2-story brick and concrete building to house the Register. The contract calls for the completion of the building by June 1, 1926. The building will be 50 by 100 feet, without basement, and two stories high. Latest improvements for both mechanical and news departments have been provided for in the plans.

Texas Paper in New Home

The *San Angelo* (Tex.) *Standard* has moved from the building which it has occupied for nearly a quarter of a century, to a handsome new structure, just completed. One of the features of the plant, a two-story brick structure, is a balcony, 18 feet wide, across the front of the building from which bulletins can be given out.

Wenige Buys Two Papers

H. A. Wenige, who on Oct. 15, established the *Jeffersonville* (Ind.) *Clark County Tribune*, in conjunction with Walter S. Montgomery, has purchased the *Evening News*, daily, and *Clark County Journal*, weekly, from George H. Voigt. Mr. Wenige has also taken over Mr. Montgomery's interest in the Tribune and is now sole owner of the three papers. He will continue the Evening News as a daily and will merge the Tribune with the Journal as a weekly.

Chambers Succeeds H. H. Howland

D. L. Chambers, vice-president of the Bobbs-Merrill Company, Indianapolis book publishers, has been named editor-in-chief of the company, responsible for the acceptance of manuscripts for publication, W. C. Bobbs, president, announced Dec. 3. He succeeds Hewitt H. Howland, who recently became editor of the *Century Magazine*.

MUSKOGEE, OKLA.

Is known as the Capital of Eastern Oklahoma. It has a population in "round figures" of 40,000, and the Trading Territory of 550,000. It also has 60 diversified industries and large oil and agricultural interests.

The National Advertiser can best influence this fertile field by using the columns of the

Muskogee Daily Evening News

Circulation, Daily, 10,075; Sunday, 10,655

Sole Representative
THE S. C. BECKWITH Special Agency
New York, Chicago, St. Louis, Detroit, Kansas City, Atlanta, Los Angeles, San Francisco.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and New Rochelle and The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The New York Times has materially decreased the cost of high class advertising in the greatest market in the world.

To reach the number of readers of high quality now represented by The Times daily circulation would have cost $2 an agate line in 1896. The Times rate is 75 cents an agate line.

The cost of advertising has been lowered, the character of advertising has been raised by The New York Times.

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The DES MOINES CAPITAL
Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.
It is the best Advertising buy in the mid-west.
O'Mara & Ormsbee
Special Representatives
The DES MOINES CAPITAL
Lafayette Young
Publisher

Los Angeles Times
California's Great Newspaper
More news, reading matter and advertising than any other Pacific Coast newspaper.
Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.
Standard Gravure Corporation
LOUISVILLE, KY.

SAYS A. P. "100% WRONG ON WORLD AFFAIRS"

Prof. William Orton of Smith College Charges Stories Colored by "Selected Facts" — Kent Cooper Replies

Charging that the Associated Press has been 100 per cent wrong in its selection and coloring of the news in every international crisis since 1919, Prof. William Orton, of Smith College, cited specific instances to support his claims in an address in Springfield, Mass., this week. He termed the Associated Press one of the most autocratically ruled institutions in all the world. About 1,000 newspapers are enrolled among its subscribers, he said, but a group of perhaps 40 control its policies, arbitrarily strangling competition in many cities by refusing its service to would-be rivals.

Discussing the press as the guide and moulder of public opinion, Prof. Orton said that it seldom deliberately misstates facts. "But it is possible," he said, "to select only those facts favorable to some specific policy or purpose, thus coloring the news and creating a false impression in the minds of readers."

"At such times," he said, "you cannot convict the papers of falsehoods; yet the presentation of admitted facts can in itself be made to serve any purpose intended."

This has been specifically illustrated according to Prof. Orton, in recent Associated Press dispatches from the Near East. "The Arabs," he said, "have been described as rebels, and the impression given has been of an irresponsible group in arms against established government. In actual truth, no people were ever more justified in protest and rebellion. They have suffered cruelty at the hands of Western Powers, every promise made them has been disregarded, they were forced to suffer beneath the tyrannical administration of France, but—they are merely rebels in the eyes of the A. P."

"Now, I do not accuse the correspondents in that section of deliberate falsehood. The average good newspaper man does not misstate facts and those in so important a work of reporting would perhaps be above the average in standing and ability. But the success of every reporter largely depends upon his access to the circles where news is in the making and upon his knowing the right kind of people. And because the correspondents know the right kind of people and those they serve cater to the conservative and established elements, the Arabs are merely irersponsible rebels instead of an oppressed people in revolt against long continued wrongs."

"Since 1919," continued Prof. Orton, "the Associated Press has been 100 per cent wrong in its selection and coloring of the news. The most glaring example, probably, was the style in which it handled the Russian situation. Bolshevists, as the Associated Press saw them, were children of the devil, and total destruction of the new system was imminent. This coloring, this interpretation, this 'slant,' surely was 100 per cent wrong, as developments have made plain. But although three years have passed, the A. P. has not changed its attitude, and their destruction is still imminent."

"This false coloring, so obvious in the Russian reports, is being repeated, at least in some degree, in today's dispatches from China. The A. P., ultra conservative, has always the tendency to see things in terms of law and order."

Although ascribing to both American and English press a frequent coloring in their selection of news, Prof. Orton was equally emphatic in decrying any policy of state control. A state information service he also thought would work badly, in that the various branches of government would be inclined to use their publicity departments in furthering their own particular fortunes.

The only present remedy, he thought, is to leave plenty of room for conflict of opinion, in the hope that some way, not definitely defined, there will come an upbuilding and a greater accuracy.

Decisions involving the happiness and future of whole peoples, he said, often come from popular emotion moulded by a press that sometimes misuses its great power of selection.

The Associated Press reported Prof. Orton's address on its wire system, without comment. Kent Cooper, general manager, said to EDITOR & PUBLISHER: "It is news when a student of affairs attacks an institution and we reported Prof. Orton's remarks for what they were worth for the wires. He is badly mistaken in his views of course."

TO HONOR FRANKLIN

A. A. C. W. Asking Member Clubs to Hold Anniversary Meetings

A move to have every advertising club in the country affiliated with the Associated Advertising Clubs of the World pay tribute to the memory of Benjamin Franklin on his birthday, Jan. 17, or during the week in which it falls, is being sponsored by national headquarters of the A. A. C. W. in New York.

Special programs are recommended in a bulletin just issued based on Franklin as patron saint of printing and advertising.

"Franklin the Patriot" is to be the keynote of the A.A.C.W. convention in Philadelphia next June, the bulletin states.

The following topics are among those upon which anniversary meetings can be based: Franklin, Printer; Franklin, Editor, Publisher and Book-Seller; Franklin, "First Advertising Man"; Franklin, "the Edison of the 18th Century;" Franklin, the Scientist; Franklin, the inventor; and Franklin, "Patron Saint of Thrift."

Ochs Named in "Ten Best" List

Adolph S. Ochs, publisher of the *New York Times,* was named in a list of the ten American Jews who have done the most for America, published last week in the *New York Jewish Tribune.* The list was drawn up following a ten weeks' contest conducted by the Tribune. Among the names of the next 20 in popular favor was that of Sophie Irene Loeb, noted newspaper woman on the staff of the *New York Evening World.*

Amen Corner Celebrates 25th Year

The Amen Corner celebrated its 25th anniversary at a dinner Dec. 5, at the Waldorf-Astoria Hotel, New York. Former Gov. Benjamin B. Odell of New York, who was a guest at the first dinner, was present. Forty-four members who attended the first dinner answered the roll called by Thomas W. McGill, secretary of the organization of active and former newspaper men and politicians.

Prints 12-Page Classified Section

The *Rockford* (Ill.) *Register-Gazette* carried a 12-page classified section Tuesday, Dec. 8. The bulk of the section was made up of Christmas Gift Suggestion ads, and the section was issued in tabloid form. Each standard size page made two of the tabloid pages, the size of the small pages being five columns wide by sixteen inches deep. More than a thousand different gift suggestion ads were carried in the edition.

Changes to Financial Field

Following a two-day suspension, the *Buffalo Evening Post* reappeared on Dec. 7, as the *Buffalo Post,* devoting its first page almost exclusively to financial news although Associated Press dispatches were carried in condensed form. The suspension permitted a changing over of style and permitted installation of new wire service, it was said. The paper will hereafter feature financial and investment news.

Staff Back in Rebuilt Plant

Staff of the *Santa Barbara* (Cal.) *Morning Press,* for the first time since the earthquake, is back in its working quarters, following completion of remodeling and repairing of the partially wrecked plant.

Editor's Assailant Gets 30 Days

Bunker F. Ryan is serving 30 days in the Des Moines county jail for his assault upon Tracy Garrett, editor of the *Burlington Hawkeye,* a few weeks ago.

Quincy Patriot Ledger Sued

Suit for $25,000 damages this we was filed against the George W. Pre cott Publishing Company, Inc., publishe of the *Quincy* (Mass.) *Patriot Ledg* by ex-Mayor Gustave B. Bates of th city who charges libel following public tion of a pre-election story Dec. 4, which it was stated that Bates was exer ing his influence on the choice of cand dates for the city council. Bates, wh was mayor of Quincy two years and w defeated for re-election last year, twi before has sued the Patriot Ledger c the same charge, the newspaper havir been victorious in each case.

New Florida Daily

The *Hollywood* (Fla.) *News,* a weekl newspaper, will enter the daily field Ja 1, according to present plans. The Unite Press service will be used. Joseph W Young, the city's mayor, is publisher c the *News.* The city now claims a popu lation of 10,000. The paper is repre sented by the George B. David Compan

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES
The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News
National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

Regional Advertising
at
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

Buffalo, The Wonder City of America
Buffalo — A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

SERVICE
THE CHARLES PART LOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld. Indianapolis, Ind.

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

Northern Ohio!
one of the country's
Greatest Markets
covered ALONE by
one of the country's
Greatest Newspapers
The Plain Dealer
ONE Medium — ONE Cost ALONE Will sell it
J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

San Francisco Chronicle
PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.
National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

NTELLIGENT BUDGETING WILL CURB WASTE

urvey of Marketing Completed by Committee and Will Be Discussed at Hoover's Distribution Conference

WASHINGTON, Dec. 9.—Secretary of ommerce Herbert Hoover, a formidable e of business and commercial waste, ld EDITOR & PUBLISHER this week that considers of "vast importance" the actical steps to be undertaken at the proaching National Distribution Conrence here to check the wastes in marting.

The conference, to be held Dec. 15 and , is expected to draw to Washington e leaders of business and commerce, as ell as of the advertising world.

The results of a survey of marketing astes have just been made public by a mmittee of the conference representave of all classes of distributors which nstitutes the first concerted effort on e part of business "to trace all of the ms of marketing expenses that go to ake up the consumer's dollar ranging om 24 cents in the case of meats to 52 nts in the case of furniture."

The report of the committee, it was so announced by the United States hamber of Commerce, under whose aufices the conference will be held, disoses in sharp outline the difficulties hich are held accountable in the public nd for huge losses and consequent high rices. These are due, the committee ids, mainly to the lack of uniformity d adequate cost records. Robert R. llis, president of the Hessig-Ellis Drug mpany, of Memphis, Tenn., is the comttee chairman.

'Adequate records," the committee says its report, "intelligent budgeting and nning and the adoption of other recogred policies of efficient merchandising nstitute important means of lowering t cost of distribution."

Progress in this direction has been made some of the retail trades, the survey discloses, and to some extent in wholese trades, but information on manufacers' distribution expenses is meager. his the committee attributes to some ext to government restrictions in the past on the interchange of information beteen those engaged in the same kind of biness.

Unprofitable competition is characterial as a burden upon distribution. The tdency of some manufacturers and olesalers to reduce expenses by eliminating unprofitable customers and by reslecting their sales effort to territory ich can be served economically is regarded as one of particular significance.

he retailer is absolved of a large part the costs of marketing usually classi- as retailer's expense.

By classifying retail expenses accordg to the extent to which they are under control of the merchant, it is disclosed th in many instances the retailer is reponsible directly for less than 75 per cent the cost of retailing," the report states. hich of the so-called 'services and conences' may be classed as contributory success depends upon the conditions der which a business is conducted. retail furniture stores this expense nore than 11 per cent of the total of doing business; in retail grocery es and hardware stores it amounts to bit 9 per cent ;and in automobile tire accessory stores, 7 per cent. While e costs are confined usually to certain ail establishments, the practice differs egree in different stores and the Comee has found it impossible to approximate even roughly the proportionate cost ese services and conveniences as rel to the total cost of distribution."

tention is also called to the enormous ge due to failures, amounting in the egate to more than $500,000,000.

Canadian Timber Tract Sold

e Bayless Pulp and Paper Company inghamton, N. Y., has sold its Cana- timber tract, consisting of 350 acres e St. Anne's water shed, for a price in excess of $2,000,000. The names of the purchasers, will not be made public until all details of the deal have been perfected. The Bayless company will retain an interest as stockholders in the new company.

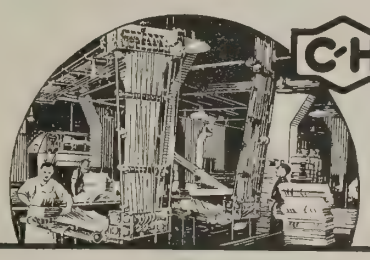
Promoting Individual Architecture

The *Santa Barbara* (Cal.) *Morning Press* in furtherance of its platform of "An Individualistic Architecture for Santa Barbara," is giving away $200 in prizes for the best photos of buildings.

New Publishing Group Formed

The Macedonian Tribune Company has been incorporated at Indianapolis, Ind., with a capital stock of $10,000 to do a publishing and commercial printing business.

Supplies and Equipment



Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.

CUTLER-HAMMER

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

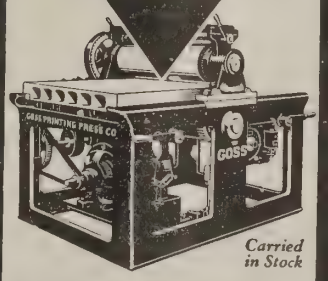
MONOMELT SLUG FEEDER
Eliminates the Metal Furnace

Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Equipment not in use should be turned into cash and that will produce dividends. The Classified page produces buyers in response to advertising giving adequate information on the item to be sold.

Wilke's METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

GOSS STEREOTYPING MACHINERY


Carried in Stock
Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

USED NEWSPAPER PRESSES
Scott 16, 24 and 32-Page Presses
GOSS 24 and 28-page presses good for black or color work.
HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.
DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.
POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.
Available For Early Delivery.
WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - Monadnock Block

Rebuilt GOSS & HOE PRESS BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

The Quickest and Best Casting Unit
Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.

If it's a Hoe, It's the Best
R. HOE & CO., INC.
7 South Dearborn Street, CHICAGO, ILL.
504-520 Grand St., New York City
also at DUNELLEN, N. J.
7 Water Street, BOSTON, MASS.

DOLLAR $ $ PULLERS

$ $

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

IF it's a special edition you want, now is the time to get started on one based principally on the achievements and changes during the first quarter of the Twentieth Century. A thousand and one stories can be written around various comparisons of conditions and other interesting features, and such stories will provide good background for advertising, largely of a similar character.—J. H. A. Kelly, *Times Herald*, Norristown, Pa.

Confectionery stores and restaurants have been closed for substantial accounts by contracting to place them adjacent to the advertising of the theatre which is nearest their place of business. You'll find this is sometimes a clincher when other methods fail.—B. A. T.

The movement towards apartment house construction is at its height and builders are including every novel convenience they can think of. The money invested in this construction in your city compared with the number of two family and single houses they replace make an interesting story. Description of their appointments is good copy. The brokers who handled the bond issue, the general contractor, the sub-contractors, the interior decorators, the furniture store which furnishes the sample apartment, the real estate firm which handled the property, all should advertise at the opening of each apartment house of any size, and in connection with any general apartment house article. Also the architect can be sold on advertising if he can be shown that his copy can be handled with decency to avoid the bugaboo of being "unethical."—G. H. K. Jr.

A barber shop in Pennsylvania recently inserted an ad in the local paper announcing that in the future all shaves and haircuts would be made by appointment only. He explained that this was due to the women invading the shop and keeping the men waiting long periods. The proprietor later reported that this plan worked perfectly and that now no one had to wait and that he was kept busy all the time. Here is a good plan to use in your city, interest your barbers and get some new advertising.—C. E. Pellissier.

The Sunday rural circulation of one newspaper was increased through a plan of "door delivery" to rural subscribers on routes between towns and on main highways. The delivery is made while the bundles are being taken to suburban towns and involves little added time and expense.—B. A. T.

Advertising solicitors—especially those who work on small city dailies—are frequently asked by merchants about the appearance of store windows. Such solicitors can spend a profitable half hour in perusing "Talks on Window Display" (Window Display Advertising Association). Briefly, the book consists of two parts. The first contains talks of general interest on the subject of window display. In the second part may be found a digest of the convention of The Window Display Advertising Association held in Cleveland about a year ago.

B. B. B. CHIEFS MEET

Five Managers Discuss Co-operation Against Fraud in Kansas City

KANSAS CITY, Mo., Dec. 8.—Managers of five Better Business Bureaus met here Monday and Tuesday to discuss closer cooperation and a better working policy between the 45 Bureaus scattered over the United States. Lou E. Holland, president of the National Better Business Bureaus, Inc., met with the managers.

The capacity of the bureaus has been taxed by the growth of investigation work in fraud cases.

State and Federal cooperation is needed and the conference discussed plans to bring about a cooperation between the Bureaus and Federal and state governments.

Managers present included, H. J. Kenney, New York City; Dale Brown, Cleveland; Kenneth Barnard, Detroit; and Ferris R. Miller, Los Angeles. George M. Husser, Kansas City was the fifth manager attending.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

MEN are camera-shy, notoriously so, and because of that, a novel feature article can be had from almost any commercial photographer. What men do to delay picture taking and excuses they give to get out of it are often funny. Women and their makeup, children and their antics and some of the tricks photographers play to catch their subjects unprepared in a stiff pose give plenty of material for the article.—A. C. Regli.

At the close of December you may run an interesting story on whether June is really the best month for Dan Cupid. Some statistics show that December furnishes a richer harvest of brides. This may be true in your city. It will be interesting to find out.—C. M. L.

Take the lists of the ten best sellers in the fiction and in the non-fiction field from the *Bookman* or from publishers' bulletins and compare them with the relative standing of the ten best sellers in each class in the principal bookstores of your city. Are your people more or less highbrow? Do they feel more or less need of books on etiquette than the people of the country at large?—G. H. K., Jr.

Christmas will find many strangers within your city no matter how large or small it might be. Being strangers they are likely to find the day a very lonesome one. Any newspaper would be showing a true Christmas spirit if they printed a welcome to these strangers and a list of events going on in your town that might help them to better enjoy the day.—C. E. Pellissier, Boston, Mass.

Present interest in religion makes particularly timely a feature story on unusual and exotic religions in your town. Denver, for example, has a Buddhist church, a peculiar House of David congregation and a small sect living now, according to its belief, in the "last year of this world." What are your colorful sects?—M. S. M., Denver.

A theatre page idea which will give your showhouse notes a bit of local color is one in which the readers are asked what plays they enjoyed best during the past year. Managers will be pleased to give tickets for prize letters.—A. C. Regli.

A special writer for the *Santa Ana* (Cal.) *Register* found material in the city dump for a two column story that attracted much attention. Main heading: "Much Wealth Represented in City Dump." Sub-heads: "Articles Found Among Discarded 'Junk' Proof of Disregard for Thrift"—"Tons of Empty Tin Cans Dumped Daily"—"Percentage of Preserved Foods Eaten by Population Steadily Growing." Practically new articles of clothing and household utensils were mentioned, with suggestion that some agency should exist for getting such articles to people who could use them.—Fremont Kutnewsky.

There's a story and a picture or two in the "automobile potter's field" of your city. Thousands of stripped bodies, tens of thousands of tires, hundreds of piles of other parts in morgue-like orderliness are all that's left of the seven thousand cars a year junked in every big city. The process of junking a car and what becomes of the junk make an interesting story when told by an imaginative reporter.—M. S. M., Denver.

ORDER NOW!

The First

ILLUSTRATED

Daily Serial

By

MILDRED BARBOUR

"The Thoughtless Wife"

or

"Playing With Fire"

For Release

JANUARY 11, 1926

1 Col. or 2 Col. Line Illustrations Every Day

Sew Up Your Territory By Wire!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager

150 Nassau Street, New York City

THOS. W. BRIGGS CO.

Columbian Mutual Tower

MEMPHIS, TENN.

CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE

Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

BY UNITED PRESS

AROUND THE WORLD AROUND THE CLOCK

UNITED PRESS ASSOCIATIONS

World Building New York

"There is an unmistakable quickening in all aspects of religious belief."—New York Tribune.

William Allen White
Dr. Frank Crane
Inez Haynes Irwin
Yusuke Tsurumi
Charles G. Norris
Alexander Black
Will Irwin
Herbert Adams Gibbons
Ida M. Tarbell

will write on

"My Religion"

Wire for Option

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City

fashions

Authentic

Inclusive

Sparkling

FAIRCHILD Newspaper Services

8 East 13th St. New York

WIRE NEWS

For Evening and Sunday Newspapers

International News Service

World Building, New York

INDUSTRIAL NEW ENGLAND

AN EXCELLENT FOOD MARKET

IN early Colonial days New England was a land of towns. For many years all houses were built within two miles of the meeting house, in order that there might be a centralization of forces to resist Indian attacks. This fact was largely accountable for the rapid growth of industrial centres when the Indian danger passed.

Thirty years after Plymouth was settled trade and manufacture began. The shoemaking business goes back to 1630, when Thomas Beard, an English shoemaker, landed at Plymouth with a small stock of leather and his cobbler tools. Pride in their craft led the bootmakers of Boston in 1646 to ask permission of the General Court to form a large company "so that all boots might be alike made well," pointing out that bad work was done by some shoemakers.

In Colonial days New England fed itself, but agriculture declined as industry grew, and today most of the food consumed is brought in from other parts of the country.

Why not send foodstuffs directly to this market of great food consumers by sales promotion through the daily newspapers of New England?

This List of newspapers thoroughly covers the six states

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,466	.05	.05
†Bangor Daily Commercial.(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot..(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Meriden Record .....(M)	7,640	.045	.03
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.13
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.03	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.08
*Waterbury Republican ...(S)	15,284	.08	.08

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.



Selling Musical Instruments in New York

To sell their products in New York, the following advertisers of Musical Instruments used THE SUN during the first eleven months of 1925:

Aeolian Company
*Anguera Piano Co.
*Brunswick - Balke - Collender Co.
*Chickering & Sons
*Columbia Phonograph Co.
Chas. H. Ditson & Co.
Greeley Music Shop
*Hardman Peck & Co.
Hohner Harmonicas
*Wm. Knabe & Co.
Kranich & Bach
Landay Bros.
Mathushek Piano Co.
*Pathe Records
Sohmer & Co.
*Sonora Phonograph Co.
Sterling Piano Co.
Story & Clark Piano Co.
Victor Talking Machine Co.
*Horace Waters & Co.

**Indicates concerns using more space in The Sun than in any other New York evening newspaper.*

THERE are more music loving people in New York than in any other city in the country — more students of music, more teachers of music, more people who can play musical instruments and who are likely buyers of musical instruments.

A very large portion of these people are readers of The New York Sun and for this reason The Sun has proved itself to be a most effective advertising medium for those who want to sell musical instruments in New York.

The most productive market for the advertiser of Musical Instruments of good quality is among people of more than average means and better than average taste and intelligence. Among these people The Sun has a larger circulation than any other New York evening newspaper.

To get full value from their advertising, Musical Instrument houses must see to it that their messages are presented to all members of the family. They must reach the home—for it is there that the question of what instrument to buy and where to buy is usually discussed and determined.

The Sun goes into the homes six days a week—into homes that are receptive and responsive to Musical Instrument advertising.

The Sun's ability to produce results for advertisers of Musical Instruments is indicated by the large number of well-known concerns in this classification that use its columns. It is further evidenced by the fact that The Sun leads all New York newspapers, seven-day morning as well as six-day evening, in Radio Advertising and in Manhattan Department Store Advertising.

The Sun
280 BROADWAY NEW YORK

THIS ISSUE:—HOW ADVERTISING LOWERS LIVING COST.

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 30 NEW YORK, DECEMBER 19, 1925 Subscription $4 a year; $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY

Chicago Tribune FEATURES

DAILY AND SUNDAY
Comic Strips

The Gumps *by Sidney Smith*
Gasoline Alley *by Frank King*
Harold Teen *by Carl Ed*
Winnie Winkle *by Branner*
Moon Mullins *by Frank Willard*
Smitty *by Walter Berndt*
Little Orphan Annie *by Harold Gray*
Texas Slim *by Ferd Johnson*
The above strips in black and white or 8-page color comic section either tabloid or full size.

W. E. HILL
page of comics

DAILY AND SUNDAY CARTOONS
John T. McCutcheon—Carey Orr—Gaar Williams

BLUE RIBBON FICTION
Daily serial story—Weekly short story and serial.

TRUE LIFE STORIES
WEEKLY
Woman's Special Page
Embroidery Page
Sport Page
Science Page

DAILY AND SUNDAY
Doris Blake Articles
Antoinette Donnelly Beauty Articles
Men's Fashions
Women's Fashions

SUNDAY
Paris Fashions

DAILY AND SUNDAY
Dr. W. A. Evans Health Articles

WEEKLY
Burns Mantle Theatrical Letter (New York)
Mencken Literary Review
Movie Letter
N. Y. Society Letter
"About Broadway" *by Mark Hellinger*

DAILY AND SUNDAY
Woods and Waters *by Bob Becker*
Walter Eckersall's Football Articles
In Motordom *by J. L. Jenkins*
Line o' Type *by R. H. L.*

DAILY
Wake of the News *by Harvey T. Woodruff*

SUNDAY
The Nickeldicks—Children's Story
The Sporting Goods *by Westbrook Pegler*

DAILY AND SUNDAY
What's Wrong Here?
Cookery Articles *by Jane Eddington*
Farm and Garden *by Frank Ridgway*

SUNDAY
Practical and Fancy Needlework
Home Harmonious
Club Ethics *by Maude Evans*

DAILY
The Goops *by Gelett Burgess*
Sentence Sermons *by Rev. Roy L. Smith*

WEEKLY
Book Reviews *by Fanny Butcher*
Confessions of Authors
Justice Series

PACIFIC AND ATLANTIC PHOTOS
Organized by The Chicago Tribune and the New York Daily News 25 Park Place, New York

CHICAGO TRIBUNE PRESS SERVICE
Foreign—National—Local

The Chicago Tribune's
daily net paid circulation is now
more than
700,000

The News, New York's Picture Newspaper, has a daily net paid circulation in excess of
965,000

These Two Papers have the largest circulations, morning or evening, of any newspapers in America, and *they use Chicago Tribune features exclusively!*

THE CHICAGO TRIBUNE
Newspapers SYNDICATE
Tribune Square . . . CHICAGO

GREATEST STORY *of* WOODROW WILSON

DAVID F. HOUSTON'S MEMOIRS

The Memoirs of David F. Houston, ex-Secretary of the Treasury, will be ready for serial publication early in 1926. They are a monumental work of history, biography, and fascinating anecdote, written by a statesman of broad viewpoint and uncommon literary skill.

Among the many notable aspects of the narrative, the most striking is the review of Woodrow Wilson's conduct of the Nation's affairs while he lay desperately ill in the White House.

Nothing comparable to these reminiscences, including the intimate details of the whole Wilson regime until its end, has been available heretofore.

Just a few of the highlights: Bryan's behavior in the Cabinet, Col. House's part, Colby's appointment, activities of Garrison and McAdoo, Lodge's attitude, Mrs. Wilson's task, and the role of Admiral Grayson.

Among the subjects of anecdotes and memories: Roosevelt, Taft, Lane, Hughes, Lodge, Balfour, Harding, Bernstorff, Joffre, Cox, and nearly everybody else who figured in the great events of the decade.

David F. Houston knows more about Woodrow Wilson and the Wilson Administration than any other living man.

He was President Wilson's closest friend in the Cabinet. He saw the President oftener and talked with him more intimately than any other man in the Administration. Others consulted the Chief about their own departments; Houston conversed with him on every subject that occupied public attention.

D. P. SYNDICATE, GARDEN CITY, N. Y.

Colonel Edward M. House Breaks His Long Silence

THE NEW YORK HERALD TRIBUNE has secured the world rights for newspaper serial publication of "The Intimate Memoirs of Colonel House," and will publish them in its columns in the opening months of 1926.

Colonel Edward M. House, confidential adviser of President Wilson, has decided to break his long silence on the events of this historic period. His memoirs will be based on a diary which he kept daily from his first acquaintance with Mr. Wilson, together with letters from statesmen all over the world.

In his memoirs, Colonel House speaks without reservation on many matters of the utmost importance which up to now have remained veiled history.

The actual date of publication in the New York Herald Tribune will be announced later.

Professor Charles Seymour, of Yale University, to which Colonel House has presented all his original documents, is the editor of the memoirs.

New York Herald Tribune

AMERICA'S COMPLETE NEWSPAPER

Selling Groceries and Foods in PHILADELPHIA

Philadelphia, having the third largest population in the United States, is an important market for the maker of groceries and food products.

With more than three million people to be fed daily, it offers particularly attractive possibilities to those who seek a concentrated outlet—a market where most of the families live in separate homes and where the food they buy and eat is served on their own tables.

Imagine, if you can, the daily table needs of more than 520,000 separate dwellings, and you will get some idea of the possibilities in store for you if you go after the Philadelphia market.

Send for a free copy of THE BULLETIN ROUTE LIST OF GROCERS AND FOOD DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade in this market.

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

KANSAS CITY, MO.
C. J. Edelmann, Verree & Conklin, Inc.
1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

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Vol. 58 NEW YORK, DECEMBER 19, 1925 No. 30

Distributors Find Advertising Cuts Costs, Stabilizes Industry, Aids Production

Distribution Conference Adopts Report of Research Committee Although List of Wastes Is Stressed in Dissenting Remarks of Prof. Wellman—Hoover Emphasizes Broad Economic Research

By J. BART CAMPBELL

WASHINGTON, D. C., Dec. 16.—The economic importance of advertising was given notable recognition at the National Distribution Conference held here yesterday and today under the auspices of the United States Chamber of Commerce.

There has probably never been a greater tribute paid to the integral part that advertising plays in the economic life of the people than that which this representative gathering of business leaders and economists accorded to it as a marketing medium of paramount value to the producer and consumer alike.

The Conference went on record as endorsing the first hand testimony of a large number of leading advertisers as "demonstrating the economic effects of advertising in decreasing the cost of selling of production, lowering prices to consumers, and raising the standard of living."

The following resolution was adopted:

"Resolved, that it is the consensus of this Conference

"(a) That the only safe basis for advertising and marketing plans is an accurate and adequate knowledge of where and what the market is and the means by which it can be reached most economically and effectively.

"(b) That existing wastes in advertising result in large part from lack of marketing information, from unintelligent direction and from poor correlation of advertising with the sale of the product."

The report of the Committee on Market Analysis, Advertising and Advertising Mediums, a summary of which was published in EDITOR & PUBLISHER last week, was adopted.

Theodore F. Whitmarsh, chairman of the Conference, and for the past five years of the Advisory Committee on Distribution of the United States Chamber of Commerce, in referring to this report in his opening address, said:

"A frequently mistaken attitude toward advertising is corrected in the report on that subject which, by numerous examples, points clearly to the economic value to the public of advertising effectively conducted, but the report enlarges also upon the wastes in advertising and suggests in an authoritative manner the methods by which these wastes may be anticipated and nullified."

Six committees were appointed at the first National Distribution Conference held a year ago. Each committee was made up of about thirty business leaders and experts with special reference to their knowledge and experience regarding the subject to which they were assigned. The Conference adopted without change the recommendations of the committees, one to five, but those of the sixth, involving price maintenance and the possible necessity for amending the Sherman anti-trust act encountered divided opinion.

Prof. Harry R. Wellman, of Dartmouth College, provoked considerable comment by taking exception to the report of the Committee on Market Analysis, Advertising and Advertising Mediums by enumerating "wastes in advertising" he contended the report ignored.

Prof. Wellman sought to demonstrate that the report made no reference to "many obvious wastes in advertising" which he cited as follows:

I. Inherent waste due to extreme youth of the advertising business when compared to other departments such as production and finance. No great body of data available.

II. Wastes arising from failure to coordinate sales and advertisng activities arising from lack of understanding.

III. Waste due to lack of adequate records on the part of the advertiser by which he or his agent can rightly fix the approximate places of the various kinds of advertising in the economics of his business.

IV. Wastes arising from failure to follow an established plan of procedure based upon facts, namely, that an analysis of the product, a study of the market and the trade channels used to reach the market must precede sales and advertising planning, and that such plans must realize their dependence upon finance, production, and wise administration.

V. Waste due to a certain type of agency incompetent to act as market advisers, either in advertising or selling.

VI. Specific waste in mediums as follows:

Including costs for forced, high-pressure selling, which may well have developed waste in method and use;

Mediums

1. Waste in magazine advertising arising from increased costs made up of buying circulation upon which to base increase in rates which results in increased pages in the magazine and decreased advertising value per page. (Advertising-Advertising.)

2. Waste in newspaper advertising arising from using materials common to the magazine field and resulting in greater bulk and lesser per page value. (Buying Circulation.)

3. Waste in Direct-by-mail already recognized by the association and an attempt to correct condition already under way, e. g., standardization of size, weight and color.

4. Waste in window display material arising from wrong sizes, weights and methods of distribution, now recognized and being corrected by the current association.

5. Increased value of electric signs, posters and boards if figured in terms of circulation, since the country is now more on the move.

6. Waste in lack of circulation for car cards appearing in rural car lines.

7. Waste in the distribution of cuts, slides and folders because of the failure to appropriate the amount of money annually invested in this material.

8. Waste in the distribution of souvenirs and novelties for the reasons outlined above.

9. Waste now beginning to appear in trade journals in their effort to secure greater circulation, without regard to the field they are serving.

"The elimination of waste and the improvement of methods of production is an infinitely more simple problem than it is in distribution," was the keynote of a masterly address delivered by Secretary of Commerce Herbert Hoover before the Conference.

Mr. Hoover said that in reading the reports submitted to the Conference he had formed the "constant, repeated impression of the lack of fundamental information upon which constructive action can be based."

"In practically every paragraph of the reports, as I read them, there is an almost reiteration of the fact that we need more fundamental information before constructive policies of a far-reaching character can be determined upon," Mr. Hoover added.

He declared what is needed "is more systematic information, better organized information, not of a statistical order, but of a broader economic character in the shape of research." He also urged that "some form, therefore, of continuing action ought to flow from this Conference," and that "if the Conference is to come to real fruition, we do need a definite organization, not particularly to go out and get information, but to make research, and to see that the research facilities of the country are properly developed."

The Committee on the Collection of Business figures was continued by the Conference until the United States Chamber of Commerce can appoint a committee on the same general subject, as this ties in so closely with the work being promoted by the Department of Commerce in the collection of business statistics that it was deemed necessary to have no lapse in this work.

It was unanimously agreed that the functions of wholesaling and retailing both are necessary and cannot be avoided even though these functions might both be filled by someone selling direct to the consumer. The function of the wholesaler is primarily to select merchandise suitable to the retailer's wants in his section of the country, it was emphasized, so as to promote a quick turn-over. If the manufacturer gives the same service to the retailer he must have branch warehouses and really fill the function of the wholesaler.

The middleman, who is often blamed for the high costs of marketing, was declared by L. H. D. Weld, of the Commercial Research Department of Swift & Co. to be "an essential cog in the machinery of marketing."

A resolution was adopted urging com-

(*Continued on page* 36)

WHAT ARE THE GIFTS OF THE PRESS TO THE NATION?

Cold Truth About Public Affairs and Honest Opinions, Says Brisbane, Congratulating the People

EDITORIAL

(*Written Exclusively for* EDITOR & PUBLISHER)

By ARTHUR BRISBANE

THE gift of newspapers to the nation in 1925, 1926 and every other year ought to be the cold truth about public affairs, the news of the day, not colored or adulterated, and honest opinions.

But nineteen or twenty thousand American editors will probably ask, like Pilate, "What is truth?" and, like Pilate, ninety per cent of them will not wait for an answer. Newspapers and their editors do the best that they can, influenced like others by heredity, environment and especially by prosperity.

Ninety-nine per cent, fortunately, are honest and do not listen to the urge or pleadings of any man's money (EXCEPT THEIR OWN). A good many of them, although they don't know it, listen to what their own pocket says most attentively. On the whole the nation is to be congratulated upon its newspapers, for a newspaper is only a mirror reflecting its day. It is, as Schopenhauer says, to history "what the second hand is to a watch," making much of little things. The American press is a good press because it reflects in its columns a good and a powerful nation—with a great deal to learn.

NEWSPAPERS DRESSING UP IN SANTA'S TOGS TO BRING GOOD CHEER

Gift Packs Bulging With Toys to Be Distributed to Sick and Poor—What a Few Newspapers Are Doing

NEWSPAPERS of the United States are "dressing up" these days in the fur-trimmed togs of Santa Claus. Gift packs are bulging with toys to be distributed Christmas day by the generous hands of the daily press. Money collected by newspapers is flowing into tenement houses, rickety and bleak, to care for the crippled and forlorn. Children in every city are shouting with happiness, saying:

"Is there a Santa Claus?—Yes, Sir!"

More than one—there are more than 2,000 dailies in the land.

Here's what just a few of them are doing to make Christmas merry:

In New York, the *Times* Dec. 16, announced that $93,015.23 had been raised for the Hundred Neediest Cases, passing last year's total at the same date, which was $91,601.66. The *World*, at its own expense, is supplying some 1,000 radio sets to crippled and invalid persons of the city. The *Herald Tribune* is sending boys and girls to Christmas trees in the country. The *Evening World* is arranging Christmas parties for children, as is also the *American*, while the *Evening Post* is raising a fund for old couples, the *Mirror* and *News* are giving away large Christmas checks to lucky name winners, and the *Evening Graphic* is planning to have Santa come winging to town in an airplane, bringing gifts to needy children.

The *Evening Journal* has arranged benefit performances of Broadway stage stars to swell its Christmas fund.

A show which dramatizes "The Night Before Christmas" has been put on by the *News* and the *American*, the Hearst papers in Baltimore. Running for several weeks before Christmas, it has drawn large crowds, visitors often being lined up for the distance of a city block waiting their turn to see it.

The whole of the second floor of the Hearst Tower Building in the center of the city where the Hearst organization has its offices has been turned over to the show. Some weeks ago, after considerable heralding in the news columns of the papers, eight reindeers, alive and kicking, arrived in Baltimore and were placed in an enclosure prepared for them on the floor. The names of the deer in Clement C. Moore's famous poem were placed above their enclosure: "Dasher," "Dancer", "Prancer," "Vixen," "Comet," "Cupid," "Donner," "Blitzen."

The deer are the first things seen when the visitor to the show, climbing the one flight of stairs from the street, gets into the "Santa Claus Land". A man dressed as an Eskimo meets the column mounting the stairs and on the right the eight deer move about rolling eyes at the children. Just beyond them is a huge white sleigh, filled with toys. Piles of toys of all sorts and of all the gay colors imaginable are on the floor beside it.

In a workshop eight dwarfs toil over the making of toys, which obviously may be loaded into the sleigh at any moment and carted off to good children. (If the modern child is not too sophisticated to believe that.)

Elsewhere on the floor is a tiny house in and out of which dwarfs move constantly, a fireplace with two small beds near it in which children are asleep. Santa Claus makes many trips down the chimney each day.

As visitors pass over the floor from right to left they come presently to a bridge which lifts them up several feet and gives them a survey of a huge Christmas garden, which includes a lake, a wide sweep of the country in miniature with houses and churches alight, railroad trains and automobiles moving about. There is a big tree gayly decorated.

Under the auspices of the *Kansas City Star*, Mr. S. Claus with his reindeers and trappings was presented to thousands in Kansas City, Dec. 11.

For the night the child population moved to the Star building and streets within a radius of ten blocks. A crowd estimated at 100,000 witnessed Santa's merry procession from the downtown district to the Star building.

The *Kansas City Journal-Post*, in its Saturday morning issue, gave a page one spirited narrative of the big reception for Santa. The Journal also carried pictures.

"The event was so big it bordered on a public event instead of one engineered by an opposition newspaper. It was incumbent upon us in behalf of the children of the city to let them know we also welcomed Santa Claus," Ralph Ellis, general managing editor of the Journal-Post, said.

For two weeks previous to the visit by Santa Claus, the Star provided a department each issue in which letters from children to Santa Claus were published; there were telegrams, radiograms and cable grams from Santa recounting his experiences during his dash southward from the Arctic Circle.

Reindeer provided for the occasion were kept on a farm near Kansas City and were put through their paces by Eskimos. The Eskimos handled the reindeer during the parade while jovial Santa gave his attention to the children.

Following his conquering parade, Santa appeared on a stage on the front yard of the Star's building. There he was presented the "key to the city's chimneys" by the mayor. Santa then addressed the crowd, the Star's microphone also carrying the talk.

The *Corsicana* (Tex.) *Daily Sun* and *Corsicana Semi-Weekly Morning Light* have closed a contract to bring to Corsicana John Philip Sousa and his band of 100 musicians for two performances for Dec. 28.

As a Christmas gift to the poor of the city these papers will give the entire net profits from both performances to the United Charities, the profits from the band promising to be quite a nice sum.

The *Akron* (O.) *Times-Press* has added a new department conducted by Santa Claus, who keeps a "Gift Book," in which are written the names of children asking for toys.

"If any of you boys and girls should forget," Santa writes for the Times-Press, "your name in the Gift Book means that Santa has read your very own letter to him, and is going to try just as hard as he can to bring you pretty toys."

The *Beacon Journal* of the same city asks: "Don't you want to see everybody happy in Akron on Christmas day?" and is raising a fund to supply 100 families with a Christmas basket.

The *Cleveland* (O.) *News* has a "Toyshop" plan, to collect toys and clothing for hometown children, while the *Cleveland Plain Dealer* is giving Clevelandites a chance to play Santa Claus to those who otherwise would have no Christmas. The Plain Dealer prints each day stories about the city's poor, collecting funds to aid them.

The Alias Santa Club has been started by the *Cleveland Press*, to cheer the down-hearted.

Holly Berry, special correspondent of the *Washington Star*, is sending special wireless dispatches daily to that newspaper from North Poleville, Eskimoland. This is a feature prepared for members by the North American Newspaper Alliance. The *Herald* in the Capital City has organized a Kettle Club to aid the Salvation Army raise $4,000, which in former years was realized through kettles placed on busy street corners by the "Sallies."

"Just write us what you would like for Christmas, little reader," advises the *Passaic* (N. J.) *Daily News*, "and we will see that Santa hears about it." The appealing childish letters are published every day.

Buffalo is opening its purse to the fund being collected for the Fifty Neediest Families by the *Evening News* of that city. On Dec. 14, contributions totaled $3,500, or $70 for each family.

Santa will not pass New England by. For the past 18 years the *Boston Post* has played the role, spreading happiness to thousands. A Post Santa Claus Workshop has been opened, where presents are collected, wrapped, and shipped, in answer to specific letters written in childish faith to "Dear Santa."

The jolly St. Nick impersonated by the *Lowell* (Mass.) *Courier-Citizen* was up to his ears in work this week. He wants to raise $3,000 to fulfill promises made to boys and girls nearby. He has one hard task on his hands. A little girl wrote in the other day asking Santa to "please bring something to get the gas out of my aunt's stomach."

"The Empty Stocking Fund" is the creation of the *Providence* (R.I.) *News*, and that newspaper is doing much to fill those of the destitute in its territory. The *Providence Bulletin* is receiving mail from children, and plans to "drop in" on those who write on Christmas Eve, with presents requested.

Other cities than Kansas City and Baltimore are receiving visits from Santa and his reindeer team. Way out on the Pacific Coast the *Los Angeles Times* arranged to have him come to their city, for a tour of local schools. Another team is parading San Francisco streets, brought there by the *Bulletin*. Further towards the north on the same coast, the *Portland Oregonian* is standing behind a "Sunshine Drive" to raise Christmas provender for nearly 1,000 families.

The *Evansville* (Ind.) *Courier and Journal* has a Christmas tree fund, to which, the other day, Prisoner Number 9638 of the Indiana State Prison contributed $2. The fund runs under the slogan "Every Dollar an Invitation," and Dec. 12 had reached nearly $500.

Working in co-operation with the boy scouts, the *Toledo* (O.) *Blade* is collecting castoff clothes and discarded toys to help the unfortunate.

In Toledo also the *News-Bee* is featuring a "bright saying" contest, giving away a dozen Christmas dolls daily.

Sickness, widows struggling to keep their families together, husbands out of work and small children without proper winter clothing are but few of the troubles being alleviated by the "Christmas Cheer Project" of the *Dayton* (O.) *Daily News*.

The *Denver Post* is packing kits for children containing two new sets of underwear, two pairs of new stockings, a fine toy, and the "fixin's," each pack costing $3.50.

The money "will be wisely used," says the *Utica* (N. Y.) *Daily Press*, collecting funds to help Utica's 10 Neediest Families.

The *Albany* (N. Y.) *Evening News*, the *Knickerbocker Press*, and the *Syracuse Herald* have arranged with the General Electric Company's broadcasting station to have Santa talk into the microphone Christmas night. The same newspapers are co-operating on an airplane stunt.

The *Lancaster* (Pa.) *News-Journal* is publishing a true story daily dealing with the need for charity in Lancaster at this season. Money has come in abundance as a result.

Publisher to Dine Newsboys

Willis Sharpe Kilmer, president of the *Binghamton* (N. Y.) *Press*, will be the host to 500 newsboys from Endicott, Johnson City, and Binghamton at a Christmas feast in the latter city on Christmas day. The guests are to include sales and carrier boys of all papers published and circulated in Binghamton.

WHAT ARE THE GIFTS OF THE PRESS TO THE NATION?

Dr. Crane Tells of Newspapers That Are Paving the Way for Real Unity of Thought and Action

EDITORIAL

(Written Exclusively for EDITOR & PUBLISHER*)*

By DR. FRANK CRANE

THE contribution of the press of 1926 to the nation would be difficult to compute.

It disseminates news of course, and news is something that everybody wants to know and the supplying of which is meeting a real want. It has been the most potent factor of democracy, since the foundation of a democratic government is in keeping the people well informed.

By means of the press the slightest thing of interest to the nation or to other nations is recounted for the benefit of the inhabitant.

The press has also of late shown a disposition to realize that people want moral and ethical instruction and to supply this demand.

It has commandeered the best talent and the most expert writers of the world.

It has made itself a medium of communication between the gifted and the multitude.

It has done its share in creating an intelligent public opinion.

It is the fashion to call most of the people morons and subnormal. The press indulges in no such theory. It assumes that the people are wise enough to know their own business and undertakes to give them what they want. This is the truest kind of leadership and is far better than giving the people what they do not want, but what you think they ought to want.

The press is paving the way for real unity of religious belief, of political opinion, and of national obligation.

AMERICAN TOBACCO TO EXPAND AD PROGRAM

Already Heavy User of Newspaper Space Will Increase $2,000,000 Appropriation to that Medium—George W. Hill, New President, Tells Why In Exclusive Interview—"Most Efficient," He Says

BY PHILIP SCHUYLER

MORE money than ever before will be invested in advertising during 1926 by the American Tobacco Company, George W. Hill, the new president, informed EDITOR & PUBLISHER this week.

"According to present plans, the newspaper appropriation will be considerably increased over 1925," he said, in an exclusive interview.

[The Bureau of Advertising of the American Newspaper Publishers' Association has estimated that the American Tobacco Company's 1925 newspaper appropriation was in excess of $2,000,000.]

Mr. Hill was elected president of the huge tobacco concern Dec. 16, succeeding his father the late Percival S. Hill. Junius Parker was named chairman of the board of directors, a newly created office.

Mr. Hill declined to be more specific in regard to the 1926 advertising program, other than to say it was "the most ambitious" in his company's history.

"The advertising appropriation is arrived at by determining the needs of our different brands," he explained. "We decide upon the amount of money to be set aside for advertising investment by a system of careful surveys. Some brands may need a higher percentage devoted to advertising than others."

During the interview with EDITOR & PUBLISHER, Mr. Hill expressed appreciation of the "co-operation and fairness" of newspaper publishers, upheld newspaper advertising as the "backbone" of successful campaigns, dispelled the bugaboo of expense in the use of this medium, and outlined, in general, his own advertising philosophy.

"Every successful brand, which our company manufactures," he said, "has been built up by advertising.

"We believe in concentrating our advertising efforts. Thus it is that of more than 200 brands we control, we only advertise 10 or 12. The 200 unadvertised brands we have acquired through mergers, and continue to manufacture, but do nothing to promote them.

"Our big volume of business is done in about 10 of our brands.

"To obtain the big volume, we depend on newspapers as the backbone of our advertising programs, supplementing them with magazines, billboards, and other media.

"We believe that the newspapers are the most efficient media, whether they are used in localized promotion, or as the basis of a national campaign.

"During each year, we purchase space in some 2,000 newspapers, counting country weeklies. Use of this medium, we have found, is not expensive, when results are considered, and when intelligent use is made of it. We have no complaint to make on the score of newspaper rates.

"To overcome the bugaboo of expense, we admit, careful selection of newspapers to be used in a campaign is necessary. For one thing, it is necessary to follow the simple rule of alternation. For instance, in a city where a morning and an evening newspaper are of equal strength, we do not believe in relying only on one paper, nor do we believe in going to the expense of buying space in both at the same time. We use first one and then the other.

"We have always found newspaper publishers very fair, very willing to cooperate, and always on the alert to make every ethical effort possible to satisfy all advertisers equally, and to deliver value."

Mr. Hill, in speaking of advertising in general, stressed the need of persistency and the value of honesty.

"We realize fully," he said, "that an advertiser cannot start a campaign, run a few months, and expect phenomenal returns. Advertising to be worth while must be done consistently.

"The building of brands is a slow process in our competitive field today. We insist above everything else that our advertising be constantly before the public eye, not only to increase the volume of business, but also as an insurance for the volume already assured."

To explain his point, Mr. Hill cited the campaign for Lucky Strike cigarettes, which is now appearing in newspapers, and which is to continue all through 1926.

"Honesty in copy, we believe, counts even more heavily than volume," he continued. "We try always to tell our story honestly. We do not care for superlatives.

"We instruct our agencies that they are not to say that the brand they are promoting is 'the best in the world.' Rather that the sentiment of the copy should be that the brand is the best we have been able to evolve, but that we are striving always to better it."

Mr. Hill declared that the advertising agency policy adopted by his father in 1919 had proved very satisfactory and would be maintained. This policy provides that the various brands produced by the American Tobacco Company be divided among several agencies, rather than that one agency control the entire account.

From Frank Harwood, advertising manager of the American Tobacco Company, EDITOR & PUBLISHER obtained this week the present agency alignment, as follows:

H. W. Kastor & Son, 52 Vanderbilt ave., New York, handling Bull Durham and Melachrino.

Dorrance, Sullivan & Co., 130 W. 42d st., New York, handling Herbert Tareyton, and Half and Half.

L. S. Goldsmith, 9 E. 41st st., New York, handling Tuxedo Smoking Tobacco.

Lord & Thomas, 247 Park ave., New York, Lucky Strike cigarettes and Blue Board, smoking tobacco.

William H. Rankin Company, 342 Madison ave., New York, Pall Mall cigarettes, Buckingham smoking tobacco, and Sweet Caporal cigarettes.

Harvey & Zoeller, 104 Fifth ave., New York, handling Omar cigarettes.

Regarding the death of Percival Hill, and the election of his son to the presidency, Charles F. Neiley, secretary, issued the following statement to EDITOR & PUBLISHER on Dec. 16:

"At the first meeting of the Board of Directors of the American Tobacco Company following the recent sudden death of Percival S. Hill, its president, the directors unanimously passed the following resolution:

"Without our premonition our president, Percival Smith Hill, was stricken and passed away from earth on December seventh, Nineteen Hundred Twenty-five. The loss comes to us as a stunning and dazing blow. He was the head—by title, and, whatsoever his title, would have been the head in fact, of our organization. He was personally beloved by every member of this board. The shock is too great and too recent for us to realize, much less express, adequately and with precision, our real sense of loss. But we feel that we should extend, without delay, to his bereaved family our respectful and sincere condolence and sympathy:

"RESOLVED:

"That the loss of Percival Smith Hill is a catastrophe to the American Tobacco Company, and to each of us, his friends. That we owe it to the company, to ourselves, and to his memory to minimize, and finally to overcome, the catastrophe to the company but to us, his personal friends, the catastrophe is irreparable. He was able to the point of genius. He was energetic, courageous and resourceful in the conduct of business. He was ever intent on the success of the company and the maintenance of its good name. He was the dynamic—not merely the static or quiescent—friend of every man in his organization.

"We tender, as a body and individually, our heartfelt sympathy to his sorely bereaved wife and family.

"Today, Dec. 16, at the first meeting of the board of directors of the American Tobacco Company following the sudden death of Percival S. Hill, its president, the office of chairman of the board of directors was created and Junius Parker was elected to fill that office; George W. Hill was elected president of the company to succeed Percival S. Hill; James H. Perkins and Donald Geddes were elected members of the board to fill a vacancy already existing and to take the place of F. M. daCosta who resigned.

"Mr. Parker, elected chairman of the board, has been general counsel of the company since 1912 and was for several years theretofore assistant general counsel. Mr. Perkins is president of the Farmers' Loan and Trust Company of New York, and Mr. Geddes is a member of the banking firm of Clark, Dodge & Co.

"George W. Hill is a Williams man and is 41 years old. He has been vice-president of the company since 1912.

"For eight years prior to that he was active in the sales promotion department of the company. After leaving college in 1904 he entered the services of the American Tobacco Company. His first services were in the tobacco fields and manufacturing departments, two years later going into the sales and advertising end of the business.

"In 1912 he was elected vice-president and has been in charge of all sales and general promotion of the company.

"Mr. Parker, the new chairman of the board, is a member of the law firm of O'Brien, Boardman, Parker & Fox. He was several times president of the Bar Association of New York and is recognized as one of the leading lawyers of the country."

WHAT ARE THE GIFTS OF THE PRESS TO THE NATION?

Dr. Cadman Calls Press Leadership in Behalf of a Common National Mind for Peace and Justice

EDITORIAL

(Written Exclusively for EDITOR & PUBLISHER)

By S. PARKES CADMAN

THE outstanding 1925 contribution of the press to the American people has been its generous and timely emphasis upon the essentials of religion. Not in our generation has so much space been devoted to moral and spiritual issues. The things by which men and nations live were widely and correctly reported and editorial comments upon them have been, in the main, helpful and illuminating. The practical effects of this policy are fourfold. It has increased the scale of community efforts of every kind, decreased the bitterness of theological controversy, diffused the intelligence which allays futile conflicts between science and religion and created a fresh sense of news value by the integrity of its information upon disputed matters.

The press can do nothing better for 1926 than promote the growing movement for good will between Roman Catholics, Protestants and Jews. Group strife is the rock on which every great civilization has hitherto split. No such fate need be ours. The struggle between inherited prejudices aided by ignorance and fraternity fostered by the press as the principal medium of appeal should end in one way alone—the way of brotherhood realized in co-operative service.

I send this message after addressing 9,000 citizens of all creeds at Indianapolis. Dignitaries of the Roman Catholic, Jewish and Protestant communions were on the platform. A distinguished Methodist bishop declared the gathering was the most significant he had seen in that city. Its unanimous desire is for the lead of the American press in behalf of a common national mind for peace with justice to all mankind.

Store Takes 19 Pages

The J. Hirshberg Company, McKeesport, Pa., took 19 pages in the *McKeesport Daily News* Dec. 9, to announce the opening of its new store. It was the largest advertisement of one firm ever appearing in one issue of a McKeesport paper, it is claimed. During the week the News printed 168 pages, a local record, it states.

CHARGE MISUSE OF FUNDS

K. C. Journal-Post and Topeka State Journal Accuse State Officials

Acting on evidence they began assembling last September, the *Kansas City Journal-Post* and the *Topeka State Journal* on Thursday, Dec. 10, printed an exclusive story alleging that Fred C. Crabbe, former superintendent of the Kansas Anti-Saloon League, Charles B. Griffith, attorney-general, and Richard J. Hopkins, chief justice of the Kansas supreme court, participated in irregular expenditures of league funds.

The story further charged that Dr. John G. Schaibly, who succeeded Crabbe as superintendent, was removed at a closed door meeting of the league's executive committee because he insisted on making public the alleged irregular affairs.

W. G. Clugston, head of the Journal-Post Topeka bureau, engineered the story from Topeka.

COOLIDGE, DAWES, SUBJECTS OF SATIRE AT ANNUAL GRIDIRON DINNER

Clifford K. Berryman, Washington Star Cartoonist, Named Club President—Brilliant Assemblage of Guests Attends

IN the presence of President Coolidge, Vice-President Dawes, Speaker Longworth, cabinet members and the country's leading professional men, the Gridiron Club composed of Washington correspondents parodied national figures and national, international affairs at its annual dinner at the New Willard Hotel, Washington, Saturday night, Dec. 12.



Clifford K. Berryman

President Coolidge did not escape the good-natured satire, nor did his teammate Vice-President Dawes. The World Court, the French debt, the Mitchell court-martial and economy, all figured in the entertainment. J. Fred Essary, President of the club, who is the chief Washington correspondent of *The Baltimore Sun,* presided.

A club member impersonating Vice-President Dawes in "The Great Cloture Scene from Macbeth," likened him to Shakespeare's Scottish King, with the counterfeit Dawes declaring that once he was "free and roamed through proud Chicago," but now is cabined, cribb'd, confined and bound in 'by' saucy rules and fiendish precedents."

Those senators who opposed his revision of the Senate rules "would squeak and gibber in their leathern seats" before he was done breaking the present rules "with admired disorder." There was a song, too, to the Vice-President which served as an introduction to the speech he made. To the air of a popular song he was warned that "All Alone on the Senate Throne," trying to reform the rules:

"Pretty soon he'll know he had no show,
We told you so, Charley Dawes."

A skit with an alleged historical setting served to make sly digs at President Coolidge under cover of his Massachusetts predecessor of 100 years ago, John Quincy Adams.

This sought to depict a traditional incident in which Anne Royal, publisher of a spicy Washington sheet, was represented as having commandeered President Adams's clothing while he was in bathing in the Potomac and refused to go away and let him come out of the chilly water until he had given her the interview which she had previously vainly sought with him. The opportunity was afforded through this bit of acting to poke fun at the present practice of newspaper interviews with the President.

All the questions asked of the counterfeit Adams, as he stood behind a high rock with only his head visible, were present-day applications of matters of a century ago. When Mr. Adams said he bathed in the river because the White House was dry, the enterprising lady news writer made a note of "no water used in the White House," which produced a protest from the hampered President on the ground that it woud bring the Governor of Pennsylvania down on him again. Exasperated over the course of his interviewer, President Adams uttered the fervent wish that Vice-President Calhoun was in his place, whereupon Mistress Royal noted down: "Wants Vice-President to succeed him." The vehement, "No, no, no!" of the Massachusetts President was obviously meant to apply to Vice-President Dawes.

Unable to control his temper, Adams swore a lusty "By Godfrey," which brought from Mistress Royal the shocked exclamation that she thought the President was a Calvinist, and obtained the admission that Massachusetts and, indeed, the country generally, appeared to be irrevocably devoted to Calvin's doctrines.

Four club members dressed as marionettes, with cords tied to them, gave information as to how the political strings are pulled in Washington. In a discussion as to what a ventriloquist was, it was brought out that Colonel William Mitchell was not a ventriloquist because he could not control his voice, and that Senator Borah was a ventriloquist because he could speak with many voices and make himself say anything he wanted to say.

Early in the dinner the hall was darkened while the club paid impressive tribute to the four members who have died since the last dinner. They were L. White Busbey, Louis A. Coolidge, North Overton Messenger and James Rankin Young.

Clifford K. Berryman, whose cartoons have been a front page feature of the *Washington Star* since 1907, was elected president of the Gridiron Club succeeding J. Fred Essary, of the *Baltimore Sun.*

Other officers chosen were: vice-president, Ashmun N. Brown, of the *Providence Journal;* treasurer, J. Harry Brown, of the *Salt Lake Tribune;* secretary, J. Harry Cunningham; executive committee, Richard V. Oulahan, of the *New York Times;* Arthur S. Henning, of the *Chicago Tribune;* and Robert Barry of the *Philadelphia Public Ledger.*

MAX ANNENBERG HONORED

Liberty's General Manager Leaving Chicago Soon for New York

Max Annenberg, recently named general manager of *Liberty Magazine,* and previously circulation director of the *Chicago Tribune, Liberty* and the *New York Daily News,* was given a dinner by a hundred of his friends at the Belden-Stratford hotel, Chicago, Dec. 10.

For 29 years Mr. Annenberg has been connected with the Tribune Company and to suggest these relations, the dining room entrance was decorated to illustrate his climb from newsboy to the latest position.

Mr. Annenberg will remove shortly to New York where he will establish permanent headquarters.

Speakers at the dinner included Richard Henry Little, conductor of the Tribune's Line O' Type, State's Attorney Robert E. Crowe, and Judge Harry M. Fisher of the circuit court. The toastmaster was S. E. Thomason, business manager of the Tribune.

WHAT ARE THE GIFTS OF THE PRESS TO THE NATION?

Falstaff Sees a Renaissance of Good Printing and Bespeaks Editorial Tolerance

EDITORIAL

(Written Exclusively for Editor & Publisher*)*

By JAKE FALSTAFF

THE newspaper is by inherent nature a gregarious institution. It should represent in its physical and abstract qualities the good things which the human community has evolved and those things which make such a community a pleasant condition of life. A good newspaper thus should possess those qualities which make a man a social being of the best order. This is to say that a newspaper should be well-mannered, gentle, honest, sportsmanlike, brave, well educated, witty, honorable, well-groomed, careful of good taste, solid without being smug, just and above all bland and urbane. Urbanity implies tolerance.

The best gift which American newspapers could give their nation in 1926 would be an advocacy of forbearance by example as well as by preachment. This would entail throwing the light of fearless reason upon pseudo-sacred institutions, by which I do not mean the matters of religion, but the meddlesome and fanatical efforts of paternalists to mingle the insoluble ingredients of society and government.

I am inclined to believe that none of the numerous benefits which the newspapers have initiated in the year which is closing was more important than the realization of the importance of typography. There is a renaissance of good printing, and in this last year the newspapers have most generally taken their part. There will be further advances in this direction. Indeed, there is much room for them, but 1925 was the year of the first general awakening. The value of this gift is greater than ever the most ardent enthusiast of typography can claim.

MUNSEY SERIOUSLY ILL IN N. Y. HOSPITAL

Newspaper and Magazine Publisher, 71 Years Old, Operated on for Acute Appendicitis and Peritonitis Dec. 13

Frank A. Munsey, millionaire publisher and owner of the *New York Sun,* the *New York Telegram,* and a group of magazines, is seriously ill in Lenox Hospital, New York. He was operated on for acute appendicitis and peritonitis, Dec. 13. His doctors hope for his recovery.

On Dec. 16 Editor & Publisher was informed that the noted publisher and business man had spent a very poor night, but had rallied during the afternoon. He was then not yet considered out of danger, although the rally gave cause for considerable encouragement.

Mr. Munsey was taken ill Saturday afternoon and was removed on Sunday to the hospital from his apartment in the Ritz-Carlton Hotel. The operation was performed by Dr. Frank R. Oastler, with Dr. Samuel Lambert present.

Following the operation it was announced that Mr. Munsey stood it well and was resting comfortably. This, combined with the progress he showed throughout yesterday, gives hope of his ultimate recovery.

Mr. Munsey, who is seventy-one years old, was in good health Saturday morning, it was said at his office at 280 Broadway, and was stricken suddenly a few hours after his return to his hotel from a business conference.

Although the nature of his illness makes his condition serious, it was declared that his strong physique, combined with the determination he is showing in his battle for life, are factors which should help him win.

His normal temperature, in the face of the seriousness of the operation, is taken as a particular indication of the satisfactory progress he is making.

CURTIS CUTS A MELON

Seventy-Million Dollar Preferred Stock Approved

Stockholders of the Curtis Publishing Company voted a Christmas present of $70,000,000 this week, by approving the company's plan to increase the preferred stock from 200,000 to 900,000 shares and to distribute these extra shares, worth $70,000,000 among the holders of the 900,000 shares of common stock.

This is one of the largest stock dividends on record, surpassed by the famous 2,900 per cent stock dividend of the Standard Oil Company of Indiana and a few others of the Standard Oil group.

Under the proposed distribution each holder of nine shares of common will get seven shares of the additional preferred.

The company never has reported its earnings, but on the basis of current dividend payments of $16 annually these are estimated in excess of $16,000,000 a year. About three-quarters of the 900,000 shares of common stock is owned by officers, directors and employees.

Former News Man Ordained

The Rev. G. Warfield Hobbs was ordained to the priesthood of the Episcopal Church by Bishop John Gardner Murray of Maryland. The Rev. Mr. Hobbs was formerly editor of the *Baltimore Sunday Sun,* and is now editor of the *Spirit of Missions,* a publication of the Episcopal Church.

New A. P. Members Elected

Newspapers announced this week as elected to membership in the Associated Press include: *Homestead* (Fla.) *Leader; Haines City* (Fla.) *Herald; Dayton Beach* (Fla.) *News; Tallahassee* (Fla.) *Daily State; Bartow* (Fla.) *Polk County Record;* and *Sanford* (Fla.) *Signal.*

IRVIN COBB RAISES PAEAN TO ADVERTISING

Former Newspaper Man—Fictionist, Now "Ad" Writer, Pats Sphinx Club on Back—"American Business Most Honest in World," He Says, While Band Plays "He's a Jolly Good Fellow"



Conrad Massaguer, caricaturist, catches Irvin Cobb being initiated into the Advertising Fraternity

IRVIN S. COBB, Paducah (Ky.) humorist, became serious, or said he was, for a brief moment this week, to raise a paean of praise to "America's advertising honesty."

The former newspaper man, cynic, humorist, and fictionist, who now writes sweet Caporal "ads" was greeted by band strains of "He's a Jolly Good Fellow," when he took the floor, Dec. 15, at the Waldorf-Astoria Hotel, New York, to address the Sphinx Club, oldest advertising society in the world. It was in effect his initiation into the advertising fraternity. He proved the tune appropriate by declaring himself "proud to be a humble novitiate in the noble ranks of advertising men" and recited a fervent advertising credo to a hushed and receptive crowd.

The Sphinx members were holding their 10th annual Christmas dinner with William H. Rankin, head of the advertising agency bearing his name, and Sphinx vice-president, presiding. Other speakers were I. V. Kaltenborn, associate editor of the *Brooklyn Eagle,* and W. S. Crawford, British advertising agent, and member of the British Imperial Economic Commission, created to invest $5,000,000 to advertise Empire goods in England. A surprise was injected into the affair when Charles W. Hoyt, president of the Charles W. Hoyt Company, Inc., New York advertising agency, appeared disguised as Will Rogers and teased those present with good natured gibes in the correct cowboy manner.

Mr. Cobb flashed over the banquet table his usual expert buffoonery with more than usual success, then, suddenly serious, closed with a glowing, and he emphasized a sincere, tribute to business." honesty in America, and the honesty of advertising, the "mouthpiece of business."

"I believe sincerely," he declared, "that the most honest people living today are the business men of the English speaking world.

"I believe further that much of the commercial code of ethics and honor prevalent today in the English speaking world is due to the attitude taken years ago by advertising agencies and journals of this country against false and misleading advertising.

"I believe it is an absolute fact that no reputable business firm will today countenance false or misleading advertising; no reputable agency will handle such advertising; and no reputable newspaper or periodical will print it.

"I believe that a large measure of the prosperity of America today is due to the fact that the public believes in the printed word and is therefore more willing than ever before to purchase the goods that are being advertised."

Mr. Cobb preceded this peroration with specific mention of the American Tobacco Company, by which he is now employed, through the W. H. Rankin Agency, and with a eulogy of Percival S. Hill, the tobacco company's late president. He told how his instructions in regard to writing advertising received from Mr. Hill and Frank W. Harwood, advertising manager, had been to be "simply on the level."

"They say," he continued, "that the greatest successes in business may be measured by the length of an individual's shadow. I think the American Tobacco Company is the elongated shadow of one who has just passed over into the realm of shadows—Percival S. Hill, who, when he lived, was a splendid example of business and advertising honesty."

The Paducah, Ky., sage had commenced his after-dinner-speech in a far different mood.

"I used to read the ads," he began, "and believe them; but now I write them. I salute you, not as a former victim, but as a fellow-conspirator.

"It seems to me that when I read the Arabian Nights, and the tale of Ali Baba, the reference was to 40 thieves. The 40 thieves I see, have spawned and procreated."

The humorist presented Sphinx members with an excellent lesson in after-dinner oratory. He told one after another of his favorite stories, insisting that the fact he had been assigned a definite subject was the fault of the dinner committee, while "branching off from it, is entirely my own idea.

"If I were offering advice to advertising men," he said, "as an amateur, I'd say the chief essence, the first objective to be arrived at, is a convincing candor, honesty, and sincerity.

"I would like to see all advertisements as candid as the one I once read in the personal columns of an Australian newspaper. This advertisement, signed 'Mrs. John Mahaffey' read: 'If John Mahaffey, who 18 years ago cruelly and wilfully deserted me and his baby son, Michael, will return, Michael will take pleasure in knocking Hell out of him.' "

But, he added, that if he were to attempt to stand before these advertising men and tell them how to run their business, he would feel "like a man who had stolen one ride on a Staten Island ferry trying to tell Capt. Kidd how to run a pirate ship."

Mr. Kaltenborn, the next speaker, described America as "a brief epitome of the world, reaching out to all the world, encompassing every land, everywhere. But, he said, Americans have not grown up enough to realize their influence and power.

"America is today being called upon to play a great role," he said. "Our country is today the land of destiny, and upon it much depends. It must be a generous America that goes off into the other nations of the world.

"Our prosperity is known everywhere. Elsewhere there is bitter struggle and need, breeding a feeling of jealousy, of envy, and of wonder. It behooves us to do what we can to allay that envy.

"We must go forward, not in isolation, but hand in hand with other lands, realizing our obligations."

The third speaker, Mr. Crawford, had been in this country for about a week on a secret visit, and his name was not on the program. He declared that statistics telling of England's deplorable condition at the present time were true, but insisted that statistics did not count as much as the spirit of the men of Britain.

"The plight of England is serious," he said. "That much is certain. The statistics given by George Harvey are true, every one of them. But statistics do not mean everything. They do not prove the spirit of men. In that the English are young, not old. They have vision and determination and they learned that from you. We are a little bit oppressed, a little bit anxious, but the spirit of Englishmen is rising every day."

Mr. Crawford said that the British Government was mindful of the situation and was working hand in hand with trade to restore commercial prosperity. The formation of the Imperial Economic Committee, he pointed out, with the object of promoting the sale of British made articles, was in line with this policy.

Even members of the press table were fooled by Charles Hoyt and his impersonation of Will Rogers. He joshed advertising generally and some advertising men present by name, and then closed with the following original bit a verse, a Kipling parody:

When earth's last picture is painted
And the type is all twisted and pied,
When Crisco and Kodak and Nujol
Are names that long since have died;
When Yuban and Biflex and Lysol
Are dead in the grave with Old Dutch;
When Aunt Jemima's skin's "like a school girl's"
A skin that you all love to touch;
When Smith Brothers' coughdrops are flavored
Like something you taste in a soup;
When Victrola makes love to Nabisco
And Prince Albert knocks Muriel for a loop;
When Packard and Hudson and Jordan,
And all other cars drop out of sight,
And Texaco, Socony, and Veedol
Bid Goodrich and Goodyear goodnight—
We shall rest, and God knows, we shall need it,
And forget who invented a name;
And though ad-men will long since have perished,
The Sphinx Club will go on—just the same.

At the speakers table were: A. S. Bullock, *London Daily Mail;* Hewit H. Howland new editor of the *Century Magazine;* W. Frank McClure, chairman of the National Advertising Commission of the Associated Advertising Clubs of the World; G. T. Hodges, of the Munsey Company; Charles C. Green, president of the Advertising Club of New York; C. A. Penn, vice-president, of the American Tobacco Company; Howard Davis, business manager of the *New York Herald Tribune;* and Conrad W. Massaguer, caricaturist, now drawing for the D. P. Syndicate.



W. H. Rankin, who presided at Sphinx Club feast

A list of the diners follows:

A

C. C. Applegate, A. G. Anderson.

B

J. W. Brown, B. T. Butterworth, B. H. Badanes, William T. Black, W. A. Baker, T. A. Barrett, Mathew Beecher, John H. Bierwirth, Jr., B. T. Butterworth, Jr., Shepard G. Barclay, W. T. Barker, Frank Byrne, B. L. Brown, T. A. Ballantyne, L. D. Brown, H. Boddino, Innis Brown, Harry D. Bean.

C

H. W. Casler, Thomas E. Conklin, Thomas Cleary, Dan A. Carroll, W. F. Crowell, John Cleary, O. O. Cook, Douglass W. Coutlee, Frank J. Connaughton, A. F. Connolly, Irvin S. Cobb, Philip Carlin, Robert Cadwell, A. J. Cogswell, E. Conklin, Thomas P. Comeford, William S. Crawford, George Cochran, E. Canale, C. F. Carrington.

D

James C. Dayton, Howard Davis, L. J. Delaney, H. C. Daych, Albert H. Damon, Walter L. Drey, J. A. Dingivan.

E

George Ethridge, James M. Ethridge, Jr., R. C. Ekstin.

F

Theodore S. Fettinger, P. K. Frowert, Arthur Freeman, B. C. Forbes, Albert T. Farrell, J. P. Fallon, Charles Fleischman, James Ford, Hector Fuller, H. B. Fairchild, Ralph Foote.

G

Benedict J. Greenhut, Charles C. Green, William Griffith, Raymond M. Gunnison, S. B. Gould, Charles Gehring, Vincent J. Galbo, James Goold, David Gold, Albert J. Gibney, H. L. Goldman.

H

F. W. Harwood, H. B. Harding, G. T. Hodges, Charles W. Hoyt, Richard W. Hubbell, Max Hacker, Jr., Harry Hunting, Sheward Hagerty, Jr., W. E. Haskell, Jr., W. E. Harkness, H. H. Howland.

I

Herman Illson.

J

Robert Jones, Clifton D. Jackson, George Jakobi.

K

I. A. Klein, James H. Knapton, Ernest Katz, Frederick C. Kendall, J. B. Keeney, J. J. Kenny, H. V. Kaltenborn, Joseph Knecht, Charles Knille, A. G. Kastor.

L

S. E. Leith, Dr. Fred Lau, Samuel A. Levy, J. G. Lloyd, W. Livingston Larned, L. Lisner, H. L. Lanphear, Joseph Loughry, Joseph Le Brizzi, M. Levine.

(*Continued on page* 45)

WHAT ARE THE GIFTS OF THE PRESS TO THE NATION?

Baer Makes Brief Yet Classic Appeal for the Truth—Now and Forever

EDITORIAL

(*Written Exclusively for* EDITOR & PUBLISHER)

By ARTHUR "BUGS" BAER

THEY say that only a hair divides the false from the truth. The best gift that the press could give to the nation would be to allow that hair to grow until it is a full beard.

GENEVA PRESS CONFERENCE IDEA GAINS ADDED SUPPORT IN U. S.

Roy Howard, Chairman of Scripps-Howard Newspaper, "100 Per Cent in Favor"—Magee and Harrison Approve Plan

EDITOR & PUBLISHER *received during the week the following letters approving the general idea of an international press conference under the auspices of the League of Nations:*

By Roy W. Howard

Chairman, Scripps-Howard Newspapers

I am one hundred per cent in favor of the idea of an International Press Conference at Geneva under the auspices of the League of Nations. No country should be more interested in this proposal than our own. No country is so well hated abroad—unjustly. No country is so much in need of having its case *honestly* stated to the people of other nations or has more to gain by a freer transmission of news nationally.

My faith in the strength and the power of journalism is too great to permit of any fear that the proposed conference might result in any curtailment of or the weakening of the power of the printed word.

The first step necessary to the creating of a truer and a better understanding of America and her objectives in the mind of foreign peoples must come through opening the minds of foreign journalists. These minds are closed now against us—against the facts about us.

A Geneva conference properly handled so as to attract the interest of the right type of men could accomplish results otherwise unattainable.

But endorsement of the idea should be predicated upon assurances that the selection of men for the first conference will be wisely made.

Certainly those chosen should be active journalists of demonstrated vision and proven interest in world problems. The selection should not be based on social position, financial standing or reputations as after-dinner speakers or chronic committee men.

Doubt must exist as to the wisdom of limiting the original conference to so small a committee as ten or twenty. Four or five men would be needed to adequately represent the views of the divergent interests of the American Press. Fully as many will be required from Great Britain, and France and Germany would probably want at least two or three. But I do not think that a committee of even as many as forty would be unwieldy, and I believe that its agenda would be more acceptable and would arouse wider interest than a program prepared by a committee so small as to create a suspicion that it might have been hand picked.

By Walter M. Harrison

Managing Editor, *Oklahoma City* (Okla.) *Daily Oklahoman*

I am in favor of every contact conceivable in the development of international relations.

Consequently, I believe that the creation of an international technical press committee to cooperate with the League of Nations in the organization of peace would be a forward step.

Get the editors of the world to work ing on common problems and you have opened another door toward International cooperation, which is coming, surely.

By Carl C. Magee

Editor, *Albuquerque* (N. M.) *State Tribune*

On the broad question involved it is safe to say that the press of the world can keep the peace of the world if it, with any unanimity, wishes to do so. The problems are, (1) to make it desire to do so and (2) to establish conditions which will entitle it to desire to do so. "Peace at any price" as a slogan will awaken small response from men actuated by principle rather than sentiment. However, I will go so far as to say that the newspapers of the world can compel conditions which will entitle them to desire to preserve the peace of the world.

What is needed is an international consciousness among the editors of the world. While their consciousness is nationalistic they never will lead the people toward permanent peace. A beginning of the development of that international consciousness can be made by the route suggested. International editorial contacts and familiarity with the other fellow's problems will breed sympathy, toleration and understanding. This ought to be a communicable contagion back home.

Of course anything smacking of a League of Nations domination of the press is unthinkable. But it also is impossible and therefore not to be feared.

Propaganda in news wouldn't do and an effort to do it wouldn't work. But facilitating fair League news, backed by an editorial desire to make the reading public internationally-minded and therefore internationally interested, would do the work in ten years in my judgment.

I strongly favor making the try. I believe the world's leading editors have the brains and the conscience to make it work in spite of the difficulties in the way. It is the greatest challenge to the world's newspapers which the mind of man has ever formulated.

BEAZELL RE-ELECTED

Continues As President, Newspaper Men's Benevolent League of N. Y.

William P. Beazell, assistant managing editor of the *New York World* was re-elected president of the Newspapermen's Benevolent League of New York, at a meeting held recently at the Newspaper Club.

Others re-elected to office were First vice-president, Charles E. Seelig, *New York Herald Tribune;* second vice-president, Joseph Endler, *Herald Tribune;* Secretary-Treasurer, Miles Bath, City News Association; Board of Directors, Joseph A. Butler, World; Peter L. Campbell, *American;* Arthur F. Corrigan, City News Association; James A. Slear, *Times;* John H. Gavin, World; Harry D. Kingsbury, Herald Tribune; Francis J. O'Connor, Times; Robert H. McNamara, World, and James A. Doherty, Times. James E. Lewis, World, was elected to the office of third vice-president; Henry Kurtz, Times was elected assistant secretary-treasurer, and Forrest R. Trafford, *New York Commercial,* and Meyer H. Shapiro, *The Billboard,* were appointed to the Board of Directors.

Plans were discussed for an annual celebration at some time in the near future.

A. P. Opens New Printer Circuit

A new printer circuit from Atlanta, Ga., to Miami, Fla., serving ten newspapers in the morning and evening fields, was opened this week by the Associated Press. The A. P. now has 15 printer circuits. A recent addition was between Louisville and New Orleans.

MOORE HEADS AD CLUB

Agency President Victor for "Reds" in Fort Worth Election

Following an almost "heated" campaign between the "Reds" and "Blues," Carroll S. Moore was elected president of the Fort Worth Advertising Club at the regular meeting Dec. 9. Mr. Moore succeeds Fred M. Garrett.

The club in an effort to stir up more interest in elections, has two nominating committees, one called Reds and the other, Blues. Each has a full set of nominees for each office. Campaigns are conducted for each nominee and by election time, the campaign has assumed almost political battles. All is in fun, but it creates more interest, larger attendance, and as a member must have his dues paid up prior to voting, it helps the club get the money.

Mr. Moore is head of the Moore Advertising Company. He was a delegate to the London and Houston conventions, and will attend the Philadelphia convention in June. He believes Texas advertising people will have a big All-Texas Special train to the next convention.

For a number of years, Mr. Moore was associated with the *Oklahoma City Daily Oklahoman and Times* holding various positions from reporter to assistant managing editor.

News Men on Ambushed Train

Tiffany Blake, editorial writer for the *Chicago Tribune,* is now on the list of Tribune men including Robert Lee and Floyd Gibbons, who were on the spot when the "big story" broke. Travelling in China Mr. Blake and his wife happened to be on an international train Dec. 12, going from Pekin to Tientsin, which was fired on by one of the armies participating in China's Civil War.

WHAT ARE THE GIFTS OF THE PRESS TO THE NATION?

Ted Robinson Would Have Editors Arouse Public From Indifference to Affairs of Government

EDITORIAL

(*Written Exclusively for* EDITOR & PUBLISHER)

By TED ROBINSON

THE greatest gift of the American newspaper to the public during the year just ending has been, I think, its one increasing purpose to give the truth unbiased by partisanship. A really distinct advance has been made in this fashion of letting the unedited news speak for itself; and the editorial deductions are more fair-minded than ever before, no matter what the political complexion of the paper may be.

The best gift the papers can make to the public in 1926 will be to make people understand the grave and immediate necessity of acting on the information they receive. The growing indifference of the electorate to questions of the greatest national importance is the real danger that confronts the nation. When a city of 300,000 voters casts but 50,000 votes in an election where questions of vital importance are being decided, there are breakers ahead. We grow fat and lazy. If we do not awaken to this condition, we are doomed.

It is up to the newspaper editors of America. Take concerted action on the most effective means of keeping this thing before the people. Find out how to make the alarm do its work. If you succeed in awakening a radio- and automobile-absorbed people to their immediate responsibilities in government, you will have made the greatest gift to the public that can possibly be made.

FINANCING COMPLETED FOR CLUB BUILDING

Underwriting of Issue Will Enable Construction to Start Soon for National Press Building in Washington, D. C.

With the sale of $5,000,000 first mortgage 6 per cent sinking fund gold bonds, financing was completed in New York, Dec. 14 for the National Press Building in Washington, D. C. Purchasers were P. W. Chapman & Co., Inc., Blyth, Witter & Co., and White, Weld & Co. The underwriting of this issue will enable the National Press Club, which will own and operate the building through the National Press Club Corporation, to start construction work soon. The bankers plan to offer the bonds for public subscription this week.

An issue of $1,600,000 general mortgage 7 per cent. bonds of the Press Club was sold by another banking syndicate last week.

The first mortgage bonds, which will be secured by a first lien on the land and buildings owned in fee, will, it is expected, be priced at 99½ and interest, to yield over 6 per cent. The bonds mature in 1959, but through sinking fund provisions the entire loan will be paid off prior to maturity. For sinking fund purposes the bonds are callable on thirty days' notice at 103 and interest to and including Dec. 1, 1936, and thereafter at 102 and interest.

The value of the land upon which the building will be erected, at Fourteenth and F streets, N. W., has been appraised by John B. Larner, President of the Washington Loan and Trust Company. Mr. Larner placed a combined value of $9,276,747 on the land and building. Net earnings are estimated at $830,000 a year. Applications for space for publishers, news services and correspondents' offices are already more than sufficient to fill the building, it is said.

In connection with the completion of the financing, the personnel of the National Press Club Corporation was made public. John Hayes Hammond is President and John Joy Edson, Treasurer of the National Geographic Society and of the Chamber of Commerce of the United States, is Treasurer. The directors include: Edward B. McLean, president and publisher of the *Washington Post;* Henry L. Sweinhart, President of the National Press Club; James William Bryan, Washington publisher; Arthur S. Henning of the *Chicago Tribune;* Robert V. Fleming, president of the Riggs National Bank of Washington; L. C. Probert, superintendent of the Washington Bureau of the Associated Press, and other publishers, financiers and executives.

HAL R. YOCKEY DEAD

New Orleans Executive Well Known In Newspaper Promotion Field

Hal R. Yockey, 44, head of the promotion department of the *New Orleans Times-Picayune,* died Dec. 12. He had been associated with the Times-Picayune for 14 years as reporter, city editor, director of national advertising and promotional publicity.

Newspaper merchandising of national advertising was elevated to a high standard by Mr. Yockey and in 1921 his merchandising work was recognized by the National Association of Newspaper Executives by special mention following a study of this subject.

Mr. Yockey was the author of "First Market of the Prosperous South," the most comprehensive book ever compiled on this subject for the use of market analysts and space buyers, published by the Times-Picayune last year.

The deceased was at his desk on the day before his death. He was born in Harrisville, Ind., and engaged in newspaper work in Indianapolis, Oklahoma and Memphis before coming to New Orleans. Mr. Yockey is survived by his mother, Mrs. Frank Price, of Richmond, Ind., his widow, who was Miss Jeanne Gareia, of New Orleans, and two sons.



TRAIL BLAZERS OF ADVERTISING

Advertising a Mexican Bullfight

by Chalmers L. Pancoast

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Chapter XII

Mexican Thieves' Market

(Continued from last week)

IN the olden days among these piles of junk could be found fine old brass and silver candlesticks; quaint, massive Spanish locks with keys a foot long; beautifully wrought bronze knockers, daggers and swords with handles inlaid with gold and set with brilliant stones; picture frames of beaten gold; fine paintings on ivory copper or canvas; rare editions of old books and other treasures to set the collector's blood on fire.

Then there were such things as jade idols, old copper bells, rare old china, beautiful fans, exquisite Spanish lace mantillas, embroidered shawls and scraps of Church vestments and relics of all the wars of old Mexico.

These treasures as a rule were to be found only by digging around in heaps of junk. It was a great adventure to uncover some of these treasures and then to spend hours dickering for the possession of it.

But strange as it may seem the old "Thieves' Market" of Mexico was ruined by too much advertising. Through the wide publicity given its treasures by American tourists, the prices shot skyward. Twenty years ago it was possible to buy there treasures worth hundreds for two or three dollars. The market became so generally patronized by American tourists that the "merchants" soon learned to charge high prices for the treasures he discovered covered with dirt and cobwebs.

Sunday morning was the time when the "gringos" crowded into the market and the Mexicans swarmed after them to see what the "suckers" bought. The pickpockets were always there in full force getting what the thieving merchants failed to get.

One widely advertised fact was, that if you lost anything in the city of Mexico you would surely find it in the "Thieves' Market." The servants around the hotels and boarding houses did a thriving business stealing from tourists, who were then directed to the "Thieves' Market" to buy back their lost articles. It was a very foolish thing to have the thief arrested because the tourist would be obliged to spend about 30 mornings in a court room filled with unwashed, unfragrant peons, and to drag all his friends there a dozen or more times to prove ownership of the article.

The best plan was to make whatever bargain he could with the "merchant" to buy back his own property. Thus did the "Thieves' Market" thrive through this kind of advertising, and thievery went unpunished. Petty stealing was so common in Mexico that it was looked upon as a necessary evil.

The "Thieves' Market" was destroyed by fire about 20 years ago, no doubt an advertising stunt previously arranged by the "merchants." The newspapers were filled with stories of the "treasures" damaged by the fire, and the "merchants" did a thriving business as a result of this advertising. Immediately after the fire the heaps of junk were again piled in the alley-ways, and the "merchants" were doing business as if nothing had happened.



Illustration by Ray Highet

Chapter XIII

Advertising a Mexican Bull Fight

IN the days when El Paso was the Monte Carlo of America; when the whirring roulette wheels openly clicked to the tune of thirty millions or more a year; when New Mexico and Arizona toted guns and considered gambling a legitimate business, the bull-rings in Ciudad Juarez, Chihuahua and Mexico City were advertised colorfully and loudly.

Pictures of the bull-ring, with a matador killing a bull were used in highly colored circulars to insure the right visual result.

These old bull-fighting circulars were advertising masterpieces in picturizing those bloody events.

In that quaint old city of Juarez, Mexico, just across the Rio Grande from El Paso, the bull-fights, in all their exciting splendor were shoutingly, screamingly advertised in connection with the fiestas celebrated by the natives.

The large bull-ring was advertised as an attraction more important than the old church of Guadaloupe erected in 1549. There were a thousand and one sights advertised to the hosts of tourists who visited the old city, but the bull-ring stood first in the attractions of the old town. also true of Mexico City and Chilhuahua.

In my scrap book of interesting old advertisements I find pasted this clipping over one of these shouting, yelling screaming "Bull-Fight" ads:—

"BULL-FIGHTER GORED BEFORE THOUSANDS

El Paso, Texas, Jan. 12.—Before more than 5,000 people yesterday afternoon Francisco Matilero, famous Spanish bullfighter, was pinned against the wall of the pit at Juarez by a ferocious bull, both legs broken and horribly torn.

When rescued he was dying."

The next day the crowd was larger.

Advertising added to the inherent lure of bullfighting in Old Mexico—brutal spectacles of blood and courage.

Here was where advertising a tragedy paid. The kind of people who responded to bull-fight advertising, were the kind who stood in their seats and gave expression of their wild delight by savage yells and howls. The cry of the crowd was for blood. Either that of the man or the brute. It did not matter which.

This element of danger, tragedy, death, made bull-fighting advertising the most spectacular, and the most dramatic, ever known on this continent.

I have in my collection a striking bull-fight poster, printed in green with the Mexican national color emblem of red and yellow. It is illustrated with the pictures of five matadors, dressed in all their gold and lace embroidered costumes. It reads:—

THE MEXICAN BULL-RING

Company of Ramon Lopez.
Great Extraordinary fight in honor of the Spanish Sailors of the Nautilus.
For the afternoon of Sunday,
March 8, 1903.

If the weather and the permission of the authority do not hinder, there should fight

8 MAGNIFICENT BULLS
4 SPANISH BULLS
from the ranch of
MR. JOHN MANUEL SANCHEZ
near Carreros, Salamanaca
Colored varying black and white
and
4 BULLS FROM SANTIN
property of
MR. JOSE JULIUS BARBABOSA
near Toluca
Colored varying blue, white and red.

PROGRAM

1—One Spanish bull which will be speared in the Spanish manner by the skillful rider and popular picador, Jose Bayard "Badila," and if it should not die by the spear, it will be stabbed by the matador, Antonio—Haro—"Malagueno"—

2—One bull from Santin, which will be pricked and then banderillas will be stuck in its neck by the brave picador, Mecicano Arcadio Reyes, on horseback, and will be killed by being stabbed by the aforesaid matador.

3—6 Bulls, 3 Spanish and 3 from Santin in ordinary combat which will be fought by the following:

Fighters

Picadors—Jose Bayard "Badila," Pedro Navarrete "Cantarito," Fernando Martinez, Jose Vega "Arriero." Jose Calleja, and Arcadio Reyes.

Swordsmen

Charles Borrego "Zocato," Antonio Reverte Jimenez, Manual Jimenez "Chicuelo."

The throwers of the banderillas—Jose "Blanquita," Enrique Merino "El Sordo," Galea, Manuel Blanco, Candido Munoz, "Pulga de Triana," Enrique Perez "Perdigon," Jose Antolin. Puntillero—Enrique Tovar. Director of the change of luck—Fernando Gutierrez "The Child."

The fight will begin at 3:30 sharp. The doors of the ring will be open two hours before.

This company, in order to give greater prestige to this fight has not omitted sacrifice to organize it with the best elements as much in the case of the men as in the bulls, and it is sure that the public will know how to appreciate it.

Important notice—If through misfortune any skillful rider should be severely injured during the fight you will not be able to demand another. If the fight should be stopped after the death of the first bull, there will be returned half of the amount of the ticket; after the death of the second, nothing will be returned. If the fight should be stopped through some unpreventable force, there will be returned the entire amount of the tickets at the places where they were sold. It is strictly prohibited to be between the barriers, as it is so to go into the ring. There will be put out of the plaza and given to the proper authorities anyone who draws any banderilla or other things from the bull. The doors of the plaza will be open at 1:30 in the afternoon. Tickets which are not stamped by the Municipal Administration and by the Company will be worthless. It is prohibited to throw into the ring any kind of objects which can injure the fighters. All of the crowd ought to keep the coupon which is attached to the ticket in order to have the right to claim the amount of their entrance money in case the fight is stopped. The entrance of all persons in a state of drunkenness is prohibited, as is also the introduction of intoxicating drinks. If, after the bulls in reserve have been brought in, they will not fight, they will not be returned to the corral; but after the banderillas of fire have been put in them they will be stabbed by the swordsman to whom they correspond. The persons who have private seats will please go to return them to the office of the Company, 22 Independence street, where they will have them reserved until the Saturday before each fight and until five in the afternoon from the day on which they are put on sale. No one can leave and reenter the plaza.

After the bull has taken in all regularity three spears, he can't be required to leave the ring. If any bull should be killed in the fight, he will not be replaced by another one. Article 32 of the Regulations:

The public should notice that it can't demand more bulls than those announced.

Two bulls will be held in reserve.

(Continued next week)

SOUTH AMERICAN NEWSPAPERS PROSPERING

Karl Bickel, U. P. President, Back from Three Months' Tour Reports Many New Buildings Completed or in Process of Construction, and Much New Equipment Arriving—Tacna-Arica Dispute Is "Big Story" of the Day

THE "big story" in the South American press today is the news of the Tacna-Arica plebiscite commission hearings, now being held at Arica with General Pershing as chairman, declared Karl A. Bickel, president of the United Press Associations upon his return from a three month tour of that continent this week.

Feeling is very tense in both Chile and Peru, he stated and General Pershing, who is representing President Coolidge as the arbitrator, and whose work is to supervise the plebiscite is facing a task that is calling upon all his reserves of diplomacy and tact. Pershing arrived in Arica in August and it is not expected that the plebiscite will be held until some time in April.

The two provinces of Tacna and Arica, owned by Peru until 1880, were captured by Chile during the war between Peru, Bolivia and Chile in 1879-1880. The peace treaty provided that a plebiscite should be held in ten years to determine what the ultimate nationality of the provinces should be. For various reasons the plebiscite was never held. As a result a bitter issue grew up between Peru and Chile and apparently war was inevitable when the matter was submitted to President Harding for arbitration. Following his death, President Coolidge, as arbitrator, ruled that a plebiscite should be held under the auspices of a commission made up of Chileans, Peruvians and under the chairmanship of General Pershing. About 7,000 inhabitants are entitled to vote. A great deal of bitterness has been aroused of late in both countries in regard to the difficulties facing the commission in agreeing upon a modus operandi for holding the plebiscite.

Regarding general newspaper conditions in South America and United Press activities in that country, Mr. Bickel made the following statement:

"The past year has been one of unexampled progress and expansion for the United Press in South America. The United Press is now serving over 90 per cent of the important daily newspapers of the large cities of South America.

"Primarily I went to South America to visit our bureaus on that continent in company with James I. Miller, our South American general manager, to attend the 56th anniversary banquet of *La Prensa* of Buenos Aires and to discuss with Mr. Paz, publisher, plans for the development and improvement of our service to La Prensa.

"Starting, Jan. 1, the U. P. will inaugurate service to the three important Chilean newspapers owned by Dr. Agustin Edwards, until recently Chilean Ambassador to London and now chairman of the Chilean commission at Arica. These papers are located at Santiago, Valparaiso and Antofagasta. They constitute one of the most important groups of newspapers under a single ownership in South America. The United Press is now serving *La Nacion* of Santiago, which is under the forceful leadership of Dr. Carlos Davila; *El Diario Illustrado*, another important Santiago newspaper and *La Union* of Valparaiso and the *Mercurio* of that city. Thus after Jan. 1 all of the daily newspapers of Santiago and Valparaiso will receive only U. P. service.

"Including our service to La Prensa, the United Press is now serving 12 newspapers in Buenos Aires as well as flourishing newspapers at Rosario, Mendoza, Junin.

"We have a very large clientele in Rio Janeiro and Sao Paulo. In fact, our business in Sao Paulo and southern Brazil has now reached a point necessitating the opening of a second bureau in Brazil and our Sao Paulo bureau will be established immediately after the first of the year.



Mr. and Mrs. Karl A. Bickel

"United Press is received by both of the two principal papers of Peru, *La Prensa* and *El Comercio*, of Lima. In Colombia we serve the five newspapers of Bogota, one at Cartagena, and two at Cali. We have also established a bureau at La Paz where we serve the principal papers of the Bolivian capital. In Ecuador we serve newspapers in Guayaquil and Quito.

"The United Press now has a staff of more than 25 editors, reporters and translators in the Buenos Aires office alone to handle the work of that office and staffs almost as large in Rio Janeiro and Santiago. The entire South American organization is under the direct charge of James I. Miller, whose headquarters are in Buenos Aires.

"Throughout the entire continent of South America, newspaper conditions are showing a very marked improvement. Everywhere publishers were discussing improvements in their editorial and production departments and in some offices very extensive programs for expansion have been marked out.

"Despite the fact that the imposing La Prensa building of Buenos Aires has been one of the outstanding newspaper structures in the world ever since its completion, the development and the growth of La Prensa has been such that Mr. Paz has been forced to begin extensive work remodeling and rebuilding one portion of the building, which, when completed, will enlarge the La Prensa building 25 per cent.

"Within the last year, La Prensa began publishing a rotogravure section with its Sunday edition which was enthusiastically received in Buenos Aires. So great was the increase in the circulation of this edition in consequence, that a second rotogravure press was ordered for immediate installation while I was in Buenos Aires. The United Press is now delivering La Prensa from seven to ten thousand cable words per day.

"Another evidence of the growth of the newspapers of Buenos Aires was demonstrated in the opening of the new *La Razon* building. La Razon is the leading afternoon newspaper of the Argentine and is under the administration of Dr. Alejandro Sojo. La Razon's building, which is erected on the Avenida de Mayo, not far from the La Prensa building, is modern down to the last detail. In order to take care of the increasing circulation of La Razon, Dr. Sojo has also recently ordered the installation of a new press, making the fifth for that paper. La Razon is one of the few South American newspapers using a French type of press having the entire battery standardized by this concern. Most South American newspapers use American presses, although the German press manufacturers are making very real progress of late, chiefly through the medium of quick deliveries and long credits.

"La Razon publishes seven days in the week five editions daily but, contrary to the custom in the United States, publishes its Sunday edition in the afternoon at the same hours as on other days of the week. The Sunday afternoon newspaper is a fixture throughout most of South America, as these papers meet the large demand for the results of the Sunday race meetings and other big sporting events, as well as the always keen interest in national and international news events.

"Senator Lagos, publisher of *La Capital* at Rosario, is erecting a new modern building with new equipment which will give it the finest newspaper home outside of Buenos Aires in Argentine. Another important Argentine newspaper published outside of Buenos Aires, Los Andes of Mendoza, is also planning anew building and extensively adding to its equipment.

"All business in Brazil is distinctly on the up-grade at present and this is reflected in the newspaper business. All the leading Rio Janeiro and Sao Paulo newspapers are showing increases in circulation and advertising and many are making extensions in their plant equipment to take care of the increased business. The well known evening newspaper *O Globo* has recently moved into an entirely new structure while both *O Jornal Do Brasil* and *O Jornal* are planning improvement to meet the new demands placed upon their facilities.

"It is hard for a North American to appreciate the tenseness of the feeling that exists in Chile and Peru at present due to the pending sessions of the plebiscite commission at Arica which are presided over by General Pershing. Agustin Edwards, owner of the Mercurio newspaper group, as chairman of the Chilean delegation is spending all of his time at Arica and has turned the entire operation of his newspaper properties over to Augustin Edwards, Jr. The Valparaiso Mercurio is the oldest newspaper in South America, having been established in 1828 by a Chilean and, rather strangely, an American newspaper man.

"There have been no diplomatic relations between Chile and Peru for some years due to their differences over the final disposition of the two disputed provinces and popular feeling has now reached a point that is but slightly less than if actual war existed. The economic value of the two provinces is very small but the sentimental importance of the provinces to both nations is enormous.

"All of our South American newspapers are taking extensive reports from Arica, although it it natural that the papers of Chile, Peru and the Argentine require the most. Harry W. Frantz of the United Press Washington bureau, who accompanied General Pershing to Arica on the cruiser 'Rochester,' broke all west coast records during the month of November in filing over 40,000 cable words to our South American clients.

"For two years preceding the actual meeting of the plebiscite commission, Frantz, at Washington, made a detailed study of the Tacna-Arica negotiations. As a result, he is recognized throughout South America as being an authority on the situation.

"It was my good fortune while on the west coast not only to meet acting President Barros Borgono and President-elect Figueroya, of Chile, but likewise President Leguia, of Peru, Agustin Edwards and General Pershing, and was thus able to obtain a most interesting and intimate picture of the situation.

"El Mercurio, of Valparaiso, has recently moved into a new and architecturally most interesting structure, with an entirely new plant. El Comercio at Lima has also just moved into its new building.

"At Panama, I called on the new tabloid morning paper that has been established there recently by Nelson Rounsevel, also general manager of the *Panama Times*, and which is making marked progress. *El Tiempo*, which for many years was a strictly Spanish-language afternoon newspaper, is now devoting its front page to news in the English language.

"While the newspapers in Havana are naturally feeling some reaction from the soft sugar market, yet there is no evidence of any curtailment in plans for expansion. *Diario de la Marina* is installing a rotogravure press within the next 60 days and is planning enlargements and readjustments in their new building to meet the demands upon them for new facilities to take care of their business."

Merchants Adopt Ad Standards

Thirteen Scranton furniture companies took co-operative newspaper space in that city recently to print the furniture advertising and selling standards suggested by the Better Business Bureau.

Havre, Mont., Dailies Merged

The *Havre* (Mont.) *Promoter*, morning daily, and the *Havre Evening News*, both under the same ownership, have consolidated into one evening newspaper with a Sunday edition. R. G. Linebarger is publisher.

"The Big Leader in Lineage"

Reprinted from Advertisers' Weekly of Recent Date

"FIGURES covering the total volume of advertising in the daily newspapers of the 10 largest cities in the United States for the first nine months of 1925 show The Detroit News with 24,031,714 lines to be the leader.

"The performance is the more notable for the reason that among all of the newspapers in the larger cities none more completely covers its community and none is more productive of results.

"Out of this heavy volume of advertising the people of Detroit daily hunt out the offerings that appeal to them. It constitutes the key to the fastest growing and most prosperous city in the United States.

"Results indicate the folly of all theory that crowded pages and bulky newspapers are a handicap for results in newspaper advertising. People do not go on spending real money for space continuously unless it pays them.

"The record of The Detroit News shows steady growth in volume for a number of years. It is distinctly the representative newspaper in its field—now a newspaper field, with The News it."

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan

READERS FOR HALF CENTURY ATTEND OREGONIAN'S JUBILEE PARTY



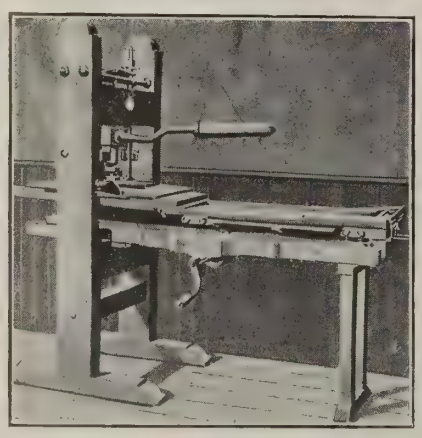
Remarkable group of old subscribers of the *Portland* (Ore.) *Oregonian* attending its 75th birthday anniversary party. Everyone in the picture, except one or two escorts and the singer in the foreground, have taken the *Oregonian* for 50 years or more and were among those assembled at the jubilee. The *Oregonian's* birthday cake is also shown in the foreground.

1500 PIONEERS HELP DAILY CELEBRATE

Veteran Oregon Residents Attend Portland Oregonian's 75th Anniversary—Old Hand Press on Exhibit

Many noteworthy features marked the recent celebration by the *Oregonian* of its 75th birthday anniversary. In the first place it was attended by more than 1500 pioneers and their immediate descendents, the largest group of the kind that has gathered together in recent years. All were real pioneers of the Oregon country, qualifying by membership in the Oregon Pioneer Association which limits its enrollment to those who came to the Oregon country in 1849 or before, and to the sons and daughters of pioneers.

The occasion was of interest from a newspaper standpoint, too, because the Oregonian was the first newspaper founded west of the Rocky Mountains. The only paper that might be considered an exception to this is the *Deseret News* of Salt Lake City, which was founded prior to the Oregonian but is located in the Rockies rather than west of them.



Old Ramage press which printed the first issue of the *Oregonian* December 4, 1850, and also printed the first newspapers in Monterey, Calif., San Francisco, probably Sacramento, the first newspaper in Washington, at Olympia, and the first newspaper in Seattle.

At the dinner and formal program, which the Oregonian held to mark its jubilee on December 4, a great many interesting sidelights on the progress of Pacific Coast journalism were developed. Edgar B. Piper, editor, who presided at the celebration, called attention to the fact the Portland was a mere handful of people when the Oregonian was founded in 1850. He said he believed that this newspaper had the distinction of being the only metropolitan paper anywhere that was founded at the very beginning of the city in which it is located and has continued until the present day. In the 75 years that the Oregonian has been printed Portland has grown from a few hundred people to a city of more than 300,000.

The old Ramage hand press, on which the Oregonian was first printed, was on display at the jubilee and is doubtless one of the most interesting newspaper relics in the United States. Including its connection with the Oregonian, it is closely associated with the founding of journalism throughout the entire West. Sent from New York to the City of Mexico at an early date in the 19th century, it probably had a greater part in the initiation of newspapers in a vast empire than any other printing device ever made. Little is known as to what purpose it served in the City of Mexico but after a few years it was moved to Monterey, Cal., being transported on the backs of mules. It arrived in Monterey in 1834 and was used there for the publication of official orders. On August 15, 1846, the first issue of the *Californian*, the first paper in Monterey, was slowly issued from the old Ramage.

Soon after that it was moved to the newer and more promising town of Yerba Buena and became the first paper there. It was taken by boat to Portland where the first issue of the Oregonian was printed on it on December 4, 1850, and again by boat to Olympia, where the *Columbian*, the first newspaper in the present state of Washington, was issued from it in September, 1852. After it had been used 11 years at Olympia it was purchased by J. R. Watson who on Dec. 10, 1863, printed on it the *Seattle Gazette*, the first newspaper to be printed in the Puget Sound metropolis. Some of the early history of the press is rather vague but it is likely that it was also used in 1848 to print the *Placer Times*, the first newspaper to be published in Sacramento.

HOMES
by thousands

From Bangor to Key West, and San Francisco to Halifax building figures mount in volume. The wave of prosperity is everywhere.

But—

Florida heads the list—
For homes
For hotels
For business

The figures are almost too staggering to believe. All over the state, new building outlines are almost equal to the number of palm trees seen.

Such investments are not a fad, but are due to investigation and proof of value. Here are signs irrefutable.

The Florida Times-Union has the largest circulation in the state. It is found on every news stand as the leading state paper.

The Florida Times-Union
JACKSONVILLE

Daily 55,775
Sunday 70,000

Gentlemen of the advertising world, you may write your own moral to this little story . . .

THE Los Angeles Examiner, a morning and Sunday newspaper with the greatest morning city circulation in its home-town and with the greatest morning and Sunday circulation West of St. Louis, all achieved in some short 22 years, is adding to its laurels a few more leaves—these from the book of experience as written by Los Angeles advertisers.

It is gaining in Local Display Advertising at an almost unprecedented rate; gaining, too, when all the other newspapers in Los Angeles are losing. For example, in the first 11 months of this year The Examiner increased its volume of Local Display Advertising over the same period of last year by considerably better than 500,000 lines, which is no small endeavor!

No other newspaper in Los Angeles has shown a Local Gain in that same period.

For the greater circulation they get in The Examiner and the greater responsiveness, advertisers are paying more, naturally, per inch, but advertising has this quality about it which determines them in their choice! At $1 a page it is *costly* if it doesn't produce; at $1000 a page it is *cheap* if it does!

With advertisers on the ground floor, in a position to know better than anyone else which paper pulls the strongest in Los Angeles, putting their advertising more and more into The Examiner, there is a moral for advertising men who place space from a distance; and for manufacturers who desire to actually create consumer-demand when they enter this market.

We'll let them write it!

More Than 165,000 Daily; More Than 385,000 Sunday

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY

Los Angeles Examiner

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE — THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

LARGEST morning & Sunday circulation west of St. Louis

Joseph Connell
Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

W. W. Chew
Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Wm. H. Wilson
Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

THREE PHANTOM GOTHAM NEWSPAPERS RIVALS FOR GHOSTLY CIRCULATIONS

Hot Fights for Beats and Best News Play Precedes Production on "Blackboard Presses"—Pulitzer Students Work Hard for No Pay

By PHILIP SCHUYLER

To acquaint editors of the country with the manner in which their future staff men and women are being trained, EDITOR & PUBLISHER *herewith presents first of a series of articles to appear from time to time on the journalism courses in the various schools throughout the country. Below is described "Journalism 43," a Senior Class at the Pulitzer School, Columbia University, New York, conducted by Prof. Charles Phillips Cooper. Prof. Cooper is president of the Association of American Schools and Departments of Journalism.*

THREE phantom New York newspapers are rivals for ghostly circulations. Unknown to the public of the great metropolis, their news staff, totaling 60 men and women, cover the news sources, keep in touch with the city, nation and world by the most modern telegraph machines, re-write, copy read, edit, make-up and publish papers that are never seen. The *Globe,* the *Press,* and the *News,* all standard size, "go to press" on the blackboards of a school.

"They work hard, these boys and girls —and for no pay," said Charles Phillips Cooper, professor of journalism, Pulitzer School, Columbia University, New York, and publisher of the enterprising chalk mark chain.

And they are enterprising newspapers, albeit their front pages are just sketched in with chalk, and the inside sections are left to the imagination and the mercy of the "Prof."

Thursday is press day for this journalism class. Workers on the three phantom papers report at none in the morning and stay until a four o'clock deadline. During that time they produce front pages that compare favorably with those of any daily in Manhattan's evening field. Hot fights for city beats and best news play ensue, and the day speeds by with an enthusiasm, only possible among those to whom the newspaper business is still a "game."

The 60 members of the class are divided equally among the three papers, each of which has a managing editor, appointed because of aptitude and ability, who directs separate copy desks and makes up the front pages. Dorothy E. Ducas, a New York girl, heads the news force of the Globe; James G. Harrison, Charleston, S. C., the Press; and Jacques E. Ozanne, a native of France, now living in New York, the News.

One news room serves the press trio, and one city editor is in charge of a staff of some 30 reporters, who make three copies of their stories, one for each paper. At present the city editor is Lief Eid of Seattle, Wash. These executive positions are filled for a term of about three weeks by rotation until held by every member of the class considered capable.

The complete Associated Press and City News Association reports come clicking into the news room over Morkrum telegraph machines. The class is also furnished copies of the day's report by International News Service and United Press. Type dress for headline purposes alternate between that of the *New York Times* and the *New York World.*

The city editor assigns men to New York stories as they break. Reporters from the school work side by side with representatives of New York dailies covering fires, disasters, political events, trials and the like. The day the writer chanced to visit the school a local story made lead columns—a pronunciamento from Mayor-elect Walker that he would insist on civility at City Hall.

A reporter from the class went to the Hotel Commodore, Walker's headquarters until he takes office, on a tip from the City News Association, and interviewed the Mayor-elect along with regular staff men of the New York papers. His story compared favorably with theirs.

One paper on the same day put through a re-make to include the late news of "Red" Grange's injury in Pittsburgh.

At the end of the day, the three papers make-up their show windows. The work must be entirely individual. No spying is allowed between the different staffs, and no comparisons with the evening papers of the city. On the following day comes the comparisons, with Prof. Cooper leading in discussion on the various front pages.

Prof. Cooper is a veteran of 30 years' experience on New York newspapers. Commencing his career on the old *Hartford Evening Post* he came to the *New York Evening Sun* in 1889. He remained with the Sun until 1913, filling every editorial position and ending as managing editor. In 1913 he went to the telegraph desk of the New York Times, and has been assistant city editor and night city editor of that newspaper.

"One advantage of these blackboard newspapers," Prof. Cooper said, "is that they are not hamstrung by policies. All stories are handled from the standpoint of news judgment. There is no sham, no play, in the class; it is real work for the students."

Members of the class are:

Sophie T. Andrassy, Curtiss Edmund Avery (M. S.), J. Vance Babb, Anne Beasley, Edmond Lurton Blassingame (M. S.), Esther Lou Boulton, Evelyn Sarah Brown, William R. Conklin, Henry Erwin Curtis, Allan Frederick Dill, Dorothy E. Ducas, William Dwight, Leif Eid, Harriet Amelia Fera (M. S.), Lawrence R. Goldberg.

Ruth Simmons Goldman, Lillian Goodman, Francis Lincoln Grahlfs, Alfred C. Gumbrecht, Mildred H. Harrigan (M. S.), James G. Harrison, Gordon N. Havens, Eleanor Hillyer, Arlene W. Hipple (M. S.), George Fox Horne (M. S.), Nevin N. Huested, Jr., Nelson Allen Hutte (M. S.), (Mrs.) Hazel Hoff Keefer (M. S.).

Allan H. Keller, James Larwood, Donald A. Lockwood, James W. McFarlane, May Y. McNeer, Germaine G. Marcus, Marsh M. Murdock, Esta Murrie, Lawrence H. Odell, Fay Ollerton (M. S.), Jacques E. Ozanne, Saul Poliak, (Miss) Grace L. Pruitt (M. S.), Arthur Ray, (Mrs.) Dorothy Robin.

Claire Alberta Rosenbloom (M. S.), Marion Russell, Aria Farke Schawe, George M. Scott, Rebecca D. Scott, Martin J. Starr, Judith I. Stein, Robert J. Stoesser, Genevieve C. Trovillion (M. S.), Norma H. Varney, Elizabeth M. Walsh, Frances E. Watson, Hyman Wishengrad, Clarence Martin Wright.

PUBLISHER SANS PRESS

Haines City Daily Herald Printing in Plant 12 Miles Away

Publishing under difficulties, the *Haines City* (Fla.) *Herald* was launched as a morning daily Dec. 10. M. J. Lee is publisher and E. G. Denham editor.

A freight permit to bring in a new Duplex press over the Atlantic Coast Line railroad was unacted on for 30 days, holding up the start of the paper. The permit was then transferred to the Seaboard Air Line, which is bringing the press from Battle Creek, Mich.

In the meantime the daily was launched, the forms being made up at Haines City and taken 12 miles by truck to Winter Haven for printing in the plant of the *Winter Haven Chief,* evening daily, published by Mr. Lee's father.

It was originally planned to start the paper in the evening field but the lack of a press forced morning publication until proper facilities are obtained. The A. P. is furnishing the Herald with a special night pony service.

Bruce Angle is advertising manager and Lecta Denham, city editor.

NEWS MAN WAS HERO OF LUSITANIA

$6,000 Award to Ernest Cowper, Seattle Post-Intelligencer, Revea Him As Saver of Little Girl's Life in 1915

Ernest Cowper, assistant dramatic cr of the *Seattle Post-Intelligencer,* v awarded $6,000 by the German reparati committee, Dec. 12, for damage suffe when a German submarine sank the Lu tania in 1915, and with the award story of his heroism during the disas became public for the first time.

Cowper was sailing on the Lusitania France to become a correspondent fo Canadian newspaper syndicate. In confusion, after the ship was struck b torpedo, a six-year-old girl came to h and offered:

"If you'll take care of me, I'll be y little girl."

"I picked her up in my arms jumped overboard," Cowper said. "A three hours floating in the icy cold wat an Irish fishing boat sighted us. hands were frozen fast to a deck chai had grasped.

"Hundreds of people offered to ad the girl, Helen Smith, whose parents, t sisters, brother, cousin and aunt w drowned. She was finally placed by Prince of Wales Fund in a Welsh fam in Cardiff. Two years ago she wo Bransby Williams scholarship and tracted the attention of Williams, E land's foremost actor of Dickens' roles think she plans to be an actress."

Cowper was given the award for health attributed to shock and exposu

News Man Sues Amusement Compa

Earl F. Coughlin, former sports edi of the *Cedar Rapids* (Ia.) *Gazette* filed suit for $25,000 damages against Cedar Rapids Amusement Company injuries received last July when he thrown from a roller coaster.

DAILY BEAUTY SERVICE

"Milady Beautiful"

By LOIS LEEDS

"MILADY BEAUTIFUL draws from 600 to 900 letters a week"— DETROIT NEWS



LOIS LEEDS

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA

The INDIANAPOLIS NEWS

THERE is one absolute proof, unanswerable argument and mountain of evidence that The Indianapolis News is the supreme advertising medium in its field. For fifty-six years, no Indianapolis newspaper has even remotely approached it in linage, in advertising endorsement. Some years its linage has exceeded that of all other Indianapolis newspapers combined.

FRANK T CARROLL
Advertising Manager

New York Office
Dan A. Carroll
110 E. 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg



Akron Now Reads "Two Papers in One"

Akron's Auto Show

Akron's Automobile Show will be held January 30 to February 6, 1926

The Akron newspaper situation has materially changed since last year's Show.

All of the circulation of The Akron Times and The Akron Press was combined in the consolidation of the two papers and The Times - Press, with 43,275 net paid circulation for the six months ending September 30, is steadily adding new readers.

The *Sunday* Times-Press is the *Only* Sunday Paper in Akron

The Times-Press rate card carries a *daily-and-Sunday combination rate* for automotive advertising, optional with the advertiser.

Akron now reads "Two Papers in One." The Times-Press is first choice in the Akron field.

The Akron Times-Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

SEESTED WINS $7,500 IN DENVER POST SUIT

Circulation Manager, K. C. Star, Victor When Court Rules War Article Libelous Per Se—Jury Fixes Damages

A jury in the Federal court at Denver, Dec. 11, awarded a verdict for $7,500 damages to Frank C. Seested, circulation manager of the *Kansas City Star,* against the Post Printing and Pubishing Company of Denver.

The award was for an article published by the *Denver Post,* March 19, 1922, charging that records were on file in Washington showing Mr. Seested had contributed $11,000 to the Imperial German Government.

In his charge to the jury the Judge instructed the members that the article was libelous per se, that there was no evidence showing justification for the publication. The province of the jury, under the court's instructions, was to fix the amount of damages.

Bearing on the amount of damages was an instruction by the court to the effect evidence was lacking showing a pecuniary loss to Mr. Seested. Also an instruction to the effect the evidence was that only 30 or 35 copies of the Denver Post circulated in Kansas City, and that the jury must take that into consideration in determining the amount of compensatory damages. In the suit $100,000 damages was asked.

A part of the evidence in the Denver suit in Mr. Seested's behalf was a deposition by an official in the Department of Investiation, Washington, denying any such record was there.

The Denver suit in which the award was made to Mr. Seested was one of five filed by him against the Denver Post and *Kansas City Post* and its publishers.

In November, 1924, Mr. Seested was awarded a verdict and damages of $1 against F. G. Bonfils by a jury in the Federal court in Kansas City. This was the second trial of this case, a jury failing to agree at a previous trial.

The verdict giving one dollar was set aside by the trial Judge and motions for a new trial granted on the grounds the award was inadequate. This suit is now pending and is expected to be reached for trial within the next three months. This suit is based on an article published by the Kansas City Post, November 2, 1921.

Frank Seested is a brother of A. F. Seested, general manager of the Kansas City Star.

New Alabama Daily

The *Gadsden* (Ala) *Evening Star* made its appearance Tuesday, launched by Wiley S. Smith, manager of the Western bureau of the Universal News Service at Chicago, W. I. Martintsden, J. O. Powell and W. B. Greene, experienced newspaper men of North Alabama. Mr. Smith will not be actively connected with the Gadsden Star.

BRUNDAGE QUIZZED IN TRIAL

St. Louis Star Reporter Witness in Washington Case

Harry Brundage, reporter of the *St. Louis Star,* author of the exposé of alleged medical "diploma mills" in Connecticut and Missouri, was a witness this week in Washington, D. C., at the trial of "Bishop" Helmuth P. Holler, president of Oriental University, and Dr. Ralph A. Voight of Kansas City, Mo., charged with using the mails to defraud in connection with the issuance of degrees at small prices and after little or no instruction, according to claims of the prosecution.

Brundage testified for the Government and told how he obtained a degree of "mastery of surgery" in 57 days, after mailing his application to Dr. Voight. He said he had been detailed to expose a national organization supposed to be conducting "diploma mills," of which the Oriental University is said to have been a part.

Under cross-examination Brundage was unable to identify literature of the Oriental University as that displayed to him by Voight, and claimed to be unable to give the details of certain conversations with Voight and with two other physicians, who were jointly indicted and who pleaded guilty to the indictment. The witness was shown copies of the newspaper by which he is employed and the articles which he admitted writing and was asked why he could not remember when the matter had been fresh in his mind for sometime.

Suits Against Yuma Editor Dropped

Criminal libel charges that remained against George W. Lynn, editor of the *Yuma* (Ariz.) *Herald* since his sensational trial on one charge last spring, have been dismissed. Lynn was alleged to have libeled E. F. Sanguinetti, Yuma millionaire rancher and merchant. Change of the Herald from an afternoon daily back to a weekly was announced recently.

BAYNE SUCCEEDS ADAMS

Buys Latter's Share in Duluth News Tribune and Becomes M. E.

Reed Taft Bayne, who has been acting as managing editor of the *Duluth News Tribune* since Nov. 1, has purchased the interest in the News Tribune Company formerly owned by Charles R. Adams and last Friday was elected to succeed Mr. Adams as vice-president and managing editor.

In August, Mr. Bayne resigned the pastorate of the Pilgrim Congregational Church in Superior to reenter active newspaper work in which he had a wide experience prior to entering the ministry.

Mr. Adams, who has been associated with the News Tribune for two years, has returned to his former home in Minneapolis and is planning a vacation.

FAIRNESS SHOULD BE FIRST NEWSPAPER RULE

Both in News and Editorial Columns Says P. D. Ross, Ottawa Journal Publisher on Daily's 40th Anniversary

The *Ottawa* (Ont.) *Journal* recently selebrated its fortieth anniversary, at which time P. D. Ross, publisher was host to the entire staff at the Chateau Laurier.

In response to the toast "The Chief" proposed by Lt. Col. R. F. Parkinson, managing director of the Journal, Mr. Ross said:

"The thing I have been most anxious about in my life—the thing I have been and am most anxious for the Journal to do—is to play fair. A newspaper has a great power to hurt. Unless it is very anxious not to hurt, and is very careful about it, a newspaper can do pitiful damage.

"We newspaper people ought to be mighty sure when we hit anybody that he completely deserves it. A newspaper should give everybody an equal chance to speak even if it does not agree with the opinions expressed.

"This fairness should be as scrupulously observed in the news columns as in the editorial columns, and by every reporter as well as by every editor. A newspaper ought to do as little hurt to anybody at any time as fair play and fair fighting and a generous spirit will allow.

"I have always tried to follow the principle in my newspaper that I would not say, nor allow my newspaper to say anything about a man that I would not be ready to say to his face if I met him on the street. And if my newspaper did say what it shouldn't, and found itself wrong, it should apologize just as I would myself apologize as a gentleman, with no thought but to give complete and honorable satisfaction."

In the course of the evening, messages of congratulation were received and read from many former employes and other admirers of Mr. Ross. A miniature paper, "The Fortieth," was published for the occasion, without benefit of censor.

MAGEE PLEADS NOT GUILTY

Arizona Publisher Will Stand Trial for Manslaughter in June

Carl C. Magee, editor of the *Albuquerque* (N. M.) *State Tribune,* pleaded not guilty when arraigned in District Court at East Las Vegas, N. M., Dec. 14, on a charge of manslaughter in connection with the killing of John B. Lasseter during an altercation between Magee and former District Judge David J. Leahy, his political enemy, Aug. 21.

Magee's counsel asked that the trial be expedited. Judge L. E. Armijo set the trial for June, 1926.

International year Book for 1926 will appear Jan. 30.

For The Six Months Ending Sept. 30, 1925

the average net paid daily circulation of The Baltimore Sun (morning and evening issues) was

239,198

The average net paid per Sunday circulation of THE SUNDAY SUN for that period was 183,814 —a gain of 1,783.

Everything in Baltimore Revolves Around

THE SUN

Morning, Evening, Sunday

ONE OF A SERIES

Letters That Speak for Themselves!

PASSAIC DAILY NEWS
Passaic, N. J.

"We have been using your checking service for about a year.

We want to take this occasion to compliment you on the efficiency of this service. Requests for checking copies from agencies and advertisers have been practically eliminated.

We thought we had a good system for handling checking copies before we subscribed to your service. It was our custom to file the tear sheet, and at the end of the month to send the complete set of sheets to the agency with our invoice.

The weakness of this system was, however, that it did not supply the checking proof promptly enough and when an error occurred in a schedule, it would often go undetected for thirty days.

Your service has eliminated all the undesirable features of our own, and does the work far more efficiently and satisfactorily.

Very truly yours,
THE PASSAIC DAILY NEWS, Inc., R. E. Lent, General Manager."

The Advertising CHECKING BUREAU *Inc.*

538 So. Clark St. CHICAGO — 15-19 East 26th St. NEW YORK

Our Hardest Problem

is to get trials of

CERTIFIED DRY MATS

In a comparatively short time CERTIFIEDS have won their way into SEVERAL HUNDRED newspaper plants.

WHY? The answer is quite simple. Publishers and stereotypers know QUALITY when they see it and do not hesitate to act accordingly.

That is why the hardest part of our sales problem is over when CERTIFIEDS have been given a trial.

All we ask is, that you COMPARE, for to compare CERTIFIEDS is to know their relative value.

Now is a good time to get acquainted—there is no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue, New York, N. Y.

For "wet mat" printing with DRY MAT facility—use CERTIFIEDS

Made in the U. S. A.

KATHLEEN NORRIS
AND
GLUYAS WILLIAMS

Leaders in Their Fields To Be Released Exclusively Through

THE BELL SYNDICATE, INC.



KATHLEEN NORRIS

WIRE
FOR
TERMS

TERRITORIES
ARE
CLOSING



GLUYAS WILLIAMS
As seen by OLIVER HERFORD

An Exclusive Newspaper Feature

Kathleen Norris has for several years been writing a weekly article of prime interest to women. It is a feature which has strong human appeal. This is shown by the hundreds of letters from readers which Mrs. Norris receives. Through her serials, which appear in the leading magazines and her books, in addition to her newspaper articles, she is known to readers everywhere in English speaking countries.

Under our management the feature will be more valuable than ever, because of the striking illustrations which we will furnish with each article.

Among the leading papers now using the feature, arranged without regard to size, are the following:

Buffalo Express
Rochester Times-Union
Cleveland News Leader
Toledo Times
Detroit Times
New Haven Register
Minneapolis Journal
Syracuse American
Memphis Commercial Appeal
Albany Telegram
Chicago News
Philadelphia Ledger
Pittsburgh Post
Baltimore American
Grand Rapids Press
Miami News
Dayton News
Vancouver Sun
Louisville Courier Journal
Atlanta Constitution
New York American
San Francisco Examiner
Los Angeles Examiner
Boston Advertiser
Washington Times Herald
Seattle Post Intelligencer
Columbus Ohio State Journal
Saginaw News-Courier
Atlantic City Daily Press
Nashville Banner
Beaumont Enterprise
Charlotte Observer
Ft. Wayne Journal Gazette
Ft. Worth Record
Houston Chronicle
Jackson Citizen Patriot
Kansas City Kansan
Poughkeepsie Courier
San Antonio Light
Springfield Union
Utica Observer Dispatch
Wichita Falls Times
Winston Salem Sentinel
Worcester Telegram
Columbia Record
Salt Lake City Tribune
St. Petersburg Times
Tacoma Ledger
Springfield (Ill.) State Register
Denver Rocky Mountain News
Walla Walla Bulletin
Elmira Sunday Telegram
Lowell Courier Citizen
Springfield (Ohio) News
Canton (Ohio) News

Three-Column or Two-Column Mats

Gluyas Williams, famous comic artist, illustrator and regular contributor to LIFE, is known to newspaper readers through his three column comic depicting the little incidents of every-day life which occur to everyone and which are full of humor. It is a splendid feature for the comic strip page or for your editorial page. It is distinct in style and technique and lends character to whatever page it is used on.

Among the leading newspapers now taking this service, arranged without regard to size, are:—

Philadelphia Bulletin
Buffalo News
Rochester Democrat
Chicago News
Boston Globe
Albany News
Baltimore Sun
New Orleans Item
Los Angeles Times
New Haven Times-Leader
St. Paul Dispatch
Vancouver Province
Poughkeepsie Eagle
St. Joseph News-Press
Charleston Post
Providence Bulletin
Toronto Telegram
Utica Press
Oakland Tribune
Springfield (Mass.) Union
Watertown Times
San Jose News
San Bernardino Sun
Passaic Herald
Newark Ledger
Tucson Citizen
Atlanta Journal
Adrian Telegram
Fresno Bee
Sacramento Bee
Elizabeth Times
Ottawa Citizen
Portland Journal
New Britain Herald
Manila Bulletin
Brooklyn Eagle
Williamsport Sun
Santa Barbara News
San Diego Union
Louisville Courier-Journal
Hagerstown Herald
San Antonio Express
Santa Rosa Press Democrat
Wichita Falls Record News
Tampa Morning Telegram
Dallas Times Herald
Lynchburg News
High Point Enterprise
Miami Tribune
Altoona Tribune
Austin American
Springfield (Ohio) Sun
Dublin (Ireland) Independent
Havana La Noche
Camaguey (Cuba) El Camagueyana
Kingston British Whig
Bath (England) Herald
Cardiff, So. Wales Daily News
Johannesburg, South Africa, Times
Durban, South Africa, Natal Mercury
The Hague Modern Perskantoor, Holland.

THE BELL SYNDICATE, INC.

154 NASSAU ST. JOHN N. WHEELER, *President* NEW YORK, N. Y.

COAST CITIES PLANNING JOINT AD CAMPAIGN

Million Dollar Fund Expected to Be Available Through Pooling of Funds—Whole Coast to Be Advertised

The principal cities on the Pacific Coast, from San Diego to Seattle, Dec. 8 pledged their support to a far reaching plan of mutual helpfulness when several west coast cities sent their representatives to a meeting in Seattle.

As the immediate outcome of plans approved in that meeting, but which will be worked out in detail later, an advertising fund of more than $1,000,000 will be devoted to urging tourists and others to visit "all of the Pacific coast."

David Whitcomb of the Seattle chamber of commerce presided over the meeting. Others present were: Paul Shoup, representing Californians' Inc.; and Southern Pacific; C. B. Milham, All Year Club of California; Arthur S. Bent, president-elect of Los Angeles Chamber of Commerce; Robert Newton Lynch, general manager of the San Francisco chamber; Harlan I. Peyton, president Spokane chamber; O. W. Meilke, Portland; W. L. Miller, Oakland; Don Francisco, Los Angeles, Pacific Coast manager of Lord and Thomas, advertisers; A. B. C. Dohrmann, San Francisco; and C. A. Parmelee, San Francisco. In addition there were also railroads, steamship companies, resorts and metropolitan newspaper representatives.

Another meeting will be held not later than Jan. 15, probably in San Francisco, where an organization to be known as the "All Pacific Coast Advertising Committee" will be perfected. The working board will comprise a member from every community doing national advertising in the East. All communities joining the organization will agree to devote not less than 15 per cent of the text of its national advertising to pointing out the advantages of seeing the whole Pacific Coast as well as their own particular section. In this way national magazines will carry continuous Pacific Coast advertising instead of intermittent splurges.

Ice Cream Makers to Advertise

A campaign of national advertising in behalf of ice cream was adopted at the meeting of the Kansas Association of Ice Cream Manufacturers in Kansas City, Mo., last week. Many pledges of participation were received. J. M. Harding of Omaha, presented the proposal.

U. P. Announces New Clients

The following newspapers were announced this week as new United Press Clients: *West Palm Beach* (Fla.) *Times; Woodland* (Cal.) *Democrat; Warrensburg* (Mo.) *Journal; Burlingame* (Cal.) *Star;* and *Buffalo* (N. Y.) *Post.*

The Post recently changed over to the financial from the regular news field.

New York Has New Drama Critic

J. Brooks Atkinson was this week definitely named dramatic critic of the *New York Times.* He has been acting critic throughout the season, but the Times theatrical criticisms up until Dec. 16 appeared unsigned. Mr. Atkinson was formerly editor of the Sunday book section of the Times. He is a Harvard graduate Class of 1917. J. Donald Adams, formerly assistant book editor, has succeeded Atkinson in that department. John Carter, of the Times' news staff is assistant.

BELL NEW NATIONAL PRESS CLUB CHIEF

Louisville Courier-Journal Correspondent Named President—Kirchhofer V. P.—Sweinhart to Board of Governors

WASHINGTON, Dec. 15.—Facing a year of hard work on its new $9,000,000 building enterprise, the National Press Club, at its annual election today, retained practically its present personnel of officers and governors, thereby assuring completion of the project along the lines laid out during the past year.

Ulric Bell, vice-president, and Washington correspondent of the *Louisville Courier-Journal,* was moved up without opposition to the post of president. Henry L. Sweinhart, of the Havas Agency, retiring president, was placed on the Board of Governors for a three-year term.

A. H. Kirchhofer, *Buffalo Evening News,* was elected vice-president; W. H. (Tommy) Atkins, special writer, secretary; Edgar Markham, *St. Paul Pioneer-Press,* treasurer; Raymond Clapper, United News, financial secretary; and Emmet Dougherty, *New York Herald Tribune,* and George E. Durno, International News Service, with Mr. Sweinhart, to the Board of Governors.

Hold-over Governors are George Authier, Foreign Affairs News Service; Franklin L. Fisher, *National Geographic Society Magazine;* Daniel O'Connell, *Washington Times,* and Francis Stephenson, Associated Press.

Mr. Bell, who is 34 years old, came to Washington to represent the Courier-Journal in 1921. He has been on the staff of that paper for nearly 15 years, except during the World War, from which he emerged as a captain of infantry. He was formerly city editor of the Courier-Journal. He has served three years on the Board of Governors of the Press Club.

Mr. Kirchhofer, also one of the younger correspondents, has been in Washington as the Buffalo News representative for about five years and during most of that time has been active in press club affairs. He and Mr. Bell, with the other club officials, have been associated with Mr. Sweinhart from the beginning in the big building undertaking, which was launched last June.

COAST GROUP NAMES J. F. YOUNG PRESIDENT

Pacific Northwest Newspaper Association Holds One Day Meeting In Tacoma, December 7

The Pacific Northwest Newspaper Association held its annual meeting Dec. 7, at Tacoma where vital matters of newspaper publishing in the Pacific Northwest were discussed. Resolutions were passed aimed to bring about higher standards in the profession.

Officers elected for the following year are: president, J. F. Young, business manager, *Spokane Spokesman Review;* vice-president, Frank J. Burd, business manager, *Vancouver* (B. C.) *Province;* secretary, William G. Hooker, formerly of the *Spokane Chronicle,* and treasurer, S. R. Winch, business manager, *Portland Oregon Journal.*

Frank S. Baker, publisher of the *Tacoma Ledger,* and James A. Sage, business manager of the *Missoula* (Mont.) *Missoulan,* together with the officers, compose the executive board.

Those present at the all-day session included.

D. W. Ifft, publisher of *Walla Walla Daily Union;* H. H. Hoffman, general manager *Seattle Post-Intelligencer;* Frank F. Fitts, assistant treasurer, Seattle Post Intelligencer; Calvin Cobb, manager *Boise Statesman;* Rufus Woods, editor *Wenatchee Daily World;* F. E. Mayol, general manager *Olympia Recorder;* J. F. Young, business manager *Spokane Spokesman-Review;* G. F. Law, business manager *Portland Telegram;* Frank I. Sefrit, business manager Bellingham Publishing Company; F. J. Burd, business manager Vancouver (B. C.) Province; Gertrude D. Best, publisher, *Everett Herald;* W. E. Hartmus, business manager *Portland Oregonian;* S. R. Winch, business manager *Oregon Journal,* Portland; P. L. Jackson, publisher Oregon Journal; L. R. Wheeler, vice-president Portland Telegram; H. J. Kelly, secretary, Spokane; W. G. Hooker, Spokane; Donald Sterling managing editor Oregon Journal; W. A. Rupp, publisher, *Aberdeen World;* R. J. Cromie, manager *Vancouver* (B. C.) *Sun;* A. L. Fish, general manager *Salt Lake City Telegram;* Frank S. Baker, publisher *Tacoma Daily Ledger.*

CONFER ON AD SYMBOL

N. E. Group to Give Prize for Best Quality Product Mark

Prominent business men, newspaper editors and advertising managers met in Boston last week for the purpose of selecting a symbol which will characterize the quality of New England products and to arouse interest in the sale of these products nationally and internationally.

It was decided to conduct a contest to arouse public interest in the finding of a slogan, token or idea which would symbolize New England goods. The prize for the winner will be awarded in May.

Among those taking part in the discussion of the subject were Edgar D. Shaw, publisher of the *Boston American and Advertiser;* Willis J. Abbott of the *Christian Science Monitor;* F. Lauriston Bullard, of the *Boston Herald;* and A. H. Merchant, of the *Boston Post.*

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

21 Percent More Food Advertising

A Lead of 108,066 Lines

The Miami Herald published 21% more local and national food advertising than the second paper for first 11 months ending November 31st, 1925. Knowing that women purchase approximately 85% of all home needs, this fact should impress advertisers that Miami housewives show a decided preference for The Miami Herald.

Food Lineage First 11 Months Ending Nov. 30, 1925:

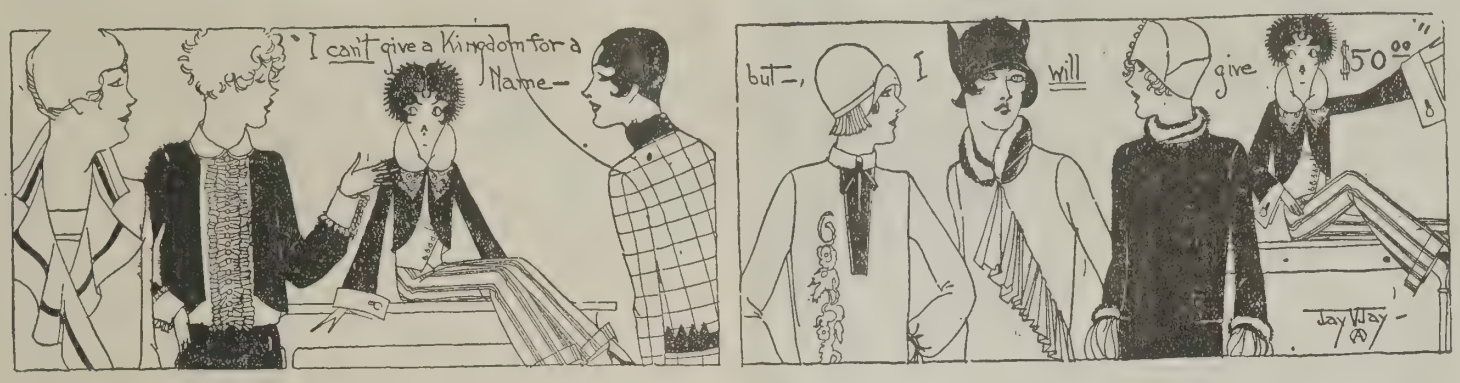
Herald 619,248 Lines
Second Paper 511,182 Lines

A Lead of 21 PERCENT!

The Miami Herald

"Florida's Most Important Newspaper"
FRANK B. SHUTTS, *Publisher*

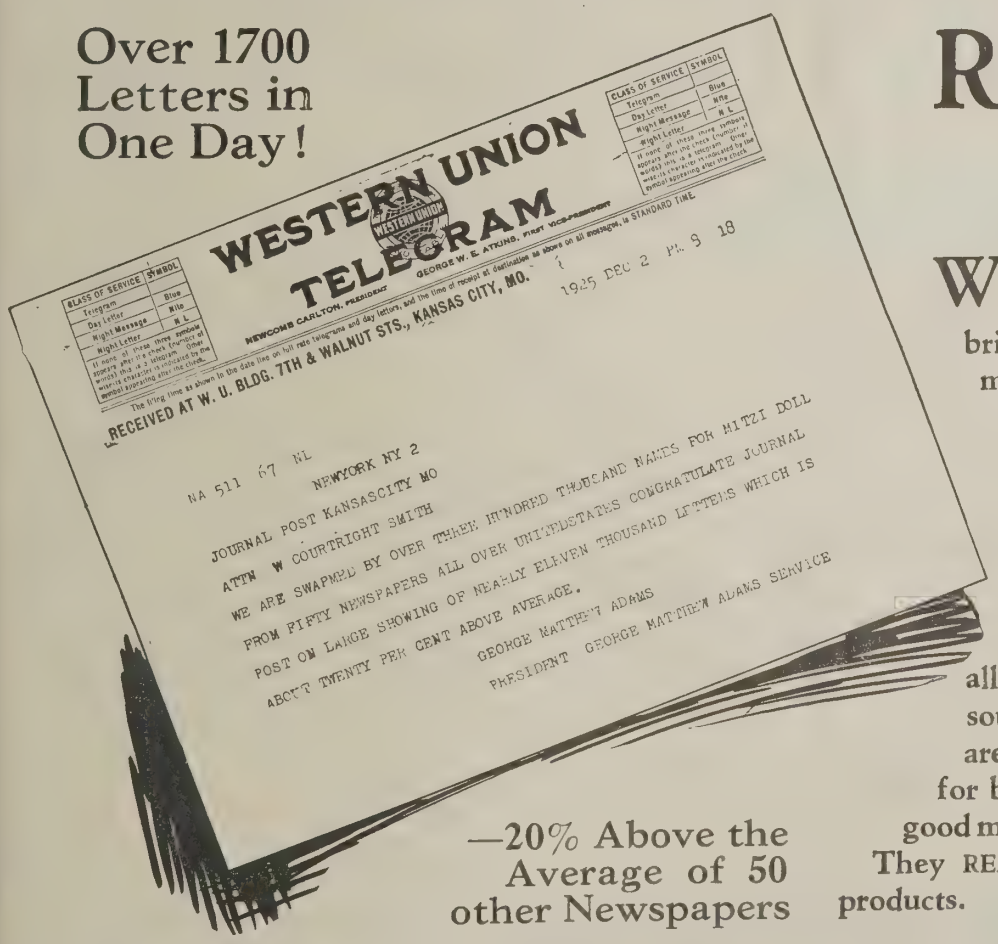
The New York fashion strip on the woman's page of the Journal that brought 10,879 letters



OVER 10,000 LETTERS

in a 20-day contest to name a doll in "Modish Mitzi" strip

Over 1700 Letters in One Day!


WESTERN UNION TELEGRAM

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

NEWCOMB CARLTON, PRESIDENT

RECEIVED AT W. U. BLDG. 7TH & WALNUT STS., KANSAS CITY, MO.

1925 DEC 2 P.M. 9 18

NA 511 67 NL

NEWYORK NY 2

JOURNAL POST KANSASCITY MO

ATTN W COURTRIGHT SMITH

WE ARE SWAMPED BY OVER THREE HUNDRED THOUSAND NAMES FOR MITZI DOLL FROM FIFTY NEWSPAPERS ALL OVER UNITEDSTATES CONGRATULATE JOURNAL POST ON LARGE SHOWING OF NEARLY ELEVEN THOUSAND LETTERS WHICH IS ABOUT TWENTY PER CENT ABOVE AVERAGE.

GEORGE MATTHEW ADAMS

PRESIDENT GEORGE MATTHEW ADAMS SERVICE

—20% Above the Average of 50 other Newspapers

Reader Interest *Proved!* —*nearly 55,000 names by readers who* READ

WHEN over 10,000 women readers of the Journal-Post send in letters in a brief contest of 20 days, it means far more than a mere interest in the feature itself or in the prize offered.

¶ They read the woman's page, the news, the comics, the exclusive Sunday gravure—they like the newspaper!

¶ A total of 10,879 letters from all over Journal-Post City—western Missouri and eastern Kansas! These women are buyers. They spend millions annually for both necessities and luxuries. They buy good merchandise, familiarized by advertising. They READ *your* advertising and BUY *your* products.

Sell to the Women in Journal-Post City

MORNING EVENING SUNDAY

KANSAS CITY JOURNAL-POST

LORENZEN & THOMPSON, INC.

National Advertising Representatives

NEW YORK CHICAGO SAN FRANCISCO SEATTLE

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



A Man with a Magnifying Glass—C. R. Butler

TO look at the newspaper publishing business through expert accountant eyes is to look with a magnifying glass, which enlarges defects and specks of waste and lost profits, making their eradication easy.

Charles R. Butler, secretary and treasurer of the *Mankato* (Minn.) *Free Press,* holds such a glass to his eye, and would loan it to other publishers who believe in foresight rather than haphazard and stumbling shortsight.

Mr. Butler is a member of the cost finding committee of the Inland Daily Press Association, prosperous and firmly established membership body of newspapers of the 14 middle western states and Canada. He was in New York the other day on Inland business. Plans for an enlarged cost finding newspaper survey were discussed with Clifford Yewdall, New York accountant, who is to compile and analyze figures on the newspaper business to be submitted, it is hoped, by a large majority of the Inland members and also members of the Southern Newspaper Publishers. From these figures comparative facts will be obtained, helpful in putting newspaper publishing on even a more stable and efficient basis than it now enjoys. The Inland has been improving on its cost finding system for the past five years.

A call is now going out to the Inland membership, asking them to fill out carefully the required questionnaires. Mr. Butler is passing around his magnifying glass.

"In other years," Mr. Butler said, "we have received about 80 reports from a membership of 250 in the Inland, but we are hoping for a much greater response this year.

"We are planning to elaborate on the cost finding form in an attempt to gain added information. This year we want to receive for compilation and comparison figures in dollars and cents instead of in percentages as heretofore. We want our circulation figures exact, and our advertising data measured in inches.

"From these answered forms, we hope to arrive at comparative figures on the cost of producing an inch of advertising composition, and the cost per thousand of eight-page newspapers. A joint compilation with the S. N. P. A. ought to be ready by about March 1."

Mr. Butler thinks this Inland magnifying glass is getting clearer as it grows old. It was smoky at first with the hot air of those who didn't know what it was all about.

"The program as now mapped out," he vouchsafed, "is rapidly approaching Inland's ultimate aim."

Back in Mankato in the Free Press home, Mr. Butler has a highly developed newspaper accounting system. It is one he has talked of frequently at Inland meetings and written about for EDITOR & PUBLISHER.

For a quarter of a century, Mr. Butler has been asociated with the Free Press and its large job printng establishment operated separately from the daily paper. Starting at a salary of $15 a week as a "handy-man" for the *Stillwater* (Minn.) *Gazette* he went to the Free Press in 1902 as bookkeeper. Today he owns an interest in the Free Press Company and has been its secretary and treasurer since 1918. The company operates a publishing plant in Minneapolis as well as in Mankato.

From his career it is easy to see Mr. Butler likes figures. When talking about Mankato and its market he has statistics on his tongue tip.

"One interesting fact," he said, "is that 50 per cent more building material, wire fencing, and paint was purchased in our territory last year than during the last five years. The farmers are generally improving their properties because of their prosperity."

ALLEN HEADS PRESS GROUP

Brookline Chronicle Publisher Named President of Massachusetts Assn.

The Massachusetts Press Association at its annual meeting last week in Boston at the Hotel Lenox, elected Walter D. Allen of the *Brookline Chronicle,* president; James Wingate, *Medford Mercury,* Charles T. Hall, *Everett Herald,* and Frank F. Prescott, *Weymouth Gazette-Transcript,* vice-presidents; Robert Osterhaut, *Hudson Enterprise,* treasurer; Carl Prescott, East Weymouth, secretary; Ralph Metcalf, *Belmont Citizen,* auditor; and J. M. Marshall, *Manchester Cricket,* historian.

The association went on record for the return of the 1920 postal rates. More than 200 members were present.

Among the speakers were Gov. A. T. Fuller and Mayor-elect Leon Conwell of Somerville, son of the late Russell Conwell of Philadelphia.

Davies Host to Press

William W. Davies, general representative in the United States for *La Nacion* of Buenos Aires, was host to representatives of domestic and foreign press associations and to New York newspapers at a banquet at the Hotel Roosevelt, Wednesday, which featured the annual 4-day session of the Pan-American Commercial Congress.

ST. LOUIS TIMES WINS

Awarded Verdist in Libel Suit Brough by Lorenz G. Shubert

A verdict in favor of the America Press, publishers of the *St. Louis Time* was rendered by a jury in the Circu Court in St. Louis, in a suit for libe brought against it by Lorenz G. Schu bert, former president of a motor com pany.

The suit was based on an article re porting the filing of a suit in the Unite States District Court against a suret company. The action stated the suit wa brought by the motor company to er force payment of a $10,000 surety bon which the motor company had given o Schubert. The article stated that th suit grew out of the alleged defalcatior of Schubert. He contended the allega tions in the suit were untrue.

The newspapers introduced witnesse including Schubert's former associate in an effort to substantiate the charge The defense was represented by G. A Buder, president of the American Pres and O. E. Buder.

Curtis Stock on Sale This Week

Hallgarten & Co. and J. A. Sisto Co., New York, this week offered 5,00 common shares of the Curtis Publishin Company, publishers of the *Saturda Evening Post, Ladies' Home Journa* and *Country Gentleman,* and Philadelphi and New York newspapers, at $310 share. The shares are part of outstanc ing stock and do not represent ne financing.

Trade Mark **FLEXIDEAL** Reg. U S Pat. Off

THE IMPORTED DRY MAT
OF SUPERIOR QUALITY

Write for Free Samples

FLEXIDEAL COMPANY, Inc.

15 WILLIAM STREET NEW YORK CITY

STATE OF NEW YORK
OFFICE OF THE ATTORNEY GENERAL
ALBANY

The New York Times:

I recently received a complaint from _____ of _____, that The New York Times had refused to accept their advertising matter. I replied to the letter by stating that the question of acceptance of advertising was a matter for the newspaper to decide, but that, observing the character of their business, I would suggest that they direct their attention to the provisions of the Martin Act, a copy of which I enclosed to them, and also suggesting that their operations were a matter for the consideration of the Superintendent of Banks. In reply thereto they wrote indicating that they found plenty of newspapers to accept their advertising.

I am writing to you, however, more to congratulate you on the stand taken by you, than for any other purpose. They sent me a copy of the advertisement which they offered to you, and I can in no way blame you for refusing to run it. If all the newspapers of the State would give this office such hearty cooperation as your newspaper is giving it, we would soon drive all the get-rich-quick schemes out of the State.

Again assuring you of my gratification at the position taken by you, I remain,

ALBERT OTTINGER,
Attorney General.
By BORDEN H. MILLS,
Deputy

Advertisements offered to The New York Times are subject to its censorship and must conform to The Times standards and its ideals of a newspaper's obligations to the public.

GAINS!!!

THE BALTIMORE NEWS

gained 11,809 net paid circulation since June. Average net paid circulation for November, 1925—112,558.

The News is gaining over 1924 substantially in national advertising. The News is gaining further prestige in Baltimore through its service to advertisers.

Baltimore American

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

gained 14,497 net paid circulation over November, 1924. The American also shows gains in national advertising.

The combination of The News 112,558 net paid and the American 56,827, with their small factor of duplication, serves a greater number of readers than the other morning and evening combination. Our Service Department is always ready to assist the manufacturer to link this biggest half of Baltimore's market with his product, thereby creating an eager retail market acceptance.

THE BALTIMORE NEWS
AND
Baltimore American

CHARACTER QUALITY AMERICA FIRST ACCURACY ENTERPRISE
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

The Fastest Growing Newspapers in Baltimore

NATIONAL ADVERTISING REPRESENTATIVES

G. LOGAN PAYNE CO.
St. Louis—Los Angeles
Chicago—Detroit

PAYNE, BURNS & SMITH
New York—Boston
Atlanta



Our Own World of Letters

By JAMES MELVIN LEE

AN advertising volume that is out of the ordinary is "The Language of Advertising" (Isaac Pitman & Sons) by John B. Opdycke. It has three purposes—to inform, to interpret, and to inspire. It is primarily for students regardless of whether they are matriculated in some university or employed in the copy department of some agency.

But "The Language of Advertising" is no ordinary text book. It is far from being academic or pedantic. But on the other hand, it is intensely practical for those who can lift their eyes above the immediate problems of specific advertisements and see advertising as something of an art.

Briefly, the volume consists of four parts. Part I considers "Background and Inspiration"; Part II, "The Copy in Literature"; Part III, "Foreground and Inspiration"; and Part IV, "The Literature in Copy." An appendix contains brief outlines for three courses in advertising of thirty lessons each. Special mention should be made of a very appropriate introduction contributed by Percy S. Straus, vice-president of R. H. Macy & Company. It will be remembered that R. H. Macy & Company won one of those famous advertising awards established at Harvard University by Edward W. Bok of Philadelphia. Consequently this introduction by Mr. Straus has an added interest for the professional worker.

Possibly Part IV prints the more distinctive contributions made by Mr. Opdycke. Certainly this section will appeal to those who want to make themselves masters of advertising copy. It lists the various blue-prints employed by the masters. Both in style and subject matter it shows Mr. Opdycke at his best. The delightful humor which creeps out here and there makes the perusal of this section more enjoyable.

As a sort of summary for Part I, "Background and Inspiration," Mr. Opdycke gives twelve rules which are printed on pages 24 and 25. By way of illustration the following may be quoted:

> Form your own reading judgments and evaluations; be neither the tool of reviewers nor the victim of best-seller advertisements.
>
> Cultivate a nose for good books; that is, build your very own bookshelf; let its length and breadth and depth be measured by your capacity, and fear not to stand or fall by the books upon it, even though they be haunted by silver eels and sealed with cobwebs.
>
> Aim to relate one book to another and all the books you read to life in general and your own experience in particular, for it is only by thus reading in *relation* that the most genuine joy is to be got out of it and the soul saved from the corroding rust of irresponsibility and dilettanteism.
>
> Be a specialist in some one line of reading, preferably in some line that is closely connected with your life work; make it your aim then to be well read along broad and general lines of education and culture.

Part II represents research on the part of Mr. Opdycke among the writings of famous men of letters to see what they have to suggest about advertising. Here are three from Shakespeare's pen:

> To things of sale a seller's praise belongs.
> —*Love's Labor's Lost.*
>
> We'll commend what we intend to sell.
> —*Troilus and Cressida.*
>
> As I was then
> Advertising and holy to your business,
> Not changing heart with habit, I am still
> Attorneyed at your service.
> —*Measure for Measure.*

Mr. Opdycke in calling attention to the comment of the commentators that Shakespeare used advertising in the sense of informing or giving intelligence remarks that modern advertising has precisely the same purpose.

A page that might well be torn from the volume and framed for the wall is sixty-four which succinctly sets forth the copyman's creed. Two or three articles from this creed are sufficient to indicate its contents:

> I believe that the advertiser is at once a pilot and a professor, a pioneer and a priest, a plenipotentiary and a prime minister.
>
> I believe more in brains than in boodle, more in men than in money, more in culture than in coin, more in service than in spondulix.
>
> I believe that the fault is entirely my own every time that I turn out a piece of copy that does not attract attention wholesomely, that does not get itself read and believed, and that is not remembered.
>
> I believe that every great literary worker, from Shakespeare to Shaw, would admit at once that his work is in no wise different in purpose and importance from the work of the writer of advertising copy.

In Part III Mr. Opdycke charts the map of the copy writer and then considers the latter as economist, philosopher co-ordinator, psychologist, sociologist, strategist, interpreter, artist, and scientist. In this section ample space is found for the discussion of trade marks and pictures in advertising copy. In the term picture Mr. Opdycke includes any kind of an illustration exclusive of mere expository graph or diagram. The comments about advertisements used for illustrative purposes in this section are especially illuminating. The advertising managers on newspapers should pay special attention to the ads a column long to see how bottom and top are linked to give unity, and to see how the optical center brings out the pivotal point of the copy.

But in all sections of the book the author has certain ideas to sell. In marketing these ideas through the printed page he has employed the same language of advertising which he discusses in the book itself. In short, he sells both his ideas and himself to the reader.

* * *

A BOOK announced for early publication is "When James Gordon Bennett Was Caliph of Bagdad" (Funk & Wagnalls Company) by Albert S. Crockett. The author was for years on the staff of the *New York Herald* and worked directly under the personal instruction of Mr. Bennett. After he left the Herald he went to the old *New York Sun* and still later was with the *New York Times.*

AN editorial for editors may be found in *The NEA Service Paper* for December 11. Its head is "By-Lines."

Attention is called to the fact that the most valuable reporter is the one who is best known or the one who has the most friends. From these friends come tips on news and feature stories. To make more friends the reporter needs the co-operation of his paper.

Often a person benefited by some story thinks of the reporter when another story breaks. But when the name of this reporter is unknown no tip can be given and the paper misses what might have been a beat.

The concluding thought of this editorial is that a by-line does not do a paper any harm but does make a reporter—no matter how long he has been in the game—pleased to see his name on a good story.

This editorial presents a strong case for the by-line.

* * *

THE editorial "Editorial Page Interest" in EDITOR & PUBLISHER for Dec. 12, has brought several requests for more detailed information. Marshall D. Beuick is publishing in *Social Forces* a series of academic and pedantic essays under the general head "The Social Tendency in Newspaper Editorials." His series began in the September issue and the first installment had as its subtitle "The Decline of the Political Editorials."

The following paragraph is typical of the general trend of the series:

> The editorial article is evolving. Some newspapers whose hands are tied with a *sanctum sanctorium* tradition try to continue to do a thing with type and respectable appearance that was formerly accomplished through vibrating words. In fact, it is hard to believe that many newspapers take their editorial pages seriously or else they would so change them that readers would find them as irresistible as a streamer headline or a back-page article by Dr. Crane.

* * *

IN his younger days Don C. Seitz once wrote some leaders for the New York *Evening World.* They were extremely critical of certain persons prominent in the public eye and were stopped by Mr. Pulitzer, the owner of the paper, on the ground that they were set in the wrong kind of type." From that time on Mr. Seitz gave all his attention to the business office.

This anecdote along with others are told by Harold T. Pulsifer, managing editor of *The Outlook,* as a sort of preface to the contribution which Mr. Seitz makes to the issue of Nov. 25—a contribution that touches a lot of live wires usually avoided by editorial writers.

Mr. Pulsifer also announces a series of articles from Mr. Seitz's pen on the American press. Mr. Pulsifer believes that the publication of this series by Mr. Seitz will be one of the outstanding events in the publishing world in 1926.

* * *

OF all German books relating to journalism possibly the most interesting to American readers is "Handbuch der Auslandpresse" (Ernst Siegfried Mittler and Sohn, Berlin). This book was printed during the war and is a directory of the leading journals published in the countries opposing Germany. The most interesting part of the volume is the section under each paper which describes the attitude of that paper towards Germany.

The Ludlow in Florida

WITH the surprising growth of Florida has come an equally surprising growth of Florida's newspapers. Almost without warning the few newspapers of struggling circulation were called upon to furnish Florida's new millions with news of the outside world and these papers responded nobly to the task. Double—treble—quadruple circulation—page after page of advertising—put a strain on old methods that for a time looked serious. But the solution was in sight. Florida papers installed Ludlows.

Now single type worries are ended for the many Florida papers that have installed Ludlows and most of the display composition is set this easy, rapid way.

Florida, of course, appreciates Ludlow economy, but it was in every case the major features of Ludlow quality and Ludlow speed that sold this system to Florida papers.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street
New York: 63 Park Row
Boston: 261 Franklin Street

LUDLOW QUALITY COMPOSITION

A Young Wife, from the Country
An Older Husband, Rich
and Absorbed in
his Affairs.

A Little Flirtation,
A Little Dissipation,
No Harm in Either—
That Was Her Belief Until
The Trap Was Sprung and
She Found Herself Betrayed.

Then Disgrace, Toil, Poverty

How Could this Lone Woman
Face the Long Road Back from
The World of Down and Out?

Newspaper Readers
Will Avidly Follow
The Career of Charlotte,
Fascinating Heroine
of the
New Enthralling Serial

"The Thoughtless Wife"

or

"Playing With Fire"

By

MILDRED BARBOUR

DRAMATIC ILLUSTRATIONS EVERY DAY

Metropolitan Newspaper Service
Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

FIRST IN EVANSVILLE

The Evansville Courier is first in total advertising and first in circulation.

No exceptions or segregations are made to attain leadership. DeLisser lineage figures (not our own measurements) attest the accuracy of advertising figures herein quoted, while circulation figures are those of the A. B. C.

The Evansville Courier (Daily) - - - 27,343
Second paper - - - - - - - - 20,708

The Courier and Journal (Sunday) - - 29,918
Second paper - - - - - - - - 18,285

The total advertising lineage for the period January 1, 1925 to October 31, 1925:

The Evansville Courier (Daily & Sunday) - - 7,837,696
Second paper (Daily and Sunday) 7,430,598

The Evansville Courier

Evansville, Indiana

A Home Owned Newspaper

National Representatives

Payne, Burns and Smith
New York—Boston

G. Logan Payne Company
Chicago—Detroit—St. Louis—Los Angeles

We Announce a Revolution in the

'The Wood Bee-Line N

WE beg to announce the completion of a remarkable printing press that will place the pressroom of the smaller-city newspaper upon an even footing with that of the largest metropolitan daily.

This will enable the publisher who is installing for the first time a rotary press to conform at once to the standard manufacturing practice in use everywhere by the metropolitan newspaper.

That is to say:

First, his forms will be made up and molded in metropolitan fashion;

Second, his printing plates will be identical with those used by the metropolitan daily and will be cast and finished swiftly by an Autoplate machine without the need of hand tooling:

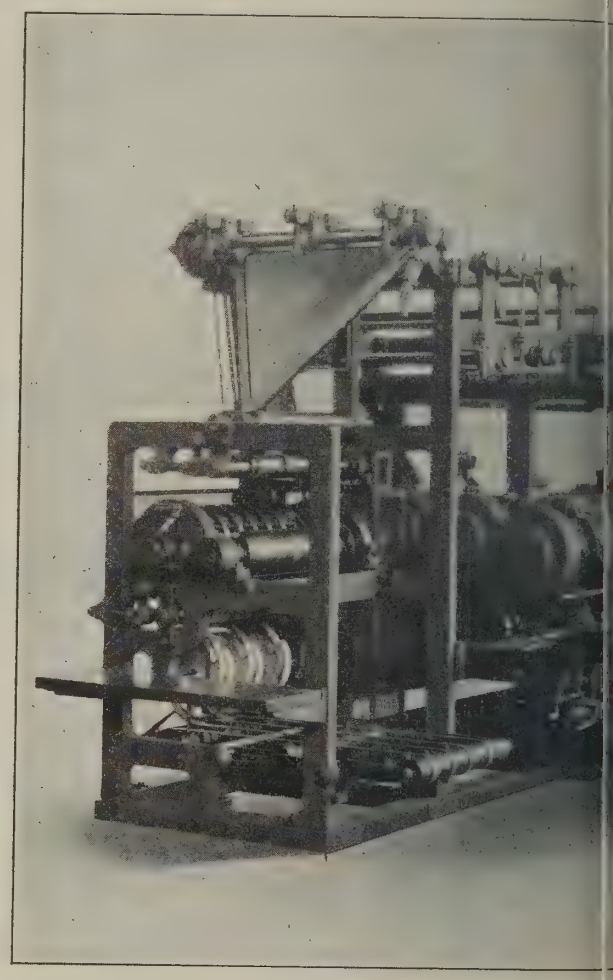
Third, his press will be plated exactly like and as quickly as a metropolitan press;

Fourth, he will have the same variety of pages and sections that is enjoyed by the metropolitan publisher;

Fifth, his speed of production will be as great; and

Sixth, he may freely make and use double-truck printing plates, containing double-page advertisements.

The Simplest and Swiftest S



Bee-Line L

No.

Prints 4-6-8-10-12-14-16-2 papers, at the same speed and metropolitan newspaper pres one or two sections. It requires a room ten feet high. Its pr stereotyping equipment, is $

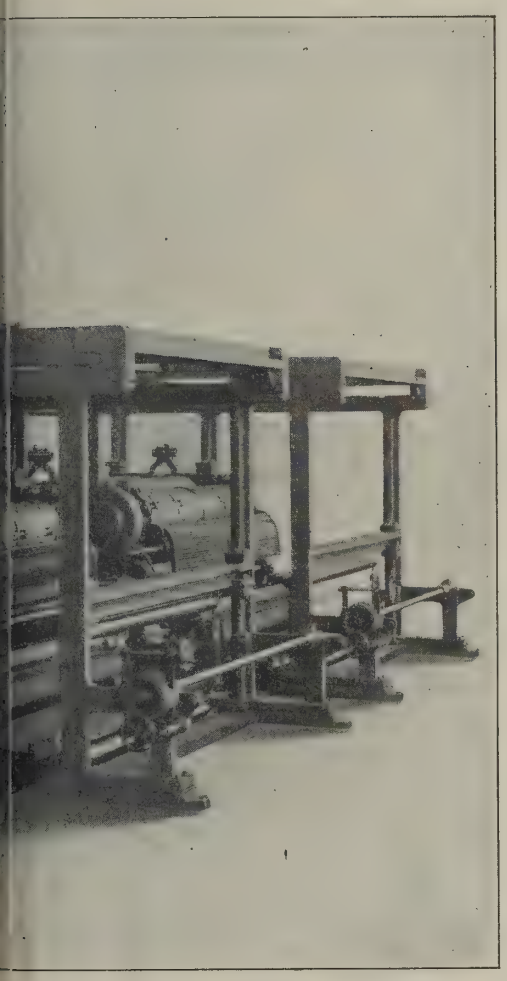
WOOD NEWSPAPER MA

501 FIFTH AVENUE

ressroom of the Smaller-City Daily

aper Printing Press

ity Press in the World



e Unit

-28 and 32 paged news-
landsomely as a standard
s product may be run in
t, and may be operated in
, fully motorized, without
20.

This machine is designed after the latest fashion of unit construction, which permits of its easy and cheap expansion into a machine having any desired number of units. This insures its becoming a growing, permanent investment.

We are enabled to offer such a machine only because of inventions recently made by Mr. Henry A. Wise Wood. These have resulted in a press of such extraordinary simplicity that it can be bought, installed, and operated at a cost far below that of any metropolitan press in use, and is within the means of every smaller-city publisher.

This machine may be seen in daily operation at our shops in Plainfield, New Jersey, where preparations are under way for its manufacture in large numbers.

Deliveries will be made in the order of purchase.

Net Prices

Wood Bee-Line Presses

f. o. b. Plainfield, New Jersey

No. 1-16, Single Unit, 4-6-8-12-16 Pages	$15,130
No. 1-20, Single Unit, 4-6-8-10-12-16-20 Pages	16,590
No. 1-32, Double Unit, 4-6-8-10-12-14-16-20-24-28-32 Pages	25,240

Prices quoted above are for presses fully motorized, without stereotyping equipment.

Additional 16-paged units ready for attachment @	$ 9,830
Additional 20-paged units ready for attachment @	11,280

HINERY CORPORATION
EW YORK CITY

EDITORIAL



I went by the field of the slothful, and by the vineyard of the man void of understanding:

And lo, it was all grown over with thorns, and nettles had covered the face thereof, and the stone wall thereof was broken down.

Then I saw, and considered it well: I looked upon it, and received instruction.

Yet a little sleep, a little slumber, a little folding of the hands to sleep:

So shall thy poverty come as one that travelleth; and thy want as an armed man. —Proverbs, XXIV, 30-34.

SELLING OUT CHEAP

WHAT do editors think of such incidents as the following, occurring almost daily in many offices: A managing editor receives from his own business office a serialized version of a screen play soon to be shown in the community, with instructions to publish it, good, bad, indifferent or rotten, as free publicity in part consideration of an advertising contract?

Editor & Publisher calls this a cheap sell out of the whole great principle of editing and also the whole great principle of ethical advertising.

Advertising salesmen all over the country, but not all of them, are returning to their offices with their pockets bulging with publicity, commitments upon editorial space fit to drive conscientious editors mad. The free advertising impositions that some publishers permit their advertising forces to unload upon news desks has, we submit as a cold fact, become a groaning outrage.

What does it mean? It means palsied salesmanship which permits space buyers to receive premiums of incalculable value for the mere asking; violation of laws calling for the labelling of advertising and the payment of extra postal rates on advertising sections; demoralization of editorial morale; a regimen of deceit upon the faithful readers of newspapers; a cynical popular conception that the whole American press has completely yielded to advertising influence and is both venal and irresponsible.

Doubtless, our readers can supply a dozen added counts to this indictment. Our own general view is that if advertising space in newspapers, with its marvelous power to sell merchandise and make men rich, cannot be sold upon its merits the whole press scheme falls. It can be sold, indeed is sold in ever increasing volume, on sound merit for a large section of the press which has never yielded to the easy way.

We can suggest no more important topic than this for the next meeting of the Society of Newspaper Editors. Everywhere conscientious newspaper men should take up this subject with bare hands and make the indignity, injustice and danger of it an issue in the open.

Responding to the sound policy of catering to local civic pride Indianapolis (Ind.) Star is offering prizes for the best suggestions to make the city a finer place in which to live.

HOLD ON TIGHT

PREPARE for a shock! Steady, now, you newspaper editors who believe that the last word has been said in press agentry! Are you holding on tight? Well, here goes: *The Saturday Evening Post* has employed a press agent who is asking the newspapers to give free publicity to that interesting publication's great public enterprise in offering to loan cash to boys who want to go to college and will pay off the debt by "delivering the Curtis publications."

The press agent, of course, presents this material to the daily press as "news for your readers." Oh, there's no compulsion—editors are told they are quite at liberty to judge the value of the material and give it such space as they may deem fit. And—yes—the simple request is added that if mention of the matter is made the press agent would greatly appreciate a free copy of the paper containing it.

That's that, and no comment of ours shall gild so fair a lily.

Study the amazing development of American export trade to find rich new opportunities for advertising service.

GRABBING FIRST PAGES

THE press agent triumphs of the week were listed by *Concord* (N. H.) *Daily Monitor* as follows: "Red" Grange in professional football; Henry Ford, the well-known manufacturer of automobiles, listening to the fiddling of Mellie Dunham; Mary Garden saying that she never changes her lingerie all the year 'round (I mean the weight) on first pages to the exclusion of all other things on this great, revolving globe.

Florida realtors by attempting suppression of news pictures of the big rain storm succeeded in giving to a very large section of the population of the country the impression that Florida has something sinister to conceal . . . they never learn.

OREGONIAN'S 75TH BIRTHDAY

THREE quarters of a century have rolled around in the history of the *Portland* (Ore.) *Oregonian,* and on December 4 that newspaper appropriately reprinted in facsimile, as a supplement to the regular issue, its first number, dated 1850.

The first paper was printed in a dingy log cabin. The first editor, T. J. Dryer, brought together, in four excellently composed page forms, a creditable layout of news and solid feature material. He worked by candle light. He ran off his paper on a Ramage hand-press, constructed of wood. His population was a few hundred homespun-clad pioneers that had crossed the plains in covered wagons. The town subscribers came to the newspaper office for their copies and circulation to the homesteaders in the valley was carried in the saddlebags of a single horseman.

The news story the first numbers of the paper told concerned the settlement of five western states, Indian uprisings, the discovery of gold, fears of civil war and the rivalry of various coast settlements for supremacy. Editor Dryer brought out his paper in a day when there was no railroad, no telegraph, no pony express, no stage coach, no regular schedule of communication by land or water. The first issue of the paper must have been a marvel of local interest. It contained a Governor's message, four columns in length. Its ringing editorials reflected the editor's firm faith in his slogan: "Equal rights, equal law and equal justice to all men."

A startling contrast to this humble beginning was offered by the issue of the Oregonian that contained the historic supplement. There were fifty-two pages of assorted news, feature material and business announcements gathered from all quarters of the globe. The little pioneer village has become a community of nearly a half-million folk.

In 75 years the Oregonian has known but two ownerships, that of Editor Dryer, whose tenure was short, and that of Henry L. Pittock and Harvey W. Scott, whose estates own the paper to this day. On the diamond jubilee occasion we find the present editor, Edgar B. Piper, saying in his editorial column: "The Oregonian has held fast to the old traditions, to every worthy concept, but it has modernized itself as well. One cannot forecast the development that must occur within the next three-quarters of a century. In all probability it will be as marked as that of the past. Yet here is a promise and a prophecy—the Oregonian will keep pace."

English advertising men are fighting "press agent puffs to advertisers" on the ethical ground that editorial pages must be fair to readers; a writer in The Advertising World for November "points with horror" to press agent corruption in America.

A STRANGE CASE

RECENTLY we chanced to see a copy of the *Ladies' Home Journal* for October, which the J. Walter Thompson Company had marked to show the business placed by the agency in that number. The following rather astonishing legend was typewritten on the fly-leaf of the exhibition copy:

"In this issue of the Ladies' Home Journal the J. Walter Thompson Company placed $225,645 worth of advertising, breaking for the fourth time in two years its own world record for the largest amount of space placed by an agency in any single issue of any magazine."

With this in mind we were not unprepared to learn that Dr. J. W. Watson, vice-president of the J. Walter Thompson Company, had disparaged newspaper advertising and declared that its function in national campaigning was merely "supplemental" to magazine coverage, in an address before 200 earnest students at the Advertising Club of New York last week.

Dr. Watson exhibited the most violent case of magazinitis, complicated by severe pretty picture lesions, that has come to our clinic in some years. Indeed, the patient manifested some symptoms that were wholly strange to modern science. For instance, he was quoted as saying that 'the proper way to use the newspaper in a national campaign was as a test medium. That is, if you were to successfully market Alaska prunes, you would buy some "experimental space" in local newspapers here and there and sing your song for a few days. Indeed, you would "over-advertise," meanwhile telling your prune-growing friends that they needn't expect any returns. Then, when you had thus stocked the local dealers, you would open in other towns, occasionally taxying in to look 'em over. After a while, when you were sure the goods were better than all rivals, you would open with big-gun magazine space and reap where you had so intelligently sown. You would use newspapers sparingly, because they are "too costly."

That is the story we got out of Dr. Watson's speech to the 200 earnest students of advertising, as it was reported, and we submit it to our veteran campaigning friends as a new symptom which defies diagnosis, except on the hypothesis that Dr. Watson is the same gentleman who imagined that there is a "world" race among advertising agents to put all of their client's eggs in a single basket.

Space saving suggestion: All long, wearisome handouts from advertisers, puffing persons or goods, may be handed to a staff man who can write snappy paragraphs and run under a column title: "With Our Advertisers."

December 19, 1925 Volume 58, No. 30

EDITOR & PUBLISHER

Published Weekly by

The Editor & Publisher Co.,

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Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors

Warren L. Bassett *Philip N. Schyler*

James Wright Brown, Publisher

J. B. Keeney, Business Manager.

Charles B. Groomes, Advertising Manager.

S. L. Dare, Classified Advertising Manager.

James W. Brown, Jr., Promotion Manager.

George Strate, Circulation Manager.

Associated With The Advertising World of London.

Washington: J. Bart Campbell, Homer Building, Telephone Franklin 6636 or 4054.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building. Garfield 117.

Chicago: L. B. Gilmore, Room 900, 30 North Dearborn St., Telephone Dearborn 5422.

Pacific Coast Office: Room 201, Sharon Building, 55 New Montgomery St., San Francisco, Calif. Telephone Douglas 5220. H. R. Drummond.

London: The Advertising World represents Editor & Publisher *for the British Isles, 14 King Street, Covent Garden, London, W. C. 2.*

Paris: G. Langelaan, 47 Avenue d l'Opera, Paris.

Tokio: John R. Morris, Japan Advertiser.

Toronto: W. A. Craik, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy, $4 a year; foreign $5; Canadian $4.50.

PERSONAL

WALTER STRONG, business manager of the *Chicago Daily News* was in New York this week on business.

William R. Hearst has bought a herd of 175 fine Hereford cattle from John Beall of Portland, owner of the Diamond B ranch near Lowell, Ore.

Walter S. Dickey, owner and editor of the *Kansas City Journal-Post,* returned this week from Washington. Mr. Dickey was a guest of President and Mrs. Coolidge during part of his stay there.

L. L. Hough, editor and publisher of the *Canisteo* (N. Y.) *Chronicle,* has completely recovered from injuries received in a recent automobile accident and has resumed his duties in the Chronicle office.

Lafayette Young, Jr., general manager of the *Des Moines Capital,* who has just retired after two years' service as president of the Greater Des Moines Committee, was presented with a gold watch, chain, and knife at the annual dinner of the committee on Friday, Dec. 11.

Wallace Odell, publisher of the *Tarrytown* (N. Y.) *Daily News,* and Mrs. Odell left this week for a vacation at Macon, Ga. Mr. Odell is recovering from a recent breakdown.

Lawrence Hills, director of the Paris edition of the *New York Herald Tribune,* who has been in this country for several weeks on a business mission sailed for Paris, Dec. 19.

IN THE BUSINESS OFFICE

BERNARD R. CUNNINGHAM, formerly with the H. K. McCann Advertising Agency in San Francisco, has joined the *San Francisco Illustrated Daily Herald* as assistant advertising manager.

Morgan Teeple has succeeded A. J. Ripple as advertising manager of the *Hollywood* (Cal.) *News.*

W. H. Grubbs, formerly on the *Santa Rosa* (Cal.) *Press Democrat,* has become advertising manager of the *Klamath Falls* (Ore.) *News,* of which George P. Hunt has recently become the editor.

K. T. Boardman, formerly on the *Santa Barbara* (Cal.) *Morning Press,* has become circulation manager of the *Palo Alto* (Cal.) *Times.*

Bertram L. Orde has joined the *National Financial News* as advertising manager. Mr. Orde was formerly advertising manager of the *Savings Bank Journal,* and has been associated with the *Wall Street Journal, Barron's Weekly* and the *New York Commercial.*

Vincent C. Kelly, formerly conducting an advertising agency in Boise, Idaho, has become assistant promotion manager of the *Seattle* (Wash.) *Post-Intelligencer.*

Mr. and Mrs. Matthew Staley, formerly of Frederick, Md., are visiting relatives there. Mr. Staley who was formerly in the advertising department of the *Frederick Post* is now advertising manager of the *Tucson* (Ariz.) *Citizen.*

IN THE EDITORIAL ROOMS

JOHN EDWIN NEVIN, well known newspaper man and correspondent, has been named Washington correspondent of the *Minneapolis* (Minn.) *Daily Star.*

Earl R. Leach, newspaper man of Lima, O. has been appointed a member of the Board of Trustees of the Ohio State Library, for a term of 8 years.

Olin W. Archer, news editor of the *San Antonio Express,* and Mrs. Archer, are parents of a daughter.

Robert M. Zeller has been appointed assistant managing editor of the *Reading* (Pa.) *Eagle.* Albert N. Burkholder, is managing editor.

John T. Bourke, political editor of the *Cleveland News,* has recovered from an illness and returned to his desk.

William U. Swan, yachting editor, *Boston Transcript,* was the speaker at the annual dinner of the Hingham (Mass.) Yacht Club held recently.

Frank J. Barnard, political reporter, *Lynn* (Mass.) *Telegram-News,* was re-elected councillor in his home city of Brockton last week.

James E. Burke, city hall reporter, *Quincy* (Mass.) *Patriot Ledger,* has been ill at his home the past week.

George Hahn, editorial writer of the *New Britain Herald,* figured as a composer at the Rotary Club of that city recently. Mr. Hahn's piece was entitled "Mignon's Lament," and was played by a trio composed of violin, 'cello and piano.

Vaughn Washburn, formerly of Silver Creek, N. Y., has been appointed editor of the *Oakfield* (N. Y.) *Independent,* to succeed P. S. Tower of Utica who has gone to the *Brookfield* (N. Y.) *Courier.*

L. S. McKenna, sports editor of the *St. Paul Dispatch,* has returned to his desk after a period of illness.

William Ichabod Nichols of Wilton, Conn. and a senior at Harvard University, has been selected as one of the Rhodes scholars from Massachusetts. Mr. Nichols is president of the *Harvard Crimson,* the undergraduate daily and Harvard correspondent for the *Boston* (Mass.) *Globe.*

A. G. Winnie, recently chosen mayor of Port Clinton, O., is a former newspaper man. He was for 35 years editor of the *Ottawa County Republican.* Before that he published a paper at Clyde, O.

Miss Josephine E. Root has resigned as society editor of the *San Diego* (Cal.) *Morning Independent,* and announcement is made of her coming marriage to Lt. Robert S. Viall, U. S. M. C. Dorothy King has taken over the editing of the society page.

Nunnally Johnson, formerly of the *Brooklyn Eagle,* has joined the staff of the *New York Herald Tribune.*

Mercer S. Maloney, formerly of Philadelphia, has joined the reportorial staff of the *Trenton Times.*

W. G. Bowdoin, conductor of an art column for the *Newark Evening News* delivered a radio address on "Current Exhibitions in New York" from WRNY, Dec. 19.

HOLDING NEW POSTS

ED RONEY, from *Minneapolis* (Minn.) *Tribune* copy desk, to market reporter *St. Paul* (Minn.) *News.*

C. H. Williams from copy desk, *New York World* to copy desk, *New York Herald Tribune.*

Tenold R. Sunde, from *New York Herald Tribune,* to *New York Daily News* copy desk.

George Cornish, from *New York Herald Tribune* telegraph desk, to assistant make-up editor.

R. O. Williams from *New York American,* to copy desk, *New York Herald Tribune.*

Wallace A. Brennan from secretary, Dunkirk (N. Y.) Chamber of Commerce, to editorial staff, *Dunkirk Observer and Grape Belt.*

Walt Biscup, from police reporter to Federal Building reporter, *Muskogee Daily News.*

Paul Montgomery, from *Chicago Examiner,* to the *Muskogee Daily News,* county court house run.

Kenneth Hughes, from city staff, *Elizabeth* (N. J.) *Daily Journal* to copy desk, *Poughkeepsie* (N. Y.) *Evening Star.*

WITH THE SPECIALS

KANSAS CITY JOURNAL-POST has appointed Lorenzen & Thompson, Inc., of Chicago, New York, San Francisco and Seattle, as its national newspaper representatives, effective Dec. 10.

Pasadena (Cal.) *Morning Sun,* has appointed Benjamin & Kentnor Company, New York, as its national advertising representatives.

Dewitt Hinman of New York is now western representative for the C. L. Houser Company list of newspapers. His office is in the new Tribune Tower, Chicago.

Geo. B. David Company, Inc., New York, was this week appointed national advertising representative of the *Hollywood* (Fla.) *News* and the *Clearwater* (Fla.) *Herald.* The News will enter the daily field Jan. 1.

Kimball-Mogensen Company, New York, are now the national advertising representatives of the *Stockton* (Cal.) *Independent,* and *Manila* (P. I.) *Daily Bulletin.*

Devine-MacQuoid Company, Inc., New York, has been appointed to represent the *Trenton* (N. J.) *State-Gazette.*

Gilman Nicoll & Ruthman, special representatives, New York, have been appointed to represent the Palm Beach County Dailies consisting of the *Palm Beach* (Fla.) *World, Delray Press* and *Boca Raton News,* recently launched by Archibald McNeill, Jr., former publisher of the *Bridgeport* (Conn.) *Post & Telegram.*

FOLKS WORTH KNOWING

ARTHUR O. FULLER, who on Nov. 1 became general manager of the *Muskogee* (Okla.) *News* is one of the youngest executives in charge of an Oklahoma daily paper. He is just past 30 years of age.



ARTHUR O. FULLER

He began newspaper work on the *Enid Eagle* in the circulation department. His interest in his job was high and he shortly became circulation manager and later advertising manager of the Eagle.

Eight years ago he joined the advertising staff of the *Oklahoma News* as advertising solicitor, advancing to advertising manager and later to business manager.

For the past year he has been wth the Travis Printing Company of Oklahoma City.

Mr. Fuller has been an active member and an officer of the Oklahoma City Advertising Club, for many years. He was president of the club during 1924 and a director at the time of leaving for his new position. He was also an active member of the Chamber of Commerce, the Kiwanis Club and the Pirates Club.

MARRIED

MISS SADIE ELLA MAE LOWERY, of the accounting department, *Hagerstown* (Md.) *Herald-Mail,* to Ernest Calvin Rowe, of Hagerstown, in Washington, D. C.

Reginald Walker, of the *Fayette* (Mo.) *Democrat Leader,* to Evelyn Hotman of Callao, Mo., recently. Both are students of Central College at Fayette.

SPECIAL EDITIONS

STAMFORD (Conn.) ADVOCATE, 52-page Special Christmas Shoppers' Number, Dec. 3.

Natchez (Miss.) *Democrat,* Prosperity edition, Nov. 26.

Appleton (Minn.) *Press,* 12-page, Christmas Shoppers' edition, Dec. 4.

Springfield (Ill.) *State Register,* 26-page section Dec. 6 dedicated to the new Hotel Abraham Lincoln.

Boston Sunday Herald, 124-page Winter Resort Edition, Dec. 13.

PRESS ASSOCIATION NOTES

L. F. CURTIS, superintendent of markets of the Associated Press, is touring the Southern States, conferring with members on the A. P. financial service.

T. H. Walker, for the past 10 years Associated Press correspondent in Denver, Col., has been temporarily assigned to the New York office.

NEW PUBLICATIONS

ALTADENA (Cal.) HERALD is a new publication with Charles E. Decker as editor and William E. Perry as business manager.

Blaine Green and R. E. Winslow are publishers of the *Hoisington* (Kan.) *News,* a new weekly paper.

W. E. Settle, formerly with the *Ogden* (Utah) *Standard-Examiner,* has established the *Bear River Valley Leader,* at Tremonton, Utah.

CHANGES OF OWNERSHIP

KENNERLY WOODY and J. M. Larkin have bought the *Centralia* (Mo.) *Courier.* Woody was formerly with the *Kansas City Journal-Post* and the St. Louis bureau of the United Press. Larkin has been employed in the St. Louis office of the Western Newspaper Union. Both were formerly on the staff of the *Fayette* (Mo.) *Democrat Leader.*

J. S. Randolph, publisher of the *Edgerton* (Minn.) *Enterprise* has purchased the *Woodstock* (Minn.) *News* and *Holland* (Minn.) *Independent* and will operate all plants.

L. B. Hammock, former editor of the *Knox City* (Tex.) *Southwestern Journal,* has purchased the *Knox City Journal* printing plant and on Dec. 23 will launch the *Knox County Herald.*

R. R. Allison, a printer in Hartington, Nebr., has leased the *Laurel* (Nebr.)

LEADERSHIP
In the Empire State

In New York state, there are 58 cities which have newspapers employing a daily news-mat service. Central Press has 30 client-papers in the state. In the first 10 cities, Central Press has nine clients. In seven New York cities having only one newspaper, that newspaper employs the Central Press Association's complete and exclusive daily illustrated feature news service.

Consider this remarkable standing in light of the fact that New York City has an array of news feature syndicates. Central Press' position in the Empire State is impressive proof of the high merit of its service.

Among the Central Press clients in New York for the full general service, the daily full-page pictorial, or both, are: The Gannett Group, in Rochester, Utica and Elmira; Brooklyn *Standard-Union,* Buffalo *Courier,* Buffalo *Times,* Rochester *Herald,* Schenectady *Gazette,* Troy *Times,* Albany *Telegram,* New York *Jewish Daily Forward,* the latter the great leader in its field.

The Central Press Association

V. V. McNITT, President — Central Press Bldg., Cleveland — H. A. McNITT, Manager

P. S. We Produce the World's Best Picture Page.

Advocate from its publisher, C. E. Nevin, who is taking a vacation after 26 years' editorial work.

Sonoma (Cal.) *Expositor-Forum* has been purchased by W. L. Gaston, of Reedley, Cal., and John O. Strain, a retired Kansas merchant, from the estate of the late Orville Hose. Mr. Gaston will be the business manager, and Mrs. Gaston, an experienced writer, will have charge of the editorial department.

Paul Hubbard, for three years editor and publisher of the *Holland* (Minn.) *Independent*, has sold his paper to J. S. Randolph, publisher of the *Edgerton Enterprise*. The Independent will be published in conjunction with the Enterprise and *Woodstock News*.

NEW PLANTS AND EQUIPMENT

MICHAEL ANDERSON, editor of the *Tulare* (S. D.) *Reporter*, has bought a building formerly occupied by the defunct Citizens bank and has moved his printing plant into it.

Dow, Jones & Co. have purchased from R. Hoe & Co., Inc., a standard pattern unit-type Sextuple Press for the *Wall Street Journal*.

Recent Ludlow installations include the *Winnipeg* (Ont.) *Tribune, Clearwater* (Fla.) *Sun, Huntington* (W. Va.) *Dispatch, Stuart* (Fla.) *Daily News, Findlay* (O.) *Morning Republican,* and the *Crookston* (Minn.) *Times*.

Bakersfield (Cal.) *Californian* is to have a new $100,000.00 plant, for which a San Francisco architect is preparing plans.

New Ludlows are reported in the plants of the *Brooklyn Daily Times, Ft. Lauderdale* (Fla.) *Daily News, Richmond* (Cal.) *Independent* and the *Key West* (Fla.) *Herald News*. This last paper has also added an Elrod.

Sidney (Australia) *News* has prepared the pressroom of its recently built new home for the Superspeed Sextuple shipped on the S. S. Trevorian by R. Hoe & Co., Inc., recently.

Winona (Minn.) *Daily Republican-Herald* is enlarging its press facilities by adding a unit.

Three more "Superspeed" 16-page printing press units and folder were shipped to the *Philadelphia Bulletin* last week by R. Hoe & Co., Inc.

Ogden (Utah) *Standard-Examiner*, has obtained a 20-year lease on a good sized portion of the Kiesel Building on Kiesel avenue, a few steps from its present location, and will move into its new quarters about Jan 1. Considerable new equipment is being purchased and the composing room will be all-metal equipped.

SCHOOLS

SPONSORED by the Southern California Editorial Association, students in "The History of American Journalism" class at the University of Southern California, have commenced the compilation and arrangement of all California laws which refer to legal publications and legal news in the press. The data gathered will be published in book form, and copies later distributed to every member of the association. The work is being done under the supervision of Marc N. Goodnow, of the U. S. C. School of Journalism.

Ring Lardner has been invited to be the principal speaker at the first annual gridiron dinner Jan. 22, to be held at the University of South Dakota at Vermillion. The dinner is one of the features of Journalism Day at the university.

"Criscrosses," this year's annual musical comedy, which was written and presented Dec. 9 and 19 by students of the Missouri University School of Journalism, was the first costume play ever presented by journalism students of that school.

Prof. Izil Long, pioneer woman instructor in journalism, has resigned as assistant professor in journalism at the Kansas State Agricultural College department of journalism. Prof. Long has been connected with the department since 1918, and has been in charge of the news writing, magazine feature and history of journalism classes.

Several prominent American women journalists will be guests at the first annual Matrix Table banquet of Theta Sigma Phi, honorary journalistic sorority, at the University of Wisconsin, on Jan. 9. Sophie Kerr Underwood, New York, Zona Gale and Genevieve Forbes Herrick, Chicago, will be special guests of honor.

Matsuji Muneo, former student in the Missouri School of Journalism and now a member of the staff of the *Tokyo* (Japan) *Asahi*, has written in Japanese a book, "A Study of Journalism." The frontispiece is a Japanese translation of "The Journalist's Creed," used in the Missouri School of Journalism.

Wayne Blott of Carroll College, Waukesha, was elected president of the Wisconsin Intercollegiate Press Association for the year at its convention in Milwaukee last week. Doris Tucker, Ripon College, was named vice-president; Raymond Strubbling, Carroll College, secretary, and R. P. Winch, Milton College, treasurer. The 1925 meeting will be at Carroll College.

More than 500 high school delegates were entertained at Eugene, Ore., by the University of Oregon at the sixth annual state high school conference.. One of the largest units at the conference was the State High School Press Association, made up of high school newspaper correspondents and editors of student publications. Robert L. Thomas, editor of the *Washington High School Lens* of Portland, was elected president; Bruce Davis of Union, vice-president, and Frances McGilora of Franklin High School, Portland, secretary.

Thirty students in the school of journalism of the Harrisonburg (Va.) State Teachers' College, under Prof. Conrad T. Logan, visited the office of the *Harrisonburg Daily News-Record* recently and were given an opportunity to observe the complete process of newspaper making.

ASSOCIATIONS

L. B. SKEFFINGTON, gravure editor, Rochester Democrat & Chronicle, was elected president of the **Rochester (N. Y.) Press Club** at the annual meeting Dec. 9. Other officers are: Vice-president, Herman Ferno, Abendpost; secretary, Arthur H. Crapsey, Times-Union; financial secretary, William J. Kirby, Herald; treasurer, Theron Knapp, Herald; Bartley Brown, Journal and Post-Express and Ernest A. Weiss, Herald, were elected to the Board of Governors to fill vacancies. Other members of the Board are William H. Marks, Times-Union, and Paul McFarland, Democrat & Chronicle. Preparations for the annual Press Club Show to be staged at the Lyceum Theater, Feb. 9 and 10 rapidly are nearing completion.

Boston Photo Engravers Union No. 3 held their annual election of officers at the American House last week. J. B. Fennessy was elected president; D. A. Driscol, vice-president; J. E. Riley, recording secretary; G. H. Dodge, financial secretary; R. G. Kelly, treasurer; and J. B. Fennessy as delegate to the Allied Printing Trades Council.

Officers of the **Arkansas Interscholastic Press Association** recently formed at the invitation of the University of Arkansas Men's Press Club and sponsored by that club are: President Dorothy Bogy of Pine Bluff; vice-president, La Fayette Sammons, editor of the Jonesboro High Times; corresponding secretary, Lura Hudson of Hot Springs.

Boston Proofreaders' Association enjoyed a social evening Dec. 10 when a play, "The Goose Herd and Goslins" was presented. An original poem, "Thirty," was read by Mrs. Elizabeth Robbins Berry. It was voted to send a Christmas donation to the Society for the Prevention of Cruelty to Children.

William A. Alcott, librarian of the Boston Globe, was elected president of the **Special Librarians Association** of Massachusetts, at its recent meetings. Much interest has been awakened among librarians and library work since the big convention held in Boston by librarians last Summer.

Lockport (N. Y.) Advertising Club has elected these officers for 1926: president, Douglas R. Patterson; vice-president, Joseph Levy; secretary, James F. Barclay; treasurer, Karl W. Strauss; directors, Homer M. Alberty; Harry H. Conway, Harold F. Stonson and G. Oscar Wilson.

Newspaper Club of Boston is making plans to celebrate its 40th anniversary at the University Club on Thursday evening, Jan. 7.

New England Women's Press Association held its monthly meeting in Boston Dec. 14. An entertainment was given under the direction of Mrs. Charles H. Bond. Mrs. Norah J. Barbour and Mrs. Inez M. Southworth comprised the committee in charge of the meeting.

New York Press Association will hold its 74th annual convention in Syracuse, Feb. 5 and 6. Headquarters will be at the Onondagao Hotel. John W. Baker of the Ithaca Journal-News is president, and J. W. Shaw, secretary.

Haverhill (Mass.) Typographical Union Local No. 38, held its annual election of officers last week. William B. Lewis, dean of Haverhill printers was re-elected president for the seventh consecutive time.

Pennsylvania Good Fellowship Club of the Associated Press held its annual meeting and dinner at the Penn Harris Hotel, Harrisburg, on Dec. 12. William S. Meck and B. L. Theurer, of Harrisburg, were hosts. E. B. Murphy, of Reading, was re-elected president, and Robert Petrie, of Reading, secretary.

ADDRESS WANTED
Miss Jessie Horsfall

FLASHES

As an aviator General Mitchell can claim that his knocks on the army are merely the higher criticism.—*J. J. Montague in New York Herald Tribune.*

"Why aren't there parking places for pedestrians?" asks a motorist. He forgets our commodious cemeteries.—*London Punch.*

The question is not where civilization began, but when will it.—*Baltimore Sun.*

There's absolutely no doubt about it going to be a hard winter. It is proposed to circulate 25,000,000 additional copies of The Congressional Record.—*J. R. Wolf in Milwaukee Journal.*

The goal of many a college boy vanished at the end of the football season.—*Columbia Record.*

Most men would miss a good deal of misery if they were not so fearful they'd miss a little fun.—*Carthage* (Mo.) *Press.*

We would have more difficulty in settling the various war debts if we did not have more to loan.—*Fremont* (Neb.) *Tribune.*

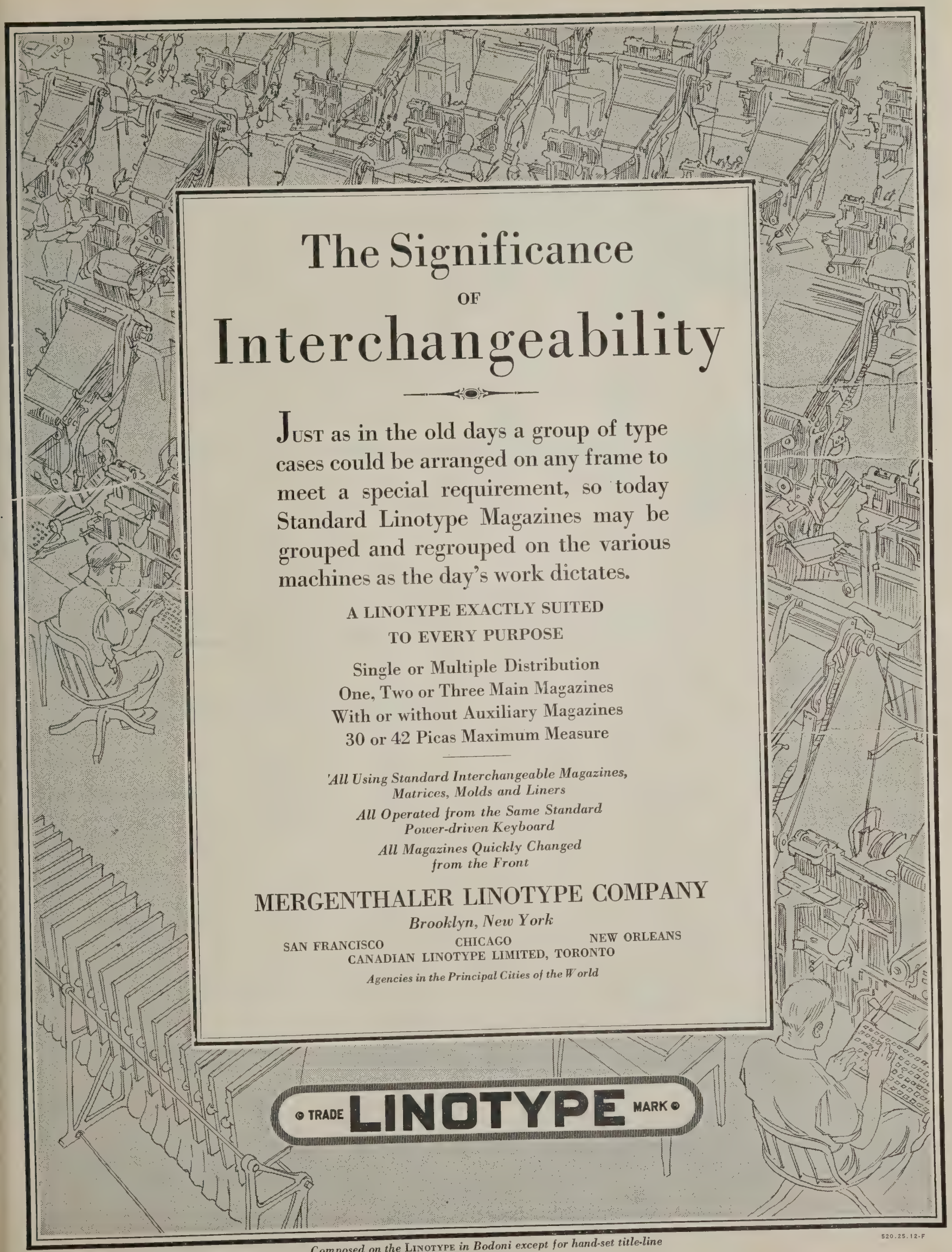
Still, the grounds for divorce usually are as sensible as the grounds for matrimony.—*Baltimore Sun.*

We are not very unpopular in Liberia, that country owing us only $26,000.—*Brooklyn Eagle.*

Supposing in 1917 we had said to Europe, "Sure, we'll come across—in about sixty-two years."—*Detroit News.*

Ah, well; when the go-getters all go to Florida, the rest of us will have a better chance at home.—*Tucson Citizen.*

The
STATE GAZETTE
Trenton, N. J.
Announces the appointment of
The Devine-MacQuoid Co., Inc.
103 Park Avenue
NEW YORK CITY
921 Bessemer Building
PITTSBURGH, PA.
and
1243 First National Bank Building
CHICAGO, ILL.
AS
National Advertising Representative
Effective December 10, 1925
FRANK D. SCHROTH,
Publisher
Rate effective Feb. 1, 1926, .06c per line flat



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One, Two or Three Main Magazines
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WITH THE GENERAL ADVERTISERS

$10,000,000 Merger of Ice Machine Companies—Southern Syndicate Purchases Huylers, Inc.—Graham Now General Sales Manager for Dodge Brothers, Inc.

FORMATION of the Electric Refrigeration Corporation was announced this week by banking interests which have completed a $10,000,000 merger of electric refrigerator companies.

The Kelvinator Corporation, largest manufacturer of household refrigerating equipment, and the Nizer Corporation, largest manufacturer of commercial electric refrigerating units, will combine with the Grand Rapids Refrigerator Company. Kelvinator and Nizer will exchange share for share into the stock of the new company and Grand Rapids will be taken over for a cash consideration of approximately $6,000,000. Part of this money will be raised by an issue of Electric Refrigeration debentures and the balance will be taken from the treasury of the combination.

Details of the capitalization of the Electric Refrigeration Corporation are not yet ready for announcement. The purpose of the consolidation, bankers said, was to enable the Kelvinator and Nizer corporations to obtain control of the company making the cabinet in which the electric refrigeration units are installed.

Plans have also been under way for some time for an expansion in output to meet increasing demand and with the new box-making company the production of complete units will be simplified.

A Southern syndicate, representing $7,500,000, has purchased Huylers, Inc., New York candy manufacturers and large scale advertisers, it was announced this week in New Orleans.

Heading the syndicate are Rudolf S. Hecht, president of the Hibernia Bank and Trust Company; Fred W. Evans, president and general manager of D. H. Holmes Company; Irvin Fuerst, former head of Fuerst & Kraemer of this city, and now of New York; Percy H. Johnston, president of the Chemical National Bank of New York, and H. B. Baruch of Henry Hentz & Co., New York.

The syndicate subscription, it is announced, is sufficient to cover the purchase price and to provide ample capital for expansion, which is planned on a large scale. The program includes the construction of branch factories, of which the first will probably be in New Orleans; the opening of new Huyler retail stores all over the country.

Mr. Hecht, who led the syndicate that reorganized the Southern Cotton Oil Company recently, will be chairman of the board. Mr. Fuerst will be president in complete charge of operations and management, and Mr. Evans will be one of the vice-presidents.

Associated with the new company as directors will be A. D. Geogahan, president of the Wesson Oil and Snowdrift Company, which succeeds the Southern Cotton Oil Company, and Meier Eisemann, New Orleans realtor, who, with H. Clifford Bangs of Washington, was instrumental in bringing together the principals in the recent negotiations.

Robert C. Graham, vice-president of Graham Brothers, has been appointed vice-president and general sales manager of Dodge Brothers, Inc. Dodge Brothers this week announced a price reduction on its automobiles. Expansions have been completed which will nearly double the capacity of the factories in 1926.

Interests connected with John N. Willys, president of the Willys-Overland Company, have acquired control of the F. B. Stearns Motor Car Company, through the purchase of the majority stock interest. The Stearns company has manufactured Stearns-Knight cars since 1911.

Ovington & Co., which operates a New York gift store and a mail order business, is planning to open a new store in Chicago. The company's mail order business has recently become very large because of the fact that an international advertising campaign has been pursued.

The Continental First Mortgage Bond Company, Chicago, is conducting an extensive newspaper advertising campaign to acquaint people with the city's rapid growth and development.

H. F. Jones, advertising manager, of the Campbell Soup Company, that newspapers are being used in an experimental campaign. Of late years this big advertiser has concentrated its advertising program in the magazines.

Arthur Sullivan will resign as vice-president of the Joseph Richards Company, Inc., New York advertising agency, Jan. 1 to become sales development and advertising manager of the Tide Water Oil Company, New York.

Collier Joins Boston American

Franklin P. Collier, prominent *Boston Herald* cartoonist for the past 11 years and creator of the daily comic, "Otto Grow," this week joined the art staff of the *Boston American*. Mr. Collier began his career as an artist on the *Boston Globe* in 1904, remaining there 10 years. From the Globe he went to the old *Boston Journal*, leaving in 1916, to do free lance work. In April, 1918, he joined the Boston Herald continuing there until this week.

New Spanish Language Daily

El Pueblo, a Spanish language daily newspaper was launched recently in El Paso, Tex., by a group of Mexican citizens. P. V. Cisneros is editor and part owner. The paper is circulated in Juarez, just across the border, as well as in El Paso. Armando Canales is foreign advertising manager.

Prints Booklet for Subscribers

The Enid Publishing Company, publishers of the *Enid* (Okla.) *Daily Eagle* and the *Morning News* have printed a booklet containing pictures and brief biographies of each member of the staffs and a short history of the papers. M. C. Garber is editor and W. M. Taylor, manager.

ADVERTISING AGENCY AFFAIRS

Cogswell Joins William H. Rankin Staff—Buffalo Agency Advances Comstock—Buy Interest in Rochester Agency—Son Joins Father's Firm

A. J. COGSWELL, for 17 years in advertising agency work, has been appointed art director of the William H. Rankin Agency, Inc., New York, it was announced this week.

Other additions to the staff of the same agency include S. F. Melcher, copy and contact executive; and S. L. Gould, copy writer.

Mr. Cogswell, prior to joining the Rankin organization was connected with the M. P. Gould Company of New York. From 1909 until 1914, he was with the Howard-Ireland Agency, Philadelphia. At one time he was also associated with the Advertising Art Service of Philadelphia.

Mr. Melcher began his career with the *Hartford Courant*. He has also been connected with the Hanser-Churchill Agency, the Hulscher-Rothenburg Agency, and the George Batten Company.

Charles Bankert and Radford Beck have been added to the service department of the same agency. Mr. Beck was formerly with the *Indianapolis News*.

H. W. Comstock, formerly production manager, has been made assistant to the president of the E. P. Remington Advertising Agency, Buffalo. N. Y.

Albert R. Dwyer has joined the staff of the John C. Powers Company, Inc., New York, printing and lithographing. He was formerly account executive of William T. Mullally, Inc., New York

E. G. Countryman and E. R. Lapp have purchased an interest in the business of H. C. Goodwin, Inc., Rochester advertising agency.

Miss Elma Olin has left the Blackman Company, Inc., New York advertising agency, to join the copy department of the Morse International Agency, New York.

Ketchum, MacLeod & Grove, Inc., Pittsburgh, announces the addition to its staff of Harry Stanley, associate editor and advertising manager of the *Scholastic*, Pittsburgh.

C. S. Redfield, president of the Redfield Advertising Agency, New York, has appointed LeGrand L. Redfield, his son, his assistant. L. L. Redfield has been with the *Talking Machine Journal*, New York, and was at one time with the *New York Evening Journal*.

W. M. Rose, formerly vice-president and account executive of Walter B. Snow & Staff, Inc., Boston advertising agency, has taken over control of the Millington Company, Boston.

George F. Weber has left the *Milwaukee Sentinel* to join the Milwaukee branch of Barron G. Collier, Inc.

Frank E. Breyfogle, formerly an account executive with the George L. Dyer Company, New York, is now on the executive staff of Doyle, Kitchen & McCormick, Inc., also a New York advertising agency.

Mrs. Gaines of the Thelma Gaines Advertising Agency, San Antonio, has announced a reorganization which brings into the firm Miss Jane Wood, advertising manager of Joske's, San Antonio, as production manager, and Alexander McCullen Shephard, graduate of the Cleveland School of Fine Arts, as artist. Both will join the Gaines organization Jan. 1.

Our Customers Write Our Ads

ORLANDO, FLORIDA, REPORTER-STAR SAYS

"We count it indeed a lucky day when we purchased our DUPLEX TUBULAR."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

Syndicate Man

Magazine Publishing organization developing newspaper syndicate wants man to supervise and sell its service. Exceptional opportunity for right man. All replies confidential.

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EDITOR & PUBLISHER

POWERS PERFECTION COOLER

Every Newspaper Photo Engraving Plant should have at least one

The Powers Perfection Cooler requires no water connection of any kind.

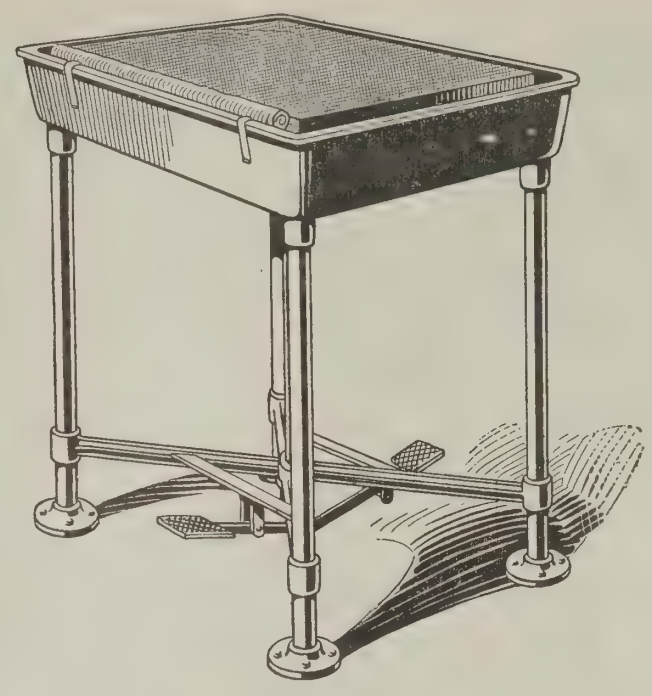
It can be moved at will by simply picking it up and placing it where it is wanted.

It has no mechanical parts to get out of order.

It applies cold water evenly and simultaneously to all parts of the plate—ON THE BACK OF THE PLATE only.

It cools the plate instantaneously to the exact temperature required and saves wiping, mopping and reheating.

The price of the Powers Perfection Cooler is $350



The *Powers Perfection Cooler* met with the instantaneous approval of both the workers and the owners wherever it was installed and tried. The men in the shops like it because it helps them in their work. They save time and effort, turn out more work and better work, and do it with very little physical labor. It is a clean, workmanlike way of doing what is otherwise a messy, sloppy task.

Proprietors like it because it saves gas, water, time and makeovers. These savings mean money and profits and that is what we all want. To satisfy yourself, go into your etching rooms and see what happens when the etcher tries to cool a large plate by dragging it over a roller wrapped in old towels and rags or a piece of burlap. Watch the plate buckle and then see him try to straighten it out. You know what that means in color work.

The use of the Powers Perfection Cooler does away with buckled and twisted plates, the splashing of water on the face of the plate and the constant work and worry connected with etching. A zinc etching is heated from 13 to 16 times by the etcher. That tells the story.

ASK ANY USER

Baltimore News
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B'klyn Daily Eagle
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Chicago Herald Examiner
Chicago Tribune
Denver Post
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Florida Times Union
Kansas City Star
Milwaukee Journal
N. Y. American
N. Y. Evening Sun
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WHAT'S WHAT IN THE FEATURE FIELD

Swan Writing New York Letter for NEA—D. P. Syndicate Announces Houston Memoirs—Miss O'Dell and Howard Wheeler Resign from McClure

GILBERT SWAN, newspaper man and feature writer, has joined the staff of NEA Service to write the column "In New York," previously conducted by James W. Dean, transferred to the Cleveland office of the same syndicate.



GILBERT SWAN

Starting on the Pacific Coast nearly 20 years ago, Swan has been in newspaper work in many different cities of the country. He has been in New York for the last four years as a news writer.

For some time he collaborated with Mr. Dean in writing the column, and also has written features for NEA, but heretofore his name has not appeared with his stories.

The D. P. Syndicate will release early in 1926 a new series of memoirs. David F. Houston, ex-Secretary of the Treasury and one of Woodrow Wilson's intimate friends, has compiled his extensive memoranda of the eight years between 1913 and 1919. A portion of the manuscript concerns the period when Wilson, though critically ill, continued to direct the affairs of the Government from his bed in the White House. More than any other Cabinet member, Houston enjoyed Wilson's confidences. Both of them had been educators, and their tastes met on many subjects. Houston is famous as a raconteur and also a historian.

H. A. McNitt, general manager of the Central Press Association, Cleveland, is on a combined business and pleasure trip to Florida.

Bozeman Bulger, of the *New York Evening World,* has collaborated with Mrs. Mathewson in writing a biography of Christy Mathewson, which is being offered by Bell Syndicate, Inc., New York, as a daily serial to run six weeks. Bulger was an intimate friend of the dead baseball star, and the biography covers Mathewson's life from childhood until his death. The serial is illustrated with new photographs.

Jo Archibald, free-lance artist, has joined the staff of the Wheeler-Nicholson Syndicate, Inc., New York, Maj. Malcolm Wheeler-Nicholson announced this week. At present he is illustrating the feature, "Champions Past and Present."

King Features Syndicate, Inc., New York, is now offering for national distribution, "Tommy Tucker," a new comic strip drawn by Herman Thomas, which has been appearing in the *New York Mirror* for several weeks.

Mrs. Florence Smith Vincent of the *New York Evening Telegram,* is writing "Peter's Adventures in Animal-land" for the Central Press Association, Cleveland, continuing the series of bedtime stores she began some years ago.

"How to Play Basketball," a series of 30 articles, written by an unnamed Army captain, is a new feature announced this week by the International Syndicate, Baltimore, Md.

Edward Verdier, is drawing a new two-column daily panel called "Go-Getters," for the Premier Syndicate, New York.

T. Crawford Hill of the art staff of the Central Press Association, Cleveland, is convalescent from a recent illness.

"Lost Leaves of History," by P. E. Sumner, a daily two or three column drawing, has been added to the list of King Features Syndicate, Inc.

Announcement was made this week that that Miss Edith O'Dell, vice-president and editor-in-chief and Howard Wheeler, secretary and general manager of the McClure Newspaper Syndicate have tendered their resignations. They gave notice on Nov. 7, their resignations to become effective at the expiration of their present contracts, Dec. 31.

TESTIMONIAL TO ELLIS

Former Worcester Publisher Honored by Staff at Banquet

More than 375 staff members of the *Worcester* (Mass.) *Telegram-Gazette,* together with representatives of Paul Block, Inc., national advertising agency, which serves the publications, united Dec. 13 in a testimonial dinner to Theodore T. Ellis, the retiring publisher. George F. Booth and Harry G. Stoddard, present owners of the papers, were the principal speakers.

A testimonial etched on copper and signed by every employe of the papers, was presented to Mr. Ellis in behalf of the staff by Victor M. Friar. The dinner was served in the ballroom of the Bancroft at 2 o'clock in the afternoon.

The testimonial gift was in three sections, each in a rosewood frame, size 9½ by 13½ inches, and hinged together. In the center was a large gold portrait of Mr. Ellis in relief on a copper plate, with reproductions in miniature of the three newspapers, the Telegram, the Sunday Telegram and the Gazette, as backgrounds. The centerpiece was flanked on either side with the signatures of all the employes of the institution.

Roland F. Andrews, editor of the Telegram-Gazette, was toastmaster. Paul Block, president of Paul Block, Inc., was among the speakers.

Midyette Buys Missouri Daily

The *Mt. Washington* (Mo.) *News* a daily as been bought by W. B. Midyette, former student in the Missouri School of Journalism, and his wife, a graduate. Midyette this summer was editor of the *Columbia* (Mo.) *Herald-Statesman*

The world's **greatest** *Circulation Campaign*
IS NOW BEING CONDUCTED for
***The* Cleveland Plain Dealer**

Because they knew and were exceptionally satisfied with the methods used and the success gained on a previous Hollister plan campaign for them, because they knew that Hollister supremacy is deserved and is unchallenged in any part of the country, The Cleveland Plain Dealer has placed "the world's greatest circulation campaign" in Hollister's hands.

HOLLISTER'S
Circulation Organization
'Phone, Wire, or Write, care of Cleveland Plain Dealer.

NEWSPAPER TRAINING CONVENTION TOPIC

Journalism Teachers to Stress Cultural and Practical Education at New York Convention, Dec. 28-31

Practical and cultural education of future newspaper men and women will be discussed by speakers at the joint convention of the Association of American Schools and Departments of Journalism and the American Association of Teachers of Journalism, to be held in New York, Dec. 28 to 31 under the auspices of Columbia and New York Universities.

J. W. Cunliffe, Columbia and A. L. Stone, University of Montana, will talk on "The Relation of Cultural to Technical Courses in the Journalism Curriculum" at the morning session Dec. 30, while "The Need of Practicality in Instruction in Journalism" is the subject assigned to Arthur Howe, editor of the *Brooklyn Eagle,* for the afternoon of the same day.

An innovation on the convention program will be talks by New York newspaper reporters. This feature is being arranged by Prof. Charles Phillips Cooper, of Columbia, president of the Schools Association, and Prof. James Melvin Lee, director of the Journalism Department, New York University, and conductor of "Our Own World of Letters" in EDITOR & PUBLISHER.

The annual dinner will be held at the Faculty Club, Columbia, on Dec. 29, and the speakers will include Walter Lippmann, chief of the editorial page, *New York World,* and Dr. Nicholas Murray Butler, president of Columbia. Delegates will be guests of the New York Times on Dec. 30 at a reception and tour of the Times plant.

On Dec. 27 Prof. Lee will entertain teachers at supper at the New York Newspaper Club.

Convention speakers will include: Prof. Nelson Antrim Crawford, Kansas S Agricultural College, and president of Teachers Association, on "Backgro Studies in Preparation for Journalis Prof. Allen Sinclair Will, Colun University, "Co-operation of the P with Schools of Journalism"; Prof W Bleyer, University of Wisconsin, "Sc Early English Criticisms of Newspape Prof. Grant M. Hyde, University of W consin, "The Placement Bureau, Sho it be Fostered?"

H. B. Center, Boston University, J. Myers, Ohio State University, and M. Osborn Louisiana State University, speak on "Administration of a Journal Department"; and Bristow Adams, C nell University, and Frank L. Mar University of Missouri, on "Extens Work in Journalism."

Speakers other than association me bers include: H. S. Canby, editor, *Saturday Review of Literature;* Gilt Seldes, dramatic critic. *The Dial;* Elr Davis, Burgess Johnson, Alfred Kn president of Alfred A. Knopf, Inc.; Jo Farrar, editor-in-chief of the George Doran Company; and Josephine Colby the Brookwood Labor College.

COOPER TO TOUR U. S.

A. P. General Manager Will Vi Membership Groups

Kent Cooper, general manager of Associated Press, is planning a tour the United States, beginning Feb. 8, a traveling until early in April.

During the trip, he will visit A. membership association, meeting in various States. His schedule calls attendance at the conventions of me bers at Greensboro, Feb. 8; Spartanbu Feb 9; Atlanta, Ga., Feb 10; Birmingha Ala., Feb. 11; New Orleans, Feb. 12-1 Bisbee, Ariz., Feb 17; San Francis Feb. 21; Portland, Ore., Feb. 24; Sp kane, Feb. 25; Salt Lake City Utah, F 28.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
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ADVERTISING WORLD
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have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

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Full Page .....$280.00 per insertion
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You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

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BEAVERBROOK DEFENDS INDEPENDENT PRESS

Proprietor of London Daily Express in New Book Published This Week Says Newspapers Have Right to Choose Own Public Policies

Independent journalism is favored as against the old partisan press by Lord Beaverbrook, proprietor of the *London Daily Express,* who in "Politicians and the Press," a book by him published this week in England, expresses his views on this and other newspaper subjects.

Referring to continual quarrels between politicians and the press in these days when newspapers tend more and more to break partisan shackles and take whatever attitude they please, Lord Beaverbrook writes:

"The newspaper has an equal right with statesmen to choose its own public policy and subordinate its relations with individuals in accordance with how far they agree or disagree with it on national issues. But this at least politicians will not allow. The independent newspaper, pursuing a national course uninfluenced by and often cutting across party interests, is a new factor and one extremely inconvenient to the dominant executive of the day. It is, therefore, resented like all fresh influences."

Lord Beaverbrook greatly favors independent journalism as against the old partisan press which, he writes, "produces a wrong relation between the newspaper and its public," but the politician, he adds, "sighs for the good old days when any party error would be defended by a hundred able pens." Their resentment, he says, finds vent in the constant recreation that any newspaper opponent is animated solely by personal spite on the part of its editors.

What he considers the fallacy of such arguments in general is illustrated by Lord Beaverbrook by the following experience in his own career:

"I am told, for instance, that the Daily Express has a vendetta against Mr. Baldwin when it opposes his Mesopotamian policy. Yet the Daily Express began its campaign for the evacuation of Mesopotamia when Mr. Lloyd George was Prime Minister, strongly urged Mr. Bonar Law to take the step he did in limiting our occupation to 1928, held the same view when Ramsay MacDonald was in power and merely continues to maintain a consistent policy now that Mr. Baldwin is in office.

"It is incredible that any one with any pretension to logic or even sanity can propound the view that the unvaried policy of the newspaper, dating from 1919, when Mr. Baldwin was in a position of no political importance, was invented to annoy Mr. Baldwin as Premier six years later. Yet I constantly see this theory advanced."

Lord Beaverbrook declares that the future of Great Britain lies in the British Empire, not Europe, and that "the British Empire is the greatest instrument for good that the world has ever seen." He remarks in conclusion that if his action is to be so limited by party exigencies that he is barred from expressing his real views "I would at once quit public life altogether and return to the Canadian village whence I came."

Named Official State Paper

The *Albany Knickerbocker Press,* published by the Press Company of Albany, on Dec. 12 was designated the official state newspaper for 1926. The *Albany Evening Journal,* which was purchased by the Press Company during the past year, had been the official state paper. The law authorizing the designation of a state paper requires it to publish all appointment of terms of the Supreme Court, the rules of practice adopted by the Court of Appeals, notices and advertisements required to be published by state offices, departments, boards, bureaus and commissions, and notices of actions by the state against foreign corporations.

Ad Conventions Set for Toledo

Two advertising conventions will be held in Toledo, O., the latter part of next month, according to programs announced this week at headquarters of the Associated Advertising Clubs of the World, New York. The National Advertising Commission will meet at the Hotel Secor, Jan. 26-27, and the Fifth District, A. A. C. W., will hold its annual convention Jan. 27-28. Thomas H. Sewell, president of the Toledo Advertising Club, is chairman of the Fifth District, while W. Frank McClure, vice-president of the Albert Frank & Co. Chicago advertising agency, heads the National Commission. The financial program of the A. A. C. W. is the main topic of the latter meeting.

Tennessee Daily Adding Roto

Eastern Tennessee will have its first rotogravure section when this feature will appear as a regular addition to the Sunday edition of the *Kingsport* (Tenn.) *Times* on Dec. 20. The Times, which began publication as a daily in 1924 after eight years as a semi-weekly. No foreign advertising will be accepted for the new section, it was stated.

Hendricks Leaving Asheville Times

W. C. Hendricks, managing editor of the *Asheville* (N. C.) *Times* has resigned, effective Jan. 1, and will be succeeded by Robert M. Johnston, recently of the *Chicago Tribune* staff. Mr. Hendricks will enter the real estate business. Mr. Johnston has served on the *Oklahoma City Oklahoman* and *Chicago Daily News,* in addition to his connection with the Chicago Tribune. He also served as an instructor in journalism at Northwestern University, Chicago.

Read EDITOR & PUBLISHER every week.



For Seven Years Meyer Both Company Has Used GOSS EQUIPMENT exclusively

"Our production at the present time is around 2400 mats per day. Our equipment is all Goss and from our past good experience we have every reason to believe we will never use anything else but Goss", advises Mr. M. B. Conhaim, Director Services & Sales, Meyer Both Co., Chicago.

Their Matrix room was opened January 1, 1919 with four Goss steam tables and two Goss mat rollers.

"We have added to our equipment to the point where we now have eight steam tables and four rollers, operated both day and night, with a force of eleven men, and we turn out more mats today than any job shop in the United States. We imagine this probably goes for the world."

GOSS

STEREOTYPING MACHINERY

Carried in Stock: Flat Casting Boxes, Friction-Driven Curved Routers, Automatic Gas Fired Steam Generators, Combination Jig Saws and Drills, Radial Arm Flat Routers Ball Bearing Form Tables, Combination Wet and Dry Mat Rollers, Motor-Driven Steam Tables. Fully descriptive literature, prices and terms on request.

THE GOSS PRINTING PRESS COMPANY, CHICAGO

The Goss Printing Press Co. of England, Ltd., London

EDWARDS DUNLOP COMPANY, LTD., SYDNEY—*Sole Australian Agent*

REPORT CITES HEARST TAX PAYMENTS

Publication at Washington of Committee's Secret Proceedings Last May —Hearst Organization's Defense Based on Tax Law

WASHINGTON, Dec. 15.—The report of the Couzens Treasury income tax investigation committee was made public this week. The committee's hearing occurred last May and was secret.

In presenting to the committee the need for an amendment of the law, L. C. Manson, the committee's counsel, used among others the case of William R. Hearst as an illustration. Mr. Manson, according to the official report, summarized the matter thus:

"Mr. Hearst controls several newspapers. He made a contract with these newspapers that if they would put in a rotogravure section and would give him the proceeds of the advertising from the rotogravure section, he would pay the cost of the rotogravure section. The rotogravure section will carry about so much advertising. If they put enough advertising in the rotogravure section to make that section a paying proposition, without so loading it up with advertising that it loses its attractive qualities as one of the features of the newspaper—

The Chairman—"Newspaper men tell me that generally that is a losing feature of the business."

Mr. Manson—"That has been found by the bureau in another department that the rotogravure is always a losing venture. In other words, he might just as well have made a contract to pay the cost of the first page. It would not be quite as disastrous a loss; but the rotogravure section is one of the incidents of the newspaper. As long as newspapers will carry that section, which is the section that contains all of the attractive pictures in the Sunday papers—as long as newspapers will carry that section and offer that service to their subscribers and purchasers, other newspapers must carry it. It is one of the features of a newspaper; it is incidental to it, just exactly as the front page is.

"By charging off the loss incident to this rotogravure section, the following results in Mr. Hearst's taxes are arrived at:

"Under date Apr. 18, 1923, Revenue Agent Harry Herskowitz made a report of his investigation of the income of this taxpayer and recommended the assessment of an additional tax for the year 1918 of $204,615.68, 1919 of $47,964.66, and of 1920 of $21,009.55.

"Under date of Aug. 15, 1923, the bureau forwarded an A-2 letter to the taxpayer notifying him of a proposed assessment of $272,978.38, representing additional taxes for the years in question, as follows: 1918, $204,004.17; 1919, $47,964.66, and for 1920, $21,009.55.

"The taxpayer filed a protest against the proposed assessment of the bureau. As a result of this protest a re-audit of the taxpayer's income was made and on Feb. 9, 1924, a second A-2 letter was mailed to the taxpayer notifying him of a proposed assessment on account of additional taxes of $17,033.19, and $47,964.66 for the years 1918 and 1919 respectively, and an overassessment of $8,626.39 for the year 1920.

Senator King—"It shows that recommendation of the agent of approximately $278,000 was not followed.

Mr. Manson—"If the committee will bear with me for just a minute, I will try to ascertain how much of that is due to the charging off of these manifestly corporate losses against his individual income.

"The taxpayer set up as a loss, due to this transaction, the sum of $301,232.95 for the year 1918. If this loss had been deducted from the income of the corporation under which they were incurred, their taxes would have been reduced approximately $36,000, at the rate of 12 per cent. However, by allowing the loss from the individual return of this taxpayer, a saving of $187,582.49 was made by him, with a resultant loss to the government, by allowing the deduction to be made from the individual return instead of the corporation return, of approximately $151,000 in income tax."

It was brought out at this point that the Star Company, then the principal corporation of a group of over 30 affiliated corporations owned by Mr. Hearst in their entirety, showed a net income for 1919 of $1,171,332.14, not subject to war taxes or excess profits taxes, but only to a normal tax of 12 per cent.

The report of Revenue Agent Herskowitz, which is the basis for the committee's criticism of the bureau's action in allowing Mr. Hearst's claim for $301,323.95 lost in the rotogravure venture, gives this information upon the latter:

"Mr. Hearst made a contract in 1918 with the Boston, Chicago, and New York papers to purchase all materials and defray all expenses necessary in the production of the photogravure section of the above publications, provided he received all advertising receipts of these particular sections.

"The feature was in its experimental state. It was quite evident to any man that the advertising receipts of the photogravure section would not by far be sufficient to offset the disbursements. As a matter of fact, that section was a losing proposition to all newspapers. Here we have a shrewd, successful, far-visioned newspaper man of vast experience entering into a contract which in advance he must have known to be a losing venture. The inference is simple. Mr. Hearst had a large income from dividends. The corporations were his. Why not experiment with his personal income, of which the government would get 56 per cent, and develop his newspaper enterprise. At best this money was a loan, an advance, a capital outlay.

"It is strange that this contract obtained in a high-rate year. Why was it not continued in 1919 and the following year? On the theory that this venture was not entered into with a view to investment and profit, but solely to relieve himself of the high rate of taxation, the loss has been disallowed. The contract would certainly not have been entered into if the corporations were under control of outsiders. This fact alone spells out his intention."

Against the agent's inferences, theories, and adverse decision, the Hearst organization stated the reasons behind Mr. Hearst's assumption of the gravure section's profits and losses, as follows

"Early in 1918 the taxpayer conceived the idea of increasing the revenues of certain newspapers by adding to the Sunday editions a rotogravure section. The rotogravure section had proved successful and remunerative prior to this time with other newspapers.

"The managers of Mr. Hearst's newspapers were not in accord with the taxpayer's view because of the difficulty of financing a rotogravure section during the war years. After much consideration the taxpayer agreed to finance the venture and to pay all expenses in connection with the publication of a rotogravure section, provided all revenues derived from the advertising placed with this section of the newspapers were credited and paid to the taxpayer. Pursuant to this agreement, the rotogravure sections were published in three newspapers for a period of several months. At the end of the period the venture was abandoned because it proved a financial loss.

"The taxpayer has annexed hereto the affidavits of Messrs. Julian M. Gerard, Bradford Merrill, and A. J. Kobler in support of his contention.

"The taxpayer, as a result of this agreement, suffered a loss of $301,232.95 in the year 1918 and deducted it from his net income when the tax return was filed.

"Article 141, regulations 45, states in part as follows:

"'Losses sustained during the taxable year and not compensated for by insurance, or otherwise, are fully deductible (except by nonresident aliens) if (*a*) incurred in the taxpayer's trade or business, or (*b*) incurred in any transaction entered into for profit, or arising from fires, storms, shipwreck, or other casualty, or from theft. * * *'

"The taxpayer respectfully submits that this loss of $301,232.95 was incurred in a transaction entered into for profit and under the provisions of article 141 regulations 45, is an allowable deduction from income for the year 1918."

No additional taxes were assessed against Mr. Hearst for 1917.

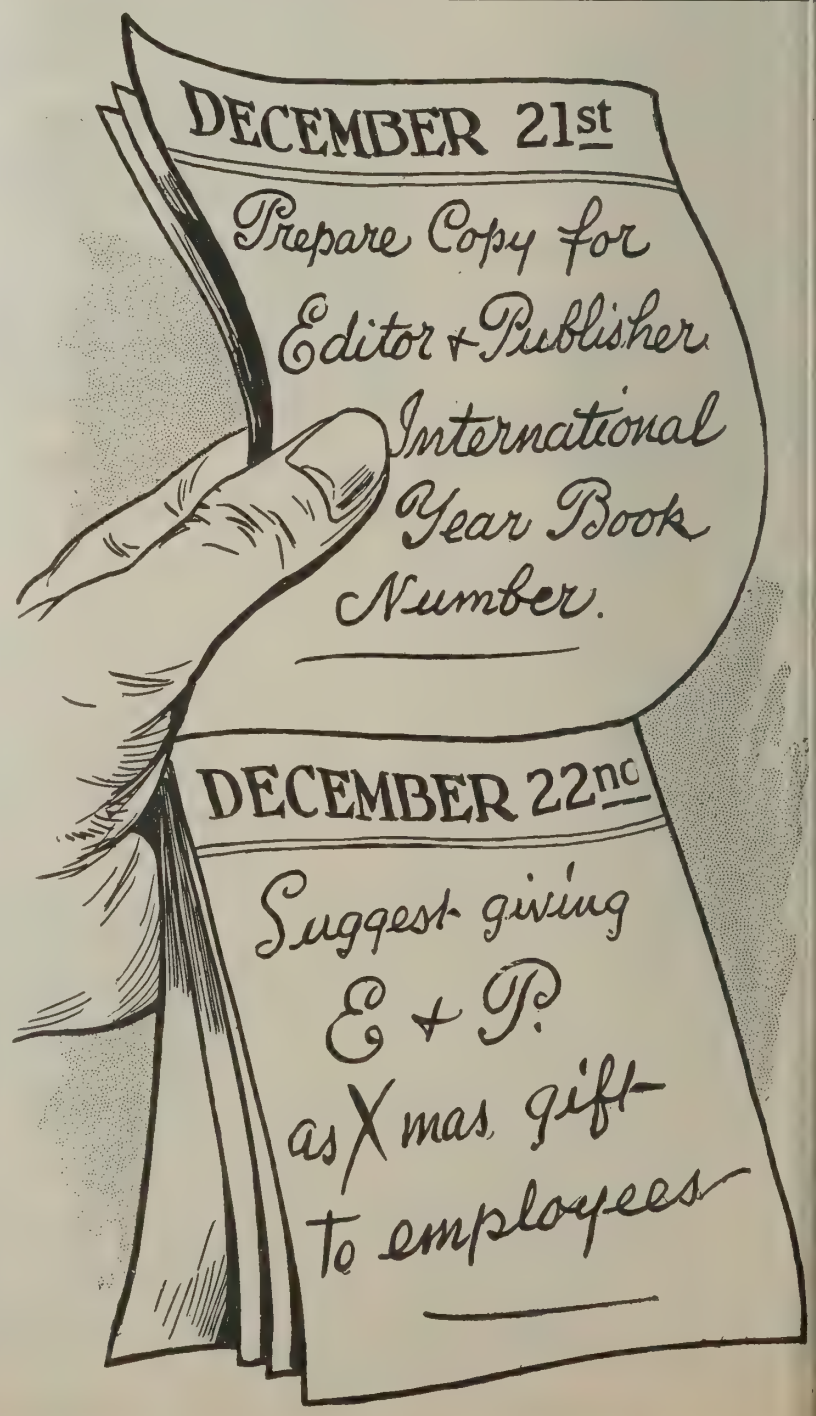
For 1918, he reported a net personal income of $78,090.75, after deducting $310,232.95 for the gravure venture and $50,000 as interest on his Los Angeles property.

The bureau refused to allow the Los Angeles interest claim in full, stating that only $12,500 appeared to have been paid as interest instead of the amount reported. The $50,000 claim was finally disallowed for 1919 and 1920 also. The deduction in 1919 of $32,473.33 claimed on account of litigation was also disallowed. This claim was based upon expenses incurred for suits by persons injured in an explosion of fireworks in 1909 during a celebration of Mr. Hearst's election to Congress.

CHRISTMAS, 1925

(The following was written by George F. Cochran, Sunday editor of the Lakeland (Fla.) Ledger when asked by Earl Mullen, publisher, to write something for Christmas expressing the newsboys' position on the paper.)

IT takes a million,
More or less,
And a lot of men and women—
More'n you'd guess—
And ever thought of aid to get a newspaper made
And ready for the folks to read the news;
But it 'ud all be in vain,
Just about,
If one little link in the chain
Dropped out—
The carrier boy—
That's me—
Don't you see
And it's Christmas time—
Don't you see ?



BRITISH ADVERTISERS FORM NEW BODY

"The Advertising Association," Headed by Col. Lawson, New Title of "District 14"—Remains With A. A. C. W.

(*By Cable to* EDITOR & PUBLISHER)

LONDON, England, Dec. 17.—Advertising interests of Great Britain, hitherto organized under the title of "District Fourteen, Associated Advertising Clubs of the World," have changed the group designation to "The Advertising Association." Col. E. F. Lawson, *London Telegraph*, is president; C. Harold Vernon is vice-president; Arthur Chadwick is honorary treasurer and Andrew Milne is honorary secretary. The association remains affiliated with the A. A. C. W. as District 14.

N. Y. VANDERBILT TABLOID?

Rumored, But Coast Publisher Does Not Confirm Report in Statement

A rumor was current this week that Cornelius Vanderbilt, Jr., was contemplating starting a tabloid in New York City. "I am not in a position to make any statements pertaining to any future activities at this time," Mr. Vanderbilt advised EDITOR & PUBLISHER through H. S. Granlee, of Vanderbilt Newspapers, Inc.

Daily's Art Exhibit Opened

The fifth quarterly exhibt of the *Milwaukee Journal's* Gallery of Wisconsin Art opened in the lounge of the new Journal building, Dec. 1.

WEEK'S AD TIPS

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Again placing orders with newspapers in various sections for the National Carbon Company, Cleveland, Ohio.

George Batten Company, 332 South Michigan avenue, Chicago. Reported contemplating a list of newspapers for the advertising of French Carbon & Battery Co., Madison, Wis. This firm will also take up about the first of the year a list on Celotex co., Chicago.

Burnet-Kuhn Company, 605 North Michigan avenue, Chicago. Sending out copy orders on Chicago Tribune Moviegrams in the Tribune circulation territory.

Caples Company, 225 East Erie street, Chicago. Sending out orders and contracts for the Illinois Central railway at Chicago.

Dauchy & Company, 9 Murray street, New York. Making contracts with some Western newspapers for Kemp & Lane "Kemp Balsam," Le Roy, N. Y.

Erwin Wasey & Company, 844 Rush street, Chicago. Are issuing orders and contracts for the Family Products Co., Chicago, Forhan Co., Chicago and Full-O-Pep Chic. The same firm is also placing for W. B. Wilde Co., Peoria, Ill., manufacturers of Hart Oil Burner.

Richard A. Foley Advertising Agency, 219 North Broad street, Philadelphia. Placing advertising with some Pennsylvania and Ohio newspapers for the American Hotel Corporation. Uniontown, Pa.

Albert Frank & Company, Chicago. Reported will place orders with selected list of newspapers in Metropolitan cities for the Colorado Springs (Colo.) Chamber of Commerce.

Gardner Advertising Company, 1 Pershing Square, New York. Now placing account of the Hellsboro Beach Corporation, Boca del Fara, Florida.

E. W. Hellwig Company, 9 East 40th street, New York. Reported will shortly use newspapers again for Kirkman & Sons, Inc., soaps, etc., Brooklyn, N. Y.

Hoge, Huber, Inc., 415 Lexington avenue, New York. Placing orders with newspapers generally for the Hood Rubber Company, Watertown, Mass.

E. T. Howard Company, 33 West 42nd street, New York. Placing holiday copy with newspapers generally for the L. E. Waterman Company, Ideal fountain pens, New York.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Placing the advertising account of the Vitamin Food Co., New York. J. Roland Kay Co., Chicago, formerly handled it.

Lennen & Mitchell, 17 East 45th street, New York. Reported to have secured account of B. Kuppenheim Company, clothing, Chicago.

Lewis Advertising Corporation, 38 Park Row, New York. Placing one time orders with newspapers generally for the Ferguson Radio, Rance Corporation, New York, distributors.

Lord & Thomas, 400 North Michigan avenue, Chicago. Placing contracts for Pepsodent Company, Chicago, and the Studebaker Corporation, South Bend, Ind.

H. K. McCann Company, 6 North Michigan avenue, Chicago. Will handle the Florida real estate advertising of the Clewiston Co.

Mason Warner Co., 360 North Michigan avenue, Chicago, it is reported may make up a list of newspapers after the first of the year for the C-It Products Co., Moline, Ill.

Harry C. Michaels Company, 113 Lexington avenue, New York. Has secured account of the De Miracle Chemical Company, New York.

Morse International Agency, 449 4th avenue, New York. Has secured account of the North American Dye Corporation "Sunset" soap dyes, Mt. Vernon, N. Y.

Olson & Enziner, 228 3rd street, Milwaukee. Now handling account of the Time-O-Stat Company, Milwaukee.

Daniel E. Paris, 80 Boylston street, Boston. Now handling account of Carters Ink Company, Cambridge, Mass.

Peck Advertising Agency, 6 East 39th street, New York. Reported to be making up a list of newspapers in New York, New Jersey, Pennsylvania and New England for B. T. Babbitt, Inc., "Bab-O" cleanser, New York.

Harry Porter Company, 270 Madison avenue, New York. Reported to be handling account of B. Fischer & Company, Hotel Astor Coffee, Tea, Rice, etc., New York.

Proctor & Collier Company, Reading Road & McMillan street, Cincinnati. Now handling account of January & Wood Company, yarn, Maysville, Ky.

Redfield Advertising Agency, 34 West 33rd street, New York. Making 2,500-line contracts for the American Lead Pencil Company, New York, "Venus" and "Velvet" pencils.

Ryan & Timberman Advertising Agency, Carpenter Building, Wilkes Barre, Pa. Now handling account of the Munyon H. H. Remedy Company, Scranton, Pa.

Schultz-McGregor Corporation, 270 Madison avenue, New York. Now handling account of E. Greenfield's Sons, "Cupid" and "Delatour" candy, Brooklyn.

Sehl Advertising Agency, 360 North Michigan avenue, Chicago. Placing orders and contracts for the Calumet Baking Powder Company, Chicago.

M. Spivak Advertising Agency, 286 5th avenue, New York. Now handling account of the MacLaren Mfg. Company, "Domin Aire," radio, New York.

E. G. Stellings Company, 222 Garrell Building, Wilmington, N. C. Placing orders with newspapers in various sections for the Sandhill Information Bureau, Southern Pines, N. C.

J. L. Sugden Company, 32 West Washington street, Chicago. Are issuing Christmas copy for the American Flyer Co., Chicago, to a small list of papers.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Placing renewal contracts for Horlick's Malted Milk Co., Racine, Wis., now handling the advertising account of Gulbransen Co., Chicago. They may use a few metropolitan newspapers on this in the near future.

THE POST-DISPATCH

Overwhelmingly First in St. Louis

Leading the Second and Third Newspapers COMBINED

2,338,000

Lines of Paid Advertising carried by the Post-Dispatch, alone, during November, 1925.

The November advertising measurements of all St. Louis newspapers show the Post-Dispatch *leading* the *second* and *third* newspapers *combined* by an overwhelming margin—214,300 lines of Paid Advertising.

In Home Merchants' Advertising, the Post-Dispatch carried 1,494,640 lines—the *second* and *third* newspapers *combined* failed by 238,240 lines to reach the volume carried by the Post-Dispatch, alone.

Local Lead Far Greater this Year than Last

In November, 1924, the Post-Dispatch led the *second* and *third* newspapers *combined* by 191,440 lines of Local Display Advertising. In 1925, the Post-Dispatch lead over both was 238,240 lines—an *increase* of more than 24% in the supremacy of the Post-Dispatch over the two COMBINED.

Always FIRST in St. Louis

ST. LOUIS POST-DISPATCH

St. Louis' ONE BIG Newspaper

NATIONAL ADVERTISING OFFICES

NEW YORK, World Building — DETROIT, Book Building — CHICAGO, Tribune Tower — KANSAS CITY, Coca Cola Building

SAN FRANCISCO, 564 Market St. — LOS ANGELES, Title Insurance Bldg. — SEATTLE, Terminal Sales Bldg.

DISTRIBUTORS PROCLAIM ADVERTISING LOWERS COST OF LIVING

(*Continue from page 3*)

mendation of editorial discussion by business journals "of the need for basic statistics" as in the public interest. The same resolution stressed the value of the Monthly Survey of Current Business published by the Department of Commerce.

Another resolution provided for the appointment by the president of the United States Chamber of Commerce of a Joint Trade Relations Committee formed of manufacturers, wholesalers, retailers and the consuming public, "to act as a clearing house for complaints of objectionable and destructive practice and to promote such co-ordination as will effect economies and improve mutual relations." It was also resolved that trade associations, chambers of commerce and other organizations affiliated with business should "adopt means to uphold and make more effective their principles of business conduct."

This statement of "convictions" was made by the Conference because "misunderstandings about distribution are so general and lead to such unwarranted assumptions:"

(a) The present methods of distribution have been developed by economic forces and fundamentally are sound;

(b) The essential distribution functions now performed by various agencies are fundamental and none may be eliminated but must be assumed and continued by others if present agencies are replaced by new methods.

(c) Wasteful practices as they exist are not inherent in the present machinery of distribution, but arise through human failings such as lack of definite organized information and the imperfection of performance which characterizes alike producer, manufacturer and distributor.

(d) Market prices must include cost of production and of essential services with reasonable profits if reductions are not merely to be temporary.

(e) Necessary distribution services are entitled to their just pay.

(f) Efforts must be initiated and encouraged to promote collection of specific information revealing duplication of services and the rendering of unwarranted services, to the end that necessary or desirable services may be provided increasingly at lower costs.

(g) Costs of various services should be ascertained and published; consumers then may judge of their necessity in relation to their costs, that they may be continued or discontinued.

(h) That producers, manufacturers, distributors and consumers require fuller understanding of the processes of distribution making it possible to avoid unnecessary exactions and to facilitate the flow of goods which alone can reduce costs materially.

(i) Responsibility for inflation of present prices by waste centers no less on producer and manufacturer than on distributor.

No little part of this waste is attributable to unreasonable demands by consumers for unnecessary distribution services. The effects are passed through all the steps of distribution and embarrass and retard facile functioning.

(j) These problems are possible of solution only with the fullest information, hearty co-operation and recognition of complete mutuality of interest, particularly between consumer and producer and these distributive agencies operating to assist both.

The committee report on advertising and advertising mediums contained a striking feature regarding the results of advertising. It was based upon the experience of some thirty national advertisers. These experiences gave specific data regarding benefits accruing to both the advertiser and the buying public. The report was a testimonial of the power of advertising to decrease the cost of selling, to stimulate mass production and distribution and to lower production costs and reduce the costs of living among the people.

The following are typical instances of such beneficial results, picked at random from the committee's report:

One tobacco concern was shown to have had, in 1916, sales and advertising expense of 5.44 per cent, at which time the company manufactured a multiplicity of brands and sizes of cigars. In 1917, the business was standardized to practically five national brands, and as a result of advertising and sales concentration on these few numbers, the sales and advertising percentage for that particular year went down to 3.41 per cent, with a continued downward trend to 1918 to 2.91 per cent; in 1919 to 2.22 per cent; and in 1920 to 1.80 per cent.

The continued recession in advertising and sales expense from 1916 to 1920 was effected in the face of increased advertising appropriations during this illustrative period of years, which, in the estimation of the tobacco company, is the "soundest proof of the great economical benefit of advertising to producers and consumers alike, when properly planned and executed."

A battery company reported as follows:

Percentage of advertising to sales in 1925 was double the 1916 percentage. Sales have doubled since 1916, but selling expense in 1925 was only 33 per cent above 1916. The cost of the principal raw materials was 27 per cent higher in 1925 than in 1916; 1925 wages were well above 1916 wages; yet the price to the consumer was only 2 per cent higher in 1925 than in 1916.

Here is the testimony of a company manufacturing and distributing floor covering:

"Until five years ago our entire output was sold through a selling agent in New York. Comparatively little advertising was done, profits were almost nil because cut-throat competition developed every time there was the slightest business depression. We have increased our advertising expenditures and our sales expenditure materially in the time that has since elapsed, but the fact of the matter is that we are selling our product today for less than we sold it then, giving better value for the money, better service to our customers, and last but not least, earning a reasonable manufacturing profit."

A grocery specialty company brought about a reduction in price to the consumer of one-third:

"When we entered the field in 1899 the three leading manufacturers of this grocery specialty were marketing their product unbacked by advertising at 15 cents a package. We entered the market at 10 cents a package and through liberal advertising created a volume that permitted this price at a profit. The older competing firms were unable to keep their volume or yield a profit even at their old price. Subsequently they reduced their price, but without publicity were unable to maintain their ground."

An evaporated milk company, through advertising, gives the consumer a product for the same price in face of large increases in the cost of basic raw materials, supplies, and labor costs:

"In the development of the evaporated milk industry, advertising has proven an economic factor beyond dispute. When the consumption of evaporated milk in this country was approximately a third of what it is today, the price of fresh milk was much less and all supplies such as cans, tin plate, solder, boxes, etc., were probably 75 per cent less than they are today, and labor cost was approximately one-half of what it is today. Yet the consumer paid as much for a can of evaporated milk then as he does today. In other words, without the well directed use of advertising, evaporated milk today would be in the luxury class, but instead the business has been enabled to go forward without penalizing the producer of raw materials and the labor employed in the production of evaporated milk and still give the consumer evaporated milk at a price which makes it a household economy.

"Then, again, increased production in nearly all cases leads to a more uniform and better product because it is possible to spend more money in total, but less per unit of manufacture for supervision."

A company manufacturing overalls reported:

"During twelve years when there was no advertising, the overhead and selling cost was $4.00 per dozen, with a production of 1,000 dozen per month. Two years after advertising, the overhead and selling cost was reduced to $1.60 per dozen, with a production of 5,000 dozen per month. The selling price was reduced and the company also made a higher profit per dozen."

A hat concern which showed reduction in selling expense on account of advertising testified:

"Since starting to advertise in 1906 we have made a saving of 17 per cent in the total cost of selling. This saving, which amounts to 7 cents on every hat we manufacture, more than pays our advertising appropriation. The saving in selling expenses has largely been brought about through the increasing demand for our hats which our advertising has created enabling our salesmen in many cases to sell double the amount of goods, with little or no increased traveling expenses."

A company producing and selling mint candies which shows marked decreases in production and selling costs on account of the volume built up through advertising reported:

"Advertising has tended to reduce production costs by making possible large scale operation and concentration upon a few grades and sizes. The decrease in production cost is more than 50 per cent in the past five years. During this same period selling costs have decreased slightly more than 50 per cent per unit. There has been no appreciable change in the ratio between our advertising expense and the standard retail selling price. The selling costs of jobbers and retailers have decreased."

A packing company gave the following testimonial:

"Advertising has tended to reduce our production costs by making possible large scale production. It has reduced selling costs per unit. It has benefited the consumer through reduced prices. It has benefited retailers and jobbers through increased turnover. We have made a larger total profit through increased sales at reduced costs."

A tooth paste company which shows lower production and selling costs stated:

"Advertising has tended to reduce our production costs through large scale production. It has also lowered our selling costs. The retail price of our product remains the same. Advertising is the major portion of our selling expense. It has sometimes been as high as 90 per cent of our total selling expense and is now about 80 per cent."

A company distributing canned soup told of a great reduction in selling cost:

"In 1898 the total sales of all the canned soup in the United States and Canada were 500,000 cans. The sales costs of one company which was a big factor in the business was about 21½ per cent. Advertising was regularly adopted as a part of the business policy. In 1922 the consumption of canned soup had increased to 300,000,000 cans. The sales costs of this company had decreased to 5 per cent."

At the request of the advertisers their names were not revealed by the committee, but the experiences themselves will serve to identify many.

The committee summed up these and other testimonials as proof that advertising accomplishes the following results:

Decreases the cost of selling.

Lowers the cost of production on account of increased volume.

Lowers prices to the consumer and thereby raises the standard of living.

As a by-product, aids in the education of the general public.

Advertising aids in stabilizing production.

Advertising aids in standardization and quality.

Advertising aids in the simplification of products. (Elimination of unnecessary items in the line.)

Advertising helps to prevent fluctuation in prices.

Following are the committee's general conclusions in regard to waste in advertising:

The sources of waste are: (1) Chiefly, the lack of co-ordination between advertising and the other phases of the business—production, distribution, finance; (2) Inefficient use of space. Too much or too little. Failure to study space requirements and repetition requirements; (3) Poor and ineffective copy; (4) Use of wrong media; (5) Excessive use of advertising in extremely keen competition.

Missouri U. Honors Farm Editor

In memory of the late Dr. H. J. Waters, editor of the *Weekly Kansas City Star*, the East Agriculture Building of the University of Missouri has been named Waters Hall by the university executive board.

THE PROBLEM OF THE PRESS

as to Church Advertising—

"When the churches of the country realize that church advertising is the 20th Century form of preaching their gospel, they will all advertise. That is the problem of the American press—*to bring that realization.*"

This statement comes from a newspaper man who is developing church advertising in his columns.

Take advantage of the Christmas Season—a big one in the churches—and get the news. We will help you start a church page with plans and copy.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

The Greatest Newspaper Buy of the Year

EDITOR & PUBLISHER
International Year Book Number

Contains *Answers* to 50,000 Questions

concerning advertising rates, circulations, personnel of newspapers, international publishing and advertising data, and hundreds of other vital features directly associated with successful promotion, advertising, marketing and publishing.

This edition is seldom on file—it is continually on the desk of the space buyer and agency executives who control national accounts.

An unrivalled advertising medium for newspapers—it will live and work for you every day during 1926.

Reserve Your Space Today—By Wire

Advertising forms close January 15, and the book will be published January 30.

EDITOR & PUBLISHER

1700 Times Building—Broadway at 42d St.—New York, N. Y.

CANADIAN PRESS SUED FOR $110,000 ON CHARGE OF REFUSING SERVICE

C. E. Campbell, Publisher of Revived Edmonton Bulletin Claims He Purchased Franchise With Assets of Old Morning Bulletin—Livesay Replies

TORONTO, Ont., Dec. 15.—The Canadian Press was today served with a writ issued by Charles E. Campbell, publisher of the *Edmonton Bulletin*, evening newspaper, claiming damages totalling $110,000, service being made in Calgary on its president, J. H. Woods.

The basis of the claim purports to be that the Canadian Press became party to a conspiracy whereby Mr. Campbell, having purchased the Edmonton Bulletin on Oct. 10, last, had been wrongfully refused a membership in the Canadian Press and refused also its news service.

Mr. Campbell claims that owing to these alleged illegal acts he was unable to commence publication of the Bulletin on Oct. 15, last, that he thus lost large revenues he would otherwise have received, and was put to heavy expense in wages, salaries and rent, for which he had contracted.

Mr. Campbell further claims that on Nov. 23, last, the Canadian Press illegally cancelled the Edmonton morning paper membership to which he claims he was entitled. Joined with the Canadian Press as defendants are J. H. Woods, president, and John Imrie, managing director of the *Edmonton Journal*, who are both alleged to be parties to the conspiracy. Mr. Campbell further claims that Mr. Woods, acting as president of the Canadian Press, discussed with him the question of an interim morning paper news service, and presented to him terms which were unreasonable and which were presented with the hope and in the expectation that he, Mr. Campbell, would refuse to accept them.

Mr. Campbell further alleges that Mr. Woods and Mr. Imrie conspired with each other and with the Canadian Press to prevent him receiving from the news service the membership and service to which he claims he was entitled.

In a front-page black-face statement in the first issue of the Bulletin under its new ownership Mr. Campbell who is former publisher of the *Vancouver Daily World* and *Star*, set forth in detail what he considers the grounds for his charge of unfair treatment.

He states that when he was induced to open negotiations for the purchase of the Bulletin a year ago, he was given to understand definitely that the assets of the paper included a Canadian Press franchise in good standing for the morning field. He took over the assets on Oct. 10, advancing at the time the necessary funds to pay the Canadian Press drafts for service up to Oct. 17, and proceeding at the same time to engage the necessary staff, news features and other things necessary to commence publication of a morning newspaper on Oct. 15.

The first intimation that there was to be any hitch in his Canadian Press franchise came the next day, he says when he paid a formal call on Mr. John Imrie, a managing director of the Edmonton Journal, an evening newspaper which he enjoyed the Edmonton field by itself since the demise of the Bulletin. He was informed by Mr. Imrie at that time that the Journal was using the morning franchise by a special arrangement. On making inquiries he was given a flat refusal of wire service by the Canadian Press management in Toronto on the grounds that the Bulletin franchise was null and void, he says. He was told that he would have to wait until the regular meeting of the board of directors of the Canadian Press on Nov. 23, "a most extraordinary course for the Canadian Press to take, under the circumstances," Mr. Campbell writes, "to deny news service to Alberta's oldest newspaper."

There was nothing for him to do but comply so he accordingly appeared before a special committee of the directors on the date named and in answer to enquiries assured them that "it was his own money, that was going into the Edmonton field absolutely free of political ties or corporation influence and with only the intention to publish a free and independent newspaper to serve the people of the City of Edmonton and Alberta generally."

He states that he agreed to limit himself absolutely to the morning field and to maintain the same subscription rates as charged by the Edmonton Journal, not to employ any members of the Journal staff and not to sign any agreement with the mechanical unions without first consulting with Mr. Imrie of the Journal. Mr. Imrie at that time said that he would support the application. That ended the conference.

Mr. Campbell goes on to tell of his difficulty in securing an interview with Mr. J. H. Woods, president of the Canadian Press Association and vice-president of the Edmonton Journal and the *Calgary Herald*, in order that he might learn the decision of the general meeting of the directors that afternoon.

He says that after several "rebuffs" he met Mr. Woods the next day and was informed that the directors had decided to leave the matter "entirely in his (Mr. Woods) hands and that he was to use his own discretion in granting me a news service."

Mr. Woods then read him the following conditions for an interim wire service:

"Application for membership accompanied by cheque for $15,000.

"Agreement on Charles E. Campbell's part that he recognize the right of the Canadian Press with respect to the cancellation of the franchise of the Edmonton Bulletin and that he undertake in case he should cease publication or in any way render himself incapable of implementing his application to forfeiture of the $15,000;

"That he must not publish an outlaw evening newspaper;

"That service is from day to day in my (J. H. Woods') discretion.

"That he be granted not a franchise but a contract;

"That service be confined to the edition for which furnished;

"And that the plant be not used for any other daily"

Mr. Campbell states that he protested vigorously against having to sign these further restrictions and conditions and was straightway informed "in the most arrogant manner that these were not all the conditions but that he might think of further ones to impose."

He was told that there was another directors' meeting in April 1926, and that he could take the matter up again then if he was not satisfied.

"Having received this ultimatum," Mr. Campbell concludes his statement, "I was forced to do one of three things: (1) Either to abandon the proposition entirely and take the matter up with the vendors for loss and damages, (2) sign the additional terms and unreasonable conditions imposed, or (3) publish an afternoon newspaper with my own special wire and cable service, as no other adequate news service was available for a morning newspaper except the Canadian Press.

"The latter, I decided to do."

Mr. Campbell's first issue was a 16-page paper in two sections selling for two cents. Its yearly subscription rate is $3.00 as compared with the $8.00 of its chief competitor, the Edmonton Journal. Its slogan is, "If it will help Alberta, the Bulletin is for it."

J. F. B. Livesay, general manager of the Canadian Press stated that a reply to Mr. Campbell's suit would be filed with the solicitor of the corporation in due course. With reference to the contents of Mr. Campbell's statement of claim, as published by him in his paper, Mr. Livesay said that the former membership of the Edmonton Bulletin had been in the name of G. B. O'Connor. Mr. Campbell had not at any time applied for a transfer of the membership to himself nor had he at any time made application for a new membership in the corporation. Mr. Campbell had appeared before the Board of Directors of the Canadian Press in Montreal on Nov. 23, last, and had expressed his intention of making application for a morning paper membership in Edmonton, and had asked that he be furnished with an interim morning paper news service pending the review of his application. The Board had considered favorably permitting such a service, having particularly in view the need of a morning paper to the citizens of Edmonton, and a preliminary discussion had been held with Mr. Campbell concerning the basis upon which this would be done.

An appointment had been made, and agreed to by Mr. Campbell, for further discussion to be held in Toronto on Monday, Nov. 30, with a view to concluding such arrangement. Mr. Campbell did not keep the appointment nor did he reply to a telegram that had been sent him at Edmonton on that day intimating that the interim news service he had requested could be secured by him. Mr. Campbell on Dec. 3 started publication of an evening newspaper in Edmonton and subsequently issued the writ.

Mr. Livesay further stated that the Edmonton Bulletin had ceased publication on or about June 19, 1925, and its membership had automatically lapsed under the by-laws of the corporation.

Queried by EDITOR & PUBLISHER Mr. Campbell said that his printed statement covered fully his difficulties with Canadian Press.

Eureka Editor Out on Bail

Alfred Lindsley, publisher of the *Eureka* (Cal.) *Humboldt News*, in jail since October serving a sentence of 1,000 days for contempt, is out on $2,500 bail. The Third District Court of Appeal will make a complete review of the case Jan. 6. Since his sentence Lindsley has been editing his paper from his cell.

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NOVEMBER NEWSPAPER LINAGE IN 30 AMERICAN CITIES, 1925-1924

Compiled by Statistical Dept., New York Evening Post, Inc.

LINAGE statistics compiled for 133 newspapers in 30 U. S. cities for November, 1925-1924, show a total volume for the month of 138,501,124 lines, a gain of 14,737,560 lines over the November, 1924, total. All city totals ran ahead of last year's, and losses are marked for only 20 of the 133 newspapers. The figures, which are compiled from local sources by the Statistical Department of the New York Evening Post, Inc., follow:

SUMMARY OF ADVERTISING BY CITIES

30 cities listed — 30 show gain — 0 show loss
133 papers listed — 108 show gain — 20 show loss
5 no comparison

	1925	1924		
†New York	16,760,414	14,688,352	2,072,062	Gain
Chicago	8,255,148	7,294,281	960,867	Gain
†Phila.	8,467,879	7,856,172	611,707	Gain
Detroit	6,083,742	5,153,036	930,706	Gain
Cleveland	4,428,825	3,882,825	546,000	Gain
St. Louis	4,819,000	4,347,180	471,820	Gain
Boston	7,285,024	6,230,893	1,054,131	Gain
Baltimore	5,157,732	4,552,133	605,599	Gain
Los Angeles	7,580,086	7,382,011	198,075	Gain
†Buffalo	4,079,348	3,740,450	338,898	Gain
S. Francisco	5,131,587	4,686,185	445,402	Gain
Milwaukee	3,431,700	3,229,002	202,698	Gain
Washington	5,444,634	4,598,131	846,503	Gain
Cincinnati	3,810,300	3,493,800	316,500	Gain
†N. Orleans	4,416,327	3,315,438	1,100,889	Gain
Minneapolis	3,013,431	2,902,768	110,663	Gain
Seattle	3,094,042	2,759,918	334,124	Gain
Indianapolis	3,472,170	2,923,659	548,511	Gain
Denver	2,608,340	2,457,448	150,892	Gain
Providence	2,982,652	2,803,347	179,305	Gain
Columbus	3,696,574	3,206,583	489,991	Gain
Louisville	3,502,390	3,144,947	357,443	Gain
St. Paul	2,590,014	2,313,472	276,542	Gain
†Oakland	2,613,688	2,229,654	384,034	Gain
Omaha	2,177,693	2,173,297	4,396	Gain
Birmingham	2,876,076	2,578,156	297,920	Gain
Richmond	2,013,032	1,866,998	146,034	Gain
Dayton	3,334,842	2,958,424	376,418	Gain
Houston	2,928,842	2,719,486	209,356	Gain
Des Moines	2,445,592	2,275,518	170,074	Gain
Totals	138,501,124	123,763,564	14,737,560	Gain

†Note references under individual newspaper linage of these ities.

NEW YORK

	1925	1924		
American	1,484,140	1,381,446	102,694	Gain
Herald Trib.	1,774,808	1,419,064	355,744	Gain
Times	2,878,882	2,496,358	382,524	Gain
World	1,702,916	1,507,498	195,418	Gain
†Mirror (tab.)	360,322	339,826	20,496	Gain
News (tab.)	763,010	605,778	157,232	Gain
†Eve. Graphic	212,872	†		Gain
†Eve. Journal	1,482,490	1,301,126	181,364	Gain
Eve Post	495,724	441,132	54,592	Gain
†Eve. World	887,458	769,682	117,776	Gain
†Sun	1,541,154	1,206,730	334,424	Gain
†Telegram	539,858	676,050	136,192	Loss
Bklyn. Eagle	1,540,110	1,460,558	79,552	Gain
Bklyn. Times	539,462	428,844	110,618	Gain
Stand. Union	557,208	654,260	97,052	Loss
Totals	16,760,414	14,688,352	2,072,062	Gain

†Evening Graphic first issue September 15, 1924.

CHICAGO

	1925	1924		
†Daily News	1,810,695	1,629,030	181,665	Gain
Tribune	3,054,795	2,580,039	474,756	Gain
Herald Exam.	1,292,340	1,216,518	75,822	Gain
†Post	502,233	457,779	44,454	Gain
American	1,192,674	1,033,449	159,225	Gain
†Journal	402,411	377,466	24,945	Gain
Totals	8,255,148	7,294,281	960,867	Gain

PHILADELPHIA

	1925	1924		
Inquirer	2,270,100	1,928,700	341,400	Gain
Record	940,200	741,600	198,600	Gain
Ledger	1,676,194	1,253,180	423,014	Gain
†Ev'g Ledger	1,589,385	1,215,892	373,493	Gain
North Amer.	.....	1,008,900	.....	
†Bulletin	1,992,000	1,707,900	284,100	Gain
Totals	8,467,879	7,856,172	611,707	Gain

North American combined with Ledger May 18, 1925.

HOUSTON

	1925	1924		
Chronicle	1,344,728	1,244,950	99,778	Gain
Post Dispatch	1,060,500	948,430	112,070	Gain
†Press	523,614	526,106	2,492	Loss
Totals	2,928,842	2,719,486	209,356	Gain

DES MOINES

	1925	1924		
Register	775,672	658,322	117,350	Gain
†Tribune	1,050,475	827,666	222,809	Gain
Capital	619,445	789,530	170,085	Loss
Totals	2,445,592	2,275,518	170,074	Gain

RICHMOND

	1925	1924		
†News Leader	982,660	948,570	34,090	Gain
Times-Dispatch	1,030,372	918,428	111,944	Gain
Totals	2,013,032	1,866,998	146,034	Gain

*No Sunday edition.

DAYTON

	1925	1924		
News	1,598,436	1,448,804	149,632	Gain
*Herald	961,492	790,804	170,688	Gain
Journal	774,914	718,816	56,098	Gain
Totals	3,334,842	2,958,424	376,418	Gain

BOSTON

	1925	1924		
Herald	1,506,024	1,153,887	352,137	Gain
Globe	1,523,229	1,347,629	175,600	Gain
Post	1,211,179	1,123,669	87,510	Gain
Advertiser	556,920	480,388	76,532	Gain
*American	463,749	406,862	56,887	Gain
*Traveler	1,142,460	795,475	346,985	Gain
*Transcript	642,754	658,345	15,591	Loss
*Telegram	238,709	264,638	25,929	Loss
Totals	7,285,024	6,230,893	1,054,131	Gain

DETROIT

	1925	1924		
News	3,180,520	2,697,940	482,580	Gain
Times	1,626,814	1,080,352	252,070	Gain
Free Press	1,276,408	1,374,744	196,056	Gain
Totals	6,083,742	5,153,036	930,706	Gain

CLEVELAND

	1925	1924		
Plain Dealer	1,856,325	1,664,175	192,150	Gain
News Leader	1,205,850	1,100,400	105,450	Gain
*Press	1,366,650	1,118,250	218,400	Gain
Totals	4,428,825	3,882,825	546,000	Gain

ST. LOUIS

	1925	1924		
Post-Dispatch	2,338,000	2,126,880	211,120	Gain
Globe-Democrat	1,488,900	1,281,600	207,300	Gain
*Star	634,800	608,100	26,700	Gain
Times	357,300	330,600	26,700	Gain
Totals	4,819,000	4,347,180	471,820	Gain

WASHINGTON

	1925	1924		
Star	2,783,166	2,390,490	392,676	Gain
Post	1,068,662	940,830	127,832	Gain
*Ev'g Times	795,340	681,813	113,527	Gain
Herald	568,201	457,743	110,458	Gain
*Ev'g News	229,265	127,255	102,010	Gain
Totals	5,444,634	4,598,131	846,503	Gain

CINCINNATI

	1925	1924		
*Post	765,300	674,100	91,200	Gain
*Times Star	1,303,500	1,160,700	142,800	Gain
Enquirer	1,444,200	1,306,500	137,700	Gain
Tribune	297,300	352,500	55,200	Loss
Totals	8,810,300	3,493,800	316,500	Gain

NEW ORLEANS

	1925	1924		
Times-Picayune	1,769,127	1,584,583	184,544	Gain
Item	1,070,785	920,491	150,294	Gain
States	940,595	810,364	130,231	Gain
*Tribune	635,820	.....	.....	
Totals	4,416,327	3,315,438	1,100,889	Gain

Tribune first issue December 16, 1924.

MINNEAPOLIS

	1925	1924		
Tribune	1,268,320	1,311,937	43,617	Loss
Journal	1,307,141	1,166,430	140,711	Gain
*Star	437,970	424,401	13,569	Gain
Totals	3,013,431	2,902,768	110,663	Gain

SEATTLE

	1925	1924		
Times	1,473,822	1,284,416	189,406	Gain
Post Intellig.	886,606	785,470	101,136	Gain
*Star	626,150	578,578	47,572	Gain
*Union-Record	107,464	111,454	3,990	Loss
Totals	3,094,042	2,759,918	334,124	Gain

INDIANAPOLIS

	1925	1924		
*News	1,599,075	1,410,414	188,661	Gain
Star	1,299,816	1,111,314	188,502	Gain
*Times	573,279	401,931	171,348	Gain
Totals	3,472,170	2,923,659	548,511	Gain

DENVER

	1925	1924		
News	652,148	658,840	6,692	Loss
Post	1,437,492	1,291,836	145,656	Gain
*Times	518,700	506,772	11,928	Gain
Totals	2,608,340	2,457,448	150,892	Gain

PROVIDENCE

	1925	1924		
Journal	989,127	920,685	68,442	Gain
*Bulletin	1,141,179	1,064,885	76,294	Gain
Tribune	418,480	404,661	13,819	Gain
*News	433,866	413,116	20,750	Gain
Totals	2,982,652	2,803,347	179,305	Gain

COLUMBUS

	1925	1924		
Dispatch	2,010,962	1,786,653	224,309	Gain
Journal	688,751	608,289	80,462	Gain
Citizen	996,861	811,641	185,220	Gain
Totals	3,696,574	3,206,583	489,991	Gain

LOUISVILLE

	1925	1924		
Courier Jour.	1,366,886	1,159,614	207,272	Gain
Herald Post	732,391	715,749	16,642	Gain
*Times	966,280	866,080	100,200	Gain
*Post	436,833	403,504	33,329	Gain
Totals	3,502,390	3,144,947	357,443	Gain

ST. PAUL

	1925	1924		
*Dispatch	876,400	769,062	107,338	Gain
Pioneer Press	931,658	818,524	113,134	Gain
News	781,956	725,886	56,070	Gain
Totals	2,590,014	2,313,472	276,542	Gain

OAKLAND

	1925	1924		
Tribune	1,633,338	1,516,788	116,550	Gain
*Post Inquirer	806,428	611,338	195,090	Gain
*Record	.....	101,528	.....	
*Times	173,922	.....	.....	
Totals	2,613,688	2,229,654	384,034	Gain

Times inaugurated October 23, 1925.
Record discontinued October 24, 1925.

OMAHA

	1925	1924		
World Herald	1,114,526	1,074,752	39,774	Gain
Bee	557,655	559,230	1,575	Loss
News	505,512	539,315	33,803	Loss
Totals	2,177,693	2,173,297	4,396	Gain

BIRMINGHAM

	1925	1924		
Age-Herald	704,200	821,828	117,628	Loss
News	1,665,496	1,429,890	235,606	Gain
Post	506,380	326,438	179,942	Gain
Totals	2,876,076	2,578,156	297,920	Gain

BALTIMORE

	1925	1924		
Sun	1,797,535	1,595,633	201,902	Gain
*Eve. Sun	1,653,844	1,509,822	144,022	Gain
American	602,081	510,954	91,127	Gain
*News	699,398	727,519	28,121	Loss
*Post	404,874	208,205	196,699	Gain
Totals	5,157,732	4,552,133	605,599	Gain

LOS ANGELES

	1925	1924		
Times	2,455,474	2,361,758	93,716	Gain
Examiner	2,138,062	1,995,427	142,635	Gain
*Express	803,320	836,780	33,460	Loss
*Herald	1,489,348	1,375,052	114,296	Gain
*Record	422,408	467,488	45,080	Loss
News	271,474	345,506	74,032	Loss
Totals	7,580,086	7,382,011	198,075	Gain

BUFFALO

	1925	1924		
Express	579,067	524,678	54,389	Gain
Courier	761,052	717,265	43,787	Gain
Post	72,866	116,929	44,063	Loss
Times	1,245,374	1,107,787	137,587	Gain
*Star	102,527	184,313	81,786	Loss
*News	1,318,462	1,089,478	228,984	Gain
Totals	4,079,348	3,740,450	338,898	Gain

Commercial, name changed to Post February, 1925.
Enquirer, name changed to Star February, 1925.

SAN FRANCISCO

	1925	1924		
Chronicle	1,009,988	923,398	86,590	Gain
Examiner	1,873,283	1,698,865	174,418	Gain
Bulletin	625,968	484,372	141,596	Gain
Call	813,274	735,280	77,994	Gain
News	676,970	635,824	41,146	Gain
*Herald	132,104	208,446	76,342	Loss
Totals	5,131,587	4,686,185	445,402	Gain

MILWAUKEE

	1925	1924		
Journal	1,709,270	1,645,860	63,410	Gain
S. T. & A. M. Sentinel	734,336	731,288	3,048	Gain
*Leader	244,307	240,267	4,040	Gain
*Wis. News	743,787	611,587	132,200	Gain
Totals	3,431,700	3,229,002	202,698	Gain

S. B. GRIFFIN, VETERAN SPRINGFIELD REPUBLICAN M. E. DIES AT 73

Had Held Executive Post for More Than 40 Years at Time of His Retirement in 1919—Picked for Staff by Samuel Bowles

SOLOMON BULKLEY GRIFFIN, 73, for more than 40 years managing editor of the *Springfield* (Mass.) *Republican,* died Dec. 11, at his Springfield home. He had retired from newspaper work in March, 1919.

Mr. Griffin went to Springfield in 1872 from Williamstown, Mass., where he was born, Aug. 13, 1852, and where he had attended Williams College, in which his father, the Rev. Nathaniel Herrick Griffin was librarian and professor. Ill health prevented him from taking a full course of study, but in 1881, his alma mater bestowed upon him the A. M. degree and enrolled him in the class of 1872. He had been one of the editors of the *Vidette,* the college weekly, and his experience on it turned him to newspaper work. His intention was to spend a year with the Republican and gather experience enough to warrant him in applying for a job on the *New York Tribune.* He never applied; either to the Tribune or anywhere else.

Samuel Bowles, the elder, was in the Springfield Republican saddle then, and he had an eye for young men. From the start he was impressed with Mr. Griffin. He made him local editor and then managing editor, the latter in 1878, and he remained in that position until his resignation.

Soon after he went to the Republican, Mr. Griffin took up the work of reporting state and national conventions. From that time until he left newspaper work, he attended every one, except the national convention at which Woodrow Wilson was renominated.

Mr. Griffin looked upon newspaper work as a means to serve his day and generation. His views on this subject were contained in an interview printed by EDITOR & PUBLISHER, shortly after his retirement in 1919.

"From my own point of view," he said, "no other line of public service offers a field of work comparable in opportunity and results with that available to high minded and devoted newspaper workers. It is a life of hardship; for the financial returns that go with the majority of those in journalism are meagre when compared, for example, with the money received by successful writers of advertisements. It is rather pitiable to see how many men, trained in schools of journalism take to this side track.

"But straight newspaper work should invite the real men who desire to serve their day and generation. They can get nearest the sources of events, where the opportunity for shaping and guiding them is greatest. I would almost say there is no limit to the good that tactful and determined men and women can accomplish in journalism. Certainly I see no other line offering greater opportunity for the guiding hand, and nowhere do I see larger possibilities of service. All men who accomplish things must pay the price, and do it over years of struggle. My advice to those who have thought of life in a newspaper office has consistently been that none should undertake it if he could keep out of it; that is, the aspirant must be full of enthusiasm for his job, and he must be willing to endure its hardships if, after seeing the serious drawbacks of journalism, the applicant persisted, he or she was pretty certain to be of the sort to stay and grow in value and accomplishment."

Although Mr. Griffin retire in 1919 he had continued active in a number of tasks, both literary and philanthropic. He had just completed a new book, a life of the late Senator W. Murray Crane, of Dalton, Mass. His business activities as president of the Hampshire Paper Company, and officer of two other companies, together with his duties as head of a drive to raise $200,000 for a memorial building to house the collections of the Connecticut Valley Historical Society, contributed largely to his breakdown.

He had attained a unique position in American journalism. From the time when he joined the staff of the *Republican* in June, 1872, until his retirement 47 years later, his life was centered in his newspaper. He took on his shoulders the responsibility of the managing editorship when only 26 years old and lived to see himself widely recognized as the dean of his profession. As his friends he numbered leaders in the public life of the country, among whom were Presidents Wilson and Cleveland.

Tribute to his qualities as an editor was paid by the Republican in an article on his life published after his death.

His reminiscences were published in 1923 under the title, "People and Politics, Observed by a Massachusetts Editor."

Mr. Griffin was a member of the Century, Williams, and Authors' clubs of New York, and the Colony, Nayasset, Winthrop, Country and Century Clubs of this city. Williams College granted him the degree of L. H. D. in 1907 and in 1919 Amherst College honored him with the degree of LL. D. In 1915, after the death of Samuel Bowles, he was chosen a member of the advisory board of the Pulitzer School of Journalism at Columbia University. He was a member of the Kappa Alpha fraternity, but of no other secret orders.

His business interests were extensive. For many years he was president of the Hampshire Paper Company, of South Hadley Falls, Mass., vice-president of the Carew Manufacturing Company and a director of the Southworth Paper Company of Mittineague. In 1892 he married Miss Ida M. Southworth, daughter of John H. Southworth, of Springfield.

Pawtucket Editor Dies Suddenly

Archibald G. Adam, 60, managing editor of the *Pawtucket* (R. I.) *Times,* was stricken suddenly ill just as the paper was going to press, Dec. 14, and died in his office shortly afterward. He refused to go home before the paper was made up, despite his illness. He was born in Paisley, Scotland. Coming to this country at the age of 28, he joined the now defunct *Pawtucket Post* as a reporter. He went to the Times in 1895.

Vivian, Hearst Veterar Dies

Thomas J. Vivian, 78, who two years ago retired as foreign editor of the *New York American,* died in New York, Dec. 14. Mr. Vivian was one of the veterans of the Hearst service. Mr. Vivian, in addition to newspaper work, wrote books on serious, light, and historical subjects; knew music and the stage from the standpoint of a dramatic and music critic, composed music, and wrote for the motion pictures.

Veteran Cartoonist Dies

Charles Lederer, 70, cartoonist for the old *Chicago Herald, Times-Herald,* and *Chronicle,* died in Chicago, Dec. 13. For many years he was a conspicuous figure in the newspaper life of Chicago. He began his career as an illustrator and cartoonist for *Leslie's* and *Harper's Weeklies.* He nad also worked for the *New York World* and the *New York Herald.*

Obituary

J. W. SOWERS, 69, founder and editor of the *Spring Hill* (Mo.) *New Era,* died Dec. 3,

GEORGE N. HOFF, 73, editor of Missouri newspapers for 53 years and formerly with the *Pleasant Hill* (Mo.) *Register,* died Dec. 8. He retired from the newspaper business five years ago.

W. J. COTTEN, 63, editor of the *Windsor* (Mo.) *Review,* died in a Kansas City hospital following a major operation. He edited the Review for 35 years.

HARRIE MORRELL KRUGLER, advertising man, for the past 26 years, died suddenly, Dec. 10, in New York. He started with the *New York Press,* after two years joined the force of the *New York Sun.*

WILLIAM SPENCER CORBETT, 47, died on Nov. 25, at the New York Eye and Ear Infirmary. He had been associated with the advertising department of the *New York Journal,* the *New York Herald Tribune* and at the time of his death was a member of the advertising department of the *New York Telegram.*

HOWARD CONARD, former editor of the *Mansfield* (O.) *News* died suddenly at his home in that city on Dec. 7. At one time Mr. Conard, was State Librarian.

Store Takes 8-Page Roto Insert

A special 8-page rotogravure section in tabloid was published by the *Buffalo Courier,* Sunday, Dec. 6, for Victor & Co., large local retail furniture store.

and, what's more

THEY CAN'T READ your message if they don't see it.

EVERYBODY READS

THE

Star-Beacon

ASHTABULA, OHIO

In Northeastern Ohio

—And they don't take many other papers. 147 Big National Advertisers know this—and use space with us regularly. We would like to serve you.

Members A. B. C.—Ohio Select List

National Representative

ROBERT E. WARD, Inc.

NEW YORK :: CHICAGO

THE WELFARE COMMITTEE
of the
INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

National Leadership

During the first eleven months of 1925, The New York Sun published almost 3,400,000 lines of National Advertising—a gain of more than 600,000 lines over the same months of last year—a greater gain than all the other New York evening newspapers combined.

The Sun

280 Broadway New York

In New Orleans It's

THE MORNING TRIBUNE

(Published week-day mornings)

THE NEW ORLEANS ITEM

(Published week-day afternoons)

THE ITEM TRIBUNE

(Published Sunday mornings)

Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer

ONE Medium—ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St New York

Woodward & Kelly 360 N. Mich. Ave. Chicago

The

Dispatch-Herald

Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.

ERIE, PA., DISPATCH-HERALD

WILLIAM A. HENDRICK, Publisher

LOUIS BENJAMIN, Treas. & Gen. Mgr.

CHAS. H. EDDY CO., Representatives

New York Chicago Boston

first! in OHIO

19,374,819 Lines

Dispatch advertising record first eleven months of 1925 exceeding other Columbus newspapers combined by 3,234,184 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION

CITY	54,651
SUBURBAN	26,637
COUNTRY	22,238
Total Circulation	103,526

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

Prosperity is Here in
THE SOUTH
Are You Riding the Wave?

Although great progress has been made by the South in the past twenty years, its possibilities are so great that it may be considered still undeveloped.

Its enormous national resources, when developed, will add a factor of wealth and power to the nation equal to that of all Continental Europe.

Accessibility of the South to all the great centers of population east of the Mississippi offers advantages of further agricultural and industrial development.

The South possesses almost every resource necessary for the establishment and maintenance of a prosperous, thickly populated community engaged in varied occupations. In addition to its varied possibilities in the agricultural field there is the great mineral and timber wealth of the South which insures the development of vast manufacturing industries, much greater than those which even now make several parts of the South notable for their manufactured output.

The South is already equipped with rail facilities, has a large number of ocean ports suitable for foreign trade and is spending vast sums for the building and improvement of public roads.

Merchandising and sales promotion of commodities in the great southern market must have the aid of the local daily newspapers in order to bring your message directly to the consumer.

The newspapers of the South are close to their people and offer valuable merchandising cooperation to the National Advertiser.

[*USE THIS LIST OF SOUTHERN NEWSPAPERS*]

	Circulation	2,500 Lines	10,000 Lines
ALABAMA			
††Anniston Star .....(E)	5,546	.035	.035
**Mobile News-Item .....(E)	11,663	.05	.05
**Mobile Register .....(M)	20,544	.08	.07
**Mobile Register .....(S)	32,421	.025	.036
FLORIDA			
Daytona Daily News.....(ES)	4,036	.035	.035
**Florida Times-Union (M) 42,376.....(S)	54,610	.12(S.15)	.12(S.15)
††Lakeland Ledger .....(E)	4,283	.03	.03
**Miami Herald .....(M)	31,714	.09	.09
**Miami Herald .....(S)	40,347	.10	.10
**Orlando Reporter-Star .....(E)	5,124	.035	.035
**Orlando Sentinel .....(M&S)	6,172	.05	.05
**Pensacola News and Journal.....(EM)	8,689	.06	.06
St. Petersburg Independent .....(E)	10,037	.055	.055
**Tampa Times .....(E)	19,228	.06	.06
**Tampa Tribune (M) 28,249.....(S)	43,968	.09(.118)	.09(.118)
**West Palm Beach Post.....(M)	8,638	.06	.06
GEORGIA			
**Augusta Herald .....(E)	14,561	.05	.05
**Augusta Herald .....(S)	14,420	.05	.05
**Macon Telegraph .....(M)	26,753	.08	.08
**Macon Telegraph .....(S)	27,165	.08	.08
**Savannah Morning News (M), 21,015.(S)	22,204	.06(.078)	.06(.078)
KENTUCKY			
**Lexington Leader .....(E)	18,171	.06	.06
**Lexington Leader .....(S)	18,506	.06	.06
**Paducah Sun .....(E)	9,353	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
††Greensboro Daily News.....(M)	25,968	.08	.07
††Greensboro Daily News.....(S)	31,422	.08	.08
††Raleigh News and Observer.....(M)	31,460	.07	.07
††Raleigh News and Observer.....(S)	35,258	.07	.07
††Winston-Salem Journal .....(M)	12,357	.05	.05
††Winston-Salem Journal .....(S)	12,607	.05	.05
**Winston-Salem Sentinel .....(E)	16,132	.06	.06
SOUTH CAROLINA			
**Columbia State .....(M)	23,663	.07	.07
**Columbia State .....(S)	24,838	.07	.07
**Greenville News .....(M)	21,704	.075	.07
**Spartanburg Journal .....(E)	4,172	.05	.05
**Spartanburg Herald (M) 7,252.....(S)	9,939		
TENNESSEE			
**Chattanooga Times .....(M)	30,203	.10	.10
**Chattanooga Times .....(S)	30,230	.10	.10
**Memphis Commercial Appeal.....(M)	99,989	.18	.18
**Memphis Commercial Appeal.....(S)	126,063	.21	.21
**Nashville Banner .....(E)	51,750	.11	.11
**Nashville Banner .....(S)	54,748	.12	.12
VIRGINIA			
**Danville Register and Bee.....(M&E)	12,644	.05	.05
**Danville Register (Sunday).....	8,300		
**Newport News Times-Herald.....(E)	7,791	.05	.05
**Newport News Daily Press.....(S&M)	5,708		
**Roanoke Times & World News...(M&E)	25,658	.07	.07
**Roanoke Times .....(S)	16,672	.06	.06
**Staunton News-Leader (M), Leader..(E)	6,541	.035	.035

** A. B. C. Statement, September 30, 1925.
†† Government Statement, September 30, 1925.

LETTERS FROM OUR READERS

Doctor Watson Re-discovered!

To EDITOR & PUBLISHER: Conan Doyle fans have often wondered what became of Dr. Watson, the patient audience of Sherlock Holmes. It now appears the doctor has quit the detective line and has gone into the agency business. At least that is the logical deduction from the article on page 32 of your Dec. 12 issue, entitled, "Agency Man Sees Newspapers as Tail to Magazine Kite."

Surely there can be no mistaking this delightful identity! The Dr. Watson mentioned in your article seems to work for the J. Walter Thompson Company, and, according to your story, lectured recently to two hundred students in the advertising class of the New York Advertising Club on newspaper advertising. The Thompson agency incidentally, is reported to have claimed the world's championship for placing magazine advertising, because it bought for clients more than $200,000 worth of space in a single number of a national magazine. This is one of the reasons which, apparently, qualified Dr. Watson to discuss newspaper advertising.

As long as Dr. Watson stuck with Sherlock Holmes, he had little opportunity to air his views. We had no idea just how he could talk if he had been permitted by the great and garrulous detective to make statements. Now we know he was always able to talk entertainingly had Holmes but given him the chance.

Dr. Watson was in the magazines for many years. He is still a strong believer in them. He thinks newspapers are all right but only insofar as metropolitan dailies resemble magazines in their somewhat wide distribution. Newspaper advertising as a whole, he feels, is "too costly." The merchandising service departments of newspapers, he admits, must be good because the magazines "are attempting similar departments," which, in his opinion, "is proof of their value."

The doctor has a grave doubt as to just what "dealer influence" may be. It seems strange that one who acquired so much publicity in the late Victorian Era should not remember that magazine advertising solicitation was founded way back in those distant days on "dealer influence." To be sure, some rude, but practical persons termed it "dealer bunk," but that is another story. He agrees that the printing of names of dealers in a newspaper advertisement may be useful, but he thinks dealers are "satisfied when customers come in and ask for the product by name, proving that a magazine campaign has some weight."

This does not sound as profound as the few samples of Dr. Watson's philosophy Conan Doyle has given us. But you never can tell just what a man will say when he is permitted to talk to his heart's content.

Dr. Watson shed some further light on his assertion that newspaper advertising is "too costly" by reciting a suppositious case showing what his agency would do to a new product. After everybody is quite sure the product is as good as can be made, he is quoted as saying, "We pick out three or four cities after we have sent men out to investigate the market, and religiously over-advertise in the newspapers of those cities." This religious over-advertising, he asserts, consumes 15,000 lines of space in about three months.

Well, after "religiously over-advertising" in three or four cities, the doctor waits a month and then he goes back, lured like Desperate Desmond in the last act, to the scene of the crime. He calls upon the retail dealers. He says he takes a taxi—probably one with a fifteen-and-two meter, if such a one may be found. Anyhow, after this jamboree of advertising, taxi-fare is a small item. If the taxi ride proves that the newspaper advertising has produced results, then, according to the doctor, the client is ready to spread his wnigs and fly into the magazines.

From all of which an amateur deducer (or is the word deductionist?) gathers that Dr. Watson's idea about national advertising is first to prove that newspaper advertising will pay and then to spend his clients' money in the magazines. This, while a bit intricate, seems to be worthy of Sherlock Holmes at his best.

He was at his best, wasn't he, after Watson had handed him the needle!

JOHN WILBERFORCE PEABODY
Chicago, Ill., December 15, 1925

True as Gospel

To EDITOR & PUBLISHER: The editorial "Perhaps It's Habit" in the current number of EDITOR & PUBLISHER prompts this question.

How long, O Lord, will it take advertisers to learn that live news on special pages, like automobile and radio, pulls more business than publicity handed out by factory press agents?

HORACE P. BULL, Managing Editor,
Syracuse (N. Y.) *Post-Standard.*

Bend Press Issuing Sundays

BEND, Ore.

To EDITOR & PUBLISHER: We thank you for the small notice in your November 28 issue in which our entry into the morning field was reported, but we would appreciate a correction of one detail.

"No Sunday edition will be published" the item said. This is in error. We will print each morning except Monday, as is the custom among upstate morning papers in Oregon. We plan to make our Sunday edition the most attractive of all.

CENTRAL OREGON PRESS,
HAROLD A. MOORE, *Editor.*

Sigma Delta Chi Correction

Dec. 2, 1925.

To EDITOR & PUBLISHER: As a member of the committee that wrote the story of the Sigma Delta Chi national convention in Boulder, Colorado, Nov. 16 to 18, for your periodical, I feel it my duty to forward this correction.

The Oregon chapter was cited as having won fourth place in the chapter efficiency contest. Oregon State chapter, located at Oregon State Agricultural college, was the chapter winning that place. Oregon chapter, located at the University of Oregon, placed eighth.

I will vouch for the accuracy of the story when filed with the telegraph operator at 1:30 o'clock the closing night.

Intense rivalry exists between this chapter and the one at the university and we are proud of having placed four above it.

BERNAL E. DOBELL.

Requests Bradford Data

To EDITOR & PUBLISHER: The text columns of the EDITOR & PUBLISHER have called attention to the celebration commemorating the two hundredth anniversary of the birth of New York's first newspaper—the *Gazette* published by William Bradford on Nov. 8, 1725. A memorial volume recording the life and activities of William Bradford is now in the course of preparation.

The committee in charge of publishing the volume is very anxious to obtain copies of any letters of William Bradford or of his son Andrew Bradford that may be in the possession of collectors, historical societies, public libraries, etc. As the originals of such letters are so valuable it is not expected that they will be forwarded to the committee to be returned later. For all practical purposes of the committee copies of the letters will be sufficient.

Through the columns of the EDITOR & PUBLISHER I should like to request that any who have copies of Bradford letters, books, or pamphlets printed by Bradford, or copies of the New York Gazette printed while Bradford was publisher should inform me of the fact and send transcripts of the letters and documents bearing the signature of William Bradford or his son Andrew Bradford. Communications may be addressed to me care of Department of Journalism, New York University, Washington Square East, New York City.

For the courtesy of finding space for this letter in your columns please accept the thanks of the committee in general and those in particular of,

JAS. MELVIN LEE.

"Hunch" Proved Popular

To EDITOR & PUBLISHER: Some time ago we followed one of your hunches, publishing weekly two stories of couples married twenty-five years or more. This feature, run on the first page in a box, has proven very popular. Your magazine has always been a great help to us.

Chicago North-West Ledger,
MANUEL GOLDBERGER,
Editor.

Sing Sing Publicity

To EDITOR & PUBLISHER: In looking over my scrapbooks yesterday's rainy afternoon, I came across something which shows the very different relation which some departments now bear to the press compared with what it was some years ago.

As you know, they maintain now an active publicity service in the Ossining prison, but it was not always so, and writing an editorial paragraph in the *Sun,* of which, of course, Mr. Dana was then the editor, I had the following:

"If Warden Brown who established a deadline to keep the newspaper reporters out of the Sing Sing Prison had maintained a deadline to keep Roehl and Pallister in, these convicted murderers could not have escaped."

Brown was then Warden of Sing Sing (Ossining), as Lawes is now, but though the prison is there just the same, the relation of the Warden to the press has changed substantially.

Yours very truly,
ERNEST HARVIER.

Serving as Forest Week Directors

Elbert H. Baker, of the *Cleveland Plain Dealer,* and R. W. Kellogg, of the News Print Service Bureau, are among those named as directors of American Forest Week, which begins April 18, 1926. President Coolidge will be requested to confirm this date by the Forest Week Committee.

Productive
CIRCULATION
Oct. 1, 1925, Statement
City
Daily 36,585
Sunday 36,062
Suburban (50 Mi.)
Daily 14,416
Sunday 14,605
Total
Daily 56,512
Sunday 56,413
The Dallas Times Herald
1st —In Dallas
—In the Heart of Texas
—In Advertising Lineage in Texas
Sole Representative
The S. C. Beckwith Special Agency
New York, Chicago, St. Louis, Detroit, Kansas City, Atlanta, Los Angeles, San Francisco.

Buffalo, The Wonder City of America
Buffalo—A Profitable Market for Advertisers
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the
BUFFALO EVENING NEWS
Read in 4 out of 5 Buffalo homes
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

The World
These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 650,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.
The Evening World
Pulitzer Building, New York
Tribune Tower, Chicago

Selling Results to Advertisers
Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.
Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.
The Dallas Morning News

Dominant and headed upward in the rich Louisville field
The Courier-Journal and The Louisville Times
Represented Nationally by
The S. C. BECKWITH Special Agency

Pittsburgh Press
"Giant of the Newspaper World"
A Scripps-Howard Newspaper
Represented by
ALLIED NEWSPAPERS, INC.

GRAVURE SECTIONS PRINTED
SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.
Standard Gravure Corporation
LOUISVILLE, KY.

RAILROADS GIVEN HEAVY NEWSPAPER BAGGAGE RATE INCREASE

Interstate Commerce Commission Ruling Hits Dailies, Weeklies, and Illustrated Supplements—Eastern Papers to Bear Most of Added Burden

By BART CAMPBELL

WASHINGTON, D. C., Dec. 16.—An additional financial burden was placed this week upon newspaper publishers in the most densely populated section of the country when the Interstate Commerce Commission decided that the proposal of various railroads to increase the rate per 100 pounds on newspapers shipped in baggage cars on passenger trains was justified. The decision covers not only daily, weekly and semi-weekly newspapers, but illustrated newspaper supplements as well.

The new rates went into effect on Dec. 15. The old rates and the increases allowed by the Commission are as follows:

Between all points on the Pennsylvania lines east of Pittsburgh and Erie, Pa., including affiliated or subsidiary lines, such as the New York & Long Branch and West Jersey & Seashore, the rate was increased from 30 cents to 50 cents per 100 pounds.

On Pennsylvania lines west of Pittsburgh and Erie, the rate was increased from 30 to 50 cents.

Between points on the Pennsylvania lines east and lines west of Pittsburgh and Erie, the rate was increased from 60 to $1.

For example, the old rates from New York and Philadelphia to Pittsburgh and intermediate points, the rates were increased from 30 cents to 50 cents. The old rates from New York and Philadelphia to Chicago and intermediate points west of Pittsburgh were increased from 60 cents to $1. These charges are also the minimum for one month's shipments.

The old rates between all points in trunk line territory on the Baltimore & Ohio of 30 cents for distances of 500 miles or less and 60 cents for distances over 500 miles, were increased in trunk line and central freight territories to 50 cents for 500 miles or less and $1 for more than 500 miles, and are graduated according to weight.

For example, for 2 pounds or less the new rate is the minimum of 1 cent for 500 miles, and the rate of progression is 2 pounds for each additional cent. The weight-progression for all distances over 500 miles is 2 cents for each 2 pounds additional. A joint rate of 60 cents now applies from New York City over the Central of New Jersey to points on the Baltimore & Ohio for distances not over 500 miles, but Baltimore & Ohio trains now use the Pennsylvania station in New York and the Commission said this joint rate now was obsolete and should be canceled.

The old rate regardless of distance between points in the Baltimore & Ohio's district between Parkersburg, W. Va., and St. Louis, and interstate between points in Ohio, Indiana and Illinois, with minor exceptions, was 60 cents. The new rate of 50 cents represents a reduction of 10 cents per 100 pounds. The present intrastate rates in Ohio, Indiana and Illinois are 25 cents and no changes therein were proposed.

The old rate between points on the Reading lines, regardless of distance, of 30 cents was increased to 50 cents, subject to a minimum charge of 50 cents for one month covering the shipments of any one newspaper. The Reading maintains joint rates of 60 cents from and to points on the Central of New Jersey, in which no change was proposed.

Between stations on the Western Maryland and its Emmitsburg and Thurmont, Md., connections, the old rate of 30 cents was increased to 50 cents.

A similar change from 30 cents to 50 cents was proposed between points on the Baltimore, Chesapeake & Atlantic, but as there is practically no interstate movement of newspapers over its lines, no action was taken.

Similar increases in intrastate rates between points in the State of Pennsylvania were also allowed by the Commission, despite the protest filed by the Pennsylvania Newspaper Publishers Association, assailing the proposed increased intrastate rates as unreasonable and discriminatory.

The railroads proposed to put the new rates into effect on May 1, 1925, but upon the protest of various newspaper publishers in Philadelphia, Baltimore, Washington, Harrisburg, Pittsburgh and Cleveland, the Commission ordered an investigation of the matter. Extensive hearings were held at various places and a valient effort was made by the publishers to prevent the railroads from placing higher rates into effect.

The publishers contended that while the transportation conditions surrounding the movement of newspapers are somewhat different from those in the case of milk, they believed that newspapers were entitled to rates at least as low, if not lower, than those applying on milk, due in part to the fact that the rate on milk includes the return of the empty containers and refrigeration when needed.

The territory through which the railroads operate in this case is more densely populated than any other in the entire country. The publishers pointed out, for example, that in Philadelphia the newspapers furnish the railroads with a daily volume of traffic, which is practically the same throughout each day of the year. The shipments are properly packed and labeled and delivered in bulk to the railway station by the agents of the newspapers and cannot, therefore, be compared with an express service which undertakes to collect from the shippers at many points and deliver them from the terminal stations to the individual consignees.

Furthermore, the publishers contended, the expense to the railroads for transporting newspapers is less than that of any other commodity. No clerical force is needed. There is no bookkeeping and no way bills or accounts. The newspapers report the weights each month and pay in advance therefor.

The magnitude of this traffic was vividly shown to the Commission by one Philadelphia newspaper, which alone paid the Pennsylvania railroad on the rate of 30 cents per 100 pounds, the sum of $44,389 and to the Reading the sum of $25,253 in a single year.

"There is nothing in the life of the nation comparable to the daily newspaper, in so far as the public welfare is concerned," the publishers told the Commission when the case was under consideration. "It may be said to be the very heart beat of the people. It is not too much to say that the very existence of the Republic depends upon a free and virile press. The newspaper, therefore, occupies a unique field which entitles it to unusual consideration by the railroads."

"The existing system of transporting daily and Sunday newspapers in baggage cars from the large eastern cities to their surrounding vicinities is a tribute to American ingenuity in acquiring the greatest possible expedition by the elimination of clerical processes and records," the Commission said in its decision. "The value of news decreases rapidly as the time required for its dissemination increases, and speed in distribution of papers to out-of-town points is the dominant characteristic of the transportation service. It is this factor which renders regular mail and express service inadequate, and justifies the handling in baggage cars traffic which ordinarily be shipped as less-than-carload express or as second-class mail."

Herewith are presented some of the interesting points in the Commission's decision:

"The system of flat charges, applicable within radii of 500 miles, or within two territories, are departures from the ordinary method of grading rates according to distances and the justification for their existence is the fact that the service would be retarded if the charges were based upon separate rates and weights of individual shipments to widespread destinations in numerous distance-zones.

"Protestants are satisfied with the present basis of flat charges on single lines and no change in this basis is proposed or need be considered except that the Pennsylvania lines are willing to adopt the 500-mile limit in place of their present method of breaking the rates on the Pittsburgh-Erie line. We are of the opinion that this change should be made in tariffs of the Pennsylvania lines.

"No bills of lading, freight bills, or waybills are issued for this traffic, and ordinarily the shipments are not weighed by the carriers. Respondents, except the Baltimore & Ohio, require from each publisher monthly statements of the weights of newspapers shipped and an amount of money is deposited with each carrier by each publisher equivalent to charges based upon the estimated total weight of the shipments to be made during the next subsequent month.

"The Baltimore & Ohio issues stamps

The Morning Telegraph

Is the giant influence on the Turf, in Society, Music, Theatre, Motion Picture and Finance, having the largest circulation of any Daily in the United States at a ten-cent Price.

Circulated in every State in the Union and the principal capitals of Europe. An exclusive market for its advertisers.

The Morning Telegraph
50th St. & 8th Ave., N. Y. City

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

The Tampa Tribune

Tampa, Florida

Is the One Big Influence in its Community.

That is why it is Supreme in Circulation and Advertising.

Covers Southwest Florida Like the Sunshine.

Sole Representative

THE S. C. BECKWITH Special Agency
New York Chicago St. Louis Kansas City
Atlanta Detroit Los Angeles
San Francisco

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

in various denominations which are sold to the publishers. When a shipment is prepared the publisher attaches to a weight-notice, or memorandum of weights, stamps in value equivalent to the total transportation charges for all of the shipments listed on the weight-notice.

"Both methods of assessing charges are satisfactory to the publishers and, upon this record, there is no occasion for requiring any changes in either plan.

"Special attention is given this traffic by railroad employes in order to avoid delays in getting the shipments aboard trains and, when necessary, preference is given to newspapers over other matter carried in baggage cars. During the rush periods, particularly on Saturday night, special labor is detailed to this service in the larger cities, and frequently employes are taken from other regular work in order to rush this traffic aboard trains.

"In shipments consisting of only a few copies to one destination or distributor the newspapers are rolled, wrapped, pasted and addressed. In larger consignments, up to 30 copies, the papers are stacked flat, one upon another; a wrapper is placed around the bundle and tied with rope or heavy twine. If more than 30 copies are destined to one distributor at one destination separate bundles are prepared in like manner.

"Respondent's tabulations indicate that the average weight per bundle of all newspapers out of Philadelphia over the Pennsylvania lines for an entire week is 20.7 pounds, of the Sunday editions 40 pounds, and of the week-day editions, 17.9 pounds; out of New York, average for entire week, 27.6 pounds, Sunday editions 31.5 pounds, and week-day editions 27 pounds; out of Pittsburgh, average of entire week 19.1 pounds, Sunday editions 38.3 pounds, week-day editions 13.7 pounds; out of Baltimore, average of entire week 18.2 pounds, Sunday editions 32 pounds, week-day editions 13.5 pounds; out of Washington, average of entire week 7.8 pounds, Sunday editions, 26.1 pounds, week-day editions 4.7 pounds; and out of Chicago average of entire week 35.7 pounds, Sunday editions 43.7 pounds, week-day editions 33.4 pounds. These weights were derived from a special test during a short period. The method in which these tests were made leaves doubt as to the exactness of the results, but, as approximations, they are sufficient for the purpose of this proceeding. They indicate that the weighted average per bundle is probably near 20 pounds.

"Respondents approximations of average hauls, based upon the same test period, for all newspapers are as follows; over the Pennsylvania; out of Philadelphia for an entire week, 90.5 miles, Sunday editions 128 miles; week day editions 78.2 miles; out of New York for the entire week, 183.6 miles, Sunday editions 238.8 miles, week-day editions 174.6 miles; out of Pittsburgh for the entire week 55.1 miles, Sunday editions 67.2 miles, week-day editions, 45.6 miles; out of Baltimore for the entire week 126.2 miles, Sunday editions 65.9 miles, week-day editions 172.7 miles; out of Washington for the entire week 55.5 miles, Sunday editions 49.2 miles, week-day editions 61.5 miles; and out of Chicago for the entire week 209.7 miles, Sunday editions 180.9 miles week-day editions 220.4 miles.

"The weighted average haul of the Reading out of Philadelphia for a typical week-day is 51.75 miles, and of the Atlantic City Railroad 50.08 miles; and for Sunday editions over the Reading 58.23 miles and over the Atlantic City Railroad 41.84 miles.

"On the Western Maryland the bulk of the week-day and Sunday editions do not go more than 70 miles out of Baltimore.

"The average hauls out of smaller cities, such as York, Pa., and Cumberland, Md., for example, are much less than those out of the cities enumerated above. As a rule the volume of the traffic, the average length of hauls, the number of destinations, the average weight per bundle and the number of trains used per day vary in proportion to the population of the points of origin.

"The Pennsylvania publishers contend that respondents weighted average hauls are excessive. Their estimates for all respondents are, for an entire week 87.87 miles, Sunday editions 88.53, week-day editions 87.76. Their estimates of their own papers for an entire week are as follows: out of Philadelphia 65.56 miles, out of Pittsburgh 49.28 miles, for the state of Pennsylvania 60.37 miles. These do not include papers from New York, Baltimore, Washington and Chicago.

"The data placed in evidence by respondents is not susceptible of direct comparison with that furnished by the Pennsylvania publishers, which includes papers shipped from points in Pennsylvania alone. This record does not disclose the actual weighted average haul of all newspapers handled by respondents in baggage cars, but respondents offer a general description of the diffusion of the papers which originate in the larger cities.

"A test made of shipments over the Pennsylvania lines during the period, 6 p. m., May 9 to 12 noon, May 11, out of Philadelphia, New York, Pittsburgh, Baltimore and Washington indicates that shipments to 862 out of 2,232 destinations weighed from 1 to 25 pounds. If the weights to each destination were divided by the number of trains on which papers were shipped; this number of shipments of not over 25 pounds would be increased to 1141. The revenue derived from these shipments varied from less than ½ cent to 7.5 cents per shipment. Assuming that the average weight per shipment is about 20 pounds, the average revenue per shipment would be about 6 cents. Even for hauls much shorter than the average this approximate average revenue appears unusually small.

"Protestants cite instances where the volume of the traffic amounts to entire carloads, such as those handled from Philadelphia by the Pennsylvania to Lancaster, Pa., and by the Reading to Norristown, Pa. They estimate the revenue per car to be about $134, and for the distance to Lancaster, 68 miles, per car-mile of $1.97 under the present rate and $3.28 under the proposed rate. They compare this with the average passenger revenue per car-mile for the Pennsylvania in the year 1924 of 53 cents. These comparisons lack in probative value. The unit they have taken, namely, the carload, is the exception in actual experience. The shipments are strictly less-than-carload in every sense of the term. Car-mile revenue is often employed as a basis for comparison of carload rates, but is obviously improper for comparison of less-than-carload shipments which move at a flat charge to thousands of scattered destinations in such small individual lots or parcels. In contrast to the straight carloads mentioned above respondents show that there are hundreds of individual shipments daily to separate destinations which weigh less than 7 pounds and move for distances up to 500 miles, at charges of 2 cents and less. In other words the total shipments per day to many widely scattered destinations yield revenue of less than the letter-postage rate of 2 cents.

"Most of the cars which are loaded heavily at points of origin commence distribution at nearby suburban stations and, at the ends of the long hauls, contain only a few bundles. Protestants exhibits show that 58.2 per cent of the daily editions are unloaded within the first 50 miles, 75.4 per cent within 70 miles, and 84.7 per cent within 100 miles.

A. W. Fell, executive secretary of the Pennsylvania Newspaper Publishers' Association, announced that Pennsylvania newspaper publishers are awaiting action by the Public Service Commission before taking further steps to oppose the 66⅔ per cent rate boost granted the railroads for transportation.

He said 85 per cent of the papers shipped in Pennsylvania are between state points.

"Since the year 1900 respondents' rates for freight service have undergone general increases of 5 per cent, in trunkline and central territories, 15 per cent in central territory, 25 per cent in both in 1918, 40 per cent in 1920 and a general reduction of 10 per cent in 1922. If the rate of 25 cents in central territory in 1900 had undergone these general changes, the present rate would be approximately 46 cents. The proposed rate of 50 cents represents a small increase over the rate in effect in 1900, in comparison with the large increases in costs of operation since that year. Respondents state that the composite increases in wages and materials, 1925 over 1916, were about 85 per cent for the Pennsylvania and 89 per cent for the Reading.

"The local and out-of-town retail prices of the newspapers have been increased generally by different amounts; for example, some New York and Philadelphia papers have increased their local prices from 1 to 2 and 3 cents for daily editions and corresponding increases for Sunday editions. Rates on milk have been increased 51.7 per cent over the pre-war level. The average revenue of the Baltimore & Ohio per passenger per mile in 1924 had increased 72.45 per cent over the year 1910. These facts indicate that newspapers have not borne their relative share of the increases in revenue and the increased costs of transportation over respondent's lines."

Conducting Christmas Display Contest

The *Salt Lake City Telegram* is cooperating with an electrical trade association in fostering city-beautiful movement. Prizes will be awarded home owners and tenants of apartment houses for the best electrically lighted Christmas display between Dec. 24 and Jan. 2.

MICHIGAN
and the
BOOTH NEWSPAPERS
THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

NEW YORK STATE
Westchester County's
Fastest Growing Cities
Mount Vernon and
New Rochelle and
The Vicinity Towns
Are Covered Completely by
THE DAILY ARGUS
of
Mount Vernon
THE STANDARD STAR
of
New Rochelle
Both Members of A. B. C.
Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Regional Advertising
in
Regional Rates
in
The Christian Science Monitor
An International Daily Newspaper
Publishing SELECTED ADVERTISING
ATLANTIC, CENTRAL and PACIFIC Editions
Rates and Circulation Data Supplied on Request
ADVERTISING OFFICES
Boston, Philadelphia, Chicago, Cleveland, Detroit, New York, London, Paris, Florence, Kansas City, San Francisco, Los Angeles, Seattle, Portland
"Buy What You Can Use"

LOS ANGELES EVENING HERALD
Los Angeles, Calif.
Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.
IT COVERS THE FIELD COMPLETELY
REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

65 ~~Sixty Three~~
Major Daily Newspapers and Five Magazines Are Subscribers to the Regular Service of Editorial Research Reports
21
(November ~~15th~~ 1925)
Editorial Research Reports
828 18th St., Washington, D. C.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.
Member A. B. C.
URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Peoria
The Try-Out City
THE PEORIA JOURNAL Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

50,000 VISIT DAILY'S RADIO SHOW

New Orleans States Project a Success With All Booth Space Sold— To Be Repeated Next Year

The *New Orleans States,* a little more than a month ago, staged one of the largest radio shows in the South, which attracted more than 50,000 persons during the six-day period.



P. K. Ewing

The idea of the show for 1925 was conceived by P. K. Ewing, radio editor and manager of that branch of advertising.

The fourth floor of the States, comprising more than 22,000 square feet of space, with ample ventilation, light and elevator facilities, was considered the ideal "auditorium" for the show, especially since the location of the States four-story building is far enough away from Canal street to permit ample parking space for automobiles.

When Mr. Ewing and staff started out to sign contracts with leading wholesalers and retailers in the radio field, some doubt was expressed by a few that no one newspaper could successfully "put over" the show.

All doubts were dispelled, however, when more than 10,000 persons attended on the opening night.

Speeches were made by Mayor Martin Behrman, William Pfaff, president of the Association of Commerce, and Col. Robert Ewing, publisher of the States.

Daily feature stories in the States, supplemented by windshield stickers and window cards, brought out the large attendance.

At the conclusion of the show a joint letter, signed by every exhibitor, was sent to Col. Ewing, expressing appreciation of what the States had done.

On the opening day of the show a 28-page radio section was published, in which more than 55,000 lines of radio advertising was carried. The cover design included a personal letter from Mayor Behrman urging everyone to attend, and also endorsing radio as a means of improving home life. On each succeeding day of the show from 2,500 to 3,000 lines of radio advertising was published in the States, according to P. K. Ewing.

Entertainment features nightly included the personal appearance of many of the well-known local radio artists.

"We arranged all details for exhibitors," said P. K. Ewing, "selling them a completed booth, already decorated, and including insurance protection against fire, and amply lighted. A flat price of from $150 to $350 per booth was charged, which included all incidentals. Many exhibitors felt that we really gave them too much for their money, which sounds rather strange in a newspaper ant."

Col. Ewing dined all exhibitors at Antoine's at the conclusion of the show, and the States was asked to conduct the New Orleans exposition again in 1926.

The admission price was 50 cents to adults or children, but many tickets were given out free by dealers to prospective radio purchasers. The dates of the show were Oct. 26-31.

FRANKFORT TIMES BUYS AND SUSPENDS NEWS

Pulliam and Swank Sell to G. Y. Fowler's Sons, Leaving Morning Times Without Competition in City

The purchase of the Crescent News Publishing Company, publishers of the *Frankfort* (Ind.) *Daily News,* by G. Y. Fowler's Sons, publishers of the *Morning Times,* was announced Dec. 12.

With the last edition of the News on that date the city's evening newspaper suspended.

The News has been absorbed by the Times and only one newspaper is being published in the city. The paper will continue under the name of the Frankfort Morning Times and will continue in the morning field.

The News was purchased from Eugene Pulliam, publisher of the *Lebanon* (Ind.) *Reporter* and Roy Swank, who has been manager of the News since Oct. 1, when the paper was bought by them from J. J. Schumann, now at Orlando, Fla. The purchase by the Times included only the good will and subscription list of the News, Pulliam and Swank retaining the physical equipment which under the contract they must dismantle immediately.

The Times was founded as a weekly in 1885 by the late G. Y. Fowler who converted it into a morning daily in 1894. Since the death of the founder in 1914 the paper has been continued by his three sons.

The News dates back to 1849 when the *Clinton News* was founded. It had been continued under various managements and names. Later it became the Frankfort News and in 1914 was consolidated with the *Crescent,* another evening newspaper by W. G. Hendricks, now owner and publisher of the *Peru* (Ind.) *Journal.* It was published under the name of the *Crescent News* until about a year ago when the name was changed to the Frankfort Daily News.

Concerning the merger the Times editorially said in part:

"It is the desire of the management to make the publication even better. The Times was established in 1885 and that it has served the community is shown by the fact that from the start it obtained the lead in the field and despite aggressive competition throughout the years maintained the largest circulation in the county. In line with its policy of leadership, the Times always was first with the latest mechanical equipment. It is in keeping with this desire to give the community the best possible newspaper that the merger has been made."

W. S. Fowler is editor of the Times.

COBB AT SPHINX CLUB

(*Continued from page 7*)

M

William T. Mullally, Arthur C. Mower, John Mench, H. W. Mandeville, Edwin G. Martin, Thomas Mulhern, William P. Murray, C. A. Manchester, R. G. Morgan, S. F. Melcher, Charles G. Miller, Frank Meeker, Allyn Marsh, John Moffatt, J. E. Martin, Conrad W. Massaguer.

Mc

George McClelland, J. F. McKeon, James McEnery, T. K. McElroy.

N

J. Cole Nutting.

O

Roger J. O'Donnell, John E. O'Mara, A. C. Ostergren, Hugh A. O'Donnell, W. G. Oakey, Joseph R. O'Donnell.

P

Chalmers L. Pancoast, Charles Eugene Powers, Marlen E. Pew, Harry H. S. Phillips, Charles McD. Puckette, George Podyne, Radford Peck, Wells Peck, George D. Porter. Thomas Peace, E. O. Petersen.

R

F. St. John Richards, William H. Rankin, W. F. Reynolds, Charles C. Ronalds, Robert Reinhart, S. L. Rothafel, H. K. Riker, John K. Riegel, G. Ruggles, Jr., Berry Rockwell, W. O. Rutherford, Charles Rice.

S

A. F. Strasburger, N. H. Seidman, A. B. Stearns, E. M. Swasey, Saul Singer, Howard I. Shaw, Arnold Sanchez, H. R. Schaeffer, Hugo Sunneschine, Glenn Sutton, Sam Shapiro, Julius Stern, Archie Seixas, R. H. Schooley, R. K. Strassman, Edward Strassman, E. A. Sutphin.

T

John M. Taylor, William A. Thompson, K. C. Towe, William Dewitt Tyndall, Robert B. Tuttle.

W

N. Wigton, Col. Rhinelander Waldo, Edwin B. Wilson, Fred A. Wish, Harris H. Walker, J. J. Ward, Joseph White, L. A. Wildman, Harry C. Winter, Morris Weiss, Eltinge F. Warner, F. B. Ward, Allyn A. Wells.

Y

Herman V. Yeager.

Z

Fred Zeitz, Harry Zeitz.

CRAWFORD ENTERTAINS

British Agent Guest at New York Ad Club Dinner

William S. Crawford, of William S. Crawford Ltd., British advertising agent, was guest of honor at a luncheon given Dec. 17 at the Advertising Club of New York, by more than 50 American friends.

C. King Woodbridge, president of the Associated Advertising Clubs of the World presided. Speakers included: Charles C. Green, club president; Gilbert T. Hodges, the Munsey Company; George W. Hopkins, vice-president of Coral Gables; and James W. Brown, Editor & Publisher.

McNally Edits N. Y. Club Paper

Augustin McNally, secretary, has been appointed editor of the *Three Em Dash,* publication of the Newspaper Club of New York, Inc.

N. Brewster Morse

Has Created The Most Talked of Feature This Year

His Strip Picturization of Stevenson's "Treasure Island" is Appearing Daily in Leading Newspapers All Over the Country.

Write Us for Sample Strips Today

Wheeler-Nicholson, Inc.
15 West 44th Street, New York

Small Comics

"KIDS"
By STRIEBEL

"McDUFFER"
By BARRIE PAYNE

"OTTO WATT"
By BARRIE PAYNE

Associated Editors, Inc.
440 S. Dearborn St., Chicago

"SKIPPY"
By PERCY CROSBY

The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.

A feature you can't afford to miss

JOHNSON FEATURES, Inc.
1819 Broadway, New York, N. Y.

fashions

Authentic
Inclusive
Sparkling

FAIRCHILD
Newspaper Services
8 East 13th St. New York

Maybe you can build up your own classified. All we claim is that if you can't—we can!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors.
Packard Building Philadelphia

Invest in Pennsylvania---
Advertising space in the
Norristown Times Herald
pays big dividends in sales
National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

MARKET NEWS
Plus **TABLES**
An unusual financial service that places emphasis on the news that influences the course of security and commodity prices.
COMPLETE OR IN PART BY LEASED WIRE
CENTRAL NEWS of America
ESTABLISHED 1914
42 New St., New York City

Classified Tells and Sells Quickly

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.

Special rates quoted for 13, 26 and 52 insertions.

The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions — Special Pages

BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices

BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion — Distribution
Premiums

EDITORIAL
Business News — Correspondents
Syndicate Features

EMPLOYMENT
Help Wanted — Situations Wanted

MECHANICAL
Equipment For Sale — Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Suite 1004, 1841 Broadway, New York City.

Special Editions—Publisher may contemplate anniversary or industrial edition or desire to institute weekly business review page but hesitate at usual high rate of commission charged by specialists in this work. Eleven years' experience as executive in local and national advertising departments of newspapers, coupled with five years' experience on special editions and pages, insures efficiency of advertiser, who will work for reasonable compensation, and guarantee continued good-will of advertisers. B-560, Editor & Publisher.

Special Pages—Save the make-up worry!. Run any day—once a week a special feature or contest page. I develop local display with permanent good will prestige for a reasonable commission. Every account guaranteed. Endorsement of leading publishers. William E. Jordan, Newspaper Revenue Builder, care Editor & Publisher.

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

Accounting

Accountants and Auditors—Specializing in Newspaper Accounts and Federal Tax Matters. The largest and oldest firm of Certified Public Accountants handling Newspaper Work Exclusively. Edmund Walker and Company, 247 Park Ave., New York City.

Over box number "A-989" a newspaper was offered for sale on the Classified page. To date the advertiser has received 18 replies, and he assures us that they all look like live prospects and he anticipates no difficulty in closing sale.

BUSINESS OPPORTUNITIES

Brokers

Broker—Did he say no broker? Then be careful, he probably has a property that will not stand the acid test. Many purchasers prefer to pay the commission, realizing that it is money well spent. If you desire to buy or sell a property, you will do well to engage a qualified, responsible broker. I claim to be both and have some desirable properties to offer.—J. B. Shale, Times Building, New York.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Premiums

Premiums—Publishers! Circulation Managers! Circulation solicitation, using your crew, with premium to produce circulation at maximum cost of twenty cents order. Extremely low financing and minimum purchase of premium. Crew average 8 orders. Details without obligation. Albright China Co., Carrollton, Ohio.

EMPLOYMENT

Help Wanted

Assistant Sales and Business Manager wanted by a manufacturing corporation doing business with daily newspapers; bright young man who is familiar with the mechanical departments of newspaper plants. An exceptional opportunity for a newspaper junior executive who has a knowledge of sales, accounting and newspaper mechanics. Preferably one now located in or near New York. B-561, Editor & Publisher.

Circulation Manager—We want an experienced circulation manager, one who has been on the job at least ten years and who knows his business. Will start at $50.00 per week salary with definite prospects for advancement to the man who can deliver the goods. Must be total abstainer. In replying give full particulars regarding yourself, your experience, your family, and state reasons for wishing to change from present location. Give references. B-568, Editor & Publisher.

Syndicate Feature Salesman wanted; one who has had experience in selling and has the technical knowledge of newspaper making that will enable him to make the sort of intelligent contacts that will result in quick sales. State full particulars in first letter. B-572, Editor & Publisher.

Syndicate Man—Magazine Publishing organization developing newspaper syndicate want man to supervise and sell its service. Exceptional opportunity for right man. All replies confidential. Box B-571, Editor & Publisher.

Newspaper Openings, all departments. Our commission—one week's salary. Investigate. Publishers' Placement Service, Seitz Bldg, Syracuse, N. Y.

Situations Wanted

Advertising and Newspaper Woman, successful experience in magazine and newspaper work, understands big business, can write, manage, edit, or act as confidential executive to individual or firm. Credentials of highest order. B-554, Editor & Publisher.

Advertising Manager with years of experience on metropolitan and small city newspapers, owing to merger of morning and evening papers, is seeking the advertising management of a newspaper where his knowledge of the business and executive ability will be valuable to the publisher engaging his services. Full particulars by return mail. Address B-549, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Advertising Manager—Assistant to Publisher—Young man with splendid record as executive and advertising salesman seeks connection with publisher, preferably in city of 75,000 to 150,000 where a definite future is assured. Only permanency considered. Twelve years' newspaper experience. Enthusiastic, aggressive. At present assistant on paper leading in volume in city of 100,000. Married. Age 32. Available after Jan. 1st. Address B-566, Editor & Publisher.

Advertising Man—Wants position as advertising or classified manager. Eight years experience on large and small dailies. Record good. Seeks greater opportunity. Age 28; married. B-559, Editor & Publisher.

Advertising Man, twelve years' experience, thoroughly competent to handle any proposition including Rotogravure; understands merchandising; now in town of 100,000 middlewest; will go anywhere. B-567, Editor & Publisher.

Circulation Manager desires charge of entire Circulation Dept. in a town of 75,000 or more. Twelve years' experience, good promotion man; understands A.B.C. records, member of I.C.M.A. Married and have family. Prefer to go where hard work will be appreciated. References. Address B-531, Editor & Publisher.

Circulation Manager—Employed at present, but desire a change to more suitable connections. Successful circulation and promotion experience. References furnished from present and past employers. Member I. C. M. A. B-557, Editor & Publisher.

Classified Manager-Solicitor.—Young, with nine years' experience on metropolitan dailies. Can satisfy publisher as to ability to promote and produce classified linage. A1, references as to character. B-564, Editor & Publisher.

Copy and Lay-outs—Employers of Advertising Men! I wish to make a change. I have about two years experience writing copy and making layouts on large and small newspapers. Married. Age 26. Ambitious worker with ideas. Let me write you. B-565, Editor & Publisher.

Composing Room Foreman or Superintendent with record of exceptional accomplishment, desires connection with publisher expecting unusual results. B-539, Editor & Publisher.

Editor—This advertisement is addressed to owners or publishers who are looking for an editor of experience, a man who has acknowledged skill as a circulation maker, one who knows how to make and save money for his paper and who has an established reputation in metropoltan fields as a builder of newspapers of character and standing. Have specialized in the editorial department, but also have a thorough knowledge of the circulation, mechanical and photo-engraving departments. I can get results. Will give full and satisfactory reasons for severing my present connection and can furnish complete record as a builder and successful editor. B-563, Editor & Publisher.

Editor—Experienced in needs of paper from three to ten thousand circulation. Able executive. Good record. Age 31. Married. Address B-526, Editor & Publisher.

Editor—Experienced in needs of weekly newspaper from ten to fifteen thousand circulation. Knows features, promotional publicity and circulation methods. Prefers city thirty to forty thousand in agricultural territory. Available on reasonable notice. Age 50. References. B-569, Editor & Publisher.

Feature Writer—Woman, 4 years Hearst organization; magazine contacts and syndicate material. Has handled every side of a high type newspaper job, inside and on the street. Wants good connection. B-558, Editor & Publisher.

In Any Capacity—Young man with some newspaper experience, desires opportunity to connect with newspaper organization, where diligent effort will lead to permanent association. Good education. Seeks opportunity to build future. Size of salary not important. B-562, Editor & Publisher.

MECHANICAL

Equipment For Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—We have many Model 1, 2, 4, 5, 8, K and L, some with electric pots. These machines will be sold very cheap for spot cash. We also have a number of used Linographs of various models, which will be sold cheap for cash. If you want a real bargain, write or wire, stating model preferred. Department A, The Linograph Company, Davenport, Iowa.

MECHANICAL

Equipment For Sale

Model 14 Linotype in excellent condition, $2,000. May be seen in operation. Evening Republican, Columbus, Ind.

Printers' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Re-conditioned Machinery—Your opportunity to procure printers, bookbinders and box makers reconditioned machinery at exceptional bargain prices, and upon most liberal terms. Our present stock contains 40 cylinder presses, over 100 job presses, (various makes, all sizes) automatic presses, 30 paper cutters, from 16 to 65 inches, folding machines, wire stitchers, perforators, punching machines, standing presses, cutting and creasing presses, box making and miscellaneous machines. Must be sold regardless of cost. Send for revised list. Conner Fendler Branch—A. T. F. Co., 96 Beekman Street, New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

EQUIPMENT WANTED

Duplex Tubular Press wanted. Republican Press, Salamanca, N. Y.

LEGAL NOTICES

INTERNATIONAL PAPER COMPANY

New York, November 25th, 1925.

The Board of Directors have declared a regular quarterly dividend of one and three-quarter per cent (1¾%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1½%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable January 15th, 1926, to holders of record at the close of business January 2nd, 1926. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

PURCHASE, CONSOLIDATION, SALE AND APPRAISAL

of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

POSITIONS NOW OPEN

for **COPY READERS**
REPORTERS
ADVERTISING SOLICITORS
and **DEPARTMENT HEADS**

WITH GOOD NEWSPAPERS IN SOUTH, EAST AND MIDDLE WEST.

Registration free. Confidential service. No obligation to apply for positions offered.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

ASK MORE NEWS VIA RADIO IN BRITAIN

Broadcasting Company Requests Modification of Present Restrictions Saying Newspapers Now View Radio As Ally

LONDON, Dec. 7.—In this country the broadcasting of news by radio is fledged around with numerous restrictions. No news may be sent into the ether before 7 p. m., and then the items are limited to matter supplied by the four great news agencies, the news announcements being prefaced by the intimation "Copyright by Reuter, Press Association, Exchange Telegraph, and Central News." Functions and speeches may be broadcast, so long as the transmissions are limited to what the microphone can pick up, at any hour of the day, but the Broadcasting Company is not allowed to describe happenings of the day by placing a narrator before the microphone.

The British Broadcasting Company, which, as American readers know, holds the monopoly of radio broadcasting in Great Britain, intends to press for greater freedom of action as far as news transmission is concerned.

This fact was made clear in an interesting statement submitted by the Company to a Committee of Enquiry that is now sitting at the House of Lords. The Broadcasting Company holds the opinion that the 7 o'clock time limit should be abolished, and it also wants to broadcast eye-witness accounts of the current day's happenings from the studio each evening. It suggests that this development would not detract from the value of the newspapers.

The relations between the press and the Broadcasting Company are now exceedingly cordial—a point that is touched on in the report. The early uneasiness that undoubtedly prevailed in newspaper circles has now disappeared, and the Company warmly acknowledges the great assistance that the press has rendered in developing the broadcast service. It adds that newspapers now regard radio as a potential ally rather than a rival, and the B. B. C. takes the same view, the assurance being given that any of the recommended developments will be taken in cooperation with newspapers and in harmony with their interests.

PRESS MOVED EASILY

Only 27 Hours Needed to Transfer Fond Du Lac Reporter's Duplex

Only 27 hours were required recently to take apart and move the 35-ton Duplex press of the *Fond Du Lac Daily Reporter* from the basement of that newspaper's plant to the first floor. Forty men were engaged in the work. Removal of the press is part of the general remodeling and enlargement of the Reporter's plant.

The stereotyping department is also being moved to the first floor with a view to speeding up operations and increasing efficiency.

The work of dismantling and reassembling the press was in charge of Herman Ninnow and Herman Prellwitz, experts from the Duplex Press Company of Battle Creek, Mich.; the electrical work was directed by C. S. Hall and K. R. Ross, of the General Electric Company, Chicago.

New N. C. Paper Planned

L. D. Miller, R. E. Price and J. B. Miller are planning another newspaper for Rutherford County, N. C., to be called the *Rutherford County News*. These three men have been associated with the *Rutherford Sun* for a number of years.

Florida Publications Merged

Sunshine, St. Augustine, Fla., has been merged with *The Hollywood Magazine,* Hollywood, Fla., and the combined magazines are being published as *Tropical America,* starting with this month's issue.

Political Weekly Launched

The *Virginia Democrat,* political weekly published at Richmond, printed its first issue Dec. 5. Herman H. West was named as editor; William P. Smith, business manager; Charles S. Thomas, advertising manager, and William J. Herndon, circulation.

Sac City Sun and Bulletin Merged

S. M. Stouffer & Son, publisher of the *Sac City* (Ia.) *Sun* have purchased the *Sac County Bulletin* and will merge the papers. The Bulletin has been published by J. S. Russell. The Sun was founded in 1871 and the Bulletin in 1880.

Sir Charles' Gift to Poor Richard

Sir Charles Higham, British advertising agent, has presented the Poor Richard Club of Philadelphia the painting by Allen Stewart of "Penn Receiving the Charter of Pennsylvania from Charles II." It is planned by Sir Charles that the gift will be brought over by Col. Lawson, president of District 14, Associated Advertising Clubs of the World, when he comes with the British delegation to the A. A. C. W. convention in Philadelphia next June as memento from England.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO – NEW YORK – LONDON

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work.

HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.

POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.

Available For Early Delivery.

WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - Monadnock Block

C-H
Printing Press Control
"The Safest System in the World"
For Large and Small Plants
Consult Our Nearest Office
The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York Cincinnati Milwaukee
Chicago Boston San Francisco
Pittsburgh Detroit Los Angeles
Philadelphia St. Louis Portland
Cleveland Buffalo
Seattle—H. B. Squires Co.
CUTLER-HAMMER

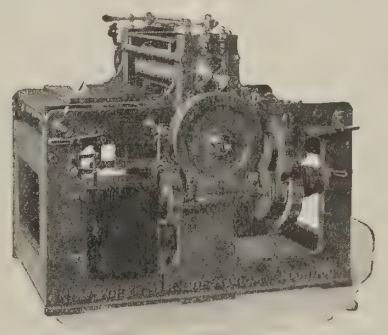
MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal
It Wastes Money
Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.
MONOMELT
SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

Wilke's
METALS
THE HIGHEST STANDARD
Write for Information Concerning
Wilke's Metal Insurance Plan
It Will Save You Money
Metals Refining Co.
Hammond, Indiana
Warehouses in Principal Cities

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.
PALMER
DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Begin 1926 with a clear store room. Get rid of the surplus equipment your newspaper has outgrown. Buyers are plentiful and can be reached through the Classified page. Through the same medium new or used equipment can be purchased to meet your newspaper's increased demands.

HOE New-Design Heavy-Duty Matrix Roller
Built especially for heavy-duty work from the best grade of materials. Heavy supporting Frames are cast in one piece and secured by two substantial crossbar castings. Bed, with five second travel in one direction for wet mats and twenty second travel for dry mats, accommodates the largest single and double-page chases in ordinary use.

Designed Especially for Dry Mats
R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street BOSTON, MASS.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

DECIDING that local fish canning and preserving plants had been receiving much local publicity without contributing to the coffers of the local newspaper in the way of advertising, the advertising manager of the newspaper arranged a canning page. Each of the canning firms was solicited for advertising in this page and all made purchases of space. Two insertions were made of the page.—W. McNulty, St. John, Can.

A device which is arousing considerable interest among advertisers has been adopted by the *Bloomington* (Ind.) *Star*, a weekly. A box is run at the top of the fifth column on the first page calling attention to the largest ad in that week's paper. With it is an announcement that the Star will call attention every week in that space to its biggest advertisement of the week.—Norman J. Radder, Bloomington, Ind.



Unusual full-page copy run this week in the *Pittsburgh Press* with 153 cuts advertising separate articles

A page headed, "Don't Flirt with Death," carrying a few accident "illustrations" will bring business from the accessory stores and garages in your city. Auto chains, brakes, and steering gear can all be emphasized.—Roy C. Swank.

WHENEVER there is an important postoffice robbery, great numbers of readers puzzle over how the bandits are able to dispose profitably of large quantities of stamps. They have little or no information of the criminals' "fence" through which crooks realize on their stolen goods. Police and detectives can give a good account of the "fence" system which will be of interest to readers.—A. C. Regli.

Analyzing the character of readers from photos furnished is proving an interesting stunt on one of the northwest papers. Services of an expert character analyst have been engaged and numerous characters are analyzed each day. A leading citizen has his character told in several sticks, with photo, while the average citizen is addressed by initials and draws a paragraph.—C. M. L.

One of the Boston papers recently ran a feature story on the air mail postage stamps with reproductions of the first ones used. Local collectors in your city could help you out on information as well as the post office and the story would make very interesting reading even to people not interested particularly in stamps.—C. E. Pellissier.

Get your sports page editor to run a questionnaire on what the major sport developments of the year will be. Will Tilden hold his championship? Will Helen Wills defeat Suzanne Lenglen during 1926? Will Willie Hoppe regain his billiard title? Will Pittsburgh repeat as pennant winners? Sum up the results and check up on them at the end of the year.—E. Merle Hussong, Santa Ana, Cal.

The *Los Angeles Times* recently conducted a twin-matching contest productive of much reader interest. Photos of twins were run in the paper for a period of time and contestants were to match the photos of twins. All age groups were represented.—Harold J. Ashe, Long Beach, Cal.

"Has Girl Right To Propose?" was the title of a feature some days ago in the *Ogden* (Utah) *Standard-Examiner* which caused a great deal of interest. The ministers of the city were asked to give their views, and they did freely. Of course, they disagreed, as we all would, but it made interesting "copy."—F. L. W. Bennett.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

Don't miss our Pictorial
REVIEW
of the
YEAR CARTOON
(4, 5 and 6 col. sizes)
The International Syndicate
Baltimore, Md.

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

The World's Greatest Newspaper Feature Service
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.
4 page ready-print color comics.
Write for samples and rates
NEA SERVICE INC.
1200 W. 3RD. STREET, CLEVELAND, OHIO

By
Cyril McNeile
author of the famous
"BULL DOG DRUMMOND"
Twelve, Full-Page Illustrated Stories
of
Love—Mystery—Adventure
for
Weekly Release
Mat of Illustration or Complete Mat
Ask for Samples
The McClure Newspaper Syndicate
373 Fourth Avenue, New York City

BY UNITED PRESS
AROUND THE WORLD AROUND THE CLOCK
UNITED PRESS ASSOCIATIONS
World Building New York

The 1925 *Wonder-Serial*
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits
Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
World Building, New York

Most Populous State in the Union

New York State

is Wealthiest Community in the World

THE population of New York State is for the most part centered in 59 cities, six of which have over 100,000 inhabitants and the rest have from 25,000 to 100,000. The city people in New York State number 8,589,844. There are more people to the square mile in New York State than in any similar area in America.

New York State has more people than any one of these European countries: Belgium, Roumania, Greece, Netherlands, Portugal, Sweden, Bulgaria, Switzerland, Finland, Denmark or Norway.

It has more than Scotland and Ireland combined. It has almost twice as many as Australia and it exceeds all Canada. New York State is more populous than any country in South America, except Brazil, and it exceeds any country in North America except Mexico.

New York State with a wealth of about $37,000,000,000 represents the greatest concentrated wealth in the world. The per capita wealth is $3,431.

In this thickly populated market of vast wealth there is big business for the state wide distributor.

The New York State newspapers listed below offer excellent cooperation for the promotion of sales to National Advertisers.

	Circulation	2,500 Lines	10,000 Lines
*Albany Evening News (E)	30,060	.08	.08
*Albany Knickerbocker Press (M)	32,864	.10	.10
*Albany Knickerbocker Press (S)	56,014	.14	.14
*Amsterdam Recorder-Democrat (E)	7,603	.04	.04
†Auburn Citizen (E)	6,214	.045	.035
*Batavia Daily News (E)	8,669	.04	.04
†Binghamton Press (E)	34,505	.10	.10
*Brooklyn Daily Eagle (E)	70,622	.22	.22
*Brooklyn Daily Eagle (S)	79,652	.22	.22
*Buffalo Star and Enquirer (E)	30,134	.13	.09
*Buffalo Courier (M)	63,491	.17	.13
*Buffalo Courier (S)	115,578	.27	.22
*Buffalo Evening News (E)	128,455	.25	.25
*Buffalo Evening Times (E)	102,796	.21	.21
*Buffalo Sunday Times (S)	102,068	.21	.21
*Buffalo Express (M)	50,796	.14	.12
*Buffalo Express (S)	57,682	.18	.14
*Corning Evening Leader (E)	9,148	.055	.05
*Elmira Star-Gazette Advertiser (E&M)	33,500	.11	.11
†Geneva Daily Times (E)	5,527	.04	.04
*Gloversville Leader Republican (E)	6,939	.035	.035
*Ithaca Journal-News (E)	7,473	.05	.05
*Jamestown Morning Post (M)	11,636	.04	.035
*Middletown Times-Press (E)	6,792	.04	.04
*Mount Vernon Daily Argus (E)	9,871	.05	.05
*Newburgh Daily News (E)	11,842	.06	.06
*New Rochelle Standard-Star (E)	8,108	.04	.04
*The Sun, New York (E)	254,189	...	.56
*New York Times (M)	350,406	.75	.735
*New York Times (S)	572,815	.90	.882
*New York Herald-Tribune (M)	281,673	.6435	.624
*New York Herald-Tribune (S)	321,889	.693	.672
*New York World (M)	309,386	.595	.58
*New York World (S)	542,386	.595	.58
*New York Evening World (E)	311,450	.595	.58
*Niagara Falls Gazette (E)	20,385	.06	.06
*Port Chester Item (E)	4,760	.03	.03
*Poughkeepsie Star and Enterprise (E)	12,429	.06	.06
†Rochester Times-Union (E)	67,974	.21	.20
*Syracuse Journal (E)	62,000	.14	.14
*Troy Record (M&E)	22,427	.06	.06

* A. B. C. Statement, Sept. 30, 1925.

† Government Statement, Sept. 30, 1925.

Why Should They Read *Your* Paper?

THIRTY!

The last piece of copy has left the desk, the last form is hot from the foundry, the last plate locked on the cylinders.

A long, low roar from the presses and another "final" is on its way to the wagons and the boys! Another good job done.

But how much better a job than your competitor's?

What is there in that sheet, still wet from the press, that isn't in your competitor's?

In the answer lies the measure of your success.

The secret of that success is the *news behind the news.*

an interpretation of the big story of the day by the country's most widely-read national correspondent.

—a summary and analysis of the day's developments in the business world by the head of a staff of expert business news writers.

—the background of the big news story in each section of the country written by staff men trained to cover the exclusive angle.

—expert analysis of the situation in each major sport by trained sport writers with national reputations.

—world news of human interest from thirty capitals.

—the day's contribution to the world of radio and fashion.

—the most complete and authoritative review and outlook of the markets available.

These exclusive dispatches by the staff-writers of The Consolidated Press Association, distributed over its leased wire, give you the "background" news that makes your paper different—makes it *dominate your field.*

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York	Chicago	San Francisco	Paris
Eighth Floor World Building	Fourth Floor Daily News Bldg.	Third Floor Spreckels Bldg.	Fourth Floor 19 Rue d'Antin

THIS ISSUE:—STORY OF FRANK A. MUNSEY'S CAREER

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1925

SUITE 1700 TIMES BUILDING, NEW YORK.
42ND STREET AND BROADWAY

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 58. No. 31 NEW YORK, DECEMBER 26, 1925 By Mail in Advance $4. U. S. A. $4.50, Canada; $5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

Radio Products That Sell Best in Chicago Are Advertised Most in The Chicago Daily News

This is a case of "cause and effect," and you may check up on the statement with little difficulty. Ask the better class dealers—the dealers who stay in business and grow.

There is abundant reason for the effectiveness of Daily News advertising in selling good radio products. Its interesting and authoritative radio department every day and its radio section every Saturday hold the interest and confidence of radio fans throughout Chicago and its suburbs. And with its 400,000 daily average circulation—approximately 1,200,000 daily readers—concentrated 94 per cent in Chicago and nearby towns—it goes into the great majority of financially competent households that are the best supporters of radio.

To sell more radio products in Chicago, follow the lead of experience and advertise more in

THE CHICAGO DAILY NEWS

First in Chicago

Note—The Daily News is the only newspaper in Chicago that owns and operates its own radio broadcasting station—WMAQ.

BENJAMIN WOOD
PRESIDENT & TREASURER

JACKSON TOWNSEND
VICE-PRESIDENT

NELSON MAYNARD
VICE-PRESIDENT

WOOD FLONG CORPORATION

DRY MATS FOR STEREOTYPING

501 FIFTH AVENUE
AT 42ND STREET

NEW YORK

December 21, 1925

Gentlemen:

The magnificent new plant of THE PHILADELPHIA INQUIRER is unquestionably the most complete and best equipped newspaper home in the world.

It houses the speediest and most substantially constructed printing press ever built. The production of this remarkable machine is easily double that of any other press in existence.

The last word in the science of manufacturing the modern newspaper was said by THE INQUIRER when it ordered in for exclusive use in its beautiful plant the WOOD METROPOLITAN DRY MAT. Shortly THE INQUIRER will be making such speed in getting to the delivery room as never before dreamt of.

The new Wood Newspaper Making Machine and the WOOD METROPOLITAN DRY MAT are the outstanding newspaper inventions of the present century.

Cordially,

President

The woman pays because—

¶ In America women do the buying—whether for themselves, their families or their homes.

¶ This is as true of automobiles and books as it is of soap and dress goods—it is true, in most cases, of the clothes worn by men, whether by married men or sons at school.

¶ For this reason the advertiser receives the greatest benefit from advertising in newspapers read in the home by the family—such newspapers as the Baltimore Sunpapers.

¶ The Sunpapers are family papers, delivered right to the home by exclusive Sunpaper carriers.

¶ This carrier system was inaugurated in 1837 with the first issue of the Sunpapers—and has grown steadily with the growth of Baltimore until today it spreads out and covers the 93 square miles that make up Baltimore and Baltimore's suburbs.

¶ Using the Sunpapers, the advertiser knows that his message will be read not only in the office, on street cars, in lunch rooms—but in the home where the real buying of America is done.

Average Net Paid Circulation for 6 Months
Ending September 30, 1925

Daily (M. & E.) . . .	**239,198**
Sunday	**183,814**

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d Street, New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

Baltimoreans Don't Say "Newspaper;" They Say "SUNpaper"

Christmas Sales Set New Record in

PHILADELPHIA

Around $100,000,000 Mark



PHILADELPHIA (America's third largest market), with an unprecedented jam of Christmas shoppers, buying more costly gifts than ever before, bids fair to make this the greatest Christmas spending year in its business history, according to leading merchants.

The department stores and other retail merchants are enthusiastic over the heavy buying of the early Christmas shoppers. Shortly after Thanksgiving they began to descend on the stores with the result that hurried calls were made to employment departments for additional sales girls and packers.

"It looks like the biggest year yet," said Sheridan Taylor, of the credit clearance bureau of the Philadelphia Chamber of Commerce. "If the crowds keep up their buying, Philadelphia's Christmas business will pass the $100,000,000 mark this year, setting a new record in this city.

"Not only is heavy spending pretty general, showing no reaction from the predicted reaction of the coal strike, but the average amount of money spent is greater than ever before. Automobile dealers tell me their holiday buying is beginning to catch up to their spring trade and the radio people are reporting heavy sales in the more expensive sets.

"Another noticeable increase is in the buying of women's apparel, especially fur coats, and the haberdasheries are experiencing active buying in men's coats, gloves and golf suits. It looks as though the man of the household will have more spent on him than ever before.

"The jewelers are delighted with the Christmas trade so far. Diamonds are proving popular gifts, with a decided trend toward unusual earrings for women and imported cuff-links for men."

DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

"In Philadelphia nearly everybody reads The Bulletin"

520,072 Copies a Day

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of largest in the United States.

NEW YORK
247 Park Avenue
(Park-Lexington Bldg.)

CHICAGO
Verree & Conklin, Inc.
28 E. Jackson Boulevard

DETROIT
C. L. Weaver, Verree & Conklin, Inc.
117 Lafayette Boulevard

SAN FRANCISCO
Thomas L. Emory, Verree & Conklin, Inc.
681 Market Street

(Copyright 1925—Bulletin Company)

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations.

Vol. 58 NEW YORK, DECEMBER 26, 1925 No. 31

Death Suddenly Summons Frank Munsey At Height of Power and Success

Succumbs at 71 After 9-Day Battle With Appendicitis—Newspapers Temporarily in Charge of William T. Dewart—Wealth Estimated at $40,000,000

FRANK ANDREW MUNSEY is dead. The end came to the millionaire business man and publisher of magazines and the *New York Sun* and the *New York Evening Telegram*, at 6:30 o'clock in the morning, Dec. 22, at Lenox Hill Hospital, New York, where he had been operated on for appendicitis and peritonitis, Dec. 14. He was in his 72d year.

The body lay in state Dec. 23, in a chapel of the Cathedral of St. John the Divine, attended by old employes, while funeral services, conducted by Bishop Manning, were held Christmas Eve, with burial in a vault at Woodlawn cemetery. In the spring, the remains will be removed to Lisbon Falls, Me., and placed beside those of his father and mother, in a plot Mr. Munsey himself had arranged.

During the services Mr. Munsey's various business interests paid tribute by several minutes of silent reverence. In his headquarters building, 280 Broadway, the office of the Sun, all portraits of the dead owner were draped with black, the only visible sign of mourning.

The Munsey newspaper and magazine properties, for the time being, are in the hands of William T. Dewart, vice-president and general manager of the Frank A. Munsey Company. The will has not yet been opened, and all executives claim ignorance of the plans Mr. Munsey may have had for the future of his publishing enterprises, and disposal of his vast fortune, conservatively estimated as between $30,000,000 and $40,000,000. It is known that during this last sickness, he summoned Charles E. Rushmore, his attorney, to his bedside, and made changes in his will and testament previously drawn.

The newspapers were owned by the Frank A. Munsey Company, capitalized at $10,000,000, with Mr. Munsey president and Mr. Dewart, vice-president and general manager. Directors of the company, which also controlled the Munsey magazines, are C. H. Pope, Matthew White, Jr., C. H. Stoddart, and R. H. Davis.

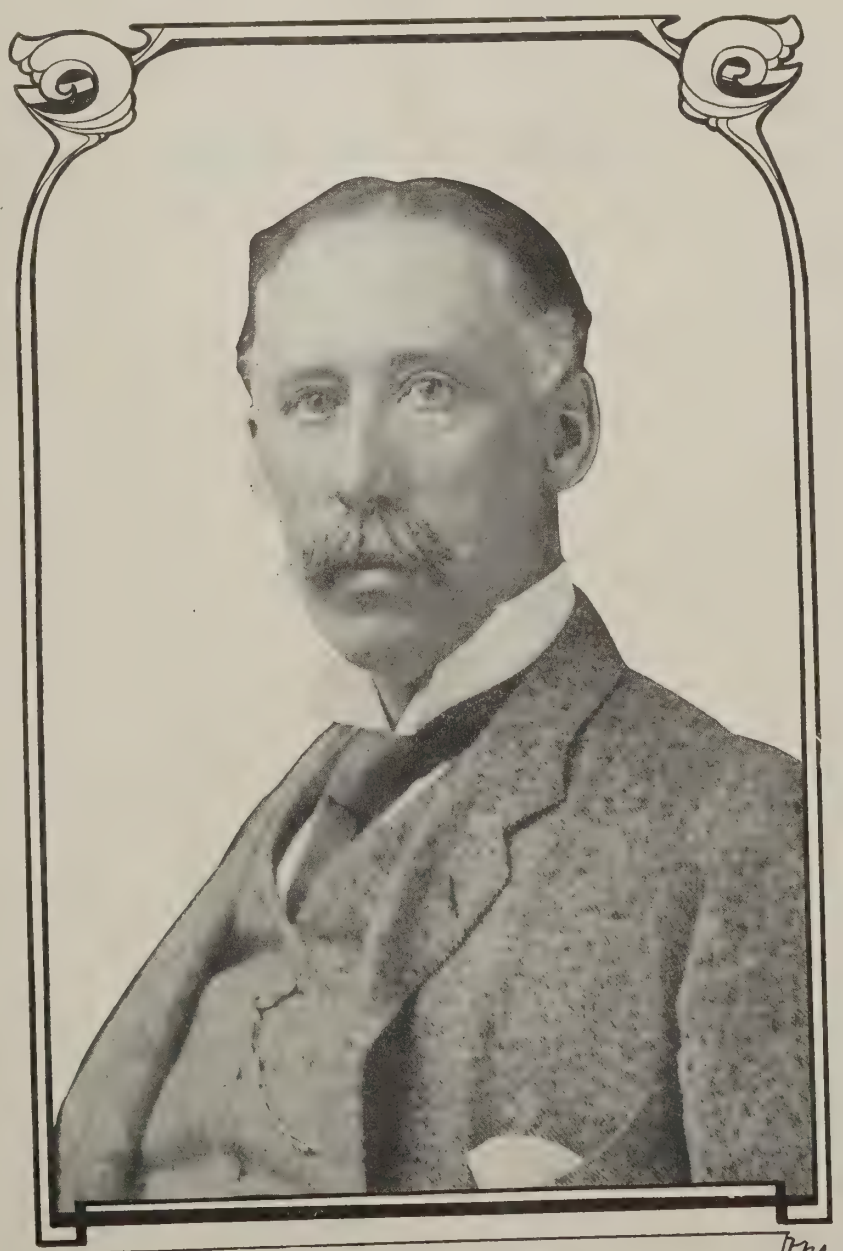
Mr. Munsey's nine days of fatal illness brought him daily closer to death than the general public was permitted to know. Optimistic bulletins were issued to the daily press, while his doctors and associates knew his condition was more desperate than was ever hinted.

The final fight for life was brave, however. Mr. Munsey's heart was strong, and he withstood the shock of two secondary operations in a remarkable manner, giving proof of his amazing vitality.

Hopeful statements regarding his condition were issued to the public up until last Saturday. Then late Saturday night, because of a tendency to coma, it was decided at a consultation between Drs. Oastler, Lambert, Poole and Garbat that another secondary operation be performed, which took place Sunday afternoon. Because of the drainage established by this operation, Mr. Munsey seemed to show a very considerable improvement, but the septic condition was so widespread that the favorable signs were only temporary. Late Sunday night he began failing rapidly.

A group of close business associates remained with him until midnight of that day, and then, because of evidences of the approaching end, they were re-summoned at about 4 o'clock Monday morning. Gilbert T. Hodges, director of advertising of the Frank A. Munsey Company, had remained on watch and had notified the others by telephone.

In the private suite of the hospital were gathered Mrs. Allan W. Mansfield, of Meriden, Conn., a grandniece of the publisher; Mr. Dewart, who has been associated with Mr. Munsey for 30 years, and Mrs. Dewart; Fred A. Walker, for 24 years intimately connected with the dying man; Edwin S. Friendly, business manager of the Sun; Mr. Hodges and C. T. Dixon. As the first streaks of day filtered into the blind-darkened room, light flickered out of Mr. Munsey's body. His life on earth had come to an end. He had been unconscious during all the last several hours.



Frank Andrew Munsey
1854—1925

Mrs. John Hyde, the publisher's sister, who lives in St. Petersburg, Fla., and who, because of her age, 77 years, and the wish of her brother, was not summoned to his death bed, was to arrive in New York in time for the funeral services, Dec. 24.

The passing of Mr. Munsey was the more dramatic, because of its suddeness. In the spring of this year, he had suffered a severe attack of influenza. Then some few feared for his health. But he spent an unusually long time at his country estate in the Adirondacks, and then went abroad to Carlsbad for the baths. He returned to New York in the early fall, decidedly improved in health.

"He was in better condition this fall than he had been for years," Mr. Walker said. "He would arrive at the office every day at 10 o'clock and remain all day. He kept later hours and worked harder than anyone he employed. He was more exacting of himself than of anyone else."

It was in this condition of vitality and energy, that he came to his office on Dec. 13. During the day he stopped in at the news room of the Sun on the second floor, an almost daily custom. His tall gaunt frame showed not the slightest indication of illness. He paused at the desk of Keats Speed, managing editor, and chatted with him informally, then moved over to George Van Slyke, his political editor, ending his inspection at the desk of Franz Schneider, financial editor.

Mr. Schneider was particularly impressed with the owner's good spirits and apparent good health. The financial editor has not been long on the Sun's staff, coming there from the *New York Evening Post*, where he had made a brilliant reputation.

"I want the best," Mr. Munsey told him on this day, "I want the best financial talent you can engage."

Then he mentioned the name of one of the present financial writers, and complimented Mr. Schneider on this man's work.

"How much is his salary," Mr. Munsey questioned. He was told, and the sum is considerably above that paid most newspaper men.

"It isn't enough," Mr. Munsey answered. "I want you to write out a recommendation to me to raise that amount substantially. Bring it to me in my office on Monday."

On Monday he was in the hospital he would never leave alive.

On that same Saturday afternoon, he motored out to his estate at Manhasset, L. I., where he remained until evening, returning later to his apartment at the Ritz Carlton Hotel. He dined that evening with friends at the Ritz. During dinner, he became ill and retired to his

rooms. Even then he refused to consider his illness seriously and did not seek medical aid.

In the morning, however, he felt worse and summoned his physician, Dr. Oastler, who, after consultation with other doctors, order his removal to the hospital.

The funeral on Christmas Eve at the Cathedral of St. John the Divine was dignified and impressive. The Union League Club, of which he was a member, appointed a committee of 98 to attend. The members of the Publishers' Association of New York attended in a body, with the executives of the American Newspaper Publishers Association.

The Publishers' Association at a meeting the day before passed a resolution in tribute to Mr. Munsey, and voted to have it engrossed in a book and presented to the Sun. Tributes at this meeting were paid by Victor Ridder, *New Yorker Staats Herold,* Herbert F. Gunnison, *Brooklyn Eagle,* and Howard Davis, *New York Herald Tribune.*

Honorary pall bearers at the funeral included:

Gov. Alfred E. Smith, Judge Elbert H. Gary, Charles E. Hughes, John D. Rockefeller, Jr., Charles E. Mitchell, Albert J. Beveridge, Thomas Lamont, Charles H. Sabin, Clarence H. Mackay, James W. Gerard, Chauncey Depew, Adolph S. Ochs, Ogden Reid, John W. Davis, Otto H. Kahn, Dr. Nicholas Murray Butler, Erman J. Ridgway, Edward P. Mitchell, William R. Wilcox, Morgan J. O'Brien, Melville E. Stone, George Gordon Battle, Kent Cooper, Judge Martin T. Manton, Darwin P. Kingsley and Karl A. Bickel.

When the body lay in state at the Cathedral, it was guarded by old employes.

Throughout the night the following employes were on guard: Robert Ferris, James Lockhart, Harry Ney and J. W. Brannigan. At 7 o'clock they were relieved by Matthew White, C. H. Tate, S. P. Schafer and H. B. Ward.

The Gorham bronze coffin rested in front of the altar, lying parallel with it. Lilies were around it. The golden inscription it bore read, simply:

FRANK A. MUNSEY

One of the floral pieces was a cross covered with lilies. It stood at the head of the coffin. Another floral piece consisting of roses and smilax was the tribute of Miss Daisy Sorenson, who had been Mr. Munsey's private secretary for many years. Upon it was the single name, "Daisy."

A guard of honor, composed of men who had long been employes of Mr. Munsey, attended the body, each group remaining in the chapel for twelve hours.

GET ALL THE NAMES!

Is Latest Order to New York World and Times Reporters

"Get all the names!" is the latest order to *New York World* and *New York Times* reporters.

Herbert Bayard Swope, executive editor of the World, started it not long ago, and the Times was quick to follow suit. Of course, printing long name lists is nothing new in the newspaper field. Across the river in the big borough of Brooklyn the dailies there have been doing it for years. New York, however, it was thought, had outgrown this journalistic feature.

But Mr. Swope decided one day the people would like it, and in consequence accounts of public dinners are now being followed by a detailed list of those attending, printed in agate, and arranged alphabetically. He figured that, despite apartment house isolation, there was alive in New York a keen interest among people as to what their neighbors were doing.

"The response has been overwhelmingly in favor of the innovation," William Preston Beazell, assistant managing editor, told EDITOR & PUBLISHER this week.

We can't blame the French if they think America is merely a place to get money to buy a Paris divorce.—*Cleveland Times.*

WORLD PRESS PROGRAM GROUPS NAMED

Ad Interim Committees Appointed by Dean Walter Williams to Report Subjects for European Meet—Many Foreigners Named

Dean Walter Williams, of the University of Missouri School of Journalism and president of the Press Congress of the World, has announced ad interim committees which are to report various subjects at the next meeting of the congress to be held in Europe.

The committee on news communications consists of Col. Edward Frederick Lawson, *London Daily Telegraph,* chairman; B. W. Fleisher, *Japan Advertiser,* Tokio, vice-chairman; Mons. Borsa, *Il Secolo,* Milan, Italy; Henry Houssayo, Agence Havas, Paris; Walter Nichols, *Province,* Vancouver, B. C.; A. A. Humme, Dutch Press Association, The Hague, Holland; Ludvig Saxe, *Verdene Gang,* Christiana, Norway; Robert Bell, *Lyttleton Times,* Christ Church, New Zealand; Thales Coutoupis, *Nea Alles,* Athens, Greece; W. P. Wang, *Shun Pao,* Shanghai, China; Keith Murdock, *Herald,* Melbourne, Australia, and Gregoria Nieva, *Philippine Review,* Manila, P. I.

Committee on Freedom of the Press—Thales Coutoupis, chairman, and M. Borsa, vice-chairman.

Committee on Interchange of Journalists—Guy Innes, *Herald,* Melbourne, Australia, chairman, and Hollington K. Tong, *Review of the Far East,* Peking, vice-chairman.

Committee on Journalist Education—K. Sugimura, *Asahi Shimbun,* Tokio, chairman, and Robert Bell, Lyttleton Times, Christ Church New Zealand, vice-chairman.

Committee on Ethics and Standards of Practice—Stephane Lausanne, *Le Matin,* Paris, France, chairman, and Edouard Chapuisat, *Journal de Geneve,* Geneva, Switzerland, vice-chairman.

Committee for Promotion of Welfare of Journalists—Jorge Mitre, *La Prensa,* Buenos Aires, chairman and Torcuato Luca De Tena, A. B. C., Madrid, Spain, and H. A. Davies, Australian Journalists' Association, Melbourne, vice-chairmen.

Booklet Features Women Writers

"Women of the Tribune" is the title of a book produced by the *Chicago Tribune,* containing sketches of the women journalists now on the staff.

Sagaser Offices to Macon

The Sagaser Newspaper Association will establish central headquarters in Macon, Mo., about Jan. 1, it has been announced by C. G. Sagaser, vice-president and treasurer, who will be manager of the office. The company operates the *Atlanta* (Mo.) *Express* and the *Bevier* (Mo.) *Appeal* as well as holding Jackson county, Missouri, printing interests.

Songs of the Craft

(*Written Exclusively for* EDITOR & PUBLISHER)

By Henry Edward Warner

GREETINGS

ABOVE the din I hear a yell
For copy, and I speed me well
To make the grade; but in my heart
I am no parcel and no part
Of all this racket in the room
Nor of the presses' roar and boom.
I'd rather quit a while and say
A word to you of Christmas Day—
Greetings!

I'd rather chop the chore, and do
A season's wish-you-well to you!
I'd rather say, I hope you see
Your wishes on your Christmas Tree.
I'd rather sing a song of cheer
For this so gladsome time o' year,
And so invoke the gods to bring
You all you want, of everything!
Greetings!

I have my mind, I have my health—
I have no pressing need of wealth;
I have my job, my daily task,
My kids, and what more could I ask?
And I have you who read these things
That one in altruism sings;
I ask no other thing than what
I've had, and hope for, and have got!
Greetings!

Here's wishing you may all enjoy
Your Christmas; that no harsh alloy
May touch the pure gold of delight
When Santa's reindeer come in sight.
And if Fate left the job to me—
If I were Kris, your Christmas Tree
Would bend with gifts, your socks enfold
More happiness than they could hold!
Greetings!

IRONTON (O.) DAILIES TO MERGE JAN. 1

Morning Irontonian and Evening Register to Continue as Morning and Evening Tribune Under Consolidated Ownership

The two daily newspapers at Ironton, O., the *Morning Irontonian* and the *Evening Register,* are to be consolidated Jan. 1.

Financial arrangements were made equalizing the difference in value of the two properties and stock will be issued to the merging companies on an equal basis.

The Irontonian is owned by the *Portsmouth* (O.) *Times* interests and the Register by the C. B. Moore estate. A new company to be known as the Ironton Tribune Company will be incorporated and an evening and Sunday morning paper will be issued under the heads of the *Ironton Evening Tribune* and the *Ironton Sunday Tribune.* The names of both merging papers are to be dropped.

Miss F. B. Moore, who has been business manager of the Register, will be business manager of the new paper, which will be Republican in national affairs and independent locally. The Tribune will be operated in close co-operation with the Portsmouth Times, interested in general business and other policies. I. A. Klein will represent the papers in the national field.

The Portsmouth Times is published by the Times Publishing Company with Harry E. Taylor as editor.

Donahey Taking Long Vacation

Hal Donahey, cartoonist of the *Cleveland Plain Dealer,* has entered, upon a vacation that will continue until April 1, 1926. Donahey has been working on the Plain Dealer 25 years and says he figures that he has a real vacation coming to him. In 1924, Donahey was in Egypt for three months, but the Plain Dealer carried one of his cartoons every day. They were drawn on onion skin paper and mailed from Cairo. This time he will take neither pen nor pencil with him. Donahey has drawn nearly 9,000 cartoons for the Plain Dealer since 1899. He is a brother of A. Victor Donahey, governor of Ohio.

NEW "TELEVISION" TEST

Edouard Belin Displays Latest Invention Before Paris Society

A new invention for transmitting pictures by telegraph was demonstrated Dec. 18, by Edouard Belin, French inventor, before the Society of French Photography in Paris. M. Belin carried on his early experiments with "television," in co-operation with the *New York World.*

M. Belin gave his colleagues a demonstration of his instrument, which while lacking certain practical aspects is nevertheless said to be a definite working out of the principle of "television."

"The turning mirror," used by scientists has been modified by M. Belin. Twenty silver facets are mounted on a vertical steel disk and turn at a speed of 4,000 revolutions a minute in the face of a strong electric arc light, before which is placed the image to be transmitted. An ingenious movement backward and forward permits the mirror to sweep a pencil, the connection of which with other details of the invention are not revealed, and reproduces the original picture.

The photograph of M. Louis Lumière, President of the society, was transmitted several times in the course of Mr. Belin's demonstration. "Television" by radio is on the point of being realized, M. Belin told the society.

R. H. L's Line Book Out

The *Chicago Tribune's* 1925 Line Book is out. Between its covers are some 125 selections from contributions to Richard Henry Little's Line O'Type column on the Tribune's editorial page.

FRANK MUNSEY LIVES IN MANY MEMORIES

Tributes From Government Officials and Publishers of the Nation Stress His Integrity, Self-Reliance, Sagacity, and Ambition

The following eulogies and comments on the life of Frank A. Munsey have been received by telegraph by Editor & Publisher:

PRESIDENT COOLIDGE

The death of Frank Munsey has taken one of the outstanding publishers of our time. He started as a poor boy in Maine. Through energy and an indomitable will to succeed typical of our true American spirit he conquered all obstacles in his path. As an editor he reached a position of influence in the country. His support of measures appealing to his judgment was strong and unfaltering. Mr. Munsey was a member of the commission appointed by me to arrange for the celebration of the 200th anniversary of the birth of George Washington. The swiftness of his passing has been the more of a shock, for very recently he was my guest at the Cabinet dinner.

ADOLPH S. OCHS
Publisher, New York Times

I extend my deepest sympathy. I am deeply grieved by the news of Mr. Munsey's death. He has been my friend for many years and I held him in high esteem and affectionate regard. He was a man with a high conception of honor and a gentleman in the true sense. He was original in thought, courageous, independent and enterprising. He took his life's work seriously and gave himself unsparingly to everything he undertook. He was a man of generous impulses, genuine and sincere in his sympathies and toward his friends. He was an ardent patriot and a valiant promoter and defender of the public welfare. The country has lost a fine, outstanding, useful citizen, and I have a keen sense of personal loss. Extend my sympathies also to his family.

FRANK B. NOYES
Publisher, Washington Star and President, Associated Press

The news of the death of Frank Munsey comes as a shock for the last time I saw him he seemed in full health and spirit. Through a relationship covering many years I found him an honorable competitor and a man of fine ideals with the courage of his convictions.

HARRY CHANDLER
Publisher, Los Angeles Times

Unique in the annals of American journalism, Frank A. Munsey was a leader among modern newspaper men and as such he has left his mark on the evolution of the publishing business. Therefore the public felt a distinct shock at hearing of his unexpected death.

Mr. Munsey had practically completed his career when the summons came, a career marked with a series of unique ventures and successes in magazine and newspaper publishing—fifty years of a crowded and busy life that he devoted to the object that, to the exclusion of all other interests, occupied his talents and his energies. Of him it may truly be said that printer's ink ran in his veins and the call of the press was the best music to his ear.

Nor was this single-hearted determination to be recognized as a leading figure in the publishing business barren of material results. From a $40 a month clerkship he acquired a fortune of $40,000,000 from his many publishing ventures, through which he was known in the profession as a "Dealer in Dailies." In the course of his unusual activities at different times he owned as many as 17 newspapers and ten magazines. At the time of his death, however, he retained only his interest in the *New York Sun* and the *New York Telegram*, the *Argosy All Story* and the *Munsey* magazines.

HIS PROGRESS NEVER BESMIRCHED BY UNWORTHY MOTIVE

Tribute to Mr. Munsey, delivered at a special meeting of the Publishers' Association of New York City, by Fred A. Walker, chairman of the Association and for many years one of Mr. Munsey's chief executives.

IN our human judgments it sometimes seems that what we most need is taken from us and what we value highest, we lose.

In the death of Frank A. Munsey, the city and the nation has undeniably lost one of that type of men which both genuinely need. From a beginning small in promise, as material things are considered, but big in aspiration, in courage, and in purpose, Mr. Munsey rose to a prominence in his greater endeavors which gave him rank with the outstanding citizens of his country. Nor was this progress ever besmirched by unworthy motive or questionable method.

The fortune which he built from the meagre $40 with which he landed in New York, had not in it one unclean penny, nor was one farthing of it made at the cost of suffering or sorrow to a fellow man.

In the field of journalism his purpose was high and his efforts never ungenerous. His every act and decision bore the brand of his best judgment and the hallmark of his always exacting conscience.

He never tore down, except with the advance purpose to build again, bigger and better, that which he destroyed.

To those who worked with him, for he so wished them to feel, he tempered his criticism, and accentuated his rewards.

He was not blind to the financial returns of successful newspaper publishing, but gave far greater consideration, more time and more patient effort to those phases of the business which concerned the welfare and benefits of his fellow men. Such men, in any profession, are all too rare, and for that reason, he stood large, and ranked high among his fellow publishers. They knew always where he stood and why, and that whatever happened, and at whatever cost, he was for the right, as he saw it.

He will be sadly missed in the organizations which he himself built, but scarcely less shall we, as an association, miss his calm judgments, his cool courage, and his inspiring leadership.

OGDEN REID
Publisher, New York Herald-Tribune

Mr. Munsey's newspaper career extended over a long period and covered a wide range of interests and activities. He started as a publisher in a simple way and he lived to control newspapers with national reputations and influence. No difficulty was too great; no obstacle too high. Perseverance was one of his strongest characteristics.

As a publisher Mr. Munsey took a broad view of his newspaper properties, giving close attention to all departments. He found pleasure in newspaper writing. In addition to his contributions which frequently appeared over his name on the first page, Mr. Munsey wrote many fine editorial page articles which his readers had no means of crediting to him.

Mr. Munsey's influence on the recent history of American newspapers needs little comment. He was never lacking in courage. He was bold without being reckless. He was not afraid to face facts. To his newspapers he applied the same principles which brought him success in business.

WILLIAM RANDOLPH HEARST
Publisher, Hearst Newspapers

I am very deeply grieved to hear of the death of my good friend Frank Munsey. His death is a great loss not only to his friends but to the public generally. Mr. Munsey was a very powerful and valuable influence in journalism. His influence was exerted not only through his newspapers but through his very strong and very winning personality.

His influence was felt not only through his own papers but also because of his position as chairman of the Publishers Association of Greater New York, on other newspapers as well. His ideals were high, his interest in the public welfare very deep and sincere, his journalistic ethics irreproachable, his objectives and his methods always worthy of commendation and of imitation. The profession of journalism will feel Mr. Munsey's loss deeply. His manner was so gentle, his spirit so kindly, that we have hardly realized in the past the extent of his influence but we will realize it and miss it now that it is gone.

All newspaper men, radical and conservative alike, will mourn the loss of the leadership of Mr. Munsey, and I know of no higher tribute than this to his liberality, his generosity, his justice and his judgment.

ROBERT P. SCRIPPS
President, Scripps-Howard Newspapers

The sudden death of Mr. Munsey, following such a brief illness, is shocking. At 71, it was not easy to think of him as even approaching that age. His business career has been an outstanding illustration of the opportunities that do exist in this country for a man able to seize them, and of the fact that successful and well-managed newspapers must rank with the greatest of our great business institutions. As a journalist and magazine editor he proved that there is still a field in this country for decent fiction and the decently written and considerate news story.

ROY W. HOWARD
Chairman of the Board, Scripps-Howard Newspapers

Mr. Munsey's death marks the passing of one of the most interesting figures among American publishers.

He once told me that he believed firmly that there was only one rule for success—hard work. Even after he had made himself the master of one of the country's great fortunes, he continued to practice his belief right up to the hour of being taken to the hospital. From this point of view, his life offers a valuable example to those of the younger generation vainly seeking a short and easy cut to success.

Mr. Munsey was a unique figure, of distinctive personality, and I doubt that we will see his counterpart in journalism in our time.

CYRUS H. K. CURTIS
President, Curtis Publications

I was very sorry to learn of Mr. Munsey's death. I have known Mr. Munsey for 40 years. He was a country boy from Maine who overcome all obstacles to success and he had many of them to overcome. He was always upright in his dealings and deserved all he achieved.

GEORGE S. OLIVER
Editor, Pittsburgh Chronicle-Telegraph and Gazette-Times

The nation as well as his friends will miss Frank A. Munsey. He was one of the men who has made the United States the leading country of the world.

WILLIAM T. DEWART
Vice-President and General Manager of the Frank A. Munsey Company

There could have been no greater privilege accorded any man than to have had contact and association with Frank A. Munsey, whose keenness of perception and soundness of judgment made him one of the outstanding successes of his time.

ARTHUR BRISBANE
Editor, New York Journal

Frank A. Munsey, able business man, is dead. Owner at different times of eighteen newspapers, Mr. Munsey died owner of only two. Some he sold, others he suppressed or "merged," to clear up newspaper situations. He was a benefactor of the newspaper field, and as such will be remembered.

Frank Munsey could carry a heavy load without worrying. He said to this writer, "Carrying 200,000 shares of stock on margin never bothered me. Now that I have lost interest in stocks I never think of them."

Munsey possessed the power of undivided concentration. He made and spent many millions and undoubtedly has left many millions. He enjoyed his seventy-one years of life and, a very temperate man, he should have lived longer. Many regret the death of a sincere friend.

BRADFORD MERRILL
General Manager, Hearst Newspapers

Frank Munsey's death will be very widely and sincerely deplored by a great circle of friends. His pre-eminence was due to his strong, self-reliant independence of character and his great sagacity in business, supported by incorruptible integrity. He possessed one quality of the greatest newspaper men: the ability to support a party, or policy, or a public man with tremendous zeal and effect, but always to stand apart, separate from the party or policy advocated, never a follower.

He started with nothing. He made a

great fortune in four widely different businesses, and he cared most for the one in which he had the least success. This was creditable to him. Also that he started the first tabloid newspaper, the *Continent*, in 1891.

The death of such a man is a public loss because he made much, but took nothing from others and lessened no other man's opportunity.

CHARLES P. TAFT
Publisher, Cincinnati (O.) Times-Star

Unique among the newspaper chiefs of his time, Frank Munsey made the publishing of magazines that spacious portal through which he entered the field of journalism. His journalistic ventures disclosed an unusual initiative, a rare facility for carrying large burdens easily, and a mind at once vigorous, inventive and methodical in its operations—a rare combination, indeed. As magazine and newspaper proprietor and editor, Mr. Munsey made a distinctive place in the life of the generation.

ROBERT EWING
Publisher, New Orleans States

Frank A. Munsey had the qualities which make for outstanding success—New England shrewdness, original ideas, high ability, Napoleonic daring, and indomitable pluck. He was a pioneer with the cheap magazine, the basis of his great fortune, and his periodicals succeeded because he sensed a popular need and knew how to cater to it. He was a great publisher even if he did now and then bury a newspaper or merge it with some other and the weight of his influence was always on the side of good government, clean living, and upright citizenship.

W. H. COWLES
Publisher, Spokane Spokesman-Review

Frank A. Munsey's death removes a great organizer, a publisher not afraid to champion what he considered the right policies for the nation in the face of strong opposition, and a man of keen vision and surpassing energy. His great success was accomplished by hard work and clean methods.

ELZEY ROBERTS
Publisher, St. Louis Star

Another great American publisher has passed on. Frank A. Munsey spread out in many directions in the publishing field instead of confining his efforts to the building of one great successful enterprise as did Victor Lawson of the *Chicago Daily News*. Because of this course he has not left behind him a single great monument as Mr. Lawson did in the Chicago Daily News, but has left the imprint of his personality in many different ventures with as many varying degrees of success. Mr. Munsey was well known in the eyes of the public as well as in the newspaper circles through his active participation in public questions such as his violent opposition to the soldier bonus.

C. W. BARRON
Publisher, Wall Street Journal

Mr. Munsey's death will be a distinct loss to American newspaper life. He made money in other businesses and put much of that money into his newspapers.

G. LOGAN PAYNE
Publisher, Washington Times

In the death of Mr. Munsey, America has lost a vigorous pioneer in the field of popular-priced magazines, a prominent newspaper publisher, a patriot of unquestioned devotion to his country, and an example to our youth of ambition. Backed by perserverance he held fast to American ideals as he saw them and fought for what he believed to be the best. There is a lesson for all of us in the life of Frank A. Munsey.

GEORGE F. MORAN
General Manager, Cleveland News

The death of Frank A. Munsey removes from the ranks of newspaper publishers one of its notable characters. It took a man of genius and rare courage to do many of the things that Mr. Munsey accomplished. From a very small beginning he attained great success as a magazine publisher and later as publisher of newspapers. He established among other things a precedent in the ruthless way in which he destroyed newspapers and merged others. Once his mind was made up he cut through to his objective without regard for anything that stood in his way. Some of his ventures repaid him well for the millions he ventured in his various operations. Dynamic, and often ruthless, he leaves an indelible impression upon the newspaper industry.

CLARK HOWELL
Publisher, Atlanta Constitution

Frank Munsey a man of virile and winning personality, a leader of good fellowship and an earnest upstanding advocate of all worthwhile things.

RALPH PULITZER
Editor, New York World

A very strong force in journalism passes with Frank A. Munsey. Without reverting to the earlier and well-known achievements of his career, the Sun can be cited as an example of how well he knew how to build a great newspaper. His development of this paper into one of the finest newspaper properties in America was distinctly a personal exploit.

And though he made the Sun conservative, Mr. Munsey did not sacrifice independence to conservatism as he proved notably by his recent support of the New York state amendments against the Republican organization and by his previous fight against the soldiers' bonus bill.

He had a conception of newspaper publishing as a business which was not the conception of the pioneer American publishers and editors, but he proceeded ably, logically and fairly in the development of his idea, and much of the aspect of the present New York journalistic scene is due to his labor and his thought.

FRANK E. GANNETT
Publisher, Rochester Times-Union

The death of Frank A. Munsey, has removed from the publishing field a genius and unique figure. His life was a romance of vision and achievement. Starting with a few dollars, a pitiful "shoestring" even in the early 80's with an incomplete common school education and a business horizon bounded by a telegraphers key, but with ideas and unbounded ambition, he dared to invade the Metropolitan city with a juvenile weekly publication. A man of many eccentricities, Frank Munsey was also a man of courage, of daring and of purpose.

LOUIS H. BRUSH
Co-Publisher, Marion (O.) Star

Most fortunately the Munsey conception of newspaper responsibility is so deeply imbedded into the Munsey organization that its influence will go on forever. Though we suffer the loss of one of the country's most valued publishers, the death of Mr. Munsey is a shock to the newspaper world but it should bring us to a stronger realization of the tremendous importance of standing out bravely for the proper interpretation of our duties to the public.

WILLIAM ALLEN WHITE
Publisher, Emporia (Kan.) Gazette

Frank Munsey contributed to journalism in this day the plant of a meat packer, the morals of a money changer, and the manners of an undertaker. He and his kind have transformed a noble profession into a profitable business.

JOHN C. SHAFFER
Editor and Publisher, Chicago Evening Post

In the passing of Mr. Munsey another of the great editors of New York and the nation has finished his work and has joined in company with his former friends and Editors Greeley Dana and Bennett. Mr. Munsey was a dominant and important factor in the conferences of the editors and publishers. He was a national figure.

EDGAR B. PIPER
Editor, Portland Oregonian

I share with other journalists their admiration for the achievements of Mr. Munsey. He had exceptional vision, unusual initiative, rare independence and great courage. His remarkable record in both the magazine and newspaper world will be long remembered.

JAMES ELVERSON, JR.
Publisher, Philadelphia Bulletin

There will be general regret at the death of Mr. Munsey. Although he won his first success in the magazine field, he will be best remembered for the part he played in American Journalism. His energy and enthusiasm were great factors in the striking results he achieved. Probably the *New York Sun* will remain his best memorial. His fellow publishers are deeply grieved by the sad news of his death.

ELMER T. PETERSON
Editor, Wichita (Kan.) Beacon

The world probably has never seen another such example of driving, restless energy and unconquerable courage. His career is one of the outstanding ones of world newspaperdom.

WILLIAM F. ROGERS
Advertising Manager, Boston Transcript

As one of the lesser lights in journalism that originally came from Maine, I have admired the great luminary Frank A. Munsey, and regret his passing. His achievements as a publisher make his fame secure. I am glad to pay my small tribute to his memory. I feel confident the wonderful organizations he has built up will carry on his work successfully.

CHARLES H. STODDART
Special Advertising Representative, Munsey Publications

Frank Munsey's death came to me as a great shock. I have been associated with him for nearly 44 years and naturally a great bond of friendship and affection has grown up between us. It was only ten days ago that I spent a day with him and I never knew him to be in a happier frame of mind or apparently in better health. His loss is a great one to the publishing field and particularly to those of us who have been close to him personally throughout his wonderful career.

EDGAR D. SHAW
Publisher, Boston American

From what viewpoint is one to think and speak of Frank Munsey? Shall the memory be the farm-bred Maine boy whose vision led him to dare greatly, whose indomitable determination to succeed carried him through bitter discouragement and crushing debt, whose incessant outpouring of mental and physical strength finally forced the way to the goal? As such he typifies American opportunity and American character.

Shall the memory be that of a leader in business, winning and maintaining his position by honorable methods, battling unafraid in the turmoil of competition, refusing compromise of principle for tained profit or quick advance, organizing soundly, watching constantly, participating always? As such he typifies the American business builder.

Shall the memory be that of a man eagerly reaching for disinterested friendship, treasuring old associates, joining sympathetically with their good or bad fortunes quietly, aiding materially in times of stress? As such he typifies the man who experiences the greater satisfactions in life.

Those who have been privileged to close contact with Frank Munsey knew him in all these characters. Their memory of him will be enduring and their sense of loss is great.

EDWARD H. O'HARA
Publisher, Syracuse Herald

Frank A. Munsey was an outstanding figure in every phase of activity upon which he entered. His life should be an inspiration to every American boy. From a humble clerkship in a little Maine town he rose to eminence in the publishing and business world. His was a rugged character. By his great energy and definite genius he reached goals to which few men would have dared to aspire. He not only acquired a fortune of many millions of dollars, but become one of the greatest publishers of magazines and newspapers of his day.

JOHN S. COHEN
Publisher, Atlanta Journal

A great publisher, a great achiever, a great personality has gone out of the world in the death of Frank A. Munsey and one of the romances of American life has closed. In any field of enterprise that he might have entered where the race was to the swift and the battle to the strong, Mr. Munsey would have won renown.

KARL A. BICKEL
President, United Press Associations

Frank Munsey's outstanding quality was his genius in surrounding himself with a corps of very able executives who had the ability to push successfully to completion the plans for the development of the various Munsey publications, that had been devised either by him or in conference with his advisers. Mr. Munsey was a pioneer in the appreciation of the economic advantages in the combination of competing but unessential newspapers. Crocodile tears have been shed over some of the newspaper deaths at Mr. Munsey's hands; but Mr. Munsey never killed a newspaper that had won for itself a real economic right to live.

LOUIS WILEY
Business Manager, New York Times

American journalism has lost in the death of Frank A. Munsey a leader of vigorous individuality, courage and honesty. Newspaper men may well take pride in the knowledge that their ranks held one who had wrung success from such small opportunities as those held out to Mr. Munsey as a youth. The determination which carried him from the humble posts in shops and telegraph office through adversities to his high place was of a rare sort. His publishing associates saw that same determination shown in the making and carrying out of decisions of large moment. Mr. Munsey was rightly judged to be a significant force in the newspaper world.

Mr. Munsey himself would be the last one to expect agreement with all that he did in the management of the newspaper properties which he acquired. He asked of no approval of his course, but acted with decisiveness upon his own best judgment. I think that all right thinking men will agree with Mr. Munsey's statement that too many weak newspapers are a potential source of danger to the community and to journalism itself. Whether the best remedy is so thorough a series of consolidations as Mr. Munsey consummated is a matter of opinion; but his analysis of the economic reasons for such a step held a great deal of truth. And everyone must have admired the candor

(*Continued on page* 48)

YANKEE LAD'S GRIM CLIMB UP GOLDEN LADDER

Frank Munsey's Boy Dream of Power and Wealth Came True—Indomitable Will Triumphed Over Countless Obstacles—Fortune Estimated at $40,000,000—His Amazing Adventures With Magazines and Newspapers in Five Cities

AMONG the thousands of romantic success stories that have been published in Munsey magazines and newspapers during the past 40 years none rivals the true story of Frank A. Munsey's rise to great wealth and power, every step up the ladder representing his amazing concentrated will-power, ambition, idealism, personal confidence, courage to meet and conquer all obstacles.

There was good stuff in Munsey—those who knew him well testify to character which numbered among its elements both iron and salt. He was not a soft and tender man, but he was not lacking in a sentimental side. He looked upon life as a battle and he fought desperately and unceasingly to his very deathbed to win. The stake was to be measured by two yardsticks, dollars and influence among men.

Munsey was a hard-headed business man, yet he was as well a dreamer. The same hand that dealt million dollar cards in the fiercely competitive publishing business in New York, delighted in leisure moments to sketch a flower or a landscape. The same mind which often seemed committed to the welfare of merciless corporate wealth, at times gloried in such flights as the Progressive Party movement and, only recently, throwing editorial bricks through the windows of the standpat leaders of his own political party. The same man who, to achieve what he considered to be sound economics in newspaper management, caused hundreds of newspaper workers to suddenly find themselves out of work, kept other men in their jobs for years after they had served their terms of usefulness. A great human paradox was Munsey. The story of his life, briefly told, and for which EDITOR & PUBLISHER is largely indebted to the *New York Sun,* is as follows:

He was a product of the rockbound State of Maine. His father and mother were the direct descendants of Puritan settlers, the first Munsey having been a landowner in New Hampshire in 1686. Munsey's mother was a lineal descendant of no less than eight Mayflower pioneers.

He was born on a farm near Mercer, in the Sand River country of Maine, August 21, 1854, and his early years were those of the common farm-bred lad, hard work being intensified during three years of Civil War when his father's absence made him the head of the family.

After the war the family moved to Lisbon Falls and there, at the age of 14, Frank Munsey was employed as a clerk in a grocery store and the post-office, in the latter place picking up the art of telegraphy. Later he secured employment as a telegraph operator in a Western Union office at Augusta, the state capital. He became the manager of the Augusta office, but his love was not for the telegraph key, but for printer's ink. Many years later he wrote of this period of his life as follows:

"I had picked up telegraphy and was using it as a stepping stone to something better, a means to an end; but to get out of one kind of activity and into another, for which one has no special training, is not easy. I learned this fact through bitter disappointment and many heartaches. The four walls of a telegraph office were to me as a cage to a tiger yearning for the boundless freedom of the jungle.

"I knew at that time, as well as I know now, that I could do things. The thought of immediate money had no weight with me, no consideration. It was the future I wanted, a future in the big world, where things are done in a big way."

One of Munsey's friends, connected with a publishing house, left Augusta for New York. The incident fired the ambition of the telegraph-manager who, however, was without capital.

Finally a backer was found, an Augusta broker, who was willing at the moment to take a chance. It was arranged that the New York friend was to put in a thousand dollars, Mr. Munsey five hundred, and the broker twenty-five hundred—five hundred of which was in the nature of a loan to Munsey, whose interest in the project was thereby raised to one-quarter. And he came on to New York, almost all his money spent for manuscripts which filled a valise. There were no extra clothes to bother with. There was also nothing extra—and the $2,500 from the Augusta broker was still a promise, reassuring but non-convertible.

But "there was no turning back," Mr. Munsey wrote. "The bridges had been burned behind me, and if they hadn't been, I wouldn't have gone back. Nothing could have induced me to go back."

In New York he spent the $40 for a little room, an $8 table, and a couple of cheap wooden chairs; for paper and pens and ink. He was a publisher. And then, added to his first discovery that the plans he had made for his enterprise were hopelessly optimistic, came a new blow. He had arranged with the backer in Augusta that the $2,500 should be sent as soon as he called for it; he called and and there was no answer. There never was an answer; the broker ignored the entire proceeding. And Munsey had spent his own $500 for the manuscripts with which his grip was so bulgingly packed.

Of these events, Mr. Munsey wrote: "My failure to get the $2,500, following hot upon the heels of the first jolt, began to suggest to my inexperienced mind something of the difficulties of the game I had tackled. The money in my trousers pocket wouldn't keep me going very long in New York. The new plans looked hopeful, but without this $2,500, the $1,000 of my friend in New York meant nothing, so we dissolved our fleeting partnership and he kept his savings.

"Being free to make other connections, I took my scheme (it was for a magazine for juveniles) to a publisher, who became interested in it, and who finally suggested that I should turn over my proposed publication to him and let him bring it out in his own name, retaining me as its editor and manager. This arrangement went into effect, and on the 2nd of December, 1882, the first issue of *The Argosy* appeared, just two months and nine days after I had landed in New York—rather quick work in view of the kaleidoscopic changes that followed my coming to the metropolis.

"As ill luck would have it for the Argosy, however, at the end of five months its publisher became generally involved and failed. This was a third crisis, and the worst of the three.

"My very life was centered on the work I had undertaken. I had been putting 18 hours a day into it. I had been working with the most intense interest and the keenest enthusiasm. The crash came like a bolt from the blue, and again left me pretty nearly high and dry, with but a few dollars in my pocket, as I had drawn only so much of my salary as I needed for my slight expenses."

The Argosy of these early days was an illustrated paper for boys and girls. Its first number carried two serial stories, one by Horatio Alger, Jr., the other by Edward S. Ellis. The paper, issued weekly, was of eight large pages.

The failure of the first publisher left the young editor in a predicament. A thousand dollars, which the defunct firm owed to Munsey, was written off the books in exchange for the good will of the Argosy—and matters were there left much as they had been before. Munsey borrowed $300 from a friend in Maine and went ahead. Money had been received for subscriptions, and it was a matter of honor that the magazine should go on. The dream must come true.

"I was everything from editor and publisher down to office boy," Mr. Munsey wrote. "And editor with me meant writer and contributor as well. I wrote much of the paper myself—freshened and brought up to date old things that had been published years before."

A considerable part of the fiction which appeared in the magazine was written by Mr. Munsey himself. "Afloat in a Great City" was an early story which made the circulation grow somewhat. He wrote far into the night; he wrote until the work of his authorship of the day before merged almost imperceptibly with his work of editorship of the day ensuing. He wrote when the city slept; he worked and wrote when it awakened.

For the story of Argosy's expansion we must turn again to the account of Mr. Munsey himself:

"I have never worked harder on anything than I did on that story ('Afloat in a Great City') to put into it elements of dramatic interest that would get a grip on the reader. I wrote and rewrote the early chapters many times. It was a midnight toil—work done by candlelight, after long days of struggle at the office. I wrote that story with a special purpose. I wanted something to advertise, and I put my faith to the test to the extent of ten thousand dollars."

He advertised extensively, distributing sample copies widely. Finally, after he was "battered and worn by four years of toil and disappointment, with never a vacation, never a day for play, and rarely a night at the theater," he found the magazine bringing in $100 a week.

Then he decided on a new move, which was "to enlarge the Argosy from eight pages to sixteen, increasing the price from five cents to six.

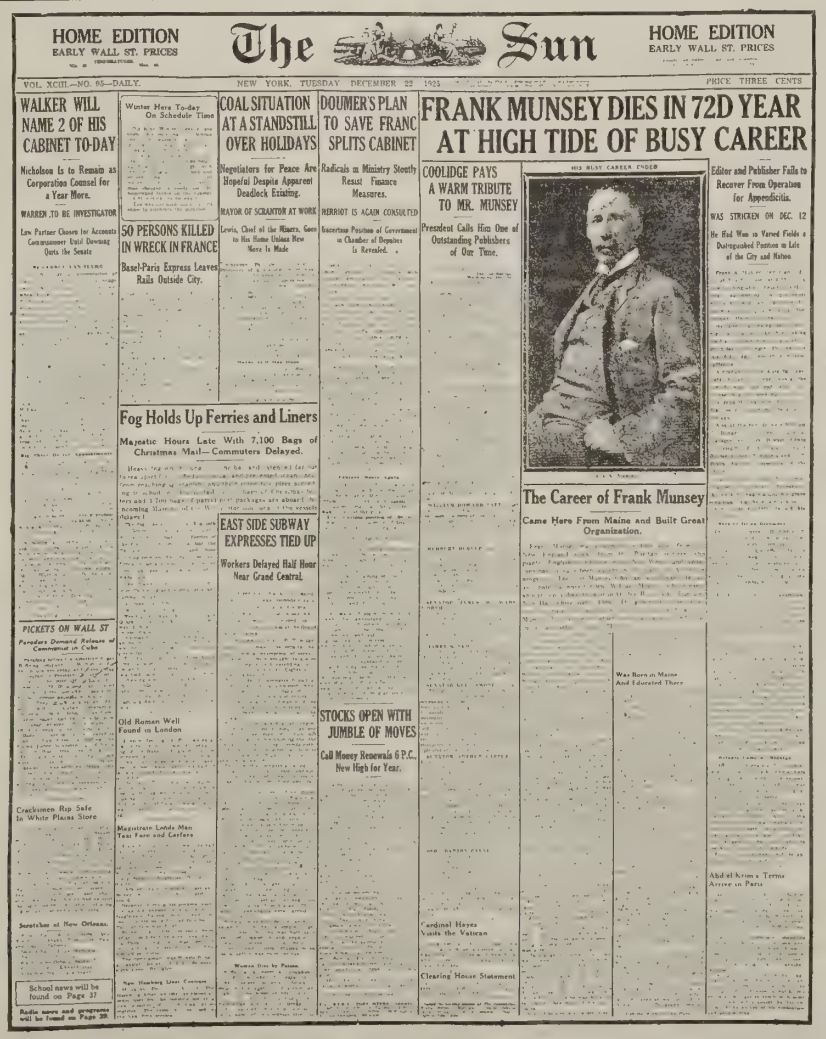
"The original Argosy—or, I should say, The Golden Argosy, for that was the name by which it was christened and which it still bore—had had four years of life, without change of makeup This doubling up in size and the improvements that went into effect with the fifth volume were about as daring as the campaign that followed, considering the fact that I was still working without actual capital, and that I had an indebtedness of something like twelve thousand dollars.

"I spent in the following five months $95,000 in advertising the Argosy.

"I bought paper on time," said he. "I bought everything I could on time. The very audacity of it all gave me credit, and more and more credit all the while. But merciful heavens, how the bills fell due! The cry from in town and out of town, from men on the road and from all the four corners of the earth, and in a thousand voices, was money, money, money! We were living over a powder mine, and every minute brought a new sensation, brought a dozen of them, brought one hot after another.

"Five years of poverty, five years of awful struggle, and now the earth was mine—rich at last, richer than I had ever dreamed of being—$1,000 a week net, and every week adding to it by leaps and bounds—$50,000 a year and all mine—next week $60,000, then $70,000 and

NEW YORK SUN TURNS RULES


HOME EDITION
EARLY WALL ST. PRICES

The Sun

HOME EDITION
EARLY WALL ST. PRICES

VOL. XCIII.—NO. 65—DAILY. NEW YORK, TUESDAY, DECEMBER 22, 1925 PRICE THREE CENTS

WALKER WILL NAME 2 OF HIS CABINET TO-DAY

Nicholson Is to Remain as Corporation Counsel for a Year More.

WARREN TO BE INVESTIGATOR

Law Partner Chosen for Accounts Commissioner Until Downing Quits the Senate

50 PERSONS KILLED IN WRECK IN FRANCE

Basel-Paris Express Leaves Rails Outside City.

Fog Holds Up Ferries and Liners

Majestic Hours Late With 7,100 Bags of Christmas Mail—Commuters Delayed.

EAST SIDE SUBWAY EXPRESSES TIED UP

Workers Delayed Half Hour Near Grand Central.

COAL SITUATION AT A STANDSTILL OVER HOLIDAYS

Negotiators for Peace Are Hopeful Despite Apparent Deadlock Existing.

MAYOR OF SCRANTON AT WORK

Lewis, Chief of the Miners, Goes to His Home Unless New Move Is Made

DOUMER'S PLAN TO SAVE FRANC SPLITS CABINET

Radicals in Ministry Stoutly Resist Finance Measures.

HERRIOT IS AGAIN CONSULTED

Uncertain Position of Government as Chamber of Deputies Is Revealed.

STOCKS OPEN WITH JUMBLE OF MOVES

Call Money Renewals 6 P.C., New High for Year.

FRANK MUNSEY DIES IN 72D YEAR AT HIGH TIDE OF BUSY CAREER

COOLIDGE PAYS A WARM TRIBUTE TO MR. MUNSEY

President Calls Him One of Outstanding Publishers of Our Time.

HIS BUSY CAREER ENDED

The Career of Frank Munsey

Came Here From Maine and Built Great Organization.

Was Born in Maine And Educated There

Editor and Publisher Fails to Recover From Operation for Appendicitis.

WAS STRICKEN ON DEC. 12

He Had Won in Varied Fields a Distinguished Position in Life of the City and Nation

New York Sun's first page in mourning.

$100,000—$1,000,000, maybe—great heavens, and it was real!

"Then the powder mine, the dynamite, the explosion, failure, disgrace, a fortune swept away, and all for the want of ready money to carry on the work. Gambling? No, never for a minute. It was sound to the center; right to the rim. And I had it in my hand, on the very tips of my fingers—knew every move in the game—the bounding forward of the circulation proved it, the gold coming in proved it.

"But the money to work it out, thousands of dollars every day—where could I get it? How could I get it? And it meant riches, power, position, the world, the great big world!"

The whirl continued and the circulation grew. Then Mr. Munsey stopped advertising for a time. The circulation slumped. New efforts failed to regain the loss; the publisher decided that the tide had definitely set against the magazine, and decided that there was no secure place for a paper making its sole appeal to juveniles. He looked about for a new venture, meanwhile keeping the Argosy as nearly as possible at its highest mark. He sought it through a radical change in that magazine at first; he made the pages smaller and more numerous, and added a cover. The new form at first was successful; then circulation sagged again.

"The more I reasoned on the problem, the more I felt convinced that the hand of death had fallen upon the juvenile paper," he wrote later. "It did not occur to me that this condition had any bearing on adult publications. So, backing my conclusions, in February, 1889, I brought out an adult weekly which I called *Munsey's Weekly*, and which was the predecessor of *Munsey's Magazine*."

There were more struggles. Now, instead of one declining magazine, Mr. Munsey had two. He changed Munsey's into a monthly, charging 25 cents a copy—then the conventional price for a magazine—and nothing happened.

Two years later, however, he took a bold and original step, one destined to have important consequences, not only for himself, but for the entire reading public of America. By issuing Munsey's at 10 cents a copy he practically created a new force in American letters.

Eight years after making this memorable move Mr. Munsey saw his two magazines—for The Argosy had followed into the monthly field—with a circulation of over a million and a net annual income of more than $700,000.

The magazines have in a sense been secondary Munsey interests in recent years, yet in 1924, *Flynn's*, a detective story magazine, had its first issue. Its advent raised the productions of the Munsey Company to three—Munsey's and the *Argosy-All Story* being the other two.

Various other magazines were at one time owned and combined, among them the *Scrap Book*, the *Quaker*, *the Puritan*, *Godey's*, *Peterson's*, *Woman*, the *Live Wire*, the *Junior Munsey*, the *Cavalier*, and the *Railroad Man's Magazine*. All these lost their separate identities in other magazines.

Mr. Munsey's first newspaper venture came in 1890, when the Argosy was still at the height of its prosperity. It was the *New York Continent*, with which was merged *The Star*—in a sense the first of the tabloids. It was born and died and was forgotten, and years were to pass before the tabloid was once more to be born.

Eleven years passed before Munsey again entered the newspaper field. In 1901 he purchased the *New York Daily News*, and years later he told EDITOR & PUBLISHER he paid the Benjamin Wood estate half a million dollars for it. It was etablished as an afternoon paper in 1855, and was known as a Tammany organ. It specialized in Irish-American news.

Mr. Munsey made the News a morning paper. It represented Republican policy. It lost its field, piled up losses for three years and then Munsey suspended publication, charging the loss to "experience."

In 1901 Munsey also bought the *Washington* (D. C.) *Times*, paying $200,000. In 1917 he sold it for $500,000. He paid $600,000 for the *Boston* (Mass.) *Journal* in 1902 and sunk a million in it during ten years. He practically gave it away in 1913.

He sunk another million in the *Philadelphia* (Pa.) *Times* in 1908 and scrapped it in 1914.

In 1908 Munsey, still with the idea in mind of building a string of newspapers, bought the *Baltimore News* for $1,500,000. He explained his views in these words in the Baltimore News at the time of his purchase:

"There is no business that cries so loud for organization and combination as that of newspaper publishing. The waste under existing conditions is frightful and the results miserably less than they could be made. For one thing, the number of newspapers is at least 60 per cent greater than we need. As a result of the overproduction the publishers suffer, and as a direct consequence the public suffers.

"Think of the possibilities involved in a chain of 500 newspapers under a single control! Such a faculty could be so maintained as no college could support; the greatest authors, artists, engineers, essayists and statesmen could write with authority on every question of importance, each of 500 papers getting the benefit of these great minds, while maintaining their individuality on purely local matters.

"There could be a $100,000 or $200,000 a year man at the head of the editorial force and another God-made genius in charge of the business end. Such economies would be effected that the highest salaries would be mere details of the business, and the product of the combined genius of the men in control would be the most uplifting force the world has ever known."

Baltimore did not "work out" for Munsey. He sold the News in 1915, took it back again in 1917, began to make money and then sold it to Hearst in 1922. Meanwhile he had purchased from Gen. Felix Agnus the *American* and the *Star*. The latter he merged with the News. The American became a Hearst property in 1923.

Ten years previously, in 1912, during the Bull Moose campaign, Mr. Munsey had purchased the *New York Press*, openly for the purpose of supporting the candidacy of Theodore Roosevelt. He paid $2,500,000 for it. In his announcement he said:

"I have bought the Press because I want it. It completes my chain of newspapers covering the five big cities of the East—Boston, New York, Philadelphia, Baltimore and Washington. I have been waiting for years to get a New York newspaper equipped with an Associated Press franchise, which this newspaper has. . . .

"I have no political or personal ambitions to serve through this newspaper. I realize fully the responsibility to the community a man incurs when he undertakes the publication of a newspaper. A newspaper is a semi-public institution which, in its true sense, must represent the best interests of the community and the nation.

"The logical and honest thing for this newspaper to do is to support Roosevelt, who can be elected and whose election would mean the continuation of a tariff that protects the American wage against the cheap wage abroad."

On June 30, 1916, Munsey purchased *The Sun* and the *Evening Sun* from William C. Reick. He paid more than $3,000,000.

"I have a keen realization of the great past of the Sun, and the unique and incomparable position it achieved under the direction of that master journalist, Mr. Charles A. Dana," he wrote in a statement to the readers. "His work was an inspiration to all journalists throughout the length and breadth of the land.

"But no man can make a worth while imitation newspaper. If Mr. Dana himself were alive and editing the Sun, he would not imitate any past performance. A newspaper must be of the period, the day, the hour, the minute. The man responsible for the Sun in the present and in the future, while holding to the best traditions of the past, must square it to the conditions and requirements of today—must put into it his own thoughts, his own convictions, his own analysis of the times and everyday issues."

Concurrently with this announcement Munsey announced that *The Press* was to be merged in his new property, taking with it the Associated Press membership which the Sun had long lacked. Thus ended the Sun's long feud with the A. P., which had led to the formation of the Laffan Bureau and years of bitter rivalry.

The price of the Sun was reduced from two to one cent.

A year later Munsey bought the Stewart building at Broadway and Chambers street and established a home for his newspapers and magazines.

Negotiations for the purchase, from the James Gordon Bennett estate, of the *New York Herald*, the *New York Evening Telegram* and the Paris edition of the Herald culminated on January 14, 1920. Rodman Wanamaker and the Guaranty-Trust Company issued a short statement telling of the sale, and Mr. Munsey announced that he had not yet decided on his disposition of the properties.

Ten days later the announcement was made that the Sun and the Herald were to be combined. Mr. Munsey issued two statements, one to the readers of the Sun, the other to those of the Herald. He emphasized the importance of the step and his confidence that it would bring to both groups more than they had ever had.

Herald Square was deserted a few months later. The Telegram was moved to Seventh avenue and Sixteenth street. The Herald came to Chambers street and Broadway.

The merger of the Sun and the Herald continued under the dual name until Oct. 1, 1920, when the Herald was officially designated as the name of the morning newspaper. At the same time the Sun assumed the position in the afternoon field which the Evening Sun had therefore held.

On May 27, 1923, Munsey announced his purchase of the *Globe and Commercial Advertiser*, the oldest daily newspaper in the United States. On June 1, 1923, the merger of that paper with the Sun was officially announced.

For several months the two names were carried in combination; then the name of the Globe was dropped.

The *Evening Mail* was purchased on Jan. 24, 1924, and a few days later it was consolidated with the Telegram. As in the case of the Sun and the Globe, the dual title was maintained for a time before the newspaper assumed its present style.

In the following March Munsey announced that the Herald and the *Tribune* should be merged, and finding Ogden Reid, the owner of the Tribune, unwilling to sell, he had sold the Herald to the Tribune's owner. The merged newspaper is now published under the combined name—and both it and the Sun have prospered remarkably.

"I inherited nothing and I have never had a financial backer," said Mr. Munsey to EDITOR & PUBLISHER in 1920.

At that time his investments in newspaper properties aggregated $16,000,000. Subsequently, in 1923 and 1924, his New York Globe and New York Mail purchases represented more than $4,000,000, bringing the total to the stupendous total of $20,000,000.

Here are some little known facts regarding Mr. Munsey:

He never married, and once said that he "never had time."

He studied drawing for a short time in his youth, and was an excellent penman. He once conducted a school for writing and drawing.

He liked editorials that classed as informative; preferred discussion of some archaeological subject. Had all controversial articles referred to him.

Lived at Sherry's for many years; later at the Ritz; with two country places near New York.

His largest known benefactions were $100,000 to the Cathedral of St. John the Divine and a similar amount to Bowdoin College. He gave $50,000 for the study of diseases of the eyes at Johns Hopkins.

He spent much time abroad in recent years and was prominent in New York society. He was a member of many clubs. He was the author of a number of stories, among which were: "A Tragedy of Errors," "Under Fire" and "Deringforth."

In his recent editorial policies the following were conspicuous:

Opposed the League of Nations and the World Court.

Led opposition to the payment of a large cash bonus to ex-service men.

Favored the break-up of the two present major political parties and the formation of a liberal-conservative group and a radical group.

Advocated a liberal selective immigration law.

Was a defender of "intelligent union labor" but strongly opposed the "radical" leaders.

Mr. Munsey made a fortune from stock speculation. He once testified that he purchased 200,000 shares of U. S. Steel common stock below $30 a share and made millions from the trade. He later denied that he had acted on an "inside tip."

"I have always been willing to take a chance or a loss on my own judgment," he said.

While he was developing his publications he also developed a chain of grocery stores through New England, called the Mohican Stores, and they have paid him large dividends.

He also possessed the Munsey Trust Company at Washington, a huge building there, and also much real estate at Baltimore, New York and elsewhere.

His wealth is unknown, but it is believed to have been in excess of $40,000,000.

MUNSEY'S $20,000,000 INVESTMENTS

FOLLOWING is a list of newspapers Frank A. Munsey purchased during 35 years, representing a total investment of approximately $20,000,000. In 1920 Mr. Munsey told EDITOR & PUBLISHER that his investments in newspaper properties aggregated $16,000,000.

1890. *New York Star* and *New York Continent* and started first tabloid, which he soon sold for a song. Costs unknown.

1901. *New York Daily News*, $500,000, junked in 1904. Also *Washington Times*, $200,000; sold in 1917 for $500,000.

1902. *Boston Journal*. Investment, $1,000,000. Sold in 1913 at low figure.

1908. *Baltimore News*, $1,500,000, subsequently sold to W. R. Hearst, 1922, price unknown. In the meantime Munsey had acquired *Baltimore American* and *Baltimore Star*, the latter being merged with the *News*. The *American* also passed to Hearst control.

1912. *New York Press*, $2,500,000.

1916. *New York Sun* and *New York Evening Sun*, $3,000,000, merged *Press* with *Sun*.

1920. *New York Herald*, *New York Evening Telegram*, *Paris Herald*, $4,000,000. Merged *Herald* with *Sun*.

1923. *New York Globe*, reported price $2,000,000. Merged with *Evening Sun*.

1924. *New York Evening Mail*. Reported price $2,000,000. Merged with *Evening Telegram*.

1924. Sold *New York Herald* to *New York Tribune*, reported price "in excess of $5,000,000."

Christmas Luck

By D. H. TALMADGE

Editor & Publisher Prize Winning Christmas Story

This story has been judged the best Christmas story in EDITOR & PUBLISHER'S annual prize contest. Some 100 manuscripts were received from men and women regularly employed on the daily or weekly press. The judges find in "Christmas Luck" a good story, describing a novel situation, told with distinction. This is the second prize that Mr. Talmadge has won in the EDITOR & PUBLISHER contests.

Mr. Talmadge is on the editorial staff of the Portland (Ore.) Oregonian. He has been engaged in newspaper work for 40 years in the states of Iowa and Oregon. He was born in Rhode Island in the sixties. "I have been going like sixty ever since and while I have not arrived at any great station I have thoroughly enjoyed the journey," Mr. Talmadge writes to EDITOR & PUBLISHER, adding: "All I know is newspaper work, and it is all that I much care for."

Merry Christmas to all of the happy band of story-writing contributors, each of whom has breathed into our ears true sentiments of love and cheer concerning the newspaper craft and the brotherhood that serves it with unequalled loyalty and skill.

IT is strange, but a man may live through many years and see many things, and of these many things few cling to his memory. It is often the seemingly inconsequential things that cling, that most persist, but not is it invariably so.

There is a man who is high in the world of newspaperdom, the editor of a powerful newspaper. Were his name to be printed here, you would recognize it as one which means much. The circumstances incidental to his beginnings with the Midwest Tribune (which is not the newspaper's name) are among the few memories, apart from my own family life, which persist.

It happened a long time ago, but I can close my eyes this minute and see that setting,—the long and narrow room, plasterless in spots, the red-hot stove, the thick frost upon the windows, the litter-laden news table, and the two desks, John Turck at the one, Sam Wilson at the other.

The editorial room of the Midwest Tribune. Not much of a newspaper in those days, as such concerns are rated now. Still, much depends upon the viewpoint, and in certain respects the Tribune, mighty newspaper that it has become, seems to me to have been a greater one in its genesis, with old John Turck in the role of creator, than it can ever be again. You need not take this statement to your hearts. I am an old man and subject to notions.

At any rate, it doesn't matter. There was the room and there was John Turck and Sam Wilson and two youngsters. And the time was the day before Christmas.

I recall distinctly the squeal the door gave when it was opened, and how slowly it opened, and how John Turck scowled at the young man who stood with his hand upon the knob as if not fully minded to enter.

He was an odd-looking chap, this young man, tall and slender, wearing a short overcoat, a long muffler, arctic overshoes, huge red mittens and a fur cap that had not much fur about it. He carried an old-fashioned carpetbag, old-fashioned even then, and a roll of newspapers under an arm. But he was in no wise slow of comprehension. His eyes flashed once at John Turck's scowl and he slammed the door.

Then, because the hour was fitting, the last form having gone down for the day, he accepted the gestured invitation of John Turck's hand—a hand that was scarred vividly as if by fire—and seated himself beside the editorial desk. And presently, having removed the muffler and the furless cap, he talked.

It was a conventional story. His name was Wiston Westphal. He had left the home nest at Upnorth village to take up daily newspaper work. Hadn't liked to leave Upnorth very well but his widowed mother and his sister and another person had agreed with him that the place did not meet the requirements of either his ambition or his talent. Yes, there was newspaper blood in his veins; his mother's father, Aaron Kane, had been a newspaper publisher and editor back in the eastern country. No, he didn't know much about him; had never seen him. His mother said—

A boy scuffled in with a press-proof, and John Turck turned abruptly away from the visitor. Wiston Westphal was silent. After a time he began slowly to rewind the muffler about his neck.

"Don't go," said John Turck. But he did not look up.

Wiston Westphal's eyes widened. After an instant of hesitation, he stuffed the muffler back into a pocket.

When John Turck had nodded at the proof boy he swung about and nodded at Wiston Westphal.

"You may go to work here tomorrow morning," he said surprisingly. Then for what seemed a long time he sat rubbing his nose with a forefinger, a familiar habit. And, involuntarily, Wiston Westphal rubbed his nose with a forefinger. A peculiar sound issued from Sam Wilson's throat, but when I turned to look at him he was merely staring at Wiston Westphal.

"One of you boys chuck some wood into the stove, and I'll tell you a Christmas story."

A Christmas story from John Turck! Even Sam Wilson, hardened newspaper man that he was, gulped a bit. John Turck sprawled back in his chair and closed his eyes. Wiston Westphal struck at a tear that was hanging ticklishly to the end of his nose, and said he had been going from place to place for weeks and weeks, and had about given up getting a job.

"You haven't much of a job." John Turck's eyes opened. "But it will keep you alive until—until we determine whether you are worth keeping alive or not. I'm taking a chance on you because—well, because that I, years ago, drifted broke and half sick into a newspaper shop on a cold Christmas Eve, and a certain man whose name was Kane gave me a job. It is as simple as that. Your job is a Christmas present from your old grandpa. I was with Aaron Kane back yonder for ten years."

I began the asking of a boylike question, but Sam Wilson, his eyes upon John Turck, leaned and plucked my sleeve and whispered in my ear that this was deep stuff—prophecy—God knows what, only shut up.

So we waited while John Turck filled and lighted his pipe. And for that space nothing was to be heard but the heat-snappings and the frost-snappings of the stairs and of the board walks in the street below.

"There was a Man once"—John Turck spoke half dreamily, gazing into the smoke clouds above his grizzled head—"who gave his life for humanity. It is a good story, the best ever told, the biggest news that ever broke. Sometimes I wonder whether or not we realize, most of us, what it really means. Are we, to put it bluntly, worth the price that was paid?"

His eyes dropped suddenly to Wiston Westphal's face.

"Are you?" he asked.

"I fear not, but I should like to be." The reply was given without hesitation, barely above a whisper.

John Turck smiled. Evidently the reply pleased him.

"There was another man once," he resumed, "who fought for a home and all that the name implies in its sacred sense. He championed in his newspaper, a village weekly, the cause of a woman and her infant son against a husband and father who was attempting through the courts to rid himself of them. A man of wealth, enamoured of another woman. The claim was set up that his wife had deceived him; that she had Negro blood in her veins. This may or may not have been true, but she was a good woman, with all the worldly odds against her. It was a family matter, of course. Perhaps it was none of this newspaper man's business, but he saw it differently. He made a public issue of the case. The court decided against the woman. The newspaper office was mysteriously burned, and at the fire that bitterly cold night, when the publisher and his helpers did their puny best to save a portion of the property, the man contracted pneumonia and died. Shortly after this the wife and mother died. I will not say she was hounded to her grave. You may draw your own inferences. And the child, a boy, was adopted by the newspaper man's daughter. Such had been her father's last request."

John Turck tamped the tobacco in his pipe with a finger, and the fire scar upon his hand stood out in full relief.

"That was the end of my job with Aaron Kane." He spoke without emotion. His eyes rested for a moment upon the scarred hand, then, speculatively, upon Wiston Westphal. "Are we worthy of the sacrifice? Was the price paid for us too great?"

A long silence. Suddenly John Turck stood up and placed his hands upon the young man's shoulders.

"I'm glad you came, Wiston," he said. "A Merry Christmas to you—and to all of us!"

THE COST OF GROWING NEW PULP FORESTS

Ten Dollars Added to Cost of Each Ton of 1925 Newsprint Would Provide for New Crop to Replace Present Trees—Northeastern States the Natural Site for Continued Paper Manufacture

By GEORGE G. WHEAT

ADD $10 a ton to the price of newsprint, beginning today, and you would not more than provide the money for the new crop of pulpwood by the time the present crop is used up. Ten dollars more a ton would mean $30,000,000 more on the publishers' newsprint bill for 1925. Is that sensational? Things were also sensational in 1920.

It is a fact that paper prices, newsprint and all others, have never included the item of reproduction of the raw material supply. Discussion of the reason is not pertinent now, even were it important. The present need is to learn the bedrock facts of existing conditions, decide what to do, and do it.

It is a fact that new grown pulpwood stumpage will be worth more than $10 for the wood to make the future ton of newsprint. Today, stumpage in favorable locations is worth $5 per cord and in the most remote sections is worth $2 upward. It takes one and one half cords to make a ton of newsprint—and stumpage is now worth $7.50 in the best locations and $3 to $6 per ton in the less favorable.

But, and here's the rub, new stumpage is not being grown where the mills are now located, except for a comparatively small percentage of the present production. It is true that the pulp and paper industry has done more toward reforestation and establishing itself on a permanency basis than any other wood-using industry, but only a small beginning has been made.

It has been learned that a few mills have long been trying to maintain their supplies and the experience of these mills proves that it is practicable. Those producers of paper who did make the investment when they could and did sacrifice a share of present profits to the permanent maintaining of their business are now in a fortunate position.

Canada, on all crown lands, is trying to maintain a permanent paper industry by limiting the concentration of mills and by forestry reproduction practices. Except for our mills, the United States producing section is not.

Don't make the mistake of thinking that the $7.50 stumpage cost in today's ton of newsprint is buying the new ton 20, 30 of 40 years from now. It is not. That $7.50 is merely buying the present harvest from the present owner and the business is selling itself out.

The question has been raised at meetings of the A. N. P. A., "Would it be advisable to tax ourselves 50 cents or $1 per ton and engage in forest reproduction?"

Another question has been discussed. That is the matter of the I. T. U. raising $20,000,000 in four years and spending $15,000,000 of it to negotiate for wage concessions, etc. What the I. T. U. obtained is not the subject at this time. That the union did have the organization and the nerve to raise the money and try the job is the established fact.

One dollar per ton or $3,000,000 per year set aside now might provide stumpage 40 years from now to replace the newsprint stumpage cut this year. About $2 per ton or $6,000,000 per year would take over a large acreage and provide for management that would supply cuttings 30 years hence. About $3 per ton or $9,000,000 per year would arrange for forests and management to provide new cuttings of approximate needs in 20 years' time. The above figures are at best approximate. Money is calculated at 5 per cent compounded annually. The best known and best informed men have been consulted personally for the figures that are used.

The time element is the controlling factor in the physical and farming task of getting new forests. Larger investment at present and more intensive and expensive methods can bring closer the harvesting dates. Five years have passed since the excitement of 1920 and little has yet been done. National forestry programs have been improved in general features. But no direct national effort looking to the reproduction of pulpwood forests as such has yet been begun.



Thousands of such frame houses have sprung up in Queens Borough, New York, and in many other cities, largely constructed of spruce, cheap lumber, recently challenged in New York as a fire hazard, and serious menace to pulp supply.

Now let it be shown more fully that these forests should be grown in the area where the mills are located.

Northeastern U. S. was the original spruce and hemlock area, naturally. New England, New York and part of Pennsylvania, and the Lake States, in the order named are the better growing areas.

The map pictures the latest location of the pulp mills. A very few pulpmills are in the south and a small amount in Newfoundland and Alaska. Recent growth in the paper industry has brought the northwest U. S. up to where it can supply about 10 per cent of the volume and relieve the eastern mills to that extent.

This matter of pulpwood supply is the one main controlling factor in determining the location of paper mills. The northeast have the right location for growing the wood. That fact will now be accepted.

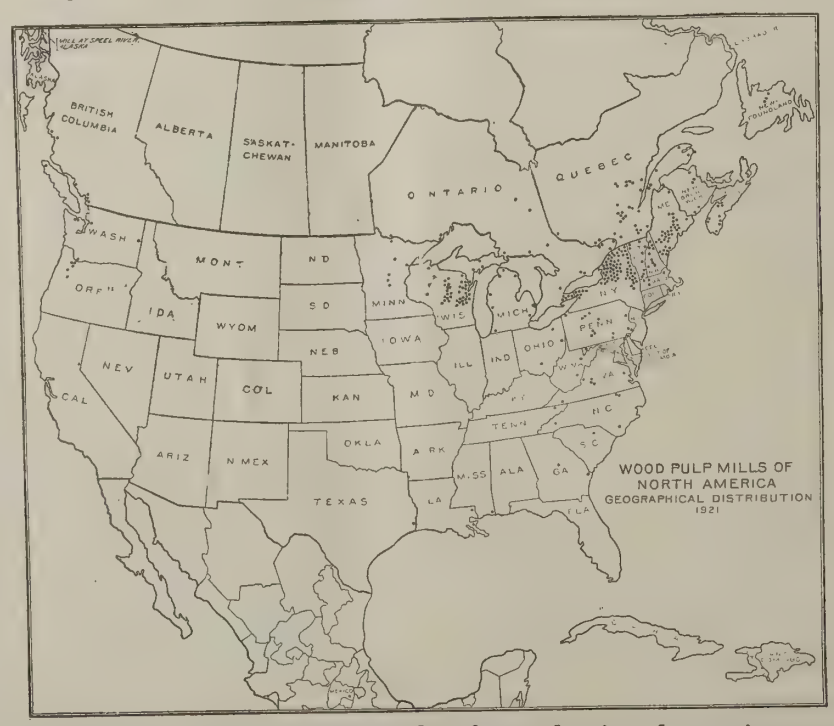
There are many other large factors that especially favor the retention of the paper industry in this area. These will be named in as few words as the writer can use.

The power supply conditions, are good; the markets and transportation facilities are good; the trained labor supply is excellent and is self sustaining; the large investment in mills is now made.

Water power well distriubted, already well developed and much larger potential power in this northeastern area is a commonplace of or knowledge. Pennsylvania coal with water and rail transport lie on the front doorstep nevt to the mills area. Plenty of pure water, needed in large volume for paper manufacture, is there.

The markets and the transportation to those markets need few words. Look at the map. You all know the location of the printing presses, the location of the center of the reading population—said to be in northern Pennsylvania—the location of industrial development demanding wrapping and package paper. You likewise know the facilities for transportation and the necessity for this to feed the presses and the other paper using industries their daily supply.

Trained labor supply and favorable living conditions are nowhere better than they are in the present paper-making area. Labor schooled in the industry is a very important item. It is largely a product of generations rather than years. The individual is not so important as the community. The pulp and paper industry is one of the more progressive industries in this matter of trained labor supply that takes a pride in its craft. The living conditions in this area are far better than they can be made far north in Canada, or in Alaska. The industry will suffer in the degree that it must maintain favorable living conditions farther north.



United States and Canada map, dots showing location of newsprint manufacturing centres.

The capital investment is already there. One more look at the map is all that is needed. The total investment in Pulp and Paper making is now $1,000,000,000 in the U. S. Eighty-five to ninety per cent of this is in this northeastern area. When the industry moves the buyer of paper must pay the price to amortize the investment left behind.

One more item in transportation must not be overlooked. About four tons of materials are required to produce one ton of paper. One year analyzed shows pulpwood, 7 million cords; coal ten million tons; waste paper and wood pulp, 3 million tons; other fiber materials, 1 million tons; casein, china clay, bleaching powder, sulphur and machinery and machinery parts and supplies; food, clothing and commodities for the army of employes make additional large transportation demand. Steady production of paper requires this transportation and it is now there.

The publisher who takes thought for the morrow takes all these matters into consideration. They are not presented here in any attempt to educate or inform but are reviewed as reasons for making every legitimate effort to perpetuate the forests in this area and so perpetuate the important paper industry there.

In the previous article (Editor & Publisher. Oct. 10, 1925) it was stated that "nowhere else in the United States was the need for growing trees so great as in the paper making area." The following facts should be studied carefully:

New England gets 20 per cent of the spruce, and 31 per cent of the poplar or aspen imports; New York State 60 per cent of the spruce, 50 per cent of the poplar; Pennsylvania gets 15 per cent of the spruce, 19 per cent of the poplar; the Lake States 7 per cent of the spruce. These account for 100 per cent of each. In addition to this import come large amounts of wood pulp into these states.

It has been also shown that New York State makes 50 per cent of our domestic-made newsprint, New England States 30 per cent and the Lake States 15 per cent.

New England has 10,000,000 acres of spruce area and an equal amount of hemlock and other pulpwoods. New England could grow four times its present consumption of pulpwood and support nearly four times as great an industry as at present.

New York State has 2,500,000 acres of spruce and 10,000,000 acres of hemlock area.

It could grow enough pulpwood to perpetuate its present mill capacity. The Lake States have 4,500,000 acres of spruce area and over 20,000,000 acres of hemlock, jack pine and other pulpwoods. They could grow pulpwood for three times their present paper-manufacturing industry.

Spruce supplies 56 per cent, fir 5 per cent, and hemlock 15 per cent of the total pulpwood used for paper. Poplar or aspen, 6 to 8 per cent, jack pine, white fir, white pine and tamarack or larch, supply each one per cent. Three woods supply more then 86 per cent of our pulpwoods. The area above named is the natural home of these trees.

The spruce, fir, and hemlock supply 95 per cent of the total groundwood pulp and 94 per cent of the sulphite pulp.

New England is talking so much about her own industrial position and her fears

(*Continued on page* 47)

ALBERTINI GAVE ITALY FIRST MODERN DAILY

Managing Director of Milan Corriere della Sera, Deposed by Fascists, Brought New Life and Methods to Italian Press—First to Realize Importance of Advertising—His Career

FASCISM has thrown overboard the creator of the first modern Italian newspaper, in the words of the Rome correspondent of the *London Observer,* who tells the story of Senator Luigi Albertini, deposed director of the Milan *Corriere della Sera,* in a recent dispatch to his newspaper.

A three years' fight for sane liberalism ended a short while ago with Albertini's retirement. This signal Fascist victory coincides with the golden jubilee of the great Milanese newspaper, the Observer's correspondent points out, and continues:

"While Signor Torelli Viollier will go down to history as the founder of the Corriere della Sera, to Senator Luigi Albertini belongs the honor of having created his first modern newspaper in Italy. Founded as a Liberal organ it suffered a first crisis during the disturbances in 1898, when King Humbert's Government dealt with the general unrest and changed social situation through reactionary methods which culminated in a military dictatorship, and during the tumults in Milan a hundred persons were killed. Signor Viollier, who had espoused the side of reactionary conservatism, soon realized that the commercial success of his paper depended upon keeping the balance between extreme policies. He began to look for the right man to place at the helm, and found him in Luigi Albertini, then 'an elegant young man of twenty-five, with a decided manner and a remarkable forehead.'

"The venerable staff of the Corriere sniggered at the nomination of so youthful a managing director. Nothing was known about him except that he had sent some remarkable correspondence from Moscow in 1896, had 'studied social questions at the British Museum,' and written the ablest treatise on the Eight Hour's Bill.

"Albertini brought new life and new methods to the Corriere and gave it personality. He moved in the literary, as well as the business world; among his close friends were Boito, D'Annunzio, and Giacosa, whose daughter he married. He chose his staff carefully from the best writers and experts, and sent specially selected correspondents all over the world. To meet these unusual expenses he founded monthly reviews and the first illustrated weeklies in Italy, which required a small and inexpensive organization and soon showed a big profit. When he went to America to study printing methods he was the target of the Italian comic press, but there was no cause for satire on his return to Milan, when the first type-setting machines seen in Italy were installed in fine new offices in Via Solferini, and a great business began to run on new lines and on oiled wheels.

"Milan was soon proud of the Corriere della Sera. Albertini was the first director in Italy to realize the important part advertising plays in modern journalism. He placed his contracts with an *agenzia concessionaria* on a basis by which it became possible to break the commercial monopoly exercised in Italian journalism. The big manufacturers, the brothers Crespi and Signor Pirelli (cotton and rubber), became associated with the paper when another company was formed in 1900, but never interfered in its policy, which was free trade, and often advocated measures against their commercial interests. Although Senator Albertini did not hold the majority of shares in the Corriere company, he was given practically despotic powers till 1930, the conditions being that the paper should support a constitutional monarchy and that it should prove a financial success. Both those conditions were fully adhered to.

"Signor Albertini instituted a severe discipline in the office, and never relaxed his hold over policy or organization, keeping in closest touch with the office by telephone, even when abroad. Associated with him were his two brothers, the editorship being given to Signor Alberto Albertini, who was said by the staff to be ready to throw himself out of the window had his brother given the order.

"The Corriere has always been the most widely read and the most vigorously conducted paper in Italy. For several months it was practically alone in the struggle for intervention on the side of the Allies in 1914, while after victory, when a wave of nationalism swept over the land, it kept to a spirit of moderation in face of great unpopularity. In his opinion, the conquest of Dalmatia was not in the interests of Italy. In 1918-20 he was for D'Annunzio and Fiume, but against the march of the Legionaries. Later he was in favor of Fascismo and the participation of Mussolini in the government, but opposed openly and firmly the march on Rome, and directly the revolutionary tendencies of the Fascist régime were made clear, he opposed it on the fundamental issue of the constitution.

"From the early days of Fascism in power the Corriere was regarded as an enemy paper. The *Popolo d'Italia,* the Premier's personal organ, once announced that many Fascists had begged 'the honour and responsibility' of being chosen to raze the premises of the Corriere to the ground. Soon afterwards, bombs were thrown at the offices without, however, causing any damage. The unceasing campaign carried on against it has been met with dignity by Albertini and the staff, while the industrial part-owners had nothing to complain of, as its circulation continued to increase. The circulation often touched a million, and rarely fell below 800,000. Politically and commercially, it was, therefore, a dangerous rival to the Fascist Press, which is going through a financial crisis.

"Some day we shall know the full story of how the Corriere saved its life and lost its voice. Senator Albertini tried to tell it a few days ago, but the number with his article was immediately sequestrated. Only this is clear: that the Government did not wish to suppress a constitutional organ, while the brothers Crespi would not risk the loss of a very paying business, and, somehow, Senator Albertini was thrown overboard. Nothing could be alleged against him to enable the contract to be broken, but a legal pretext was found in the fact that his contract had not been ratified, which enabled his associates to ask for the liquidation of the company on the basis of a clause in the commercial code. It is believed that the Albertini shares have been liquidated, and he has received an indemnity due to him as director. I hear on good authority that the sales of the Corriere fell by 75,000 copies when the news came that Albertini had resigned.

NEW EASTERN CHIEF

H. L. Rennick, Former A. P. Man Takes Press Executive Post

H. L. Rennick has been appointed news editor of the Eastern division of the Consolidated Press Association. He began newspaper work on the old *Springfield* (Ill.) *Record,* of which he later became managing editor.



H. L. Rennick

In 1914 he went to the United Press and two years later joined the Associated Press in Chicago. He was detailed to the Petrograd office in August, 1917, when he covered the early days of the Bolshevik revolution for the A. P., later joining the American expedition when it arrived at Archangel. After nearly a year as war correspondent with the American troops in North Russia, the A. P. assigned him to watch the ex-Kaiser at Amerongen, Holland. Later he served in the Hague and as war correspondent in the Baltic States, and Finland. In 1922 he went back to Soviet Russia as chief of the Moscow bureau of the A. P., which post he occupied until the summer of 1924. He returned to America two months ago after spending a year in Eastern and Central Europe as special writer for New York and London Sunday newspapers.

SPHINX CLUB'S 1925-26 SEASON OPENED AT WALDORF ASTORIA



ADVERTISING'S glittering horseshoe in New York. Members of the Sphinx Club gathered for Christmas dinner, with William H. Rankin, presiding, and Irvin S. Cobb, H. V. Kaltenborn, of the *Brooklyn Eagle,* and William S. Crawford, British advertising agent, speakers.

At the speakers' table were: A. S. Bullock, *London Daily Mail;* Hewit H. Howland new editor of the *Century Magazine;* W. Frank McClure, chairman of the National Advertising Commission of the Associated Advertising Clubs of the world; G. T. Hodges, of the Munsey Company; Charles C. Green, president of the Advertising Club of New York; C. A. Penn, vice-president, of the American Tobacco Company; Howard Davis, business manager of the *New York Herald Tribune;* and Conrad W. Massaguer, caricaturist, now drawing for the D. P. Syndicate.

WHEN A WOMEN'S PAGE BRIGHTENED UP A DREARY ENGLISH SHIPPING TOWN

A Man's Paper Opened Its Columns to Portray the Feminine View With Surprising Results—Lady Eugenia Doughty, British Daily Publisher, Tells the Story

SOME twenty years ago the late Sir George Doughty, once called the "Demosthenes of England," founded the *Grimsby* (England) *Daily Telegraph.* One of the best speakers for the conservative party in Parliament, he wanted to get into the homes of voters in his constituency in addition to reaching them from the political platform. There



Lady Eugenia Doughty taught women to read her paper

was no other way than to establish a newspaper.

It was to be a man's paper, he said. Grimsby is a shipping town of 100,000 population, 170 miles from London. The working man was all that counted; no need for this silly expression of the women's point of view.

Lady Eugenia Doughty thought differently. Lady Doughty had been a newspaper woman on the brilliant *Sydney* (Australia) *Bulletin,* before she married Sir George.

"But women don't read newspapers," insisted Sir George.

"They could be taught," Lady Eugenia argued.

Quite aside from this purely personal dispute, the Daily Telegraph was duly established. And its columns were tight closed to feminine interest.

The daily Telegraph prospered as a man's paper, and for a while persisted in being a perfect blank as far as women were concerned. It was published and still is, near the railway, making for quick distribution, and overcoming in a large measure the ever present menace of the London press, which reaches out to all English provincial cities, and tends to stifle local publishing enterprises.

Not long ago, Lady Doughty won her point; the Daily Telegraph, the "man's paper," opened its columns to portray the women's point of view.

"And the results were immediate and surprising," said Lady Doughty in an interview in New York this week.

"It is no exaggeration to say, that inauguration of a women's page on the Daily Telegraph brightened up the entire town. Cafes did more business; dressmakers and milliners prospered as they never had before. Our circulation increased enormously.

"In effect, our page seemed to make Grimsby people more eager to do well, to appear well.

"Co-incidentally with this newspaper innovation, women began to have a voice in government. We found that the working man's wife influenced her husband in political questions a great deal. The Telegraph's influence increased accordingly. The women's page attracted women readers, and they became interested in other columns, rigidly confined for men only. We taught them how to read newspapers."

Lady Doughty was asked her idea of an ideal women's page.

"Of course, first comes dress," she replied. "Then social functions, and reports of artistic movements. But news of fashion is the easiest and the best way to reach any woman.

"A women's page should be refining, informing, and uplifting. No matter what goes into the rest of the paper, the women's page at least keeps clean and moral."

Lady Doughty has been about six weeks in this country on her present visit here, and has made it a point to study American newspapers, especially the pages devoted to women. She confessed she was rather disappointed.

"The American newspapers, I believe," she said, "are the best media for news in the world. They are very daring, very free. But they lack the great dignity of the British press. All these liberties your press indulges in are quite a shock to me.

"I had heard much of women in journalism in America. I hope the women's pages do not represent their work accurately. Of course, their writing is pithy and outspoken. But American newspaper women don't appear to study style at all. They use the vernacular, I think, a little too freely, with corresponding loss in dignity and restraint.

"I wonder if these 'Advice to the Lovelorn' columns are very widely read. I have no use for them. I think the pulpit can do better than the light pen of a woman in the matter of advice. The printed word can never heal up the sorrows of an unhappy couple."

Lady Doughty for 13 years now has been writing for the newspaper of which she is part-proprietress. All her articles are signed, "The Scribe." At present she is writing her impressions of America.

She sees a stirring future ahead for women in journalism. Some day, and soon, she believes, they will cast aside the trivialities they write today, and embark on a great work of peace.

"Women plus newspapers will win the war for peace," she declared. "There is no other way. Let the women writers speak for their kind through the press, and insist there shall be no more war."

UNION REPORTERS WORK ONLY FIVE DAYS A WEEK IN AUSTRALIA

Arbitration System Fixes Hours and Wages—Listed in Three Classes, Seniors, Generals and Juniors—Editors Exempt

By DAVID LOTH

A FIVE-DAY, forty-hour week for reporters! It seems too good to be true, but in many parts of Australia it is a fact, and with it goes a standard, court-fixed wage scale.

Australian journalists—a newspaper man is a fellow who sells the paper—owe their easy hours and quite good wages to the labor movement. In fact they are part of that movement with a union of their own which at one time was very strong but which is not so popular today.

Labor established an elaborate arbitration system in Australia and the Journalists' Union brought their own profession into it. So now the Federal Arbitration Court lays down the number of hours reporters shall work and the pay they shall receive for it.

Of course the scale is not the same throughout the country. The COURT has taken into consideration the different conditions prevailing on a metropolitan newspaper in Sydney or Melbourne and a country weekly in the "back blocks."

But for Sydney and the other large cities the Court has decided that a five-day 40-hour week is sufficient. A factor which is not quite so pleasant in their award is the clause which in effect limits the number of reporters a newspaper will employ.

Under the award reporters are divided into three classes, seniors, generals and juniors. In American offices they would be described as stars, just reporters and cubs. The proportion of these classes on each paper are fixed in the award, so that when a newspaper wishes to take on an experienced man, it must also employ a junior to keep the proportion right.

The theory was that in this way there would always be a plentiful supply of young men learning their trade. It works out that managing editors hesitate to employ new general or senior reporters because they must then get another junior for the same reason.

The rate of pay—laid down by the Court as a minimum, but actually serving as a maximum too—is in Sydney $25 a week for a junior, $45 to $50 for a general and $70 for a senior. The cost of living is about one-third less than in New York, so that salaries are in purchasing power fully equal to those paid by most New York papers.

The Court awards apply only to reporters. Copyreaders for some unaccountable reason are classed as reporters by the Court although under the name of



David Loth, on *New York World,* studied reporter's work in Australia

sub-editors they perpetuate the cleavage existing everywhere between the men who wield the pan and the men who wield the ax.

Editors and specialists are left by the Court to shift for themselves. They are not of the proletariat and according to good Labor doctrine are not considered as working at all. So in Australia they may—and usually do—infest the office for six days a week and as many hours a day as they like.

The five day week system in Sydney is partly responsible for the fact that none of the four morning papers—the *Sydney Morning Herald,* the *Guardian,* the *Daily Telegraph* and the *Labor Daily*—publish Sunday editions. Saturday news is handled by two papers, the *Sunday Times* and *Truth,* which are weeklies and by Sunday editions of the two afternoon papers, the *Sun* and *News.*

More than anything else, Australia has copied England in newspaper style. It is only within the last few years that any paper of importance has opened its front page to news. Many of them have not done it yet and those who have copy the style of the more sensational London journals.

The plants of the Sydney and Melbourne papers are as modern as any in America. Several have just completed or are now building new plants with the latest type of presses. But in the editorial rooms they cling to traditions. Stories are written in long hand with articles, prepositions and the commoner verbs and nouns abbreviated. City rooms in American style are unknown. The offices are partitioned into cubbyholes where every member of the staff can enjoy privacy.

One other tradition dies hard. It serves to defeat much of the Court's award, for the feeling still survives that the story comes first and no Australian reporter would think seriously of dropping a hot item just because his eight hours were at an end. Even the five day week falls victim to this loyalty on occasion and the union says nothing.

It probably could make no effective protest if it wished. No office compels its men to join the union. Some advise it, others discourage the practice and the result is that about half the newspaper men are not affiliated with the union. Working conditions being what they are, not much more is to be gained.

CONTEMPT CHARGES DROPPED

New Mexico Supreme Court Frees Magee of Old Charges

The New Mexico Supreme Court, Monday, ordered the dismissal of all charges of contempt of court against Carl Magee, editor of the *Albuquerque State Tribune,* now pending in the San Miguel County District Court.

The decision came on Magee's application for a writ of habeas corpus. The editor had been pardoned by the then Governor of New Mexico for contempt of court, after he had been sentenced in connection with his statements during a trial for libel.

Magee was charged with contempt by Justice David J. Leahy, former District Court judge.

"I deny this is a court," Magee declared during one of his trials. His friend, Governor Hinkle, pardoned him, and the court held the Governor had the power to pardon for contempt.

CHURCHES VOTE TO QUIT COMPETITIVE ADS

Montreal Group to Limit Copy to Bare Standardized Announcements — Competitive Bidding Depreciated as Undignified

Competitive church advertising in Canada came in for severe criticism last week at the hands of the Montreal Presbytery of the United Church of Canada.

Rev. Dr. Richard Roberts, minister of the American Presbyterian Church, U. C. deprecated the present tendency in church advertising, saying that the competitive flavor of many of the church notices in Saturday newspapers was decidedly not "the fitting thing." He made a motion, subsequently passed, that a committee be formed to take all United Church of Canada notices out of the competitive class, substituting "a uniform notice for all the churches in the presbytery."

Reginald W. Colley of the educational department, Associated Advertising Clubs of the World, defended present church advertising.

Nevertheless, the various United Churches of Montreal are going ahead with limiting their advertisements in future to bare, standardized announcements.

The practice of removing the punch from church advertising has not yet spread to other parts of Canada, however. In Toronto and other large cities the different churches have awakened to the wisdom of attractive and technically correct advertising in varying degrees and the newspapers have accordingly benefited in increased space demands.

During the recent church union controversy, the extent to which the union and anti-union forces utilized newspaper advertising, big space campaigns embracing almost the entire press of the country being conducted on the most modern advertising methods, amply demonstrates the degree to which Canadian churches have come to depend on paid publicity.

EDITORIAL MASTHEADS ATTRACT A CRITICAL EYE

Nobody Reads 'Em, Not Even the Editors, or They Wouldn't Look That Way, Says Buffalo M. E.—Finds Them Dumping Ground for Mottoes, Seals, Advertising, Verse and History

By MARC A. ROSE
Managing Editor, *Buffalo Evening News*

WHO reads the masthead?

Nobody, apparently—not even the editor.

This must be true, for if editors ever did read them, with just one of the two critical eyes they cast over the type below, surely mastheads would not be what they are today!

Ours was like the rest. I like to think I am no more careless than the next, but I will onfess I hadn't looked at the top of column one of our editorial page for years. Oh, I suppose I saw it every day, but I'd never really read it until our advertising representative moved, and wrote to ask that his change of address be recorded properly—on our editorial page!

"In the name of the sacred mission of journalism," I asked, "have we picked top of column, next to and preceding our purest, so to speak, reading matter, as the fitting place to talk business?"

We had indeed. Also we chose that same high altar surmounting the holy of holies as the place to display our subscription rates, advertise our news services, and to reassure a nervous world that we had actually complied with the Act of Congress governing second class mail matter. We told nobody who we were, or when we began our life, or what we stood for. But we did inform all and sundry that our paper was on file at such and such an address in Peking, where callers might see it on application.

Well, the obvious thing to do was to look at other papers and profit by their examples, was it not?

It was not! Bad typography, bad taste, incongruous material, bad printing and even bad English, that is what one finds surmounting the page whereon the newspaper is supposed to show forth its very soul!

Them's hard words, mates. Maybe the young man is exaggerating. Let's look them over.

Well, take the *New York Times*. Surely there we shall find dignity and taste. It starts well, "The New York Times," in Old English lettering, sharp and neat. Then, "All the News That's Fit to Print." this in full face. Next, Published Every Day in the Year by THE NEW YORK TIMES COMPANY" Why are "Every," "Day" and "Year" capitalized? Why is the name of the corporation in two sizes of caps? Why, if there is to be a period after "Fit to Print," is there no period after "Company"?

Then "ADOLPH S. OCHS, Publisher and President," with Publisher and" spaced so tight they look like one word. Then "B. C. Franck, Secretary." A single rule. The date in light caps another size). A double rule. "Officers of the New York Times"—light caps, still another size. "New York City:"—big and little caps. Why the colon after "City"? (Telephone Lackawanna 100.)" in agate, l.c. Why the brackets? Why no comma after Telephone"? Then, in italic, caps and l.c., a list of addresses, indented each side about an em, no periods after the lines, and such abbreviations as "43d St., w. of Broadway." Also "2,829 Third Avenue (149t St.) The "h" of "th" is missing. Next a list of out of town offices, in agate. And then what seems to me an atrocious line, "Two cents copy Greater New York," and a little further on, the equally elliptic "Sunday, Five Cents Manhattan, Bronx, Brooklyn."

Then some italic caps, followed by agate, followed by blackface, by agate, by blackface. Tabular matter this—the price of subscriptions. Then an advertisement for the various magazines the Times prints—sometimes using "per year" sometimes "1 yr." sometimes "one year."

Unimportant details—carping criticism—"bug picking"?

Why, yes, if you like. But would such things be tolerated in the columns that follow the masthead? Or anywhere else in The Times? We all know The Times too well to suppose so for an instant.

"This is no model," said I to my best friend and kindliest critic, myself, "let us look further".

We did, myself and I.

Jumping lightly across the continent, we opened the *Los Angeles Times*. The cut of the name of the paper (by the way, it is sunk below the names of nine individuals) is old and battered; the whole masthead is in blackface. It sets forth that the paper was founded "Dec. 4, 1881" and then, for fear arithmetic may not be your forte, it explains kindly, "44th year." But next to the name of the paper, the most prominent line in the masthead is this—"LOS ANGELES (Loce Ahng-hayl-ais)". We live and learn. So that's what a masthead's for, in "Loss An-geh-less".

The *Binghamton* (N. Y.) *Press and Leader* prints in its masthead an inky coarse screen cut, labeled "Binghamton Press Building absolutely Fireproof". Positively, Mr. Shean. In the other corner, the Typographical Union label.

At the head of its editional column, the *Geneva Daily Times* (with a bum "I" in "Daily") spells "Busines" just that way.

But why pick on the little fellows? There's *"The Topeka Daily Capital* By Arthur Capper." Honest, that's the way it reads, set off above and below by a shaded rule. The Capital "will always be on file at the above offices. Visitors from Topeka or Kansas, when stopping in any of these cities, will be welcomed at The Capital Branch offices and can always find the latest issue of their home paper." Any reporter who wrote "the above" English in the Capital's news columns probably would be fired.

The *Des Moines Register* goes in for display type, to boast of its circulation-type larger than the name of the paper. And then it adds, in blackface, "Largest MORNING Circulation in Iowa. Largest EVENING Circulation in Iowa. Largest SUNDAY Circulation in Iowa." That seems to cover it.

The *Rochester* (N. Y.) *Democrat & Chronicle* leads off with its title in an Old English lettered cut that has seen better days, but most papers do that. The real oddity of the Democrat & Chronicle's masthead is the line cut, in curious perspective, of the top of a building (its own?) upon the facade of which is carved a quotation

> "Without or with offence
> To friends or foes
> I sketch your world
> Exactly as it goes"

which we were going to call doggerel until luckily we managed to decipher the name of Byron as its author. So now we know it's poetry.

You can buy the *Rochester Herald* at all New York City's leading hotels "by 6 pm on day of publication. It is also sold at the Times Square News Stand—It can also be obtained at the news stand in the Woolworth Building." Many newspapers thus advertise news stands, at the head of the editorial columns.

Clark Howell ought to buy a new cut of the seal (it's either a seal or a doughnut) in the *Atlanta Constitution's* masthead. Speaking of curious information with which to lead off an editorial page, there is the Constitution's solemn warning that it is "not responsible for advance payments to out-of-town local carriers."

The *Jamestown Morning Post* has (in blackface) the "Largest Circulation of Any Paper in Jamestown or Chautauqua County", and after all, that's something no matter how it's capitalized.

The *Niagara Falls Gazette* (with a broken "F") is "Printed in U. S. A." and that's something, too.

The *New York World* has "Circulation Books Open to All," and advertises its Almanac. But bless The World for this, its name plate is new, clean, and sharp.

Hardly a newspaper but has crooked rules and battered type in its masthead—for instance, the *Denver Rocky Mountain News;* the *Toronto Daily Star* (Largest English Circulation in Canada); the *Omaha Bee* (which makes the Audit Bureau of Circulations singular and plural in the same sentence); the *Evening Public Ledger* (which batters the "D" out of Dave Smiley, but fortunately leaves the "Smile"); the *Cincinnati Enquirer* (with a broken "E" and a tailless "Q" and a mess of type all off its feet, and "advt'g" as an abbreviation); the *Hartford Courant* (Established 1764) and apparently using the same name plate today.

The New Orleans *Times-Picayune* and the *Detroit News* use line cuts of their buildings. There are appropriately enough, two flivvers scooting by the News plant, and also what may be a flivver truck. The flag is flying and the clouds are piling up behind. But we're for the Times-Pic; in front of it are three little trees for shade, and a bench for loafing. Pleasant suggestion in winter—a sunny bench in New Orleans!

The *Toronto Globe* has (in black type) "The largest morning circulation in Canada built without the aid of premiums." That has all the earmarks of a dirty crack, now, hasn't it?

Some put periods after the name of the paper, some don't, but the *London* (Ont.) *Free Press* I believe is absolutely unique in its use of a comma. Thus,

> The Free Press,
> London, Ont.

The *Birmingham Age-Herald* quotes Thomas Jefferson; the *Pittsburgh Post* tells us "News Is Colorless." The *Detroit Fress Press* instructs its readers, under the succinct heading, "Phones", "In calling ask for desired departments; Editorial, Advertising, Subscription, etc." The "etc." department probably is the morgue.

The *New York Sun's* seal (or what have you?) is pretty well worn, but the idea of telling the history of the paper in a few well-chosen words is one we like. The *Louisville Courier-Journal* does that, too, but spoils the effect by following it with a mass of business detail six inches deep.

The *Hamilton* (Ont.) *Spectator* leads off with this, "The Spectator aims to be an independent, clean newspaper for the home devoted to public service." The only trouble with that is that there are so few homes devoted to the public service.

The *Brooklyn Daily Eagle* "has a circulation Larger than that of any other Evening Paper of its Class in the United States. Its value as an Advertising Medium is Apparent." Rather than real? There are so few in the Eagle's "Class" that it may be allowed its claim. But to allow such capitalization is "something else again," as they say in the quaint little village of Brownsville.

This has all been more in mischief than in kindness.

But, seriously, shouldn't the top of "Col. 1, Ed pg.," look worthy of its position? Shouldn't it be reset now and

NOTABLE GATHERING AT LUNCHEON FOR CUBAN AMBASSADOR



Cabinet members, high government officials and newspaper notables attended the luncheon given recently by Dr. L. S. Rowe, director-general of the Pan-American Union to Hon. Rafael Sanchez-Aballi, newly appointed Cuban Ambassador to the United States. In the picture are, left to right (front row): Hon. John Sargent, U. S. Attorney General; Hon. Rafael Sanchez-Aballi, Cuban Ambassador; Hon. Frank B. Kellogg, Secretary of State; Hon. Andrew Mellon, Secretary of the Treasury; Hon. Curtis D. Wilbur, Secretary of the Navy; Hon. William Jardine, Secretary of Agriculture.

(Back Row) Karl A. Bickel, President of the United Press; G. Logan Payne of the Hearst Newspapers; Senor Don Jose T. Baron, Secretary of the Cuban Embassy; Hon. James J. Davis, Secretary of Labor; Dr. Hubert Work, Secretary of the Interior; Robert Edwin Olds, Assistant Secetary of State; Dr. L. S. Rowe, Director General, Pan-American Union; Green H. Hackworth, Solicitor of the Department of State; Dr. E. Gil Borges, Assistant Director of the Pan-American Union; and Frank B. Noyes, President of the Associated Press.

then? I don't mean to be unreasonable—say once every two or three years.

Is that really the place to fight circulation battles, advertise the names of our space salesmen, quote detailed subscription rates with a mass of tabulated prices, give detailed instructions as to how to mail letters, use the telephone and buy advertising? Is that just the spot for boasting that we put auditors on our books, and that we buy this or that news or feature service? Who the—(naughty word) that reads Bill White's editorials cares to be told, just above them, that the *Emporia Gazette* won't accept indecent ads, but does charge for lodge meeting notices?

Almost without exception, the mastheads of American newspapers really are display advertisements—very badly displayed. Why? Custom, of course. Traditions are fine—when they are good traditions. I can understand and admire a newspaper's affection for an old-fashioned trade mark or name plate, even a quaintly worded announcement or motto. But most of these mastheads aren't venerable at all—names of advertising agents, last month's circulation, names of New York news dealers. Why not put all this information, necessary and proper enough, in a neat box, to be displayed somewhere else in the paper? The *Christian Science Monitor* does that. Perhaps at the head of the classified ads, would be an appropriate place.

For of all the mastheads we ever have seen, we like best that of the Manchester Guardian. Do you recall it? It says—

THE GUARDIAN
Manchester, Monday, Nov. 16, 1925.

RADIO SEEN AS RIVAL TO NEWSPAPERS

Lord Riddell, London Publisher, Asks Broadcasting Committee If It Is Wise to Cultivate a "Listening-In Habit"

The wisdom of cultivating a "listening-in habit" was questioned late last week by Lord Riddell, publisher of the *London Sunday News of the World,* who spoke on behalf of London newspapers before a hearing Dec. 17, of the British government's broadcasting committee.

"Is it to the advantage of the nation to cultivate a listening, in preference to a reading habit?" Lord Riddell asked, and pointed out that if broadcasting could be used for general distribution of news at all times, the newspapers and the news agencies must reconsider their position.

The British Broadcasting Company, having a practical monopoly of broadcasting, pays £8,000 yearly for news bulletins, he said, while newspapers which must meet this competition spend £5,000,000 annually in gathering news.

Newspapers thus far have supported broadcasting by publishing programs, he said, but if radio seriously curtails newspaper circulation the results would be disastrous. Many classes of news, Lord Riddell added, are not suitable for radio distribution, such as reports of law cases. Other classes of news, like racing news, although appreciated by one section of the public, he said, are not welcome to others and listeners-in cannot choose the type of broadcasting as readers choose the type of newspaper.

Lord Riddell calls political and propaganda matter not suitable to radio, and that consequently newspapers must be protected. His defense answers the charges of broadcasters of a monopolistic attitude on the part of newspaper owners. The production of British newspapers costs £62,000,000 yearly.

Wilkes-Barre Editor Dead

Frederick Kirkendall, 55, editor and half-owner of the *Wilkes-Barre* (Pa.) *Times-Leader* died recently following an operation. Mr. Kirkendall is survived by his widow, two daughters and one son, Frederick, Jr., the latter being attached to the news staff of the Times-Leader.

INSTRUCTION, JOBS, PRESS COOPERATION, JOURNALISM TEACHERS' SUBJECTS

Program for 4-Day Annual Convention in New York Completed—Canby, Seldes, Davis, Knopf, Farrar, to Speak

EVERY phase of the teaching of journalism in schools and colleges will be discussed at the annual four-day meeting of the American Association of Teachers of Journalism and the Association of American Schools and Departments of Journalism at Columbia University, New York, Monday to Thursday, inclusive, next week.

A large attendance is expected at the convention, which is being held under the auspices of Columbia and New York universities. Hotel headquarters will be at the Waldorf-Astoria and meeting headquarters at the School of Journalism, Columbia.

Prof. James Melvin Lee of New York University will entertain early convention arrivals at supper at the Newspaper Club, on Sunday evening, Dec. 27. Prof. Lee will also provide teachers attending the convention with cards extending the courtesies of the Newspaper Club.

Professor Burgess Johnson of Vassar College has invited the teachers to visit Vassar College, Poughkeepsie.

The program follows:

Association of American Schools and Departments of Journalism:

MONDAY, 10 A. M.

Consideration of applications for membership.
Report of Committee on Fraternities—Dean Eric W. Allen, University of Oregon.
Report of Council on Education in Journalism.
"Qualities required in Teachers of Journalism"—Prof. Joseph S. Myers, Ohio State University.
Noon—Luncheon at the Faculty Club.

AFTERNOON SESSION

"Background Studies in Preparation for Journalism"—Prof. Nelson Antrim Crawford, Kansas State Agricultural College.
"Co-operation of the Press with Schools of Journalism"—Prof. Allen Sinclair Will, Columbia University.
"Some Early English Criticisms of Newspapers" Prof. W. G. Bleyer, University of Wisconsin.
"The Placement Bureau, Should it be Fostered?"—Prof. Grant M. Hyde, University of Wisconsin.
Round Table discussion of the papers presented.
Election of officers.

American Association of Teachers of Journalism:

TUESDAY, 9.30 A. M.

The Administration of a Journalism Department—H. B. Center, Boston University; J. S. Myers, Ohio State University; M. G. Osborn, Louisiana State University.
Extensive Work in Journalism—Bristow Adams, Cornell University; Frank L. Martin, University of Missouri.
New Teaching Methods—Symposium, in which it is requested that each member present discuss briefly any new method which he has found successful.
2 P. M.—Preparation for Special Fields of Writing: Critical Writing—H. S. Canby, editor, *The Saturday Review of Literature;* Gilbert Seldes, dramatic critic, *The Dial.*
Magazine Work—Elmer Davis; Burges Johnson, Vassar College.
Book Editing and Publishing—Alfred A. Knopf, president, Alfred A. Knopf, Inc.; John Farrar, editor-in-chief, George H. Doran Company.
Labor Journalism—Josephine Colby, Brookwood Labor College.
Appointment of committees.

EVENING

Dinner given by Columbia University to the Associations, at the Faculty Club. Speakers: Dr. Nicholas Murray Butler, president, Columbia University; Mr. Walter Lippmann, chief of the editorial page, *New York World,* and others.

WEDNESDAY 9.30 A. M.

President's Address—President Nelson Antrim Crawford.
The Relation of Cultural to Technical Courses in the Journalism Curriculum—J. W. Cunliffe, Columbia University; A. L. Stone, University of Montana.
Journalism Courses for Non-Professional Students; H. T. Baker, Goucher College; J. O. Simmons, Syracuse University.
2 P. M.—The Press and Authority—Oswald Garrison Villard, editor, *The Nation.* The Need of Practicality in Instruction in Journalism—Arthur Howe, editor, *Brooklyn Eagle.*
Present Day Tendencies of the Press—James Melvin Lee, New York University.
7 P. M.—Reception given by *The New York Times* to the Associations, followed by tour through the *Times'* plant.

THURSDAY, 9.30 A. M.

Research in Journalism—
Report of the Council on Research.
Report of research in Progress.
Presentation of research papers.
Problems in Applying the Principles and Standards for Instruction in Journalism.
Report of the Council on Education in Journalism.
2 P. M.—Relations with Student Societies—Report of the Committee on Journalism Fraternities.
Salaries Paid in Journalism—Report of the Committee on Salaries.
Reports of other committees.
Election of officers.
Miscellaneous business.

All subjects on the program are open to general discussion.

POSTAL CRITICISM TURNS TO NEW'S AIDE

Joseph Stewart Said to Be Chief Defender of Cost Report—Kelly Says Rates Now As High As They Need Be

BY BART CAMPBELL

WASHINGTON, Dec. 21.—Until Postmaster General Harry S. New has explained more fully certain statements regarding postal conditions contained in his annual report to Congress, the Joint Congressional Postal Commission will make no final recommendations for revision of the existing "stop-gap" postal law.

The Commission will also await a complete report on the current Christmas holiday business of the Postoffice Department before holding any further hearings or meetings. Like the Congress, the Commission will just "mark time" until the hour arrives when postal rates and postal wages may be considered with a view to permanent instead of temporary legislation.

EDITOR & PUBLISHER was so informed this week by U. S. Senator George H. Moses of New Hampshire, chairman of the Commission, as well as of the Senate Postoffice and Postroads Committee, and Representative William W. Griest of Pennsylvania, chairman of the House Postoffice and Postroads Committee and a member of the Commission.

There was a strong undercurrent of opinion in Congressional circles this week that criticism of the Postoffice Department should not be leveled at Mr. New personally so much as at Joseph Stewart, the department executive who has sought to justify even more than the Postmaster General the Costs Ascertainment Report repudiated by the last Cosgress. Mr. Stewart is certain to be called "upon the carpet" again when the Commission resumes its inquiry into postal conditions.

Following the action of the Senate, the House passed the Moses resolution continuing the life of the Commission until the next session of the new 69th Congress, at least, and thus giving it another year in which to sift the entire postal situation to the nethermost bottom if the Commission considers that much additional time is necessary to complete its investigation.

In the meanwhile word is being passed about both the Senate and House that postal law revision cannot come before May or June, at the earliest, and that it is highly probable that there will be no new postal legislation before the next session.

Representative Clyde Kelly, author of the postal wage increase, and a ranking Republican member of the House Postoffice and Postroads Committee, expressed approval this week of the stand taken by EDITOR & PUBLISHER toward the postal situation, and criticised severely the Postmaster General's report in a statement to EDITOR & PUBLISHER.

In this statement Mr. Kelly, a recognized authority on postal matters, to which he has given years of thorough study and research, charged Mr. New with unfairness in authorizing repeated criticisms of Congress for enacting the present temporary law.

Mr. Kelly said:

"The new rates are as high as they need to be. They should not be increased and I feel confident that Congress will not increase them.

"With any business system of bookkeeping which would segregate the free postal service performed for the common welfare, there would be shown a substantial surplus in the Postoffice Department.

"On behalf of the Congress, which by practically unanimous vote enacted the Postal Pay and Rate Bill, I resent the inferences in the publications so continuously authorized by the Department. If those responsible will perform their duty in loyally carrying out the law, they will do a better service for the great postoffice establishment than by efforts to prove that it was a blunder to grant decent pay to deserving postal employes."

FLORENCE, ALA., PAPERS MERGED

Daily News and Times Now Being Published as Times News

The *Florence* (Ala.) *Times* and the *Florence Daily News* were consolidated recently under the name of the *Florence Times News.* A. B. Camper, former editor of the News, is in charge of the editorial policy, and W. P. Williams, former manager of the Times, is directing the management.

The Times News has begun the publication of a Sunday edition eliminating the Saturday afternoon edition.

The Times News serves the tri-cities, Florence, Sheffield, and Tuscumbia with carrier delivery.

United Press service is being used by the consolidated papers.

TO LAUNCH TABLOID IN CHICAGO, DEC. 28

Morning Sun to Be Directed By T. K. Hedrick and C. E. Wood—to Sell at 3c—150,000 Advance Circulation Reported

A new tabloid daily newspaper, *The Sun,* is scheduled to make its advent in Chicago, Dec. 28.

It will be a 32-page paper, and will tell the day's news chiefly in pictures. It will be Chicago's first daily tabloid.

The first edition of the Sun will be known as the "Midnight Sun" and will appear on the streets between 7 and 8 p. m. The "Morning Sun" will be issued later for morning readers. It will sell for three cents a copy and is reported to have an advance paid circulation of 150,000 copies. It will be sold on news stands and by special news boys.

T. K. Hedrick, a newspaper man of 37 years' experience, is managing editor of the new publication, which will be issued by the Sun Company at 601 South LaSalle street. For the past 14 years he has been associated with the *Daily News.*

The business manager is C. E. Wood, formerly assistant publisher of the *Chicago Evening American.* Mazie Howell, formerly with the *Chicago Daily News,* will be the women's and art editor, and Andrew C. Kelly, city editor.

Student Editors Removed

Publication of the December issue of *The Virginia Reel,* student organ of the University of Virginia, barred from the United States mails by the Lynchburg, Va., postmaster, whose action was approved by department officials at Washington, resulted in the removal of Eugene Patterson Warner, of Cleveland, O., and James Benjamin Aswell II, of Washington, son of Representative Aswell, of Louisiana, editor-in-chief and managing editor, respectively, of the publication, by the student managing board.



TRAIL BLAZERS OF ADVERTISING

An Arizona Saloon Opening

by Chalmers L. Pancoast

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Chapter XIV

An Arizona Saloon Opening

MANY of the spectacular things of life, belong to yesterday. They are dead and buried in memory's grave. But the lights and shadows, and the noise and charm of old events occasionally come back from memory's grave appearing unreal in their dim outlines.

Perhaps it is against the Eighteenth Amendment to write about the glorious orgies and glamorous charm of the tap-rooms of the old West.

But these old community houses played an important part in the civilizing of the frontier. Here it was that bad men shot it out and killed each other. And the notoriety gained by these famous civic centers was their best publicity. They were talked about, condemned and slandered, but never praised. Word-of-mouth advertising made the world curious to know about them.

When I first went West years ago, at every station stop in New Mexico and Arizona men left the trains in a crowd to get a good look at these widely and notoriously advertised Western barrooms.

At one station gambling was openly advertised as it was openly indulged in. "Keno Tonight" was flashed by an electric street sign; and it was a popular sign at that. The gambling era in the West was not so wild and woolly as it was rough. Great gangs of Mexicans, Chinamen, cowboys, miners and lungers responded to the call of the electric Keno sign, and the gambling room was crowded to its very limit.

Years ago, when I was a traveling correspondent for a Western newspaper, I happened to be in an Arizona town when a widely advertised saloon opening took place. Handbills in red headlines were distributed calling attention to the new stocks just received, and the big public dance that would be held.

It was a great occasion, because the new bar-room was to replace a once famous place which had burned to the ground several months before.

There was a grand volley of noise. A brass band played its wildest tunes, there was much wild dancing, drinking, hilarity, joy; and quite a little shooting on the side. In those days "gun toting" was an important part of an Arizonian's costume. Most of the shooting was into the barroom floor to make some victim dance faster. Being a courageous tenderfoot the nearest I got was to sneak up to a window in the rear and peer through the glass. What they did to a tenderfoot was plenty. You simply had to be one of their kind to go unmolested.

The movies have attempted to reproduce many Western bar-room and gambling house scenes, but they can never reproduce the noise, odors and colorfully crude atmosphere of these places of genuine hell-raising.



Free lunch, a brass rail, and the drink that cheers! The frontier saloon was the social rendezvous of the elite and the bon ton of western mining camps. Sentences were short and punctuated with bullets. Tenderfeet were always welcome.

The owner of this Arizona joint, which advertised the public opening, was an enterprising man. He got up a card which was distributed to guests, announcing, a list of drinks unique and different:—

"The following is a partial list of the varieties of whiskey now in stock:—

"Common whiskey, the kind that killed father at the tender age of 93.

"Sporting whiskey, the kind that makes the game rich and the player go the limit.

"Business whiskey, the kind that makes a fellow who never had any business in his life, hold you up and submit a million dollar scheme.

"Wise Guy whiskey, the kind that swells the head of the absorber thereof until Solomon looks like a bum.

"Roaring whiskey, the kind that suddenly sets the quietest fellow in town to vociferating and swinging his arms.

"Fighting whiskey, the kind that makes a two-gun-guy out of a coward.

"Crying whiskey, the kind that softens the heart of the flint-hearted criminal.

"Loving whiskey, the kind that makes your worst enemy put his arm around your neck—and give you his guns.

"Loquacious whiskey, which makes a man run off at the mouth, whether he has anything to say or not.

"Notice—They all come out of the same bottle."

These old Western bar-rooms were brimful of color and exciting interest. The life they supported was composed of violent smells, brisk, brutal activity, a sordid brightness and a blunt, brash and brusk sociability. They had a distinct character and individuality—each one had its own following and loyal loafers. They had such picturesque names as The White Elephant; The Gold Nugget; The Silver Palace; The Mansion; The Capitol; St. Elmo. These names stood for something. They were the advertising handles which carried their fame to distant parts.

Men took great delight in spreading the stories of their roughness, wildness, wickedness and notorious gambling scenes.

Whiskey was at one time a great product to advertise. Copy for whiskey advertisements was always the most sunshiny and optimistic kind of copy.

Handbills and newspaper ads had great things to say about this product for man and beast. For instance what greater praise could be sung about any product than this:—

"Blank Whiskey is distilled in a state world-renowned for possessing every element conducive to distilling the best quality of whiskey, abounding with numerous slate springs of pure sparkling water and fields of rich waving grain.

"It is commended to consumers desiring thoroughly reliable, nutritious and invigorating whiskey.

"It is wholesome, helpful and comforting; in addition has a pleasing flavor and a delightful aroma.

"Its purity is guaranteed. And as a parting word, remember it is indispensable to every household.

"Avoid adulterated whiskeys, as they are exceedingly injurious, and great harm may result from their use.

"Finis."

The copy-writers who turned out those old flowery masterpieces of whiskey copy are out of a job. Well do I remember those surcharged superlatives such as — "sun kissed fields of golden grain"—"mellow to the taste" — "that golden glow feeling"—"rose tinted thoughts follow a draught" — "here's to your good health and prosperity"—"properly distilled, matured and blended"—"old matured malts and grains impart that smooth mellow taste."

Words forgotten, dead and buried! Words obsolete and objectionable. And so the most appropriate ending that can be written for this chapter of the dead is—

"In Memoriam."

CHAPTER XV

Goats and Ghost Towns

THERE was a time when the only publicity considered worth anything was a free write-up.

Just to get your name in print without it costing anything was considered worth a lot more than any paid space.

Some of the cleverest advertising men that ever bunked their way through life, thrived on the free publicity game.

It was the one method to get prominent quick. Just as many people have strived to get famous quick, as there have been to get rich quick.

The old combination press agent, advertising agent, and advertising man are passing out of the picture. And "easy" editors of newspapers have had their eyes opened to the free publicity game.

But there was a time when a free write-up could be put over on an editor without any trouble. The news columns were cluttered up by puffs of all kinds. Paid advertising was often handed out only to those who would come through with a column write-up. "Soft-soaping" or "salving" the advertiser as it was called.

In the old days when newspaper space was a battleground between yellow journalism and shouting medical advertisements.

(*Continued next week*)

"THE CHIEF" A BELOVED AUTOCRAT ON OREGON JOURNAL

Felix R. Mitchell, Oldest Employe, Rules Knights of Kollodion with Scepter of Affection— His Word Is Law

By HAROLD EVERETT HUNT

FOR thirty minutes each day the Chief is an autocrat of the luncheon table —an autocrat with a scepter backed by the affection which men show to years, combined with that elusive quality, fellowship.

In the city directory he is listed as Felix R. Mitchell, to his intimate friends he is known as Felix or Mitch, but to his subjects he is always the Chief.

Despite his three score years and ten, he is an active member of the staff of the *Oregon Daily Journal* of Portland. In point of years and service he is by far the oldest employe of the big western newspaper.

Subjects of the Chief form the Knights of Kollodion, a coffee club comprising employes of the newspaper, with several former employes retaining associate memberships. The name of the club is taken from collodion, which plays an important role in engraving, and was adopted because the majority of the members are connected with the engraving department of the paper.

An even dozen men and one lone woman, the only Knightess in existence, are the willing subjects of the Chief. The woman was formerly a member of the Journal editorial staff. An artist and an editor, with the engravers, complete the active membership.

Each workday noon the Chief and his subjects gather about a big table in the engraving room, with a steaming pot of coffee in the center, and spend a half hour in riotous fun, heated debate and pungent persiflage.

Despite the fact that his subjects range in age down to the engraving room apprentice, barely of years sufficient to satisfy the union and child labor law requirements, the Chief joins in the fun and argument as one of the boys. He is treated as are the others, with the exception that his station in the club is never forgotten for a moment and an undertone of respect is always apparent when he is addressed directly or indirectly.

His word is law and woe betide the Knight who questions it in any detail. Fellow Knights take particular delight in calling the attention of all to any slip and promptly squelch the offender.

In his kindly way the Chief settles all disputes when they reach dangerous proportions. Usually his rulings form the bright spots of the day's merriment, for the Chief has a fund of happy humor on which to draw.

One of the rules of the club deals with the "swear box," a big tin can into which pennies, nickels, dimes and even quarters find their way. Swearing is strictly prohibited during the lunch hour and the prohibition extends to any language which would offend feminine ears. Each breach costs the offender a nickel and few sessions fail to add to the weight of the box.

A never ending source of fun is the effort of some member to phrase his words so adroitly that he can approach the forbidden ground without overstepping the mark. Such efforts often bring about a kangaroo court, with profound argument as to the guilt of the Knight accused. Sometimes the Chief rules of himself but often he will leave the question of guilt or innocence to the Knights and the chorus for conviction is always so loud and long that accused members have learned to dig for their nickels without waiting for the verdict when his procedure is followed.

The "swear box" by the time the Christmas holidays approach, is usually of considerable weight and value. At first its contents went for a dinner for the Knights but several years ago they decided to brighten the Yuletide for tiny waifs of the city. With other money, added by the Chief and his subjects, the fund now furnishes toys, fruit and candy for children who lack loved ones.

The big event of the year for the Knights is a parade on Christmas morning, which has become a custom looked forward to by many members of the newspaper staff. Led by the Chief, the merry club members, in fanciful garb, march through the building, serenading each department with original songs. As a band, one of the members tunes up his saxophone, while the paper's machinist, taken into the club for the day, plays his accordion.



Knights of Kollodion costumed and masked on their Christmas parade. The accordion furnishes the music.

Moving pictures of the parade have been shown throughout the Pacific Northwest as part of a newsreel and stories of the holiday fun have been written for newspapers and magazines of the field of journalism and allied arts. Its fame has spread to such an extent that people not connected with the newspaper keep Christmas morning open that they may enjoy it.

The club has been in existence for seven years and, during that time, has never been endangered by dissension. Except as members leave the employ of the Journal its personnel has remained intact, with but few exceptions, and when changes are made the men invited to join have accepted with alacrity, for few are chosen for the honor.

From its inception the club has had but one Chief and his tenure of office will pass only when the day comes on which he no longer can take his place at the table with his boys. Recently, when the Chief was desperately ill, the lunch hours became dreary, but his return was a signal for rejoicing.

"I don't know what Mr. Mitchell would do without his Knights," Mrs. Mitchell told a member during his illness. "I believe he goes to work largely just to meet with them each day. I know he loves every member."

Do the Knights love the Chief? Ask them during the lunch hour.

Magnuson Buys Illinois Chain

Glen E. Magnuson, for the last year, general manager and treasurer of the Home News Publishing Company, operating a chain of newspapers in northern Illinois and southern Wisconsin, has purchased a controlling interest in the Community Newspapers, Galesburg, Ill. In acquiring the Community Newspapers' interests, Mr. Magnuson purchased also the interest of J. A. Noeke, who will no longer be associated with the papers. D. V. Moon will be managing editor of the chain under the new management.

MAY GET NEW TRIAL

Portland Express Holds $5,150 Damage Award Is Excessive

Decision that unless Mrs. Frances M. Smith of Portland remits all of the jury award made her over $3,850 within 20 days, the Evening Express Publishing Company will be allowed a new trial, was rendered by Justice Arthur Chapman in Superior Court, Portland, Me., on Dec. 17.

Mrs. Smith was plaintiff in a $15,000 damage suit against the publishing company at the October term of the Superior Court, at which a jury awarded her $5,150. Defense counsel moved for a new trial, asserting that the award was excessive. Arguments were made by counsel for both sides and this decision was the outcome.

Mrs. Smith alleged that one of her legs was seriously injured at a street corner when a bundle of papers from a circulation truck was thrown to the sidewalk a year ago. The publishing company admitted liability, the only contest being over the amount of damages.

WOMEN BANISH CRIME

When They Edit Complete Paper for Erie Dispatch-Herald, Dec. 8

A woman's conception of what a newspaper ought to be was given to the reading public of Erie, when members of the Business and Professional Women's club took charge of all editions of the *Erie Dispatch-Herald.*

With Mrs. Myrtle Ramsey as managing editor, Mrs. Helen Schluraff as city editor and other members of the clubs out on beats and assignments, the women turned out a paper which differed from the usual run in that all crime news was omitted.

Front page headlines told of a $30,000 fire in Erie. President Coolidge's message to Congress, the election of a woman as president of the Erie school board, and other topics upon which national interest is centered.

Editorials written by the women commended President Coolidge on his stand on the mothers' pension question and cited as the most urgent need of Erie at the present time, "more boosting by its own citizens."

The women took over the paper as a result of a challenge issued to them by the publishers. The women had expressed a wish that they might have an opportunity to put out a paper as they thought it ought to be, and they gladly accepted when the offer was presented to them.

Ohio Weekly Sold

The *Willoughby* (O.) *Republican* has announced that on Jan. 1 it will take over the *Lake County Herald,* published at Painesville, O., for more than 20 years. The Herald will be continued. The Republican is published by Bert Bryant with Ethel D. Bryant, his sister, as editor.

O'DELL ANSWERS NEW ON ENVELOPE QUESTION

Quotes Postmaster General's Aide to Show Weeklies Not Greatest Beneficiaries of Free-In-County Rule

Postmaster General New's attack on country newspaper publishers because of their activity in promoting legislation designed to restrict the government competition in the printing and marketing of stamped envelopes, brought forth a reply from Wallace O'Dell, chairman of the National Editorial Association legislative committee, while in Washington handling their affairs.

Mr. O'Dell in an interview with EDITOR & PUBLISHER said that the Postmaster General had apparently been poorly advised by his subordinates when he inferred in a letter to Congress that the country publishers are lacking in gratitude for the continuance of free-in-county privilege on second class mail. The N. E. A. official stated that the organization had no intention of dropping its legislative fight against unfair competition of the government in the printing business but intended to intensify its efforts to have the Kendall Bill, H. R. 4478, passed by the present Congress.

In a letter to Chairman Griest, of the House Post Office Committee, the Postmaster General referred to the campaign against the government in printing and marketing stamped envelopes, in which he said:

"The attack by the country weeklies is the most indefensable when it is recalled that this class of publications has enjoyed for many years the privilege of free county circulations of their newspapers. The quantity and cost of handling of which is referred to in beginning to this communication."

Mr. O'Dell claims that the Post Office Department is obviously inconsistent in its attitude on free-in-county privilege. The Post Office Department says that the demand for the cessation of printing and marketing stamped envelopes "comes chiefly from country publishers." The Postmaster General states further:

"While the government does undoubtedly perform a service for the users of stamped envelopes, it is glad to perform for the country publishers a service which is of even more substantial character. It may not be amiss to state in this connection that during the fiscal year 1925, the postal service transported 69,195,041 pounds of newspapers in the county of publication at an estimated cost to the government of more than $8,000,000 for which the government received no revenue in return."

Joseph Stewart, the executive assistant to the Postmaster General, in testifying at the postal hearings last January said:

"The free-in-county privilege is only an incidental feature of second class as a whole, for which Congress has fixed general rates. The cost report shows that during the fiscal year 1923 out of a total of 64,278,981 pounds of second class free-in-county matter mailed under the free-in-county privilege, 44,583,514 pounds, or 69.23 percent, represented daily newspapers. The apportioned cost of all free-in-county aggregates only $7,611,759 of which daily newspapers are charged with $3,260,931, which is only 42.84 percent of the total cost of the free-in-county service, although daily newspapers constitute 69.23 percent of the total weight. The department recommends that the free-in-county privilege be continued."

"It will be noted from this statement by the foremost authority on postal rates in the Post Office Department," O'Dell said, "that the old theory of the country press being sole beneficiary of the free-in-county is definitely upset. These official figures show that only 31 per cent of total volume of newspapers using the free-in-county privilege are weekly newspapers.

"This official document from which the above quotation is taken, carries the convincing answer to the Postmaster General as to the extent to which the country weeklies participate in the free-in-county privilege."

TEACHING ADVERTISERS TO PROFIT BY TRUTH

A Review of 1925 of the National Better Business Bureau, Inc.—Four Educational Campaigns Bring Results—75 Frauds Sent to Jail

"TO increase public confidence in business by promoting fair play in advertising and selling is presented as the purpose of the National Better Business Bureau, Inc., of the Associated Advertising Clubs of the World. The organization was incorporated this year and at the time adopted its present title, in place of the National Vigilance Committee of the A. A. C. W. The change in name was brought about in order that the main organization might be more closely identified with the 43 local and affiliated Better Business Bureaus in various cities of the United States.

A representative of EDITOR & PUBLISHER this week went to Edward L. Greene, managing director of the National Bureau, and asked him simply: "What has your organization accomplished this year?"

"That is a big order," he replied. "Supposing I let you investigate for yourself. I will introduce you to the staff. You can ask whatever questions you like, and then reach your own conclusions."

Mr. Greene's offer was accepted, and the representative spent the better part of a day at the Bureau's headquarters in New York, interviewing William P. Green, associate director; B. L. Shinn and E. L. Donnelly, representatives; Holland Hudson, manager of the department of education and research; and Miss A. D. Kemble, head of the Classified Advertising Service, inaugurated a few months ago. The conclusions reached are in the article on this page.

EDUCATIVE rather than punitive tactics were stressed this year by the National Better Business Bureau, Inc., subsidiary of the Associated Advertising Clubs of the World.

Not that punishment was neglected where needed in this organization's persistent efforts to promote fair play in advertising and selling in order to increase public confidence in advertising. Seventy-five men, convicted of fraud, are now vacationing in various jails, and behind their sentences stand investigations made by the National Bureau and turned over for prosecution to post office inspectors and prosecuting attorneys.

But an index of the National Bureau's work is to be seen in the fact that of a staff of 10 at New York headquarters, eight are engaged in teaching advertisers to profit by truth, while only two carry the practices of those who persist in deceit to the courts for prosecution.

Four outstanding educational campaigns, the adoption of a classified service, designed to assist newspapers to keep their classified advertising columns free from fraud, and radical reorganization of the publicity department, are high spots of the year's endeavor, a year marked above all by the great expansion of the organization. A hoe has given way to a modern tractor in cultivation of the advertising field.

In discussing 1925's work in the "Truth in Advertising Movement," it is necessary first to make plain what the National Bureau means by an "educational campaign." It means that representatives learning of advertising misrepresentation go direct to those at fault, explain to them their error, and working co-operatively through associations in the industry clean up the bad practice for the gain of both buyers and sellers of advertising space. If the misrepresenting company or industry fails to respond, publicity is resorted to, and, in the event a fraud case is possible, the matter is carried to the proper court authorities.

Chief among such drives conducted this year by the National Bureau ran under the slogan, "Name the woods furniture campaign." Furniture dealers and manufacturers were continually misleading the public in their advertisements either by simlpy naming one wood, or by naming only the hard wood veneer laid over soft woods. Within the past year a code, formulated by the Bureau, insisting that the public be not misled in this respect, has been carried to manufacturers and dealers associations, and endorsed by them. Among the large furniture associations co-operating with the National Bureau today are the Furniture Manufacturers' Association of Grand Rapids, Mich., representing more than 50 large furniture making concerns; the Southern Furniture Manufacturers' Association; the Ohio Retail Furniture Dealers' Association; and numerous local groups such as the Furniture Dealers Association of New York; the Furniture Dealers' Association of St. Louis and the Furniture Dealers Association of Birmingham, Ala.

Likewise the code of advertising ethics regarding furniture drawn up by the National Bureau has been ratified and adopted by the National Retail Drygoods Association. The National Retail Furniture Association, while declaring itself in virtual accord with the National Bureau, preferred to write its own code.

By this campaign, the confidence of the furniture buying public in furniture advertisements has been fully restored in the National Bureau's belief.

Recently some storage batteries appeared on the market made up in oversized boxes equipped with a small number of plates and over-rated as to their electrical capacities. A seven-plate battery, for example, was furnished with a box, designed for, and usually housing an eleven plate battery. In several instances these batteries were marked and advertised with wholly fictitious names and ratings and sold to users, who supposed from the advertisements, markings, and size of box, that they were obtaining batteries of large capacity at a bargain.

The National Bureau promptly took up with the battery trade ways and means to curb spread of this new variety of misbranding and deception of the public. A program was devised for "driving the 'gyp' into the open," and on Sept. 14, a code for rating and marking the ampere hour capacity of storage batteries was recommended to the industry. Within three weeks, the makers of more than 85 percent of the storage battery production in the United States had endorsed these recommendations and pledged themselves to apply them in the rating and marking of their products.

The recommendations were:

(1) Beginning immediately make sure that every battery made is appropriately and correctly rated.

(2) Beginning immediately, brand each battery with the correct rating figure, or with the maker's name and type of symbol number from which the rating may be determined. Preferably this branding should be on the box itself, at least on the name plate, or other exposed part.

(3) Beginning immediately in each catalog or piece of advertising matter, advise dealers of the rating method employed and what any type or symbol numbers used may mean.

(4) Beginning immediately, decline to misbrand batteries made for others or to deliver batteries in oversized boxes, unmarked with correct capacity ratings.

"Bait" advertising, so-called, was also attacked during the year by the National Bureau. In an educational bulletin issued on this subject, the following is quoted:

"It is as much the function of advertising to create confidence and goodwill for the advertiser and his product as to attract attention to it. The merchant with screaming banners and a buzzer on his window gets attention in plenty, but he does not get the confidence nor goodwill of intelligent consumers, and such business as he gets must be conducted on the plan of quick-or-never, for his customers seldom come back a second time except to register complaints. Why emulate his advertising tactics? Why not secure attention, instead, by any other of the several possible methods which sacrifice neither confidence nor goodwill?

"Individual publishers in both the newspaper and magazine fields are awake to the menace which bait copy carries. In order to protect the sales productivity of their advertising space they have persuaded a number of 'bait' advertisers to employ less destructive attention getting devices. They deserve the hearty commendation and support of all advertisers and agencies in such a policy, for the confidence-destroying effect of 'bait' copy extends merely in a less degree to all other advertising which appears in the same mediums.

The fourth educational campaign, which the National Bureau declares met with success, was designed to eliminate what is termed the "advertising hammer," that is, copy disparaging the goods of competitors. To concerns employing this method of promoting their products, the National Bureau went with this message:

"To build confidence in advertising and thus secure the greater return for advertising expenditures, there must be harmony among advertisers. The remedy for the destructive tendency in much current copy, with its backwash of flamboyant, exaggerated and untruthful statements, lies with the advertiser and the advertising agency.

"One year of constructive advertising by any industry will measurably increase the sales building value of its advertising. May we have your co-operation?"

The National Bureau claims that in the majority of cases this advice was welcomed and followed.

Where recourse to the courts was necessary, there were in 1925 two notable instances, among the 75 prosecutions ending in jail sentences.

Investigations carried on by the National Bureau and turned over to the proper authorities resulted in October in the conviction of Jacques Blevins of fraud and his sentence to five years in federal prison. Blevins, as head of the Southern Motors Corporation and the National Motors Company, defrauded the public of an estimated $6,500,000.

Blevins, one of 17 persons named in the indictment, was the master mind in a series of advertising and sales campaigns which broke some records in promotion history. The sale of $6,000,000 worth of stock and subsequent flotation of notes on proposed new stock issues indicated the energy and shrewdness with which this promotion was carried on.

To thousands of investors, Southern Motors appeared to be the "efficient operating organization" which the literature called it. The promoters were astute enough to manufacture a few cars, which they gave the name "Ranger."

As part of their regular work for the protection of the investor and the promotion of public confidence in the advertising of legitimate securities, the National Bureau and the local Better Business Bureau at Houston, Tex., headquarters of Southern Motors, co-operated with federal authorities in gathering evidence, which resulted in the indictment of Blevins, his conviction, and subsequent sentence. E. A. Schwab, special representative of the National Bureau, was subpoenaed as an important witness at the trial by David F. Cannon, the special assistant attorney in charge of the prosecution.

Lewis Van Riper, Charles Van Riper, and Henry Hedrick, promoters of the Parco Oil Company, fraudulent firm, were convicted in New York recently and fined $1,000 and sentenced to five years in federal prison each. Co-operation of the National Bureau aided federal authorities in this instance also. Henry Hedrick's sentence is considered of particular importance, since he has been writing a good deal of the literature for fraudulent enterprises during the past five years.

The five promoters of the Century Consolidated Oil Company, a $2,000,000 "amalgamation of seven practically defunct oil companies will probably be tried in New York late this winter.

The New York calendar is also likely to include the trial of two directory swindlers, apprehended at the instance of the Financial Department of the National Bureau. The Chicago docket is likely to include before spring the four land selling sharks recently arrested in that city in connection with the sale of Florida lands.

Of the many enterprises investigated by the National Bureau during the last month, upward of 75 involve sharp practices which place them at least in the class of minor frauds, although by no means all of these involve criminal prosecution.

The newest developments consist chiefly of Florida land selling schemes, motion picture and aircraft enterprises, so-called bankers' share promotions, a number of dubious foreign securities, and a series of "endless chain" selling schemes. The usual perennials, such as bucket shops, fake automobile clubs, lotteries, directory swindles, "write-up" publications, and fake solicitors are again in evidence.

Of utmost interest to newspaper publishers, as evidenced by the response received from them, was the inauguration this year of what the National Bureau calls its Classified Service.

In two months of operation, this new service has investigated 208 classified advertisements, issued 58 bulletins to nearly 1,000 newspapers, and received hundreds of commendatory letters.

Miss A. D. Kemble, in charge of this service, searches for shady sounding advertisements in the classified columns of newspapers. She answers them, finds out what the propositions are, and if they prove to be of a misleading character, forwards the information to the list of newspapers and classified advertising managers, furnished by the Newspaper Classified Advertising Managers Association, with which the National Bureau is co-operating. The Classified Service makes no attempt to preach to the publishers and does not pretend to advise them as to whether or not questionable advertisements should be refused. In the bulletins issued, the text of the advertisements are listed together with the name of the firms and agencies sending them out, and the response received to them when answered. Fifteen such bulletins are sent out each week.

Reorganization of the publicity system was effected this year by Holland Hudson, formerly a special investigator of the Federal Trade Commission, and now a member of the Bureau's staff.

Mr. Hudson said press releases to newspapers for publication have been virtually discontinued. Nothing is now sent out unless it can be strictly defined as news. Beginning Nov. 1, all explanatory material regarding the National Bureau, is being published monthly in a new four-page house organ called "Better Business News," which is sent out regularly, free of charge to 16,000 people, including heads of mail order houses, department stores, newspapers, chambers of commerce and local Better Business Bureaus. Between issues of this publication, special bulletins are also mailed out to the list, keeping all interested in touch with the organization's work.

TIRE FIRM'S SPLIT-COST CAMPAIGN WON HEARTY DEALER CO-OPERATION

Mason Company Featured Pictures of Dealers and Played Down Its Product in Cleveland—Hand-bills and Direct Mail Backed Up Newspaper Copy

By HAMMOND EDWARD FRANKLIN

STEVE SCHMITT runs the Schmitt Electric Automobile & Supply Company in Cleveland.

Steve is interested in selling more tires and accessories, but, like thousands of other dealers in all lines, he is busy, has heard a lot about advertising (much of which he discounts) and the ordinary salesman's approach to get him to add new lines leaves him "cold."

But this fall he has taken a keen interest in pushing Mason Tires made by



This is the copy that pleased dealers and boosted sales

the Mason Tire & Rubber Company, Kent, O., because of a peculiarly successful, strongly localized campaign combining newspaper and other methods, which put him in a stellar role. The plan produced tangible results for him. It also enabled this tire company to obtain a lot of new Steve Schmitt's in that city.

"A co-operative dealer campaign," with the manufacturer and dealer working together closely and splitting the cost is the "pipe dream" of more than one business man. This is a case of where it was put into practice, through the energy of George F. Kline, the Mason tire Cleveland salesman, who took infinite pains with the details to make the plan really "click."

Mr. Kline's idea was to stage a local campaign which would play up the dealer first and the tires secondarily. So he went to the dealers carrying the line in the city and convinced them they should share the cost with the house for some local advertising, in which their own pictures would appear and in which the tires and their service would be talked from their angle.

This appealed to the tire dealers, for they could see where they fitted into the program. It would be read by all their customers and prospects. Kline had a local photographer go around and take pictures of the dealers, each holding or pointing at a Mason tire. The photos of ten dealers were included in a half page advertisement published in the *Plain Dealer* on Friday, Sept. 18.

"Who's your tire man?" the copy inquired. "If he is one of these fellows—you have placed your confidence with the right man. Talking about tires won't increase mileage but if you'll consult us, we will save you money."

In a box appeared this letter to Cleveland car owners: "To be as distinctive as the product we sell is our aim. Our existence is justified only by the service we render. As tire specialists, we, the Mason dealers of Cleveland, can reduce for you the cost of car operation. One of us is in your neighborhood. Buy your tires from your nearest Mason dealer and be assured of unusually good tires and a square deal." A Mason tire with the nameplate was printed toward the bottom and below the names of other dealers, whose photos didn't appear, were listed.

It goes without saying that every dealer on the page bought copies of that issue of the paper with great zest and that he heard from it numerous ways.

Coincident with the release of this newspaper copy, a four-page letter was mailed to 400 car owners for each dealer, so arranged there was no duplication as to names. It was mailed Sept. 17, the day before the copy appeared. The direct mail work did not try to talk too much about tires, but rather stressed the dealer's store as a good place to trade. At intervals of two weeks a card and a colored mailing folder went to the same list. All carried pictures of the dealer.

In addition, each of the ten dealers participating distributed 2,000 hand-bills apiece, with his photo on it, featuring a special sale of various accessories as bargains on the night the newspaper advertising appeared.

"Thus it happened, in many cases, that the car owner received a letter in the morning containing a message from the dealer and his picture, picked up a newspaper, saw the co-operative advertisement, was further impressed, and finally went to the movies that night, and getting into his car, found a hand-bill, with his local dealer's picture, short copy about Mason tires, and an announcement of some special bargains in automobile accessories available near-by," said Philip J. Kelly, advertising manager of the Mason Tire & Rubber Company.

"The mailing lists were carefully checked to prevent conflict. Nothing was said about the price of the tires, the price appeal entering on various accessories the dealer was anxious to move. The sales were very good. Every dealer experienced a brisk business for several days after this campaign was launched. Hundreds of people came into our dealers' stores with copies of the letter, copies of the advertisement or, more still, with hand-bills.

"The comments received on the attempt were all very favorable but the main thing we were interested in were results—these were very satisfactory. The effect was very profitable from the standpoint of every dealer as well as ourselves."

By Oct. 23, when a full page was released, more dealers had been interested. Sixteen pictures of dealers were published with copy:

"Are balloon tires here to stay? Yes! If you doubt it, consult one of these reliable tire men! They can tell you why balloon tires are here to stay and they can show you how to obtain the same long mileage you used to get from high pressure cords."

The name and address of each dealer appeared under his photograph. A similar plan is to be applied in all Mason branch cities.

"Our advertising policy provides that on newspaper advertising and on dealer identification," the company states, "we will spend up to 2 per cent of the dealer's total volume in payment for one half of his newspaper and identification advertising. The newspaper space is billed to the dealer; the dealer submits the receipted bill to us and a merchandise credit is issued for half the amount. Our agency does not place this copy, it is placed direct by us at local rates.

"The fifty-fifty program works out very well because we confine it in a very definite manner to newspapers and dealer identification advertising such as painting special signs, walls, windows, etc.

"The other part of our dealers' advertising program contains many other features, which are divided into two subdivisions: advertising which we give free to the dealer, and advertising which is sold at a net price not subject to the fifty-fifty proposition. By adhering to our established policy, we are able to keep the 50-50 program within bounds and find it to be a very satisfactory and profitable way to handle the dealer who is himself a clever and original advertiser."

I. N. S. WINS RADIO PRINTER DISPUTE

Patent Office Affirms Its Claim to Finch Invention Which Was Contested by Morkrum-Kleinschmidt Company

The Law Department of the Patent Office has just rendered an important decision against the Morkrum-Kleinschmidt Company and in favor of the International News Service, Inc., in the matter of the conflicting claims of both companies for patents on a radio typewriter.

William S. Gluck, of New York, patent counsel for the International News Service, Inc., said:

"The invention in issue relates to the operation of a typewriter by radio and the International News Service, Inc., who are interested in the application of W. G. H. Finch, have actually been experimentally transmitting and automatically receiving news items on the radio typewriter at relatively great distances for some years. An operator using the Finch apparatus, manipulates a sending device that resembles a typewriter and sends his message merely by operating the keys of such an apparatus in the same way and just as if he were operating a typewriter to typewrite his news item.

"This sending apparatus which he is operating will cause radio impulses to be transmitted through the ether, which are picked up by a second apparatus far removed therefrom and not connected therewith, and this second apparatus, or the automatic radio receiving typewriter, or any number of such machines that may be installed in various localities covering a large area, would be actually typing the message sent through the ether line for line and word for word, so that the message received will be in typewritten form and an exact copy of the original as sent will be ready for the editor.

"The Morkrum-Kleinschmidt Company is the assignee of an application filed by one, Brady, which, it was claimed, operates somewhat in the same way. To settle the conflicting claims, an interference was declared to which Brady and Finch were parties. Brady was unable to claim a date of invention sufficiently early and it was therefore held that judgment would be entered against him unless he could show reasons to the contrary. This he attempted to do by claiming that the Finch application as filed in the Patent Office was inoperative. This question was tried out before the Law Department of the Patent Office, and after a filing of briefs and the making of arguments, a decision was rendered in favor of Finch and his device was held fully operative.

"In situations of this character, the general procedure of the Patent Office is to enter a judgment against Brady and his assignees, the Morkrum-Kleinschmidt Company."

N. Y. Jewish Editor Honored

Peter Wiernik, editor of the *New York Jewish Morning Journal*, was the guest Dec. 17, of his staff and about 400 friends at a dinner, honoring his 60th birthday. Israel Friedkin, publisher of the Jewish Morning Journal, was a speaker, and Jacob Fishman, managing editor, was toastmaster.

EDITOR & PUBLISHER classified ad's serve.

COMPLETING PROGRAM FOR PENN. MEET

State Publishers to Convene in Harrisburg, Jan. 19—Only Paid Up Members Will Be Eligible to Attend

Albert W. Fell, manager, of the Pennsylvania Newspaper Publishers' Association, this week stated that arangements are being completed for the annual meetof that association at the Penn Harris Harrisburg, Pa. on Tuesday, Jan. 19.

The first event of the day will be a meeting of the Executive Committee at 9 A. M. at the office of the association. The general session will convene at 10 o'clock, adjourning at 12:30 P. M. The afternoon session will be held at from 2 to 5 o'clock P. M., when committee reports will be heard and the annual election of officers will take place. In the absence on a world tour of President John L. Stewart, Vice-President Charles B. Spatz of the *Berks County Democrat*, Boyertown, will preside.

Edwin S. Friendly, business manager of the *New York Sun;* James Wright Brown, publisher, EDITOR & PUBLISHER; Frank E. Gannett, president and publisher of the Gannett Chain of New York dailies and Ross W. Kellogg, director of the Empire State School of Printing at Ithaca, N. Y., will be the speakers at the various sessions and at the banquet which will be held at 6:30 o'clock.

Only members whose dues are paid in full for the first quarter of 1926 will be registered and eligible to attend the business sessions and the banquet, Mr. Fell stated.

"This does away with the dead wood and eliminates publishers who heretofore have had much to say but who never paid their dues," he said.

CHICAGO AD STAFF DINES

Evening American Group Reviews Year's Work—Black Toastmaster

Employes of the advertising department of the *Chicago Evening American* held their annual banquet at the Blackstone Hotel, Chicago, with the motto, "It will be done better in 1926," blazing in electric letters above the speakers' table.

Herman Black, publisher of the American, was toastmaster, and W. A. Curley, the editor, was among the speakers. Others who talked included M. C. Meigs, advertising director; W. M. McNamee, local advertising manager; H. A. Koehler, national advertising manager, and O. E. Schenk, classified advertising manager.

Others speakers of the evening included James P. Bicket, Rodney E. Boone, F. C. McQuigg, Herman De Vries, J. N. Eisenlord, Allan Rankin and A. L. Carmical.

N. Y. WORLD PAYS BONUS

Christmas Gift of $60,000 Distributed Among 1,200 Staff Members

Nearly $60,000 was distributed among 1,200 members of the *New York World* staff this week as a Christmas bonus, J. F. Bresnahan, business manager, announced.

The sum represented one extra week's wages to each employe. Two years ago the World revived this custom, which had been given up for several seasons previously.

Writers of Northland Warned

Writers who go out of their way in their stories to make villains of employes of the Hudson Bay Company will be sued for libel, J. Chadwick-Brooks, secretary of the company, has warned. He declared authors of northland novels had made numerous references to reprehensible actions of employes, and "it was evident that the company's name and reputation might be injured."



Cincinnati Post Automobile Section

Each day 185,000 Cincinnati Posts are sold to readers who want to know what motor car models and refinements are being introduced for 1926.

The Post has the largest circulation of any Cincinnati newspaper daily or Sunday.

The Post Automobile Show Section will be published Monday, January 18, 1926.

The Cincinnati Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, Inc.

New York Chicago Cleveland Cincinnati San Francisco Los Angeles Seattle

NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



James W. Barrett, *New York World*—Unmasker of Frauds

LITERALLY for years now, I have been trying to get James W. Barrett, city editor of the *New York World,* to talk for publication in this department. Always busy, always terse, he has refused me consistently, when I asked him his views on this or that subject on the minds of newspaper men.

In his own words, he believes newspaper editorship is a trade dependent for success upon absolute secrecy. What? Where? When? How? and Why? are questions for newspaper men to ask and religiously to refuse to answer, if they are wise.

Well, not long ago I was able by a little strategy to get the required picture of him at his desk. Fine, I thought, he is cornered at last, and 'phoned immediately for an appointment.

"What is this you want?" he queried. "A 'Newspaper Maker at Work'? All right, you shall have it."

I was at his desk soon afterwards, keeping the appointment he had arranged. Mr. Barrett was eating his lunch, brought to him by one of the copy boys, and working while he ate, slightly ruffled, I thought, because a ham sandwich had appeared, when a ham and egg had been ordered.

"Hello", he said. "Come for that story, eh? Very good, draw up your chair."

I did so, and started asking some questions that had long been waiting for Barrett repies. His uplifted hand checked me.

"I haven't time to answer those questions. I don't believe in it anyway", he said. "You wanted a 'newspaper maker at work' from me, didn't you? Well, look me over. You can spend the rest of the afternoon here, if you wish. But nothing I say must appear in print."

Of course, the afternoon passed with interest. Here was a man sitting within easy reach of every corner of Manhattan Isle. Several hundred eyes were keeping watch for him, looking for news of interest to the millions. Here he was catching the first breath of every scandal; learning of murders as quickly, almost, as police; hearing the inside of city politics, and guiding an efficient staff to turn out city news, like an engineer at the throttle of a train. A few minutes were enough to show how he had every important story of the moment in New York at his finger tips. He would call reporters to his desk, tell them tersely what he wanted and dismiss them, or ask them the progress of an investigation they were conducting.

Very possibly he was on parade, while I sat as though on a reviewing stand, but certainly I was impressed by his ceaseless activity, his apparent keen knowledge of the city, the brevity yet sureness of his orders. Staff members declare this Barrett activity is continuous.

"He comes on at noon," they say, "and stays later than any other city editor in town."

And it dates back to his reporter days, when he was noted in Manhattan as an unmasker of frauds. Back in the war days, for instance, when the whole country was overrun with profiteering promoters for the destitute of France and every other imaginable thing, Barrett was the muckraker for the World, working endlessly for week on week, to uncover grafters and pilferers of the public purse.

There was the Allied War Relief Bazaar of 1917 investigated and shown up as 99 per cent graft by the indefatigable Barrett. The Army and Navy Bazaar of the same year made newspaper history, when the World reporter showed after a painstaking probe that out of gross receipts of about $75,000, only approximately $754 was turned over for the intended purpose, that of purchasing service kits for the soldiers and sailors in the war. Also the exposé of "Heroland," the same year, at the hands of the present World city editor, when it was shown up that of the 110 charities supposedly behind this venture, 49 per cent were bogus.

Other activities claimed the attention of Barrett as reporter. He covered the big Interborough Railroad strike of 1919, distinguishing himself for his thoroughness. He never allowed himself to overlook a point. His *metier* for awhile was obtaining facts on big robberies which police sought to suppress.

In 1919 he was in Boston with his family on vacation. The famous police strike, which put President Coolidge in the public eye, broke while he was there. He telegraphed his office immediately, and accepted the assignment to report the story. Early in the morning of each day he went to work, and kept at it until late each evening. He was not content to follow the system of other morning paper men on the job, who waited for the evening papers and then sent in highly colored re-writes. He wanted to go into every detail himself, and did. When others on the assignment knocked off for the day to go to a show, Barrett would continue working.

One sitting watching him at work today as city editor, an important cog in the making of the World, thinks back on these reporter days, and reads an interview into the orders he hands out to the staff.

"Be persistent, when on your assignment," I have heard him say. "I don't care how you get your story, but get all of it, and get it right."

"The kind of reporter I want to work for me, is a man who knows how; a man who still has curiosity, the urge to find out everything, and the speed to get in a complete story by edition time."

Barrett began newspaper work on the *Denver Republican* in 1909, when, he has confessed, he worked for nothing a week and earned it. A year later he transferred to the *Denver Times* remaining there until 1912. He had entered the newspaper business from the University of Colorado. In college he made many records as a sprinter on the 'Varsity track team, many of which still stand.

In 1912 he came to New York, and his first job in this city was with the *New York Morning Telegraph.* From 1914 to 1916 he was with the old *New York Press,* joining the staff of the *World* in March of the latter year.

UNIQUE SPECIAL EDITION

Vancouver Sun Prints Special Section Devoted to Fox Farming

Something unusual in special editions was issued Dec. 9, by the *Vancouver* (B. C.) *Sun,* when it printed a 10-page British Columbia Fox Show section devoted entirely to the fox industry and fox farm advertising.

The Fox Show was organized by the Sun in connection with a livestock show held in Vancouver. The fox department was one of the features of the show and more than 200 animals were entered.

As a result of the special newspaper section the fox breeders organized an association, and the business was taken from the unorganized state and lifted to the rank of a first class industry, according to S. Griffis, advertising manager of the Sun.

"We do not know of another place in Canada or United States where such an edition has been published, but we feel that with a little effort, the fox business could be developed to a point where it would be another great factor in the world of merchandising, and a big revenue producer for the newspaper," he stated.

"Some idea of the possibilities of this industry in the advertising field may be gleaned from the fact that this edition contained some 1,100 inches of space, sold at the rate of $2.50 per inch.

"A number of the breeders have already contracted to continue as steady advertisers. There are several fox farms in British Columbia, the value of which are estimated at from $100,000 to $250,000, and there are undoubtedly other such ranches, perhaps larger, in various parts of Canada and United States, which newspapers could profitably interest themselves in."

CHICAGO SPECIALS ELECT

J. J. McConnell Named President, George Noee, Vice-president

J. J. McConnell was elected president of the Newspaper Representatives Association of Chicago, at the annual election held recently, at the Morrison hotel.

The new vice-president is George Noee. Berry Stevens was re-elected secretary and H. E. Scheerer, treasurer.

On the board of directors F. E. Crawford and T. L. J. Klapp, were elected for one year and W H. Stockwell for two years.

There are a lot of well behaved young men in these days. They are in the penitentiaries.—*New York American.*

the needs of new homes

The busiest field for the butcher, the baker and the candle stick maker is Florida.

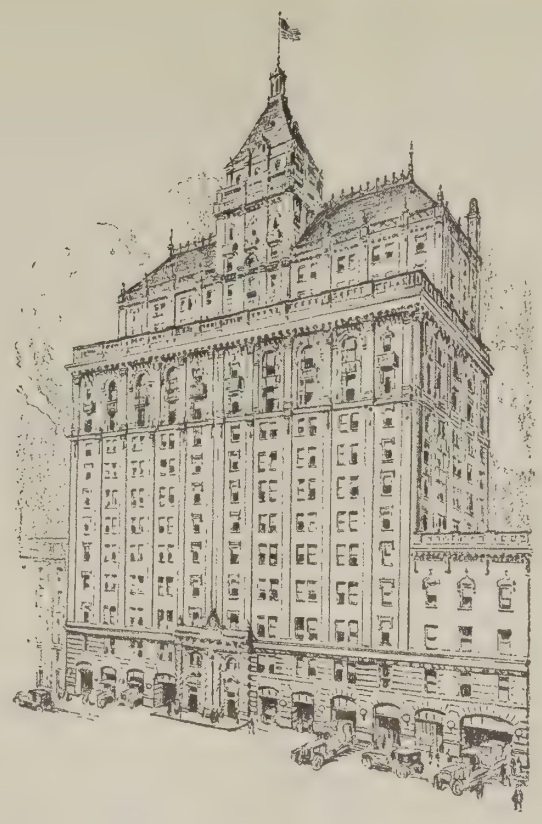
New homes today are furnished immediately. All plans are made to fit them out for living upon completion.

Every setting sun sees numberless homes furnished to live in. Building permits daily increase in numbers.

The Florida Times-Union reaches the greatest number of homes in the state. As the leading state paper it is first in demand.

The Florida Times-Union
~JACKSONVILLE~

Daily 55,775
Sunday 70,000



More than a billion pages

in one month—

The New York Times in November, 1925, printed *1,012,533,184 pages*— weighing *15,300,933 pounds* (7650.5 tons) of paper.

TEACHING FUTURE NEWSPAPER "CUBS" TO MEET AND TALK WITH PEOPLE

Elementary Course in News Writing at New York University Aims to Give Neophyte Reporters Confidence in Asking for Facts on Which to Base Their Stories

By PHILIP SCHUYLER

EDITOR & PUBLISHER herewith presents second of a series of articles concerning journalism courses at various schools in this country, designed to acquaint editors with the manner in which future staff men and women are being trained.

MORE than 150 neophyte newspaper men and women are learning the fundamentals of the reporter's trade in the school of journalism at New York University, directed by Prof. James Melvin Lee, conductor of "Our Own World of Letters," in EDITOR & PUBLISHER.



JAMES MELVIN LEE

This number represents only the members of two elementary classes in news writing, one conducted by Prof. Leon R. Whipple and the other by Prof. H. B. Rathbone. The former class, made up of freshmen and sophomore students, ranging in age from 18 to 20, meets twice-a-week in the day time, while the latter, a bi-weekly night course, is conducted for men and women of more mature age, many of whom are already engaged in newspaper work.

Prof. Whipple, big and jovial, keeps good order in his large class, which takes up nearly 100 of the total enrollment in this beginners' course.

His chief aim, he explained, when interviewed after a class attended by the writer, this week, is to teach the young students how to meet and talk to people for the purpose of obtaining facts for news stories assigned them. He insists on facts; no faking is allowed, and careful check is made to prevent it.

This week the class was assigned to obtain and write a Christmas story. They were told to discover the story for themselves. It might be on any of a wide range of subjects, but must be based on fact. They must question people to obtain the fact. By this time of year, the class has reached a point where further explanation is unnecessary. Members are high school graduates, capable of expressing themselves in writing.

In the beginning of the year, Prof. Whipple started his class by giving them the facts of an imaginary story, to be written by them, as they believe it should appear in a newspaper. Results are studied minutely and discussed in the class.

Shortly afterwards, he spent one period dictating an entire question and answer of an imaginary interview. Then he ordered the pupils to select the facts they considered of particular interest, and lay them out in approved newspaper story form.

The next assignment was for the students to attend some speech, and report it for the Professor, as though he were the reader-group of some paper. Instruction carries them from this point to the reporting of an accident story. No time element is placed on this assignment. The class is told to go out and find some friend, or relative, who has been in an accident, obtain the facts, and write them as a news story. An inquiring reporter stunt now enters the program. Five questions are assigned, which must be answered by people stopped and queried by the students.

Prof. Whipple, who leads this class, is at present literary editor of the *Survey Magazine*. Dr. Lee prefers always to have practical working newspaper men conduct courses under his direction. Prof. Whipple has long newspaper experience extending back to cub reporter days on the *St. Louis Republic* in 1901. He has been associate editorial writer of the *Richmond* (Va.) *Times-Dispatch*, editorial writer and book editor of the *Washington Times*, and director of the School of Journalism of the University of Virginia. He is a graduate with degrees of A.B. and M. A. from the University of Missouri.

In directing the smaller but more advanced class which meets at night, Prof. H. B. Rathbone, a former make-up editor of the *New York Sun* and a Hearst executive on the International News Service, deals more in imagination. He strives rather to teach his students to develop their own news writing style, avoiding bromides as much as possible, believing they have advanced beyond the point where they must learn how to ask for the facts of a story. Of the 57 in his class, 90 per cent are equpped to write good English. Nearly a dozen are connected with some New York newspaper, while a number are on the staffs of trade journals and still others work in publicity offices. The average age is about 24 years.

As an example of Prof. Rathbone's teaching methods, the other day he imagined for his class that President Coolidge had been shot at, while on his way from the White House to the Senate to make a speech. The name of the fictitious would-be assassin was given; the extent of the wound, and the names of the White House doctors. The students were told to write a short news flash of 200 words, covering the imagined news event, as though they were the Washingtoin correspondents of some press association.

" I cautioned them to use nothing but the facts given them," Prof. Rathbone said, "but many insisted on injecting some facts of their own imagining."

The course begins each year with a definition of news, given by Prof. Rathbone as: "News is anything that is timely and interesting to people. The best news is that which interests the most people."

The initial assignment is to bring in a short news story, which must be based upon something the student has seen before the next class. Eighty per cent of the students, Prof. Rathbone estimates, bring in a human interest story, based upon some triviality. Then the instructor endeavors to explain the difference between straight and human interest copy.

When teaching the development of a news story, Prof. Rathbone give his class what he calls the accepted form, as follows:

"First, give the introduction; secondly, give the results; thirdly, the causes; fourth, the major details; and fifth, the minor details."

These two courses are offered for beginners at New York University. Other classes held there are devoted to the history of journalism, news reporting; copy reading and editing; book reviewing; dramatic criticism; and fiction writing.

On occasion, Dr. Lee takes the entire journalism department's enrollment under his personal charge for a special assignment. Thus it was during a big milk strike in New York he had 300 students on the story, and was able to uncover a wealth of material.

He often uses his students to make researches. His students helped him write the history of the *New York Globe* in two days. At present they are engaged in digging up the history of 90 years of advertising of a New York department store, Lord & Taylor; and in obtaining answers to health questions for the Metropolitan Life Insurance Company. He believes that a journalism school should be, in effect, a busy laboratory for discovery by research of what the public wants.

Largest morning & Sunday circulation west of St Louis

Los Angeles EXAMINER

ONE OF A SERIES

Letters That Speak for Themselves!

THE DAILY ARGUS-LEADER
Sioux Falls, S. D.

"As a long time subscriber to your checking service I believe that the Argus-Leader is in a position to know and realize just the full benefit a newspaper derives from your service.

We are pleased to learn that you are planning an extensive campaign to extend your service. You may rest assured that the Argus-Leader will continue to be with you for some time to come. Our checking troubles immediately dropped to nothing the minute your service was started and we believe that a newspaper that has any volume of national advertising is passing up a very good bet if not making use of your bureau.

Sincerely yours,
THE DAILY ARGUS-LEADER, Ernest J. Kahler."

The Advertising CHECKING BUREAU Inc.

538 So. Clark St. CHICAGO — CB — 15-19 East 26th St. NEW YORK

The Best Dressed Audience in CINCINNATI

According to the merchants who rely upon newspaper advertising for the bulk of their business the men who read the Times-Star are the best dressed audience in Cincinnati. They spend two dollars for personal wearing apparel for every one dollar spent by the readers of both morning newspapers combined and two dollars for every one dollar spent by the readers of the second afternoon paper.

Dealers in men's wear apportion their newspaper advertising on this basis, placing twice as many lines of display advertising in the Times-Star as they place in the morning newspapers and two lines in the Times-Star for every one line in the second afternoon paper. Being the shrewd business men they are these merchants buy their advertising space not on the basis of the cost per line or per inch, but by the cost per sale.

The out-of-town space buyer may be misled by an imposing array of circulation figures without knowing where the circulation is or how it was secured. But the local merchant knows where it is and what it is worth because his own sales records tell him which newspapers pull the most business for his store. And the only circulation he is interested in is the circulation that lives within his trading radius and has the purchasing power to buy the goods he has to sell.

The Times-Star leads its field in both quantity and quality of City and Suburban circulation. It leads its field in both quantity and quality of display advertising. In those departments in which the closest checking of results is possible the leadership of the Times-Star is most pronounced.

Mr. Advertiser, if you have a message for the people of Cincinnati address it to the best dressed audience. Your best prospects will be there.

CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher* C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

When Your Home Town Is With You—*You're Good*
It's Local Opinion—Opinion of People Who Know You—*That Counts*

OFFICERS

D. Wm. Scammell
President
Bruce Bedford
First Vice-President
H. M. Voorhees
Second Vice-President
Howard F. Tomlinson
Treasurer
Walter O. Lochner
Secretary
C. A. Hutchings
Asst Secretary
Geo. E. Mace
Traffic Manager

TRENTON CHAMBER OF COMMERCE

STACY-TRENT HOTEL

TRENTON, NEW JERSEY

DIRECTORS

Bruce Bedford	S. E. Kaufman
N. A. K. Bugbee	L. H. Lawton
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P. K. Emmons	R. C. Maxwell
F. J. Eppele	E. C. Rose
Adam Exton	D. Wm. Scammell
G. E. Hoffman	H. A. Smith
J B. Hottel	H. M. Voorhees
T A. Karno	L. L. Woodward

November 28, 1925.

Mr. James Kerney, Editor,
Trenton Times,
Trenton, New Jersey.

Dear Mr. Kerney:

In the last meeting of the Trenton Chamber's Board of Directors recognition was paid to the fact that Trenton's exceptionally good afternoon paper had crossed the 40,000 circulation mark. It was accordingly voted to congratulate the TRENTON TIMES upon reaching this milestone.

With a circulation of 40,000 copies daily, it is very evident that the influence of the TRENTON TIMES daily reaches more than the entire population of the City of Trenton, there being approximately 30,000 homes in Trenton at this time.

The TRENTON TIMES is without doubt a newspaper of which any city of 200,000 population might be proud. It certainly compares very favorably with, and is regarded very highly by, the newspapers in the other leading cities throughout the country. Such a standing certainly is deserving of a 40,000 circulation.

The Trenton Chamber of Commerce wishes the TRENTON TIMES continued success and growth, and we are now looking forward to the early day when the 50,000 circulation mark will be crossed.

Cordially yours,

Trenton Chamber of Commerce,

W O Lochner

Secretary.

WOL:CB

Trenton Times

DAILY 38,000 A. B. C.

National Representatives

KELLY-SMITH COMPANY

Waterman Building BOSTON
Marbridge Building NEW YORK
Tribune Tower CHICAGO
Atlantic Building PHILADELPHIA

LETTERS FROM OUR READERS

Some Southern History

To Editor & Publisher:

The writer was much interested in an article which appeared in Editor & Publisher Nov. 28 written by Kenneth Watson, giving the story of how Governor Peay of Tennessee turned the tables on certain newspaper reporters by asking them questions about the history of the Volunteer State, which they were unable to answer correctly.

My enjoyment of the article was based to some extent on the fact that I am a native of Tennessee, and that section of it commonly designated East Tennessee; the section in which is located Dayton, the scene of the more or less well advertised Scopes trial. It is needless to say that I am not ashamed of my native State, its people or its record in war or in peace; and it is equally needless to remark that I do not consider the attempts of alleged highbrow newspaper reporters to slur and slander the State, on account of the Scopes case, are worthy of even passing notice.

The fact is that I am writing solely for the purpose of correcting an historical error which is to be found in the article alluded to above. The paragraphs following the story of Governor Peay and the reporters, printed as you say for the benefit of readers who are not students of history, contains the error mentioned.

The reference to the battle of King's Mountain states that the American army was composed entirely of East Tennessee mountaineers, led by Cols. John Sevier, Isaac Shelby and William Campbell. This is a grave error. The little army of victors in the battle of King's Mountain was composed of Tennesseeans, Virginians, and men from both North and South Carolina.

The Virginians were commanded by Col. William Campbell; the Tennesseeans by Col. John Sevier; the North Carolinians by Cols. Benjamin Cleveland and Isaac Shelby, and the South Carolinians by Col. James Williams. In the little American army were other well known patriot leaders, but the colonels named were the ranking commanders. With the Virginians was Col. Robert Campbell of Virginia; and among the Tennesseans the brother of Col. John Sevier, who fell in the battle. The greatest loss of the Americans, perhaps, was sustained in the death of the gallant South Carolinian, Col. James Williams.

King's Mountain was a glorious victory for the Americans, and many careful students of history regard it as the turning point of the Revolutionary War, leading up to the defeat of Cornwallis at Yorktown. The mountaineers of East Tennessee are due a full share of credit for the victory, but their fellow countrymen from Virginia and the Carolinas are due equal praise—in fact, it is said that the outstanding hero in the American army was Col. Isaac Shelby, a native of Maryland, who commanded a North Carolina regiment. After the Revolution, Col. Shelby was a citizen of Kentucky and contributed in a large measure to the laying of the foundations of that State.

Latter day newspaper reporters, and many other citizens, could study the history of our country from the beginning with profit. There is lamentable ignorance of historical facts in many quarters and among many citizens. More than this, those who are ignorant in regard to the country's history miss the encouragement and inspiration to be derived not merely from historical facts but the example and deeds of men like the commanders at King's Mountain, and the men led by them in that battle.

For example, how many newspaper rereporters are familiar with the inspiring life story of the gallant soldier and statesman, Col. John Sevier? How many know that he was the foremost Tennessee military commander of his time; that he was the first and only governor of an American State named Franklin? How many know where the State of Franklin was located and its history? Col. Sevier was also the first governor of the State of Tennessee and was elected to that office several times, serving altogether some ten or twelve years as chief executive of the Volunteer State. He also served several terms in Congress.

It is worthy of note, too, that in the backwoods of East Tennessee, Col. Sevier was instrumental in founding, about the year 1786, the first institution for higher education established west of the Allegheny Mountains. This institution was Washington College, and it is still engaged in educating the youth of backwoods East Tennessee. If the writer's memory is not at fault, there are only two institutions for higher education in the United States that are older than Washington College, and these are located in New England.

J. T. Fain,
Publisher, *Hendersonville* (N. C.) *Times.*

Ellis Replies to Hart

To Editor and Publisher: I note with some interest the article by Mr. Charles F. Hart, mechanical superintendent of the *New York Times,* in your issue of Nov. 14, and I feel that some statements made by Mr. Hart may lead to the forming of a wrong conclusion if the facts are not fully known.

The statements made by Mr. Hart that I take exception to are:

"The press blanket situation is at present deplorable."

"I am satisfied that, had the Publishers Association sensed the importance of this suit, they would have interested themselves in it, and carried it to the bitter end."

That newspaper publishers and executives may know what we claim for our blankets they are referred to our advertisements where the claims made and guaranteed are clearly stated. They are as follows: They will save 50% of printed waste and in the larger offices this item alone is many times the blanket cost; they will save 100% of tympan cloth and give 50% better printing; press efficiency will be increased 25% and 10% of power will be saved; they will eliminate 90% of paper breaks between the cylinders.

We have made the following proposition to the management of the New York Times and personally to Mr. Hart:

"We will agree, by a signed contract, to furnish all the surface or top blankets that The Times can use free of cost or any charge whatever, and in addition pay to the Times a cash bonus of $10,000.00 yearly as long as the contract may run (5 or 10 years as they elect) if the Times will pay to us one-half the savings they are effecting by using the Automatic blanket as against the expense they were under when using plain felt and muslin tympan cloth.

"Difference in cost to be determined from their own books and press room records. Items to be taken into consideration are specified above and in addition they are to include the cost of the blankets they formerly used."

A similar proposition is open to any and all users of the Automatic blankets in the United States, in proportion to the blankets used.

Personally I can see nothing deplorable in such a situation regarding blankets, and as Mr. Hart has not accepted our proposition he may have some other thought in mind than the words he used seem to imply.

Regarding the second paragraph that we quoted from Mr. Hart's address, a great many of the publishers, superintendents of pressrooms and the builders of printing presses did sense the importance of the suit, and rendered all the assistance possible to help us maintain the validity of the Automatic blanket patent.

It was realized that it required technical skill in manufacture and an intimate knowledge of operating conditions to manufacture a blanket that would meet the severe conditions imposed on blankets on high speed presses printing up to 64 pages at one operation.

No manufacturer of woolens could know the requirements of the pressroom, nor could a coating mill have this knowledge, and how could a newspaper executive have a complete knowledge of the problems involved to combine the various elements to make a successful operating surface for the cylinders of high speed presses.

This knowledge was in possession of the officers of this company, and the highest technical skill of all the combined arts was brought into co-ordination not through the efforts of a few months but due to experiments extending over years.

If the patent had been declared invalid, as seems to be the desire of Mr. Hart, there probably would have been many attempts made to produce a similar blanket, by those who did not or could not understand all the factors envolved, and the newspapers of the country would have paid a terrible price, in inefficiency, delay and waste paper.

I feel that Mr. Hart did not fully realize these facts, or possibly, qualifying statements may have been omitted from his address.

In either event I welcome the opportunity to tell the newspaper publishers about one of the efforts made in their behalf, and state that inventions of great importance do not just happen, they are generally the result of cumulative effort, careful study, intelligent application, and large expenditures of capital in research and development work.

Theodore T. Ellis,
Treasurer and General Manager,
The New England Newspaper Supply Co.,
Worcester, Mass., U. S. A.

New Socialist Weekly Jan. 1

First issue of the American Appeal, a socialist weekly newspaper to be published in Chicago, is scheduled to appear, Jan. 1. Eugene Debs is to be editor.

Chicago Tribune's Radio Service

The *Chicago Tribune's* radio station, WGN, has been given a new wave length of 302.8 meters. This is the same as WLIB, the *Liberty Weekly* station, and the two stations will co-operate in offering listeners uninterrupted service and entertainment 24 hours a day.

Our Customers Write Our Ads

QUAKERTOWN, PA., FREE PRESS SAYS

"With our DUPLEX FLAT BED we issue our circulation of 3,500 16-page papers in *one-sixth of the time* we formerly used."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

QUEEN'S COUNSEL

by Marie Queen of Rumania

FAMOUS FEATURES SYNDICATE, Inc.
1819 Broadway, New York, N. Y.

Space Buyers Attention!

The Miami Herald

leads the second paper

69 Percent in TOILET GOODS
18 Percent in WOMEN'S WEAR

for eleven months ending November 30, 1925

The comparative figures shown below indicate a decided preference for The Miami Herald by advertisers of these two very important classifications — more proof of Herald continuous leadership in Miami and Lower East Coast Territory.

TOILET GOODS

THE MIAMI HERALD	79,975 Lines
Second Paper	24,003 "
Herald Lead	55,972 Lines

WOMEN'S WEAR

THE MIAMI HERALD	378,819 Lines
Second Paper	320,348 "
Herald Lead	58,471 Lines

The Miami Herald

"Florida's Most Important Newspaper"
FRANK B. SHUTTS, *Publisher*

Says

The Huntington Advertiser

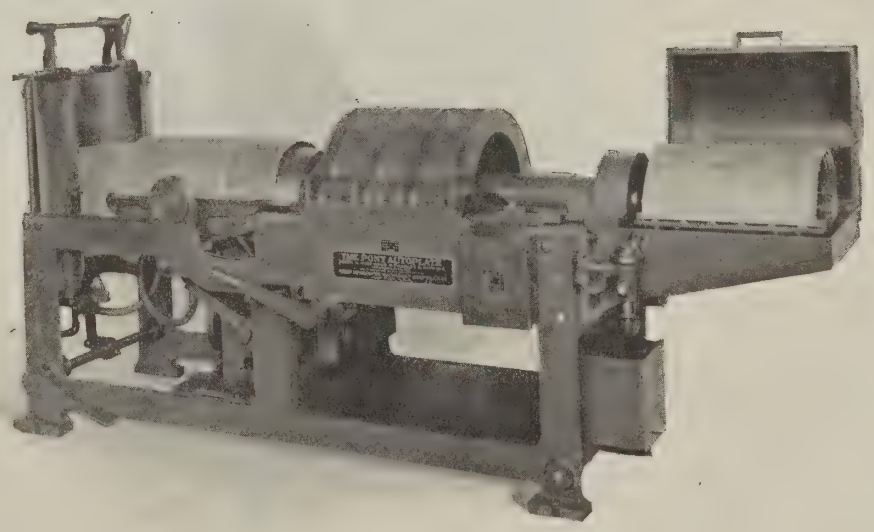
of Huntington, West Virginia

In reply to your letter asking what we think of the Pony Autoplate, beg to say that in all of our experience in publishing a newspaper we point to this machine as one of the outstanding features of our plant.

Our Pony has given us entire satisfaction, producing plates quickly and accurately with the least amount of help, that is with one man casting and finishing the plate. Very seldom we do any hand work on the plate. We use it with the Wood Dry Mat and the results are as good as any paper printed anywhere.

J. H. LONG

About the



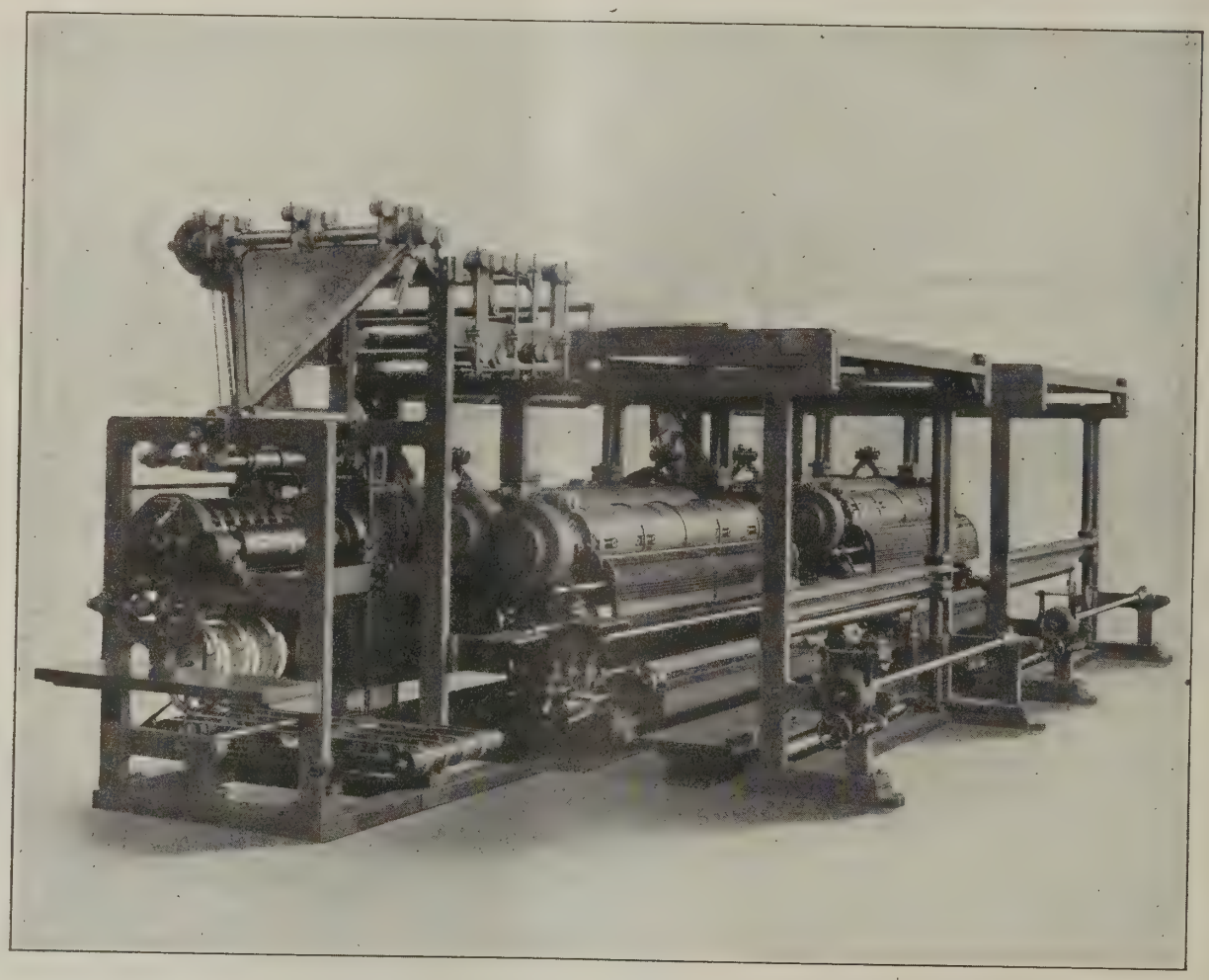
Pony Autoplate Machine

THE WOOD B

AN

PONY AUTOPI

The Simplest and Swiftest Small-City Press in the World



THE WOOD BEE-LINE DOUBLE UNIT PRESS—No. 1-32

Prints 4-6-8-10-12-14-16-20-24-28 and 32-paged newspapers, at the same speed and as handsomely as a standard metropolitan newspaper press. Its product may be run in one or two sections. It requires no pit, and may be operated in a room ten feet high. It uses standard metropolitan printing plates. Its price, fully motorized, without stereotyping equipment, is $25,240.

This machine may be seen in daily operation at our shops in Plainfield, New Jersey, where preparations are under way for its manufacture in large numbers.

Deliveries will be made in the order of purchase.

WOOD NEWSPAPER MA

501 FIFTH AVE

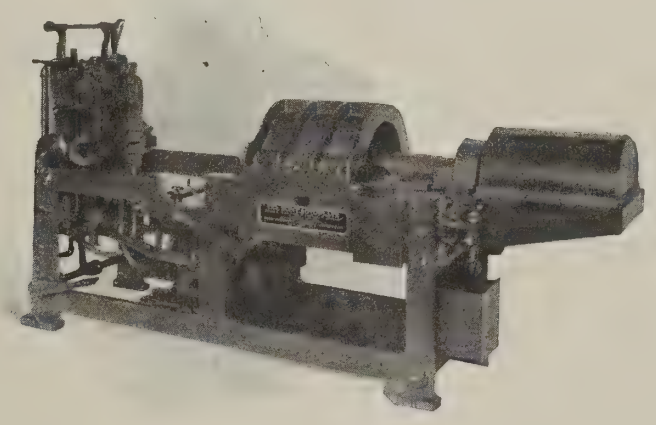
E-LINE PRESS

HE

TE FOUNDRY

The Pony Autoplate

is a compact and fully motorized machine which is shipped as a unit. It casts, shapes, shaves, trims, and cools the plate, delivering it dry and ready for press.



Pony Autoplate Machine, motorized
3 Ton Metal Furnace
Metal Pump
Dry Mat Roller, motorized
16 Chases
16 Form Tables

PRICE OF FOUNDRY $9,420

Extra Chases, @ $50.00

Extra Form Tables, @ $54.00

NET PRICES WOOD BEE-LINE PRESSES

No. 1-16, Single Unit 4-6-8-12-16 Pages	$15,130
No. 1-20, Single Unit 4-6-8-10-12-16-20 pages	16,590
No. 1-32, Double Unit, 4-6-8-10-12-14-16-20-24-28-32 Pages	25,240

Prices quoted above are for presses fully motorized, without stereotyping equipment.

Additional 16-paged units ready for attachment	@	$ 9,830
Additional 20-paged units ready for attachment	@	11,280

This machinery may be purchased on the time payment plan at current rates for the accommodation furnished.

All Prices F. O. B. Plainfield, N. J.

HINERY CORPORATION

, NEW YORK

EDITORIAL

FRANK A. MUNSEY

AS the year ebbs on the tide of time, the career of Frank A. Munsey comes to an end, the second great figure in American journalism to fade from view in 1925.

Frank A. Munsey and Victor F. Lawson represented the so-called "school of non-personal journalism," and yet how personal to them were the newspapers they owned and published. Three huge metropolitan newspapers, as this is written, seem orphaned by the death of these men. Of course, each newspaper institution is greater than any man. Each shall respond to new control and proceed, we dare say to new heights of power and usefulness.

Our pages this week are filled with tributes and comments of those well fitted to estimate the qualities of Frank Munsey's philosophy and achievements. The story of his intense 40-year battle in the publishing field, rising to vast wealth from poverty, is an epic success narrative, stranger than fiction, typically American, in its way as amazing as the Woolworth Building, Roosevelt Dam, Florida, an automobile for every other family, the air mail, radio and all of the startling and wholly impossible dreams that come true almost every day in this wonderland. The farm boy, small town telegraph operator, penny-a-line fiction writer, realized his vision of nation-wide fame and influence as a publisher. The youth who wrote his own magazine stories by candle-light and sleeplessly carried on the business of his small publishing house day by day touched his ambition. At 71, Frank Munsey, surrounded by his business associates and a single distant relative, laid down his burden—wealth so great that few rational men could envy it.

Munsey was a paradox. No one can conscientiously describe his career as either good or bad. It is vain to attempt a general characterization of one with so many sides. We have seen him in a hundred attitudes. We have scowled and applauded. We have witnessed his gentle moods, a kindly old man, bending his gaunt frame in courtesy, smiling from the corner of an eye unpracticed in the art. Again we have seen him cold, austere, imperious, fixed on an inflexible course. He could laugh, but rarely did so. He could tell a story, but few passed his lips. The same hand that would sketch a landscape on a sheet of stationery while idling, could write a check for millions to acquire a successful newspaper that provided livelihood for hundreds and had earned the love and faith of hundreds of thousands of citizens through generations, and in a few weeks cause it to lose its identity as if swallowed by the earth. He who so lavishly donated to build the Cathedral of St. John the Divine, did not hesitate to shatter a newspaper edifice that good men had striven to erect through a century. Munsey did not consolidate newspapers to rid the field of a cripple—that was not his economic science, and the fact should not be lost in discussions of his achievements. Sometimes Munsey wrote for the public in the terms of high idealism on public questions, but he has been heard addressing a gathering of manufacturers with a doctrine which is utterly ruthless of human rights when in conflict with the rights of property.

Indeed, Munsey was a great paradox and the controversy in the craft concerning his works shall continue while his name is remembered.

For our part, we believe that Mr. Munsey was in love with a philosophy. It is the most popular philosophy of this day. High and low, rich and poor, good and bad, in vast numbers, subscribe to it with varying qualifications. It measures success by accumulated dollars. On every hand there are hundreds of proofs that it is the correct principle by which to live, the strongest of these evidences being that no crime is so bitterly punished in America as is poverty. It is the biological doctrine of survival of the fittest, twisted to the form of the dollar mark, trampling down every rival precept however tender. Munsey said years ago that his object was to gain a fortune. It was not his only objective, but it ruled his life.

Had this man practiced his astonishing skill exclusively in commercial fields he would, as he once said, have made many dollars for every dollar he earned as a publisher. He was an astute trader. His vision as a financier and business executive was everywhere admired. He was a giant builder. His courage knew no bounds. He was a great advertiser, demonstrated when he risked all to give publicity to a magazine. He won, but he could gamely take a loss. He was deeply conscious of his class and of materialism. He believed in the power of money to buy the way to almost any threshold. In all this Frank Munsey was conscientious. In his dealings he was square, meticulously honest, according to the standards of modern business. His word was his bond. But in a factory he would see wheels, not the hands of men.

Because the newspaper profession is founded upon sentiment and idealism that are as close to humanity as hands and feet, Frank Munsey, in the largest sense, was a newspaper misfit. However true his philosophy, however scientific his economy, however the future may verify his commercial policy as applied to newspapers, the truth is that this generation of newspaper men have largely dissented from his view and regarded his major works with disfavor. This statement is none the less true by reason of its unpleasantness. Many men believe that the newspaper profession is not a "rich man's game," never has been, never will be. Applied editorial intelligence, righteous civic consciousness, able business principles are still the prime ingredients of a successful newspaper. The profession outranks the business.

Frank Munsey, great as a commercialist, not great as editor or publisher, is our view. As a man, at the noon-day meal at the Hardware Club in lower Broadway, calm, often kindly disposed, seriously discussing his affairs with loyal business associates, we shall miss him. In the large sense, we believe, his professional influence is lost at the grave.



When they saw the star, they rejoiced with exceeding great joy.

—St. Matthew, 3, 10

Must have been rather confusing for the people of a Southern city to read in two rival morning and evening newspapers headlines over a speech on advertising by a local celebrity: M. P. "Morning Papers Most Valuable Retail Medium"; E. P. "Says Afternoon Paper Best Media."

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Tokio: John R. Morris, Japan Advertiser.
Toronto: W. A. Craik, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy, $4 a year; foreikn $5; Canadian $4.50.

PASSING OF "XMAS"

THAT ugly profanation of the most brilliant word in the English language, which substitutes for the name of Christ an X, very largely disappeared from the press of the nation during the current holiday season. If "Xmas" has been killed for all time, there will be special cause for rejoicing this week. For a generation it has been an offense in the eyes of all men who are sensitive to the significance of the word and the occasion it defines.

We have seen "Xmas" used less often both in editorial text and advertising matter this year than during a lifetime. This must be a direct answer to the stirring appeals that have been made during the past five years, and we devoutly hope that we are right in concluding that the criticism has yielded a general reform. Duty is stern and the days are fleeting, but the American people still have time to spell out the name of the natal day of Jesus Christ.

Motion Picture Theatre Owners' Association challenges the "Red" Grange $300,000 certified check movie contract; film firm employing Grange is silent when show-down is called for; but every newspaper took the publicity hand-out, apparently without question.

DEFINING "GOOD REPORTER"

WHAT is a good reporter?

Kent Cooper, General Manager of the Associated Press, recently gave this definition:

"I believe that a competent reporter is one who has the ability immediately to perceive the multitudinous interesting things of life, and whose urge and ability is to picture to others, by adequate and competent expression, those same interesting things.

"His particular ability should not consist of the urge to create the interesting novel situations which he reports, but to sense them instantly as they occur in real life. One field is that of the dramatic or novelist; the other the field of the journalist. When he who aspires to remain true to journalistic standards adopts the imagination of the other field in the journalistic work, he not only discredits himself, but he discredits his profession. He harms those who know the line and hew to it.

"Of all the requisites for a good reporter, I put first a mental urgency, an intense, compelling force from within that brings contentment while on the job, and fretfulness when not.

"I repeat this word 'urgency' frequently. To me, 'mental urgency' is the very essence of the power that brings achievement. And what business in all the world needs the use of 'mental urgency" in all the elements of its task more than journalism needs it."

Mental urgency describes a temperament, and if it is the first qualification of a good reporter the old belief that "reporters are born, not made," is confirmed. Mr. Cooper naturally spoke of ideal reporters of the type engaged in press association work, rather than ideal local newspaper reporters. The former he did very well describe. The latter practice a technique which, in the opinion of many newspaper men, is broader than press service operation.

At a meeting of the staff of the *Daily Oklahoman*, at Oklahoma City, the other day the editors, copy-readers and reporters wrote a definition of what a good reporter is, using Mr. Cooper's definition as a basis. Here is the result:

1. He must know *how* to write; so well, at times, that he can tell a 1,000 word story in 250 words and leave out no essential points.
2. He must be accurate; stick to the facts; never stretch facts.
3. He must have a sense of news values; a nose for news.
4. He must have ability to sift essentials from non-essentials; put the best part of the story at the top.
5. He must know his city and state; have a good working knowledge of the geography, the history, the politics, the industry, the agriculture, the people and the peculiarities of the field his paper serves.
6. He must have initiative which enables him to smell; brains which enable him to tell; tenacity which spurs him on to keep smelling and telling.
7. He must be polite and courteous, yet firm and business-like in dealing with news sources.
8. He must be in love with his job; so much so that he will work a long day every day, if necessary, to do the job right.
9. He must have a sense of humor, not over-developed.
10. He must be fair and unprejudiced.

EDITOR & PUBLISHER submits these two interesting views to its readers with the suggestion that they may serve the staffs of many other newspapers as a topic for profitable discussion. When news men are talking in these terms they are at the heart of their business. If you can improve on the Cooper and Oklahoman definitions please pass your articles of qualification along to other members of the craft through the columns of EDITOR & PUBLISHER.

PERSONAL

L. E. Fairchild of the Fairchild Publications, has gone to Paris, to look after ıe interests of *Fairchild's International Magazine,* which is printed in English in ıe French capital.

Clyde M. Reed, editor of the *Parsons* Kan.) *Daily Sun,* recently was re-ected chairman of the Trans-Missouri ate Association for the fourth consecu-ve time.

J. E. Dowell, who founded the *Adrian* Mo.) *Journal* in 1888, recently cele-ated the 37th anniversary of his con-ection with the paper.

Charles H. Browne, owner of the *'orton* (Kan.) *Headlight,* is taking a ıcation in Washington, D. C., and other .stern cities.

Arthur A. Parks, publisher of the *oughkeepsie* (N. Y.) *Evening Star,* and .rs. Parks have arrived in Pasadena, al., where they will spend the winter.

IN THE BUSINESS OFFICE

A. SCHMON, who had charge of the *Chicago Tribune's* paper mill terests at Shelter Bay, Ont., has been ansferred to the Ontario Paper Com-ıny, at Montreal, where he will be anager. With Mrs. Schmon, he was ven a farewell dinner by the 60 former nployes at Shelter Bay.

Arthur Tarshis has resigned from the ısiness staff of *Women's Wear,* New ork, and will be associated with A. E. efcourt, realty man.

Cyril Corbett has joined business sur-ey department of the *Chicago Tribune.*

Paul C. Siddall, business manager of ıe *Alliance,* (O.) *Review-Leader,* has ·en elected president of the Alliance iwanis club.

Thomas Daley has resigned from the ısiness staff of the *Scranton,* (Pa.) *Re-ublican.*

Lynn Purdin, formerly owner of the *waco* (Wash.) *Tribune,* is now adver-sing manager for the *Kelso,* (Wash.) *elsonian Tribune.*

John K. McMullen, former business anager of the *Great Bend,* (Kan.) *aily Tribune,* is now editor and pub-sher of the *Ellinwood* (Kan.) *Leader.*

Richard H. Ryan, formerly of the ad-ertising department of the *Richmond* Va.) *Times-Dispatch,* has been made ısiness manager of the *Petersburg* Va.) *Index-Progress.*

Tom Gooch, business manager of the *allas Times-Herald,* and Mrs. Gooch, ıve been visiting in New York during ıe past 10 days.

IN THE EDITORIAL ROOMS

WHIT BURNETT has resigned from the telegraph and foreign news copy sk of the *New York Times* to make extended visit to Europe and is now Paris.

Paul Leach of the *Chicago Daily News* cal staff has been transferred to the per's Washington bureau during the ssions of Congress.

Walter R. Christy, political editor, *ttsburgh Gazette Times,* is making a ur of Pennsylvania and giving a re-mé of his trip from a political stand-int in a series of daily articles.

Lindsay Dennison, well known re-write an and special writer, is now writing a tion story each week for the Saturday ition of his newspaper, the *New York ening World.*

Howard H. McGowan, special writer r the *Portland* (Ore.) *News,* sailed ɔm Seattle Dec. 10, for Europe, on an tended leave of absence.

Max Henrici, financial editor of the *ttsburgh Sun,* will make a cruise to e West Indies during January.

Louis E. Fairchild, Jr., has been ap-inted city editor of *Women's Wear,* ew York, succeeding Joseph B. Bern-ein, who joins the advertising depart-ent of the paper.

Jack Malloy is now day city editor on the *Chicago Herald-Examiner.* Homer Hogan has returned to the paper and is handling the night city editor's desk.

F. J. Francoeur has joined the *Chicago Daily News* copy desk, coming from the *Chicago Journal* desk.

Farrington Greene has rejoined the *Chicago Daily Journal* staff, after an absence in New York, where he was night editor of the *New York American.*

W. E. Willits is a new man on the copy desk at the *Chicago Daily News.*

Eleanor Gunn and Maude Moody, of the fashion department of *Women's Wear,* New York, will cover Palm Beach this winter.

William E. Dahlquist, assistant editor, *Montevideo* (Minn.) *News,* has become editor of the *Thief River Falls* (Minn.) *Tribune* and has bought an interest in the latter paper. Both papers are owned by Ludwig I. Roe of Montevideo.

Gentry Dugat, editor of the *Lufkin* (Tex.) *Daily News* for two and a half years, has joined the *Edinburg* (Tex.) *Review* as editor and assistant manager.

Wilbur White has been named managing editor of the *Toledo Times* in place of Charles W. Howard, who resigned.

Perry Freeman has joined the *Toledo Blade* copy desk. He formerly was rewrite man.

Frank D. Hunt, the *Toledo Blade's* Columbus correspondent, is spending a few weeks in the Toledo office.

Chauncey H. Derby, managing editor of the *Staten Island Advance,* was the principal speaker at the last weekly luncheon of the Staten Island Kiwanis Club. Mr. Derby spoke upon the making of the modern newspaper.

Lester R. Ruth, for 12 years sports editor of the *Alliance* (O.) *Review-Leader,* has resigned to move to Miami, Fla. He has been succeeded by John R. Hanlon, assistant sports editor.

Reid Homerick of Lexington, O., has joined the reportorial staff of the *Alliance* (O.) *Review-Leader.*

Charles G. Laird, news editor of the University of Iowa, has resigned to join the *Des Moines* (Ia.) *Register and Tribune.*

Edwin C. Torrey, for many years Northwest editor of the *Minneapolis Journal* and now assistant editor of publications, University Farm, St. Paul, has published a book of historical character entitled "Early Days in Dakota."

Miss Emily Houston is now society editor, *Eveleth* (Minn.) *News,* succeeding Miss Marjorie Smith, who has gone to Mount Dora, Fla.

Arthur E. Davis, sports editor of *The Lantern,* Ohio State University daily, Columbus, has joined the *Bloomington* (Ind.) *Daily Bulletin* as telegraph editor.

Howard S. Smith, formerly with the United Press, New York staff, has joined the *Waterbury* (Conn.) *Republican.*

Daniel E. Dean, of the city staff, *Staten Island Advance,* will take charge of the city desk Jan. 1, filling a vacancy caused by the resignation of Lewis Gale.

Dwight B. Jones, formerly with the editorial staff, *Devils Lake* (N. D.) *Daily Journal,* and later with papers at Aberdeen, S. D., Duluth and Minneapolis, has become managing editor of the *Miami* (Fla.) *Life.*

Miss Louise Aaron has succeeded Miss Marion Carter Snow as society editor of the *Richmond* (Va.) *Times-Dispatch.*

Mike Elkins, formerly of the *New York Mirror* staff of photographers and at one time with Underwood & Underwood, has been added to the staff of the *Richmond* (Va.) *Times-Dispatch.*

HOLDING NEW POSTS

RALPH HULL, from *Columbus Ohio State Journal,* to copy desk, *Columbus Dispatch.*

WITH THE SPECIALS

ROY BARNHILL, INC., publishers representatives, moved Dec. 26, to the new building at 183 Madison avenue. They were formerly located at 23 East 26th street.

Chas. H. Eddy Company, New York has been named Eastern representative of the *Bloomington* (Ill.) *Daily Pantagraph,* effective, Jan. 1.

FOLKS WORTH KNOWING

ONE of the successes in the Western newspaper field is credited to Bryan E. Woolston, manager of the *Butte* (Mont.) *Miner.*



BYRON E. WOOLSTON

Mr. Woolston started as advertising manager of the Miner 10 years ago. He was so successful in that position that he was promoted to the position of business manager, and was just recently made manager of the Butte Miner Corporation.

Mr. Woolston is considered to have excellent judgment in all matters pertaining to the newspaper industry. He has the ability to organize and possesses the faculty of choosing department heads who are successful. He is not only a front office executive, but is thoroughly familiar with the practical and mechanical ends of the business.

Mr. Woolston started in the business in Chicago on the old *Inter-Ocean,* directly after leaving college. He afterward held managerial positions in the Middle West and on the Pacific Coast.

MARRIED

GEORGE JOHNSON, business manager of the *Little Falls* (Minn.) *Daily Transcript,* to Miss Rose LaFond, daughter of Edward LaFond, editor of the Transcript, recently.

C. Elwood Milles, editor of the *Montevideo* (Minn.) *American,* to Miss Mary Brainerd of Detroit, Minn., recently.

Joseph F. Melia, advertising manager, *Buffalo Evening News,* to Miss Mary Agnes Doherty, also of Buffalo. They are home after a honeymoon in Bermuda.

SPECIAL EDITIONS

OSHAWA (Ont.) DAILY REFORMER, Christmas Shopping edition, Dec. 9.

Pipestone (Minn.) *Leader,* 44-page Christmas edition, Dec. 10.

St. Petersburg (Fla.) *Financial Journal,* special edition in connection with annual meeting of Investment Bankers Association, Dec. 11.

CHANGES OF OWNERSHIP

E. D. LUM & SONS of Staples, Minn., have bought the *Valley City* (N. D.) *Daily Times-Record* of P. R. Trubshaw.

J. L. Anderson, editor and publisher of the *Lingle,* (Wyo.) *Goshen County Journal* for the past several years, sold his paper and equipment recently to Joe Schnyder.

Jack Stapleton, owner of the *Stanberry* (Mo.) *Owl-Headlight,* has purchased the *Staberry Herald* and will consolidate the two papers as the *Herald-Headlight.*

W. F. Duffy, who for several has been editor and manager of the *Shakopee* (Minn.) *Argus,* has bought that paper of William Hinds of Washington.

C. B. MacDonald, for 16 years owner and editor of the *Caldwell* (Kan.) *News* has sold the paper to Henry P. Quinn, Manhattan. Mr. Quinn, recently has been advertising manager of the *Caldwell Daily Messenger.*

NEW PLANTS AND EQUIPMENT

ASHVILLE (N. C.) TIMES recently installed a new model 14 linotype and is now building an addition on the composing room to accommodate the installation of further new equipment.

Recent Ludlow installations have been made by the *Kalamazoo* (Mich.) *Gazette, Tulare* (Cal.) *Daily Advance, Sharon* (Pa.) *News Telegraph, Oregon City* (Ore.) *Enterprise, Knoxville* (Tenn.) *News,* and *Hollywood* (Fla.) *News.*

Workmen are now engaged in razing the old building of the *Scranton* (Pa.) *Times* so that the work of erecting the balance of the new Times plant can be started. It is hoped to have the old building out of the way by Jan. 1.

Trades Publishing company, publisher of the *Freeborn County Standard* and the *Community Magazine* of Albert Lea, Minn., has installed a 44-inch Chandler & Price power paper cutter.

Madison (Minn.) *Independent Press* has added a 12x18 Chandler & Price Craftsman job press.

Harvey (N. D.) *Herald* has increased its equipment with a perfecter and an Eclipse folding machine.

St. James (Minn.) *Plaindealer* has bought a folding machine.

Clear Lake (S. D.) *Deuel County Advocate* has put in a two-revolution cylinder press and a Model X 2-magazine Intertype.

Shipments made by R. Hoe & Co., Inc., last week included one 8-page addition to the Simplex Press of the *Passaic Daily News;* one Sextuple Press for *El Commercio* of Lima, Peru; two additions to the Universal-Unit Multi-Color Press of the *New York World* and a New Heavy-Pattern Unit-type Octuple to the *Miami,* (Fla.) *Herald.*

For 1926—

THE merit of any product or any newspaper feature service does not vary in direct proportion to its age, but with new services continually appearing, no service—new or old—makes its way and holds its place by accident.

The *Central Press Association* is in its 16th year, a pioneer in its field. *Central Press* is not now and never has been the by-product of any newspaper or chain of papers.

Starting with nine clients, *Central Press* has continued to grow and expand, until it now serves more than 500 newspapers, a record achieved by the unusual and sustained merit of its product.

Central Press will continue to attract new clients not only because of the quality of its service but also because increased production expenses has been offset by a steady increase in the number of *Central Press* clients; with the result that the base rates for the service never have been increased, despite constant additions and improvements.

Central Press enters the New Year with its staff and features INTACT. New services will continue to come—and go. Meanwhile *Central Press* will go on, not promising, but performing.

The Central Press Association

V. V. McNITT, President — Central News Bldg., Cleveland — H. A. McNITT, Manager

P. S. We Produce the World's Best Picture Page.

ASSOCIATIONS

CHARLES W. BALDWIN, for years a local newspaper man and now head of a Binghamton advertising agency, has been elected president of the **Binghamton (N. Y.) Advertising Club** to succeed Herbert E. Woodward.

Annual meeting of the **Missouri Republican Editorial Association** will be held in Springfield, Mo., Feb. 11.

Select List of Ohio Daily Newspapers will hold its annual meeting in Columbus, Feb. 1.

Six Point League, New York, will begin holding regular monthly meetings starting in January, M. P. Linn, president, announced this week. The first will probably be held the week of the automobile show.

CHAPEL HILL INSTITUTE PROGRAM READY

University of North Carolina and State Press Group Join in Arranging Three-Day Discussional Meet

A tentative program for the newspaper institute to be held at Chapel Hill, N. C., Jan. 13 to 15, under the joint auspices of the North Carolina Press Association and the state university, has been arranged at a conference between J. W. Atkins, of Gastonia, president, and Miss Beatrice Cobb, secretary of the North Carolina Press Association, and the university committee.

The institute will open Wednesday evening, Jan. 13, and close Friday afternoon. Dr. H. W. Chase, president of the University will be a speaker at the first session.

The Thursday morning sesson will be featured by the address of Robert Latham, editor of the *Charleston* (S. C.) *News and Courier,* on editorial policies; Robert W. Wottach, of the university school of law, on important laws and statutes affecting the newspapers; Paul Patterson, president of the *Baltimore Sun,* on the practical problems of making a newspaper; Robert W. Madry, director of the University News Bureau, on the problem of college correspondence; Ole Buck, field manager of the Nebraska Press Association, on the newspaper as a public utility.

There will be a banquet at the Carolina Inn that night, with addresses by two prominent speakers to be announced later.

Friday morning the institute will be divided into separate sections for the weekly and daily editors. The weekly group will be addressed by M. V. Atwood, managing editor of the *Utica* (N. Y.) *Observer-Dispatch,* who was formerly on the staff of the department of journalism of Cornell University. He will speak on "The Country Weekly and the Community." At another session he will address the institute on the practice of newspaper making. Prof. E. E. Peacock, of the University School of Commerce, will discuss a practical accounting system for weeklies.

The daily group will be addressed by M. V. Atwood, who will discuss a survey he is to make of North Carolina newspapers, and Gerald W. Johnson, head of the University's department of Journalism, who will talk on editorial problems. There will follow an open discussion on the problems of circulation.

The first speaker Friday afternoon will be Nelson Antrim Crawford, director of information in the United States Department of Agriculture, Washington, on "The Press and the Public: An Ethical Problem." Mr. Crawford has written a widely read book on newspaper ethics. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, will also address the institute Friday afternoon.

Time will be allowed at each session for general discussion.

We wish some statistical wonder would compute the appalling loss occasioned by the breaking of cigars in one's pocket. —*J. R. Wolf in Milwaukee Journal.*

STREET LITERARY MARKET OPENED IN TOKIO



Hack writers in Japan are out to circumvent the rejection slip. They recently opened a street market in Tokio to sell their manuscripts direct to the consumer through the aid of poster advertising. The picture shows this novel market in operation.

BRITISH BILL PROHIBITS PHOTOS IN COURT

Cameramen and Sketchers Add to "Terrors of Courts" Backers of Measure Say—Called Abuse of Press Rights

LONDON, Dec. 7.—Because photographing and sketching in courts of law "interfere with the administration of justice, add to the terrors of the Law Courts, and are a monstrous abuse of the rights of the press," a measure now before the House of Commons aims to make it a criminal offence to take photographs or make sketches in a Court of law or Coroner's Court.

There is little doubt that the bill will become law, and many wielders of the press camera are considerably disturbed at the prospect. It makes the offender liable on summary conviction to a penalty not exceeding £50.

Judges already have powers to prevent sketching or photographing in Court, but this clause in the Criminal Justice Bill will give them wider power. It makes publishing such photographs or sketches an offence as well as making them, although there is nothing to stop a newspaper obtaining and using photographs of prisoners, counsel, or judges before they arrive in Court. The ban is also laid on the "precincts" of the Court, so that it appears that the highway immediately in front of the Court will also be forbidden ground to the press photographer.

Harassed sub-editors are already wondering where the precincts of a court begin and end, as the bill does not define them more exactly.

The Home Secretary said in the House of Commons that the press has agreed to the clause.

Piquant speeches have been made in the House by supporters and opposers of the measure. One member said that those who come before the public in a court of law must be prepared to have their portraits published as well as accounts of their careers, and he protested against the growing habit of trying to censor the press by grandmotherly legislation.

Another speaker said although it might be an offence against public taste to reproduce the features of some judges, it should not be made a criminal offence.

Sir W. Joynson Hicks, Home Secretary, has been satisfied by consultations with Judges that the practice interferes with the administration of Justice, and says that the prevention of camera-using in Court is in the best interests of the administration of justice and in the interest of the well-being of the people as a whole.

FLASHES

The way they get in and out of Cabinets, you'd think the French politicians learned their statesmanship from Houdini —*New York American.*

Frank Jarrell of Topeka reports to the *Journal* that his son Sanford, who went to Florida two weeks ago to write advertising matter, has been elected secretary of the Old Settlers' association in Miami —*Kansas City Star.*

The really hard thing is to be able to say whether it is opportunity at the door or another demonstrator.—*Detroit News.*

The rumor will not down that the Lucy Stone League is trying to have the thing changed to "So's Your Old Woman!"—*F. P. A. in Conning Tower, New York World.*

Sometimes you see a girl just naturally walking around looking as if she was standing under some mistletoe.—*Columbia Record.*

Few efficiency experts ever become so "efficient" that they have to ask the boss to drop them from the payroll.—*New York American.*

The very latest thing needed is a transparent leather, so that ladies can wear Russian boots and still expose a good deal of leg.—*London Punch.*

THE PROBLEM OF THE PRESS

as to Church Advertising—

"When the churches of the country realize that church advertising is the 20th Century form of preaching their gospel, they will all advertise. That is the problem of the American press—*to bring that realization.*"

This statement comes from a newspaper man who is developing church advertising in his columns.

Take advantage of the Christmas Season —a big one in the churches—and get the news. We will help you start a church page with plans and copy.

Church Advertising Department
ASSOCIATED ADVERTISING CLUBS
383 Madison Avenue,
New York, N. Y.

The World — NEW YORK — The Evening World

"The Most Notable Example of American Journalism Ever Created on This Continent"

A Tribute to THE NEW YORK WORLD
By THOMAS PENDELL

Publisher of the "Orange County Record," Washingtonville, N. Y.; "Storm King Sentinel," Cornwall, N. Y.; "Lake Region Reporter," Monroe, N. Y.; "Enterprise," Maybrook, N. Y.; "Star," Highland Mills, N. Y.; "Post," Central Valley, N. Y.; "Journal," Florida, N. Y., and "Press," Chester, N. Y.

"GOD bless The New York World! It is to-day the greatest institution on the American continent. As a conserver, supporter and champion of American liberty it is in a class by itself. There are other good newspapers—but The World is bolder in its attacks upon hypocrisy, fairer in its statements of fact, more independent of all classes, parties, corporations and individuals, and more everlastingly honest and American than any newspaper in the U. S. A. Every issue glorifies the name and memory of Joseph Pulitzer, one of the greatest Jews and best American citizens who ever lived, for he dedicated it solemnly to the public service, and his sons are magnificently carrying out his wishes. The spirit of Joseph Pulitzer still directs its policy.

"These remarks are prompted by reading in a recent issue of the giving away by The World to bed-ridden invalids of a thousand radio sets. How wonderful! God bless The New York World!

"Daily perusal of its columns comprises a liberal education. The diversity of its service is the wonder of present-day newspaperdom. Thousands of little fellows trying to publish newspapers in the back country draw inspiration and encouragement from its columns and many of them are thus bolstered in the belief that the newspaper profession is worth while. The good that The World diffuses daily in ten thousand ways upon American life cannot be calculated. As long as Americans splendidly support newspapers like The New York World the Union will remain safe and the flag unconquerable. Joseph Pulitzer's name will go down through the ages as the greatest publisher of his time or any other time.

"Joseph Pulitzer took over The World by going in debt up to his ears. He had the most supreme confidence in the American people ever displayed by any man outside of Lincoln. He believed way down deep that if he served the American people conscientiously as editor and publisher they would support him. He based his business and journalistic policy solely upon that belief. He imbued his employees with that belief, and New York City never had a big business man who was a more successful and enthusiastic leader. He staked his all on the honesty and virtue and civic righteousness of the American people. Thank God that trust was not misplaced. He succeeded. And on that foundation and in the pursuit of that policy The World has become the leader of the journalism of the Nation.

"Millions of pairs of eyes have communicated to the souls behind them inspiration, encouragement and high resolve as a result of reading the editorial page of The New York World. This beacon light of clean living, social and political progress and moral rectitude has spurred statesmen to high ideals and renewed faith in humanity; it has encouraged and inspired the poor mother with an infant at her breast; during the World War it sent thousands of young men to volunteer for the defense of the Nation; it has been a terror and danger to many men bent upon using the public weal for private gain; it has purified and uplifted public and private life; its influence for all that is good and pure and noble has been felt all over the world.

"A man in the pulpit or on the platform may reach a few thousands. The New York World is read each day by millions of people. The makers of the newspaper cannot conceive how great is its influence and effect upon men, women and children. The services rendered by Roosevelt, Wilson, Hughes, Cleveland, Blaine and Harding to the generation which witnessed their activities are as nothing compared to those rendered by Joseph Pulitzer and the newspaper he founded, in the doing of which he was guided by the principles of pure manhood and unselfish patriotism.

"This Nation, the biggest and grandest in the universe, cannot exist without a free press. Deprived of untrammeled, fearless and outspoken newspapers it would crumble. From the standpoint of the American citizen the most important thing in life is a free press. Joseph Pulitzer made The New York World the most notable example of American journalism ever created on this continent, and it still remains so. His personality, his life work and the newspaper he made are entwined in the flag that floats over the land of the free. His policy harmonizes perfectly with the Declaration of Independence and the American Constitution. The people of this Nation should at every opportunity acknowledge to the race that gave him birth a solemn debt of gratitude and thankfulness."

The World

PULITZER BUILDING, NEW YORK · TRIBUNE TOWER, CHICAGO

R. S. Hulbert, Winsted Editor, Dies

Robert Samuel Hulbert, 71, treasurer of the Citizen Printing Company and managing editor of the *Winsted* (Conn.) *Evening Citizen*, the *Litchfield County Leader* and the *Winsted Herald*, died at his home in Winsted, Dec. 20. Mr. Hulbert was a graduate of Sheffield Scientific School, Yale University, class of 1878. He had engaged in newspaper work at various times, but spent most of his life until 1920 in the practice of his profession, civil engineering. He was a division engineer of the Connecticut State Highway Department for about thirteen year, resigning in 1920 to take over the management of the Citizen Printing Company which he had been instrumental in reorganizing. He is survived by his widow, a sister, and a son, T. A. Hulbert, advertising manager of the Citizen.

Veteran Circulator Dies

James B. Cox, 45, for more than 20 years a member of the International Circulation Managers' Association, died Dec. 11, in Los Angeles. For many years he worked on the *St. Paul Dispatch*. Later he served on the *Houston Chronicle, Denver Post*, and *Calgary Herald*. He was country circulation manager of the *Baltimore American* in recent years and upon moving to California did special work for *Los Angeles Herald*.

Obituary

FRED T. HARRIS, 53, former telegraph editor of the *Rochester*, (N. Y.) *Herald*, and more recently director of publicity for the Rochester Community chest, died recently following a stroke of apoplexy.

H. P. CROUSE, 63, formerly with the *Findlay* (O.) *Republican* and *Toledo Times*, and widely known as a newspaper publisher and writer, died at his home in Cincinnati a few days ago.

MRS. HENRY G. MEYER, 60, who with her husband was formerly editor and publisher of the *Benson* (Minn) *Swift County Monitor*, and of the *Litchfield* (Minn.) *News Ledger*, died in Minneapolis, Dec. 11.

MRS. MATTIE MILLIS, 64, who died in Houston recently, was the mother of H. Lee Millis, editorial writer for the *Houston Post-Dispatch*, and of Eugene R. Millis of the *Houston Chronicle* editorial department.

FRANK R. OYSTER, 57, formerly business manager of the *Harrisburg* (Pa.) *Telegraph* died at Asheville, N. C., Dec. 18, after a long illness. Interment was made at Ridgway, Pa.

DAVID C. MCCUTCHEON, former Pittsburgh newspaper man died suddenly in that city on Dec. 20. He began his business career in the advertising department of the old *Pittsburgh Dispatch*. For several years he was manager of the *Bulletin* and later the *Index*, from which he retired to take up his own business, the Mercantile Publishing Company.

E. T. YEOMAN, 78, civil war veteran and founder of the *Chase County Banner*, died at his home in Strong City, Kan., recently.

JOHN P. HARRINGTON, printer, *Elmira* (N. Y.) *Star-Gazette*, died Dec. 15, after a long illness.

E. M. CRARY, 57, who published newspapers in North Dakota at Devils Lake and Edmore and was state printer, died at Devils Lake, Dec. 11.

J. S. SHEPHERD, 91, for many years editor of the *Mount Ayr* (Iowa) *Journal*, died recently. He was the oldest printer in the state.

MALLERY R. JACKSON, 80, for 38 years owner and editor of the *Tipton* (Iowa) *Conservative*, died recently.

C. A. SCAGGS, 56, one of the early publishers of the *West Side* (Ia.) *Journal*, died at Shattuck, Okla., recently.

FREDERICK MACKEY, the first manager of the *Virginia* (Minn.) *Enterprise* and later with the *Superior* (Wis.) *Daily Telegram*, died at New Kensington, Pa., recently, the result of an automobile accident.

S. B. EIDSMOE, editor of the *Walsh County Farmers' Press*, died at Grafton, N. D., recently.

HERBERT R. GIBBS, for 52 years employed by Houghton, Mifflin Company, Boston, in its editorial department, and at one time editor of the *Atlantic Monthly* died Dec. 6, at his home in Newtonville, Mass.

HENRY GIBSON, 52, of the circulation department, *San Francisco Examiner* died after a two-months' illness. He was born in New Jersey.

S. D. TAYLOR, for several years editor and publisher of the *Strawn* (Tex.) *Tribune*, died recently at a Fort Worth sanitarium.

LUTH JAEGER, 74, editor of the *Budstikken* of Minneapolis, the first Norwegian newspaper in the Northwest, died in Minneapolis Dec. 6.

MRS. JUSTIN SMITH, 82, mother of Henry Justin Smith, former news editor of the *Chicago Daily News*, and now associated with the University of Chicago, died recently at Chicago.

SAM SNYDER, 20, assistant sporting editor of the *San Diego* (Cal.) *Sun*, died recently.

ELMER WILBUR BURROWS, 52, publisher of the *Fort Bragg* (Cal.) *Daily News*, and for over 32 years identified with the newspaper industry of California, Oregon, and Washington, died Dec. 9 at a Santa Barbara hospital following a short illness.

HARRY D. CONOVER, librarian of the *Trenton Times*, died Dec. 4. He had been connected with newspapers in Trenton for the past 20 years.

LEWIS H. MINER, 65, former managing editor of the *Illinois State Journal*, Springfield, died at his home, Dec. 18.

ROBERT E. WOOD, advertising manager of the *Whiting* (Ind.) *Star*, died at the South Shore hospital, Chicago, Dec. 19.

Penn Yan Papers to Merge

Consolidation of the *Penn Yan* (N. Y.) *Chronicle and Democrat* with the *Penn Yan Express* will take place in the near future. A new corporation, the Penn Yan Printing Company, has been formed with $100,000 capital to effect the consolidation, plans for which are incomplete. Oliver G. Townsend, DeWitt C. Ayres and Sidney Ayres are directors of the new firm.

Fined $110 for Attacking Reporter

For attacking Ray Humphreys, *Denver Post* reporter, T. F. Cole, a former special officer for a private detective agency, was fined $110 by a Denver Judge recently. Humphreys was working on a murder story when assaulted by Cole.

News Man Entertains Ford

Boston newspaper men were not at all surprised to learn that Frank P. Sibley, of the *Boston Globe*, took a turn at entertaining Henry Ford at Detroit the other day. Sibley went along with Mellie Dunham, the Norway, Me., fiddler to Detroit, and while there someone told Mr. Ford that "Sib" could entertain with folklore songs and tales. So the Globe man had to perform as he used to for the Newspaper Club in Boston, and overseas as correspondent with the 26th Division from New England.

WEEK'S AD TIPS

George Batten Company, 383 Madison avenue, New York. Has secured account of the Syracuse Washington Machine Corporation, Syracuse, N. Y.

Coolidge Advertising Company, Insurance Exchange Building, Des Moines. Placing account of the Barties-Sheperd Oil Company, Waterloo, Iowa.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Will place account of Julius Andrae & Sons Company, Milwaukee, manufacturers of electrical and radio equipment.

Erwin, Wasey & Company, 844 Rush street, Chicago. Sending out additions to orders and contracts for the Heidbrink Co., St. Paul, Minn.

Charles C. Green Advertising Agency, Estey Building, Philadelphia. Has secured account of William H. Maus & Company, investment bankers, Philadelphia.

Green, Fulton & Cunningham, 360 North Michigan avenue, Chicago. Preparing a 1926 list of newspapers for the advertising of Kitchen Klenzer, Fitzpatrick Bros., Chicago.

Kling-Gibson Company, 310 South Michigan avenue, Chicago. Issuing scattered orders and contracts for the Pratt Food Company.

Lord & Thomas, 400 North Michigan avenue, Chicago. Have contracts issuing for California Fruit Growers Assn. of Los Angeles, Calif.

Lord & Thomas, 247 Park avenue, New York. Has secured account of C. Brandes, Inc., New York City, manufacturers of radio equipment.

Olson & Enzinger, Inc., 228 Third street, Milwaukee, handling the following accounts, Aeroshade Company, Waukesha, Wis.; Val. Blatz Brewing Company, Milwaukee, Wis.; Northwestern Mutual Life Insurance Company, Milwaukee, Wis.; R. N. Williams Company, Investment securities, Milwaukee, Wis.; Time-O-Stat Corporation, Milwaukee, Wis.; B. F. Nelson Manufacturing Company, Minneapolis, Minn.

O'Malley Advertising & Selling Company, Boston. Now handling accounts of the Rice Chocolate Company, Boston; R. Murphy Son's Company, Ayer, Massachusetts; Webber Lumber Company, Fitchburg, Massachusetts and the Children's Vehicle Corporation, East Templeton, Massachusetts.

Irvin F. Paschall Company, 332 South Michigan avenue, Chicago. Sending out orders and contracts into the Southwest for the H. V. Lonsford Corp.

Picard-Sohn, Inc., 25 West 45th street, New York. Will place account of E. A. Laboratories, Brooklyn, manufacturers of auto horns and electric windshield cleaners.

Porter-Eastman-Byrne, 22 West Monroe street, Chicago. Making up a 1926 list of newspapers for the advertising of the American Radiator Co.

Fred M. Randall Company, 6 North Michigan avenue, Chicago. Have under way a list of newspapers for the advertising of the Holland Furnace Co., Holland, Mich.

William H. Rankin Company, 435 North Michigan avenue, Chicago. Sending out orders and contracts for the Goodrich Co., (Zippers) of Akron, O.

Ryan & Timerman, Inc., Carpenter Building, Wilkes-Barre, Pa. Now placing accounts of the Munyon Remedy Company, Scranton, Pa. and the Paul E. Wirt Fountain Pen, Bloomsburg, Pa.

Sehl Adv. Company, 360 North Michigan avenue, Chicago. Sending orders and contracts into Southern territory for the Apex Electric Mfg. Co., Chicago.

Frank B. White Company, 76 West Monroe street, Chicago. Now handling account of the American Scientific Laboratories, Chicago.

Circulators Attention

We have purchased the retail newspaper and magazine business of L. Jonas & Co., Inc., in the Woolworth Building, taking possession January 1st, 1926. The business of Jonas & Co. was established in 1875. Time will make it older—We will try to make it larger.

HOTALING'S NEWS AGENCY
(EST. 1905)
308 WEST 40th ST. NEW YORK, N. Y.

Here's a Good Resolution for 1926

❦

- No more pasting fuss.
- No more steamtable nuisance.
- No more heated forms.
- No more ruined case type.
- No more blistered mats.

TRANSFORM this resolution into a happy reality by adopting the CERTIFIED cold process of stereotyping.

CERTIFIED DRY MAT CORPORATION
342 Madison Avenue New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds.

MADE IN THE U. S. A.

1925

was the biggest year in the history of the United Press in the number of new clients added, the establishment of additional wire circuits and the expansion of world-wide news gathering facilities. Watch

1926

WHAT'S WHAT IN THE FEATURE FIELD

Introducing Two New Syndicate Men—O'Donnell Writing New York Letter—Ford Explains Old-Fashioned Dance Steps—Cochran Joins NEA

TWO comparative newcomers in the syndicate field are Maj. Malcolm Wheeler-Nicholson, president, and N. Brewster Morse, editorial director of Wheeler-Nicholson, Inc., New York feature service.



MAJ. WHEELER-NICHOLSON

A "fortuitous combination of circumstances," Maj. Wheeler-Nicholson says, lead him to enter the syndicate business. Back in 1906, he was a reporter on the *Portland* (Ore.) *Evening Telegram*. Then he entered St. John's Military Academy, Manlius, N. Y. Following graduation, he enlisted in the United States army, serving on the Mexican border and commanding a battalion of infantry in Siberia during the World War. After leaving the army in 1923 he tried farming, but left this occupation to join the staff of Famous Features Syndicate, New York. Seven months ago he started his own syndicate with offices in New York.



N. B. MORSE

Mr. Morse, who in addition to being editorial director of the syndicate, is creator of the picturization of Robert Louis Stevenson's "Treasure Island," was formerly a moving picture scenario writer. He wrote both the story and the continuity of "His Brother's Keeper" and "The Crimson Cross." He also contributes to *Life*, *Judge* and *Town Topics*.

NEA Service, Inc., has just furnished its clients with a series of old time dance lessons through the courtesy of Mr. Henry Ford, Detroit automobile manufacturer. Mr. Ford gave NEA considerable time in explaining his views on old fashioned dances and his hope to see them revived for the present younger generation.

Robert Burns, Cleveland dancing teacher and Mrs. Burns posed for a series of 12 photographs showing various steps to illustrate the dance story.

Jack O'Donnell is now writing "East Side, West Side," the daily New York letter distributed by the George Matthew Adams Service, New York.

Frank M. Cochran, formerly of the *Toledo News-Bee* and *Toledo Blade* has joined the editorial staff of NEA Service Inc., Cleveland office. Cochran, a brother of Hal Cochran of "Hal Cochran's Poem" fame and a son of Negley D. Cochran of the Scripps-Howard editorial board, is editor of NEA Servicepaper, NEA's client newspaper.

The Bell Syndicate, Inc., New York, has obtained the second serial rights to "The Great Gatsby," novel by F. Scott Fitsgerald.

Robert Quillen, famous humorist and paragrapher for the Associated Editors, Inc., Chicago, has horrified the natives of Greenville, S. C., by erecting a monument in his front yard to Eve, the first woman. Beneath the inscription, "In Memory of Eve, the First Woman, is carved an apple, with a twig and one leaf.

Answering criticisms, Mr. Quillen said: "Eve was a distant relative of mine, on my mother's side. The family has always been proud of her. She was the first lady of the land and the reigning beauty of her time."

William M. Braucher formerly on the *Cleveland Plain Dealer* as copy reader and sports writer has joined the editorial staff of NEA Service, Inc., Cleveland office.

Miss Alice M. Robertson, who represented an Oklahoma district in the 67th Congress and was defeated for re-election, has become Washington correspondent for the Muskogee News. She plans to syndicate her articles later.

ADVERTISING AGENCY AFFAIRS

Two St. Louis Companies Combine—Hoyt Announces Staff Changes—Segar Opens Pacific Coast Office—Mullally Visits in New York Olmstead Moves to Boston

THE Chappelow Advertising Company, St. Louis, has absorbed the general advertising agency business of the Adamars Company, of the same city. The direct mail advertising activities of the Adamars Company will be continued, and the organization has moved to new enlarged quarters at 21 South Ninth street, St. Louis.

Elmer Marschuetz, remains president of the Adamars Company, and also becomes a vice-president of the Chappelow Company. Allen F. Bishop, formerly vice-president of the Mangan Printing Company and more recently of A. F. Bishop and Associates, direct advertising agency, becomes vice-president and general manager of the Adamars Company.

Charles W. Hoyt Company, Inc., New York, announces the appointment of Winthrop C. Hoyt as account executive in the New York office. Other staff changes made public this week include: Louis H. Clarey, new account executive; C. B. Donovan, space buyer; and Arthur H. Patterson, who has joined the organization in the New York office in charge of plan building.

After being graduated from Yale, W. C. Hoyt spent two years in magazine work. He was connected with *Harper's Bazaar* and the *American Agriculturist*. During the past year he has been with W. S. Crawford, Ltd., London, England. Mr. Clarey was with Street & Finney for several years, and for three years with the advertising department of the *American Magazine*. Mr. Donovan has been associated with the Hoyt agency for several years, and before his promotion to space buyer was in charge of the trade promotion department. Mr. Patterson, after leaving Hoyt, was in the interim connected with Street & Finney and more recently with the Chambers Agency.

F. Dwight Conner, who has been manager of the business extension department of the Illinois Merchants Trust Company, Chicago, for the past six and one-half years has resigned to become president of Bills-Conner Incorporated, Bank Counsel Service, of Chicago, effective Jan. 2.

Mr. Conner has been engaged in financial activities for 20 years, being for 13 years prior to coming to Chicago with the Guardian Trust Company, of Cleveland. He is a past president of the Financial Advertisers Association of America, and is now serving on prominent committees of the Trust and Savings Division of the American Bankers Association.

Roscoe W. Segar, advertising agent of Rockford, Ill., is opening a Pacific Coast at 312 Platt Building, Portland, Ore.

Cecil Bennett has joined Olson and Enzinger, Inc., agency at 228 Third street, Milwaukee. Mr. Bennett was formerly with the Koch Company, agency of Milwaukee.

Normand Olmstead, formerly with the Morse International Agency of New York and the Mantèrnach Company, of Hartford, has joined the O'Malley Advertising & Selling Company, Boston, as account executive.

Patrick Mullally, manager of the Chicago office of Nelson, Chesman & Co., general advertising agency, has been in New York for the past few days.

Virginia Daily 142 Years Old

The *Alexandria* (Va.) *Gazette* on Jan. 1, will celebrate its 142nd anniversary.

Among the things there is room for at the top is improvement.—*Bethlehem Globe.*

WHY GO TO PARIS?

When Gotham Is Here, Says Park Row Man Who Went

Ralph P. Taylor, 12 years a reporter on Park Row, is back on the *New York World* staff, wondering why he ever left that newspaper to try his luck in Paris.

Taylor resigned from the World Oct. 1, his mind fully made up to live henceforth in France. He was given a farewell party, and with his wife, a former Belgian nurse, who nursed him when wounded in the war, set sail across the sea.

"Why? I wonder now," he said this week. "Everywhere I went, I was told the same story. Newspaper correspondents are longing for home.

"The weather is bad, living conditions worse, and there is a general bitterness against Americans on the question of the war loans.

"To get a decent apartment one must pay 15,000 francs a year plus a tax, and sign a six year lease to boot. And as for amusements, give me New York any time."

Mr. Taylor had been on the World for four and a half years when he resigned. Prior to that he had been a reporter for the *Sun* and then the *Herald*.

He returned to the World, Dec. 7.

ATTACK ENDLESS CHAIN SELLING

Virginia Cities Take Steps to Prohibit Merchandise Scheme

Richmond, Bristol and other Virginia cities are taking action to prohibit "endless chain merchandising" in those cities. The city council of Bristol has passed an ordinance providing a penalty for those who carry on the "endless chain" plan of selling merchandise, and a similar measure is before the city council of Richmond, having been referred to the committee on ordinances.

Fred H. Powell, president of the Common Council of Richmond, in discussing the measure, said: "Its purpose is to protect the public; to safeguard a legitimate source of municipal revenue, and to check unfair competition with established retail merchants." Silk hosiery and other merchandise is now being sold in Richmond under the endless chain plan, he said.

By the plan a person makes a purchase of a lot of goods at a very low price, with reservations whereby he or she is required to sell a certain number of coupons. The purchaser of these coupons must in turn enter into a similar contract with the main agent and in turn receive a lot of goods at a price contingent upon their selling the coupons. A break in the chain, it is declared, means that the contract holder must pay the full price of the goods.

Employes Hold Christmas Party

Employes of the *Frederick* (Md.) *News and Post* held their annual Christmas party Dec. 19, including a dinner, entertainment and dancing. Gifts were distributed. It was announced at the party that early next year the papers would be changed from seven to eight columns, standard size. L. E. Birely, president of the company, spoke.

Only cloud on the horizon just now is soft-coal smoke.—*Brooklyn Eagle.*

over 10,000 new prepaid subscriptions secured so far for The Cleveland Plain Dealer

And only the first period of the world's greatest circulation campaign is completed. With three more to come, you can estimate the great results we will obtain! The opening weeks of 1926 is the best time for you to secure a similar increase.

HOLLISTER'S Circulation Organization

'Phone, Wire, or Write, care of Cleveland Plain Dealer.

Not "How Many"—But "How Well"

For twenty-two years we have been conducting successful circulation building campaigns for newspapers in all sections of the United States.

All of our campaigns are under our personal supervision, with a thoroughly trained force in the field. This fact limits the number of papers we can serve, and guarantees the maximum of results in every case.

We make no effort to secure a large number of contracts—but concentrate our entire attention on a limited number each year.

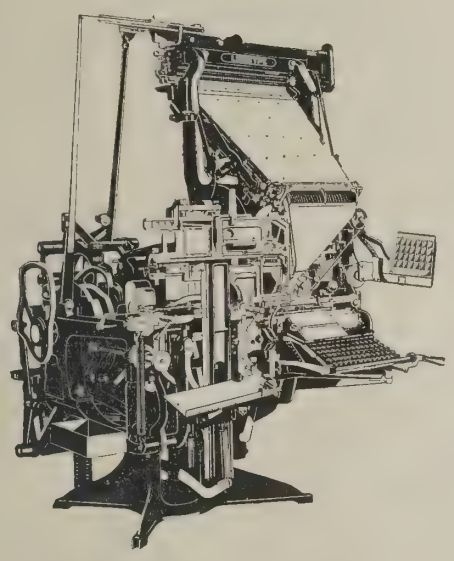
Not "HOW MANY"—but "HOW WELL"—is our motto

The Myers Circulation Company, Inc.

415 East Third St., Waterloo, Iowa

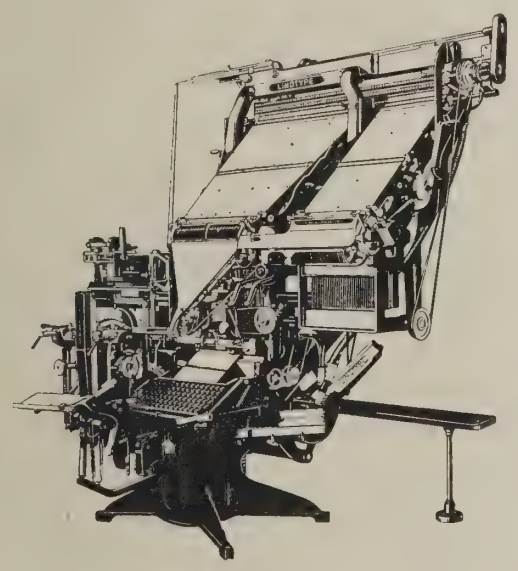
They Are Great Machines

These Continuous Composition Linotypes



MODEL 25

Two Standard Main Magazines
Interchangeable with Other Linotypes
Continuous Composition from Both Magazines



MODEL 26

Two Standard Main Magazines
Two Standard Auxiliary Magazines
Interchangeable with Other Linotypes
Continuous Composition from All Magazines
All Magazines Operated from One Power-driven Keyboard

[Can be supplied to cast either 30 or 42 pica maximum measure]

Let's let some users tell you what the Continuous Composition Models 25 and 26 Linotypes have done for them:

"Operators of Model 25 have materially increased their averages."

"More flexible than a type cabinet."

"Our news equipment is now made up of Model 25's only."

"A wonderful help in satisfying customers."

"Our labor expense is cut in half." (Referring to ad composition.)

"Producing type on both morning and afternoon editions on a basis of cost lower than any figure I have previously experienced."

"Actually cut our machine production cost nineteen per cent."

"Nothing will equal Model 26 for heads and straight matter."

TRADE LINOTYPE MARK

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World

530.26 1-F

Composed entirely on the LINOTYPE *in the Bodoni Series, with the exception of the hand-set title line*

WITH THE GENERAL ADVERTISERS

Woman Advertising Manager Seeks Customers' Views—Wheary Trunk Company Plans Six Newspaper Drives—Delco-Light Moves —Burgess 1926 Plans

WORKING behind counters in department stores with her position as advertising manager of one of the largest firms in the country carefully concealed, has been the experience the last several weeks of Miss Grace Walton. Miss Walton is advertising manager of the Julius Kayser Company, manufacturer of women's wear.



GRACE WALTON

"I was brought up to be a butterfly, but I flew," Miss Walton said during a visit in Kansas City, last week. "I surely believe in women in business. It is surprising the number of women who are advertising managers of department stores."

Miss Walton's first experience behind a counter was the result of a wager with an official of her company. So successful was that experience no selling campaign now is planned until after Miss Walton obtains behind-the-counter experience.

"We wish the customer's point of view in our campaigns," Miss Walton explained. "In selling behind the counter I find out whether a woman buys hose for color, quality or price."

Some of the things Miss Walton has learned from behind the counter:

Women buy for color more than they did six months ago.

Nude shades are "out."

Women don't darn hose any more.

Miss Walton's trip has taken her across Canada, down the Pacific coast, over the middle west and now she is headed for New York.

Six newspaper campaigns for 1926, to be placed by dealers in their local newspapers, are being prepared for the Wheary Trunk Company, Racine, Wis., by the William H. Rankin Company, New York, it was announced this week.

The year has been divided into different seasons considered best suited for special sales drives. In each of the six campaigns, there will be between 20 and 30 advertisements.

The company has 1,250 dealers in about 900 cities. The Wheary wardrobe trunk is considered an exclusive account business, that is, it is sold usually by only one dealer in a town, except in the metropolitan centers.

An annual sales convention was held by the company in Racine, Dec. 16. H. A. Groth of the William H. Rankin Company's Chicago office attended

Speakers pointed out that the Wheary Trunk Company is the only trunk concern in the United States which has used advertising continually since it was started in 1923 An unusually rapid sales growth has resulted. George H. Wheary is president of the firm.

The Burgess Battery Company, Madison, Wis., is planning the largest advertising campaign in its history for 1926, according to Duncan Keith, sales manager. Advertisements will appear in 1,815 newspapers in the United States.

Already space has been contracted for in newspapers in 14 states to reach the people in small towns and on the farms. The combined circulations of these newspapers alone is 1,343,827.

Aside from the extensive advertising schedule in the United States, a far-reaching campaign has been arranged for Canadian publications. Newspapers in Montreal, Ottawa, Windsor, Halifax, Hamilton, London St. John and Toronto will carry Burgess advertisements. Canadian magazines and trade papers will also be used by Burgess, giving a combined Canadian circulation for its advertisements of 1,165,000.

In carrying out the 1925-26 advertising campaign, the company has planned to reach the greatest number of people the greatest number of times consistently over a 12-month period.

Quaker Oats Company, Chicago has purchased the Aunt Jemima Mills, St. Joseph, Mo., but have announced that the Advertising accounts for 1926 will remain with the agencies that are now handling them, and that there will be no other changes in their advertising plans.

Formation of the Graybar Electric Company as successor to the supply department of the Western Electric Company, was announced in New York this week. Coincident with the announcement it was stated that the new company plans to expand its advertising program.

"This is the largest electrical distributing business in the world," the announcement read. "The Western Electric Supply Department last year used newspaper space extensively in cities where it had branch offices. The Graybar Electric Company will in 1926 be an even larger user of newspaper space in the 56 cities where its houses and branch offices are located."

Herbert Metz, advertising manager of the Western Electric, has been appointed advertising manager of the newly formed concern. He has been in the employ of the Western Electric Company for 12 years. He became advertising manager in 1923, when general offices for this department were opened in the Pershing Square Building, New York.

Dodge Brothers, Inc., shipments for 11 months amounted to 242,614 cars, compared with 211,669 cars in the same period last year, an increase of 14.6 per cent.

The Delco-Light Company, manufacturers of Frigidaire and other Delco-Light Products, will move their Company offices Jan. 1, from their present location at the Delco-Light plant on Taylor street, in Dayton, O., to the new Third National Building, which is just nearing completion in the heart of Dayton's downtown business district.

Three floors of this new building, the fourth, fifth, and sixth, will be occupied by the Delco-Light Company offices, and will accommodate between 300 and 400 office employes. The executive offices, occupied by E. G. Biechler, president and general manager of the Delco-Light Company, and his associates, also a good sized conference room, will occupy the sixth floor. The advertising and sales division will occupy the fifth floor, while the fourth floor will be given over to the accounting division, sales educational and mailing departments.

Arrangements have been made for the financing required to place "Coldak" a new electrical refrigerating machine on the market. The J. G. White Management Corporation, administrators of various public utility operations, will supervise manufacture and sale of the product.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by

THE DAILY ARGUS
of
Mount Vernon

THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.
Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

What
"FEG MURRAY
Says"
Will Make Your
Sports Sparkle!



FEG MURRAY

A Wise Crack Every Day
with
FEG MURRAY'S

Dashing Drawings and
Informative Dope

START THE YEAR RIGHT BY ORDERING NOW!

Metropolitan Newspaper Service

Maximilian Elser, Jr., General Manager
150 Nassau Street, New York City

Give the Reader
a Clean Sheet!

PITY the poor reader who strains his eyes in an effort to read a smudgy, poorly printed page. On him the best of news stories, features, editorials —yes, paid advertising, too—is lost. Give the reader a clean sheet.

The best of mechanical equipment in composing and stereotyping rooms is of no avail in producing a clean, well-printed sheet unless good metal is used. Give your men and your machines a chance to treat your readers right—give them good metal.

Wilke's Type Metals are alloyed in a modern plant under the supervision of expert chemists and metallurgists. They have set new standards of quality in type metals. The constantly growing list of regular users is the best testimony we can offer that Wilke's Type Metals will make good for you with your readers.

"Wilke's Type Metal Insurance Plan" is your protection against the deterioration of your supply of type metal.

Ask Us About It

METALS REFINING COMPANY
HAMMOND, INDIANA
WAREHOUSES IN ALL PRINCIPAL CITIES

For All Slug-Casting and Type-Casting Machines and Stereotyping

Automatic Felt Blankets

"QUALITY GOODS ONLY"

Repressed Felt Blankets

Patented March 11, 1919. No. 1,296,782.

The Automatic Blanket

Is All the Name Implies

IN GENERAL USE THROUGHOUT THE WORLD

The ultimate standard of Pressroom Efficiency has been reached with the Automatic Blanket, the blanket that will produce Magazine Printing from Stereotype Plates at high speed.

The Automatic Blanket is our regular Re-Pressed Felt Blanket, coated on one side with a soft, resilient surface coating, which is non-absorbent and which offers great resistance to wear.

It is ink, oil, and water proof, and its principal characteristic is that ink will not adhere to it. Its softness prevents any undue wear on the stereotype plates. It is as smooth as glass, giving a perfect printing surface, especially fine to bring out all the details in half-tones and the full effects from solids.

It saves 75% of the work necessary to get the presses ready to start.

It prevents injuries to pressmen by eliminating the necessity of passing the sheets so frequently through the press.

It eliminates all tension trouble, as variation of tension from loose to tight will not affect the draw of the sheet over the Automatic surface.

It will prevent 90% of the paper breaks between the cylinders.

After a break at the roll the Automatic surface will clean itself with but 25 to 30 spoiled papers.

It will not smut the sheet, whether your run is 1,000 or 100,000 per day.

It will save 50% of printed waste.

It will save 100% tympan cloth.

It will give 50% better printing.

It will increase press efficiency 25%.

It will save 10% of power.

It will print a blacker, cleaner paper.

WE ARE THE SOLE MANUFACTURERS

Carried in stock in all thicknesses and widths to fit any newspaper printing press in the World.

Write for samples

New England Newspaper Supply Company

WORCESTER, MASS., U. S. A.

Oil Proof Face Rubber Blankets

Cutting Rubbers and Press Tapes

PAPER MEN ASK PROBE OF CANADIAN EMBARGO

Manufacturers Committee Prepares Report Presented to House for Proposed Investigation—Claim Tax Threatened Newspaper Readers

A financial tax will be imposed on "every American who reads a newspaper, subscribes to a magazine, or buys a book," if a Canadian pulpwood embargo is passed, according to a committee representing the American pulp and paper manufacturers, which has submitted a report on the paper situation, calling for an investigation by the House of Representatives.

The report says:

"The so-called forest conservation campaign in Canada reveals a clever scheme fostered by Canadian paper manufacturers, who plan to cripple the industry in this country, seize control of the paper market and increase the cost to every user of the printed word in the United States."

It was declared in behalf of the American paper industry that if the Canadian Government acceded to the effort to stop the exportation of pulpwood, American paper mill operators would be forced to move their plants to Canada. The next step, it was asserted, would be an embargo on pulp, which would force the American manufacturers to make their paper in Canada."

The report of the American committee says that if the embargo becomes effective, "it will impose a financial tax on every American who reads a newspaper, subscribes to a magazine, or reads a book."

In arguing that the conservation plea is spurious, it is set forth in the report that 90 per cent of the timber in Canada is on crown lands, and that pulpwood from this source cannot be exported, but must be manufactured into pulp in Canada, leaving only 10 per cent available for direct export to the United States and which could be affected by an embargo. At present, it is asserted, only 10 per cent of Canadian forest consumption is for commercial purposes, with the other 90 per cent consumed by fire and other destructive agencies. Besides, it is argued, if the American pulp mills were forced to move to Canada it would not reduce the timber consumption, and so the conservation plea fails.

The claim is made that the real reason this movement has been started is to force all pulp and paper manufacturers into Canada and give the Canadians control of the market by laying export tax or declaring an embargo.

Methods of retaliation suggested with regard to rubber and coffee are now advanced as to the proposed embargo of Canada on pulpwood. Those interested, the report says, have been considering methods by which Canada may be made to see that an embargo on one of the great necessities of this country would provoke similar action by the United States, and a commercial war would ensue which would be detrimental to both countries and help no one, not even the Canadian pulpwood manufacturers, for in the end they would be compelled to suffer defeat with losses.

The report of the committee asserts that America is not wholly dependent upon Canada for pulpwood, and in case the embargo is declared the mills here will not shut down. The prices to consumers will be higher, but supplies will be obtained from other countries. But the manufacturers are doing their utmost to obviate a commercial war, it is declared, and they may seek the intervention of the United States Government in an effort to prevent the embargo being declared.

NEWSPRINT MILL OPENS AT THREE RIVERS

Wayagamack, Ltd., Plant in Canada Produces 200 Tons Daily—First Carload Shipped Last Week —Construction Rushed

The new plant of the Wayagamack Pulp and Paper Company, Ltd., Three Rivers, Quebec, has started operation. Formal opening was held Dec. 18, before a party of directors, bankers, brokers and newspaper men.

In less than a year from the company's decision on the final details of the project, the first carload of the product was shsipped on Dec. 16. Since the first of the year not only has the construction and installation work been carried out but a market has been established for the product.

The new plant embodies the latest features of newsprint mill construction and equipment and the operations are co-ordinated with shipping facilities. The employes are now working in three shifts. The capacity of the mill is 200 tons of newsprint a day.

In the Summer of 1924 the Wayagamack Pulp and Paper Company, Ltd., decided to go into the newsprint business and for this purpose organized Wayagamack News, Ltd.

Through the British Trade Facilities Act Committee they obtained £425,000 on the condition that this money should be spent in buying in Britain the machinery and material for the plant.

The Wayagamack Pulp and Paper Company, Ltd., issued $1,500,000 6½ per cent five-year general mortgage and collateral trust gold bonds, which were underwritten by Messrs. Rene T. Leclerc, Inc.

The proceeds of these bonds were lent by Wayagamack Pulp and Paper Company, Ltd., to Wayagamack News, Ltd., against which they gave Wayagamack Pulp and Paper Company, Ltd., security of $1,500,000 6½ per cent fifteen-year second or general mortgage bonds.

The Wayagamack Pulp and Paper Company, Ltd., guarantees the British loan and undertakes to operate Wayagamack News, Ltd., for fifteen years.

FOR PROMPT SERVICE

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

They Say That the Best Way To Reach a Man's Heart Is Through His Stomach

Indiana

The Heart of the Country, Is an Important Factor in the Supply of Foodstuffs for the Inhabitants

Indiana produces at least twenty crops that are of great importance as nutriment. The leading, and most valuable, are corn and wheat.

Cattle, sheep and hogs are produced in millions and Indiana ranks high in the livestock industry. Dairying has been made profitable by large numbers of milch cows.

The revenue from the market demand for Indiana foodstuffs creates millions of dollars that are directed into this state and must again be converted into commodities for the comfort and convenience of the home folks.

A food market is a substantial market of steady merchandising and is an ideal territory for cultivation by National Advertising.

Distribute your merchandise in Indiana and create consumer demand by advertising in the daily newspapers.

		Circulation	Rate for 5,000 lines
*Columbus Republican	(E)	4,860	.03
†Connersville News-Examiner	(E)	4,557	.025
†Decatur Democrat	(E)	3,194	.025
*Fort Wayne Journal-Gazette	(M)	34,198	.08
*Fort Wayne Journal-Gazette	(S)	30,599	.08
*Fort Wayne News-Sentinel	(E)	42,168	.10
*Gary Evening Post-Tribune	(E)	15,019	.06
†Hammond Times	(E)	17,127	.06
†Huntington Press	(M & S)	3,836	.025
*Indianapolis News	(E)	125,827	.25
*Lafayette Journal & Courier	(M) 7,761 (E) 13,204	20,965	.06
†La Porte Herald-Argus	(E)	6,560	.035
†Shelbyville Democrat	(E)	4,012	.025
*South Bend News-Times	(M) 9,634 (E) 15,671	25,305	.07
*South Bend News-Times	(S)	23,249	.07
South Bend Tribune	(S) 19,735 (E)	20,697	.06
*Terre Haute Tribune	(E & S)	22,784	.06

*A. B. C. Publishers' Statement, Oct. 1, 1925.
†Government Statement, Oct. 1, 1925.

Speed Up Trade in PENNSYLVANIA By State Wide Advertising

Under the auspices of the Chamber of Commerce of the United States, the National Distribution Conference appointed a committee on methods of distribution to study marketing conditions.

The committee reported that the middleman system of marketing has developed, for the simple reason that middlemen are able to perform the marketing functions in the most economical and effective manner. They acquire skill in performing through specialization.

The middleman and the branch manager, acting for the manufacturer selling directly to retailer, specialize in the performance of marketing functions.

The chain store was characterized as one of the most important developments that has taken place in the field of marketing. It is considered an important influence today in reducing marketing costs and in changing methods of distribution.

Concurrently with territorial distribution of merchandise, the consumer must be advised that the authorized dealer has stocked the goods.

The success of your advertising campaign depends on the ability of your distributer to stock the dealer and the dealer to move the goods.

Public demand must be created by advertising. Newspaper advertising can be confined to any given territory and will cover that territory thoroughly.

Use These Daily Newspapers in the State of Pennsylvania

	Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	30,274	.10	.10
*Allentown Call .....(S)	21,285	.10	.10
†Beaver Falls Tribune .....(E)	6,183	.03	.03
†Bloomsburg Press.....(M)	7,535	.04	.04
†Chester Times .....(E)	17,827	.06	.06
†Coatesville Record .....(E)	6,716	.04	.05
*Connellsville Courier .....(E)	5,801	.02	.02
*Easton Express .....(E)	23,668	.08	.08
*Erie Times .....(E)	28,026	.08	.08
Harrisburg Telegraph .....(E)	40,022	.095	.095
†Hazleton Plain Speaker....(E) / †Hazleton Standard-Sentinel.(M)	19,721	.07	.06
*Mount Carmel Item.....(E)	4,343	.0285	.0285
*Oil City Derrick .....(M)	7,379	.035	.035
†Scranton Times .....(E)	43,495	.12	.11
*Sharon Herald .....(E)	7,031	.0357	.0357
†Stroudsburg Record (E) Press...(M)	7,401	.045	.045
*Sunbury Daily Item .....(E)	4,958	.0285	.0215
*Warren Times-Mirror.....(E&M)	8,780	.0428	.0428
*Washington Observer and Reporter .....(M&E)	16,861	.06	.06
†West Chester Local News.....(E)	11,720	.04	.04
†Wilkes-Barre Times-Leader .....(E)	24,841	.08	.06
†Williamsport Sun .....(E)	20,203	.07	.07
†York Dispatch .....(E)	19,197	.05	.05

*A. B. C. Publishers' Statement, Sept. 30, 1925.

†Government Statement, Sept. 30, 1925.



Our Own World of Letters

By JAMES MELVIN LEE

THE latest book on reporting is "News and Newswriting" (The Home Correspondence School, Springfield, Massachusetts) by Robert Wilson Neal who will be remembered as the author of "Editorials and Editorial Writing," (same publisher). Maurice W. Dickey, managing editor of the *Springfield* (Mass.) *Union,* is the author of the opening chapter, "Making the Daily Paper"—an account of newspaper organization and routine. More extensive comment will be made in this department in a later issue.

* * *

NEWSPAPER publishers who are interested in books relating to foreign journalism should be sure to get "Un An de Journalisme en Pays Occupe" (One Year of Journalism in an Occupied Country). This volume is a collection of articles which appeared in *La Gazette des Ardennes* from Nov. 1, 1914-Oct. 31, 1915 and which dealt directly with the censorship of the press and the limitations imposed upon newspapers by army restrictions.

* * *

BRIEF mention has been made in "Our Own World of Letters" of the series of articles which Don C Seitz is going to contribute to *The Outlook* during the coming year and which graphically portray how American newspapers look to Mr. Seitz. In this series he will discuss the place of journalism in American democracy. He will tell something of the influence of commercialism in the press. He will stress the rise of the rewrite men and the decline of the reporter. And with a trenchant pen he will write about the use and abuse of syndicated features.

Attention will be paid to papers—past and present. The accounts of the so-called giants of yesterday will abound in pertinent anecdotes. The tabloid press both in England and in America will be covered. Evidently Mr. Seitz has but little use for tabloids.

One of the best articles of the series is that dealing with the country newspaper—or the community newspaper, as it is sometimes called. Of this type there are something like 20,000 in the United States. In this article Mr. Seitz speaks about the unresponsiveness of rural subscribers.

With a picric pen he writes about publicity agents. To Mr. Seitz they are parasites—"bee moths in the hive of the American press."

But why spoil the perusal of the series with too many tips about the contents? The articles will of course be noticed somewhat in detail when they appear from time to time in the columns of The Outlook.

* * *

FOUR sections and an appendix comprise "How Advertisements Are Built" (D. Appleton & Co.) by Gilbert P. Farrar. The keynote of the volume is how advertisements are arranged and put together. In addition, there are comments on the why of the arrangements.

Section I answers the question, "Why is it a good advertisement?" It suggests standards for judging advertising and stresses two basic principles—expression and impression.

In section II the assertion is made that there are five things which an advertisement can and ought to do regardless of the length of message or the size of space. An advertisement should attract attention, create interest, arouse desire, develop conviction, and then produce action. A chapter is devoted to each one of these five things.

In a similar way the third section lists the five units that make up an impression—size, borders, pictures, text, and trade mark. Again each one of these five units has a chapter. The chapter on pictures is one of the best in the volume.

The fourth section, "Buiding the Advertisement," concerns itself chiefly with lay-outs, the functions of which are to show a prospective advertiser what the advertisement will look like when finished and to act as a chart for the compositor who puts the cuts, borders, type, etc. into position.

The appendix entitled "Addenda" takes up department store advertisements and "Teaser" advertisements. In the latter type a warning is sounded that one ought not to go too far with a trick.

"It is hard," says the author, "to tell what will hapen when you get away from standard principles of advertisement construction."

The absence of an index detracts from the volume as a handbook. Illustrations, on the other hand, make up one of the most valuable features of the volume. But the comments underneath are too meagre and jejune.

* * *

CHARLES B. DRISCOLL, formerly editor of the *Wichita* (Kan.) *Eagle* is the author of "A Disillusioned Reformer Faces Forty" in *McNaught's Monthly* for January. In brief it is the confession of a Discouraged Liberal who after years of newspaper writing and editing is of the opinion that there is little or nothing in the pursuit of idealism.

The editor of McNaught's evidently dose not share this view for in a note he remarks that even if liberals are having "a dull time of it in these mild and placid days of good King Calvin there will be some day new battles to fight and a need for liberals."

* * *

DAVID S. BARRY, formerly Washington correspondent of the *New York Sun* and the *Providence Journal* has published through Little, Brown & Co., of Boston "Forty Years in Washington." The book covers the administrations from Hayes to Harding. It is an interesting chat about Washington notables during the period indicated.

* * *

TO be noted later at greater length is "The Life and Letters of W. T. Stead" (Houghton Mifflin Company) edited by Frederick White and published in two volumes. Mr. Stead was for many years editor of the *London Review of Reviews.*

* * *

GRANT MILNOR HYDE, associate professor of journalism at the University of Wisconsin, has just brought out a new edition of "Newspaper Editing" (D. Appleton & Co.)—a manual for editors, copyreaders, and students of newspaper desk work. The first edition was one of the earliest in the field and has stood the test of use both in the class room and in the city room. It did, however, lack certain details in copy reading and headline writing. This deficiency, however, has been met in the revised edition through the insertion of new material.

The book has been made more usable in the class room by means of class exercises appended to each chapter.

Most of the volume is devoted to the part played by the copyreader in newspaper production. Separate chapters take up such subjects as proof reading, headline writing, copy reading, and newspaper make-up. Other chapters deal with syndicate and association material, rewrite stories, and printing processes.

The appendices are three in number. The first lists the significant dates in the history of printing and the development of the newspaper. Unfortunately, it is marred by numerous sins both of omission and commission. Certainly the sins of commission should have been corrected in the revised edition.

The second appendix prints a typical style sheet drawn up by the instructors in the school of Journalism of the University of Wisconsin in co-operation with the newspapers of Madison. It is one of the best style sheets I have seen because it reflects rather accurately the tendencies of the best newspapers today. For accuracy it suggests the following rules:

Remember that the truth and nothing but the truth, interestingly presented, makes the best news story.

Don't try to make cleverness a substitute for truth.

Don't forget that faking is lying.

Realize that every mistake you make hurts some one.

Remember that what you write for newspaper publication is read by thousands and helps to influence public opinion.

Be especially careful about names, initials and addresses.

Get all the news; don't stop with half of it.

Don't give rumors as facts.

Be fair and unbiased; give both sides of the case.

Don't misrepresent by playing up a statement that, taken from its context, is misleading.

Don't make the necessity for speed an excuse for carelessness and inaccuracy.

Appendix III lists some of the more important books on journalism. Under the head of "Histories of American Newspapers" one notices several omissions—especially that interesting volume about the *Springfield* (Mass.) *Republican* from the pen of Richard Hooker. Certainly that volume should have been included. Another noticeable omission is found under the head "Collections of Editorials" where no mention is made of the recent volumes in which have been gathered together the editorials of Arthur Brisbane.

Other books written by Professor Hyde are: "Newspaper Reporting and Correspondence," "Handbook For Newspaper Workers," "A Course In Journalistic Writing."

"Charity Newsies" Raise $13,000

Charity Newsies at Columbus, O., raised more than $13,000 in the sale of a charity newspaper on the streets of that city last Saturday. More than 80 former newsies sold the papers.

Tennessee "Cleans Up" Billboards

The Tennessee State Highway Department has begun a state-wide "clean-up" campaign to remove and destroy all billboards, signs and posters.

WHAT fills the gap between spot news and time copy ?

The live news-feautre series of

CURRENTS NEWS EEATURES, INC.

Star Bldg.
WASHINGTON, D. C.

A Satisfied Ludlow User Speaks Up

MR. B. H. Peace, Manager, Greenville, (S. C.) News says: "We are more than pleased with our Ludlow and are working it to capacity almost daily. It has enabled us to dress up our paper and improve its appearance more than anything we have ever used."

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago
San Francisco—New York
Atlanta—Boston
LUDLOW QUALITY COMPOSITION

Ra-de-o Doll

Patents Pending



Ra-de-o Doll is made exclusively for publishers to use for increasing circulation. Will be sold only to one publisher in each city. It will not be sold to department or other stores. It will receive messages up to 60 miles from broadcasting station.

Ra-de-o Doll without ear phone or overhead wire $3.00 each. With ear phone and overhead wire complete $5.00 each.

Made and sold only by

FERNSTROM COMPANY,

807 Hearst Building San Francisco, Calif.

TELLING MORE IN CLASSIFIED COLUMNS MEANS GREATER RESULTS

THE *Chicago Tribune's* "Tell More" campaign for classified advertisers to show that better results follow greater usage was described recently for the Indianapolis Real Estate Board by W. E. Macfarlane, Tribune classified advertising manager.

His remarks, in part, follow:

"Keep this thought in mind—you expect your want ad, costing a few dollars, to sell a piece of real estate valued in the thousands. A want ad is a little thing, but its smallness does not mean that it can be written without proportion to the care with which you have written them. Is it not worth a few minutes of your time to see that your ad is properly equipped to accomplish its purpose? You cannot expect a carelessly worded ad to command the interest of your potential prospects. Put your best sales arguments into your sales message—form a word picture of your property and you will get the attention of prospects who are ready and eager to buy.

"Our experience with the 'Tell More' theory was very gratifying to us and to thousands of our advertisers. However, last year we were approached by a professor of psychology at Northwestern University who submitted a plan for scientific test of our theory. He claimed that because the advertisement which failed in our 'Tell More' example, and the advertisement which succeeded were not published on the same date, the results accomplished for our advertisers did not constitute a scientific endorsement of the 'Tell More' theory. We agree to accept any test he wished to make, and he submitted a plan of inserting four advertisements in each of four classifications in the Sunday Tribune. He was to write the advertisements, which would be graduated in sizes from two to nine or ten lines, using box number addresses and holding the call tickets himself. We used the classifications of 'Situations Wanted,' 'For Sale—Houses,' 'For Sale—Household Goods,' 'For Sale—Automobiles.' At the same time we felt that market conditions were not particularly favorable for those classifications. In three out of four classifications (the exception being Situations Wanted), the two and three-line advertisements brought no returns whatever. But none of the other advertisements, ranging from four to nine lines, failed to bring results. And in each instance but one that exception again being in Situations Wanted), the larger advertisement brought more results than the advertisement next under in size.

"While the theory which I expound is adaptable to all classifications of Want Advertising, I know that you are only interested in its application to real estate advertising. I am, therefore, submitting briefly as possible, the four real estate advertisements written for the test to which I referred, showing their variations in the sales appeal, and the results as tabulated by the professor.

FOR SALE—MODERN 6 ROOM HOUSE. $6,500. Address A. H., 227 Tribune.

"This 2-line Want Ad produced no replies whatever. Cost in Sunday Tribune $2.00.

FOR SALE—MODERN 6 ROOM HOUSE. Brick, good location; terms; $16,500. Address J. C., 307 Tribune.

"This 3-line Want Ad produced no replies whatever. Cost in Sunday Tribune $3.00.

FOR SALE—OLD ENGLISH STYLE SIX room; large living room with fireplace; breakfast room; 3 bedrooms newly decorated; fine fixtures; good transportation and schools; $16,250. Reasonable terms. Address A. A., 458 Tribune.

"This want Ad, only 7 lines in length, produced three good inquiries. Cost in Sunday Tribune $7.00; cost per inquiry, $2.33.

FOR SALE—MODERN BRICK HOUSE, SIX rooms, 2 large porches, living room 15x20; master bedroom 12x18, central hallway, hardwood floors, finished in ivory enamel, built only two years ago, oil burner, wooded lot, 50x125; shrubbery and flowers; near steam and "L," close to shopping district; $16,500. Address B. M., 334 Tribune.

"This 8-line Want Ad, although only one line greater in length, produced five good inquiries. Cost in Sunday Tribune $8.00; cost per inquiry, $1.60.

SUMMARY OF RESULTS

Lines	No. of answers	Percentage of total answers	Efficiency per line	Cost per inquiry
2	0	0 %	0%	Cost too much
3	0	0 %	0%	Cost too much
7	3	37½%	100%	$2.33
8	5	62½%	145%	$1.60

"Looking on the same scene, psychologists claim, no two people will see exactly the same images in the same relative perspective. We all see through different eyes, and for that reason no two people will construct an advertisement including the same detail in the same relative importance. It is a matter of paramount importance to a real estate dealer or realty firm that he or a representative shall have eyes which observe interesting detail and features in a property, so that in the preparation of the printed sales message he may match his description to the inquiry already in the reader's mind. Greater returns from newspaper advertising will be the result."

14 STRENUOUS YEARS

Milwaukee Socialist Daily Recalls Trials on Anniversary

The *Milwaukee* (Wis.) *Leader,* Socialist daily recently celebrated its 14th anniversary.

An editorial summarizing its experience said:

"Fourteen years ago today the first copy of the Milwaukee Leader was printed.

"It was a bold effort on the part of the useful workers of this city to start a daily paper of their own to fight the powers of inertia, corruption, and reaction. They had the grit and the determination—and they have seen it through. This paper is the ocular proof of that.

"Yet these 14 years have been strenuous. At first there were years of gaining a foothold. Just when it was gained the war came along, with its persecution. Many thousands of outside subscribers were cut off at one stroke by a despotic ruling of the postoffice department. The editor (Victor L. Berger) was indicted, the paper itself was indicted, and the office was raided by federal sleuths bent on "making the world safe for democracy" by destroying the only paper in these parts which was upholding democracy.

"The loyal readers of the Leader stood like a stone wall against the destructive powers. The paper told the truth about the war, while the war was going on. . . . The Milwaukee Leader enters upon its fifteenth year battle-scarred but stronger than ever before."

The DES MOINES CAPITAL

Completely covers Des Moines' entire trade territory for you at a rate of 14c per line.

It is the best Advertising buy in the mid-west.

O'Mara & Ormsbee
Special Representatives

The DES MOINES CAPITAL
Lafayette Young
Publisher

AN IDEA THAT SOLD

Paducah Real Estate Men Welcome Co-operative Campaign

The *Paducah* (Ky.) *News-Democrat* recently completed a co-operative campaign for local real estate dealers designed to elevate the profession and warn the public against doing business with other than bona fide dealers.

Ninety per cent of the local dealers shared the expense of the newspaper space, although no signatures were carried, according to W. H. Lackey, advertising manager of the News-Democrat, who prepared and sold the campaign.

"Consult a Bona Fide Real Estate Dealer Before You Buy or Sell" was the slogan stressed in all copy. Purchased space totaled 1,325 inches.

The idea has been copyrighted.

Lovering Joins Business Staff

F. J. Lovering of the reportorial staff, is now an advertising solicitor for the *Chicago Daily Journal.* He was in the limelight recently in an exposé of lax administration of the Cook county jail at Chicago and but recently was discharged from a hospital, where he was confined by a broken nose sustained in a conflict with a bootlegger during an interview in the jail.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, 2929 Northwestern Ave., Detroit, Mich.

NO CHARGE TO EMPLOYERS.

The Biggest Half of Baltimore

is covered by the combination of The Baltimore News and Baltimore American with a small factor of duplication and rapidly growing circulation. You can either buy these papers separately or in combination.

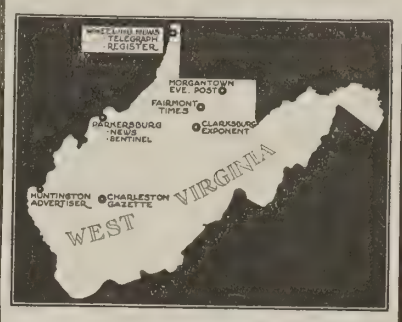
The other Baltimore combination admits an 80% duplication and sells in combination only, which means less readers for more money.

THE BALTIMORE NEWS
and
Baltimore American

PAYNE, BURNS & SMITH CO.,
Eastern Representative.

Western Representative.
G. LOGAN PAYNE CO.,

Imperial's Map of West Virginia



ON the map of West Virginia shown above are the names of ten newspapers in seven cities, all of which selected the Imperial Plus Metal Plan as a means of keeping their metal in trim.

Why did the publishers of these papers select Imperial? Here's the answer. They knew that a reliable systematic plan of keeping metal fit, thus adding years of working life, was far more economical than letting the metal get out of balance and thus having to doctor it or replace it frequently with an entire new supply.

The growth of the list of Plus Plan users has been astonishing. The three Imperial Plants, located in Pennsylvania, Ohio and Illinois, are now serving thousands of Newspapers under the Plus Plan. Couple this with the fact that the Plus Plan is but a few years old and you can see that this popular plan has won its place in the Newspaper world through sheer merit.

Have you had the Plus Plan explained to you in detail? If not, be sure to see the Imperial Representative when next he calls.

Imperial METAL

Linotype—Monotype—Intertype
Stereotype
Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

Philadelphia—Cleveland—New York—Chicago



BEST BY ACID TEST

ADVERTISING WILL BUILD NEW BANK BUSINESS

Cleveland Executive Says Newspaper to Draw Public Attention to Banks Services — Advises Personal Follow-Up

"New Business—How to Get It," was discussed by Allen B. Cook, assistant vice-president of the Guardian Trust Company, Cleveland, O., in an address before the Mid-Continent Fiduciary Conference of the American Bankers' Association at St. Louis, Dec. 11.

He stressed advertising as an efficient method, saying:

"The best method of attracting public interest to the service of the Trust Department involves a complete advertising campaign, consisting of from four to six advertisements in local newspapers, referring to a booklet which is being distributed, either generally or on request, such advertisements to be followed by letters amplifying the newspaper copy. We usually limit our mailing to not more than four letters, which are sent out 30 days apart. It is also our practice to run the four or more advertisements not more than two weeks apart, and preferably in consecutive weeks.

"While newspapers and other advertising mediums do part of the job of seeking new business, the chief function of such advertising, as we see it, is to prepare the ground for the solicitor to call in person during the six months' period which such campaigns usually cover. Naturally the replies received to our letters, and the requests which come in for the booklets form the basis of the first calls which are made, after which the balance of the persons, whose names appear on the trust list, are seen.

"In Cleveland, the advertising of Trust Companies is entirely individual and not co-operative. In our own market, at least, such co-operative efforts are not practicable, due to the fact that bank advertising originated here about thirty years ago. We feel that isolated booklets, which are not backed up by newspaper campaigns, proper mailings, and personal solicitation are a waste of money. This is of course purely an individual opinion. The local newspapers and class publications, such as club magazines, are valuable in that they reach the type of person most likely to use the services of the Trust Department.

"National advertising is at best only general publicity for the bank, and seldom results in a sale of banking or trust service to the reader. We do not feel that outdoor bulletin boards or street car cards should be departmentalized, but should call attention to the bank as a whole.

"Wherever possible, in our advertising copy we describe actual incidents, showing what we have done for our customers. While it is necessary to use fictional names and settings for such human-interest stories, we have found them to be very effective."

ENDOWS SCHOLARSHIP

Late Columbia Tecaher Leaves Pulitzer Prize Money to Students

The Katherine MacMahon Scholarship has been established in the School of Journalism of Columbia University in memory of the late Katherine MacMahon, student and teacher in the School.

"Before her death a year ago," the announcement by Director John W. Cunliffe said, "Miss MacMahon made provision to transfer to the School of Journalism the $1,500 which she received as holder of the Pulitzer Travelling Scholarship in 1920-1921."

The interest is immediately available for an annual scholarship of $75 awarded by the Faculty to a member of the senior class.

Leif Eid of Washington, D. C., a member of the last class Miss MacMahon taught, has been selected as the scholarship winner.

British Publisher Aids University

An unconditional gift of £100,000 to Birmingham University has been made by Sir Charles Hyde, proprietor of the *Birmingham* (England) *Post*. This is the most recent of a long list of benefactions by Sir Charles, who at the conclusion of the war gave £5,000 to the Lord Mayor of Birmingham as a thank-offering for the benefit of ex-soldiers. Sir Charles Hyde is a well-known race-horse owner, and was created a baronet in 1922.

ASKS FAIR PLAY

Miami Advertising Club Resents "Hammer" Attacks

Complaining that advertisers in other states are attacking Florida in advertisements, the Advertising Club of Miami, Fla., has passed a resolution asking the Associated Advertising Clubs of the World to use its efforts in "cutting out the hammer."

The resolution follows:

"Whereas, the state of Florida, both as an economic and health center, has been revealed to the people of this country by advertising, and,

"Whereas, the advertising in this center may have been injured by false and exaggerated claims made by unthinking or unscrupulous advertisers, and,

"Whereas, the Miami Advertising Club, in order to protect, foster and develop advertising, was the principal factor in establishing a Better Business Bureau and the promulgation for this center of an ethical standard for advertising, the cardinal principle of which was based on the ethical standard promulgated by the Associated Advertising Clubs of the World, which demands from advertisers a just respect for competitors and established institutions, therefore,

"Be it resolved, that the Miami Advertising Club respectfully petitions the Associated Advertising Clubs of the World to take similar steps to protect and foster advertising by calling upon the organized advertisers to lend their efforts to a movement to prevent the use of advertising for the purpose of attacks against the state of Florida, which lower the dignity and power of the printed word and bring advertising, which is such an important factor in modern industrial life, into disrepute."

Fraud Ad Solicitor Sentenced

Convicted of the charge of using the mails to defraud, Allen L. Rosenthal, alias, A. D. Roberts, was refused a new trial by Judge F. M. Schoonmaker, of the United States District Court at Pittsburgh, Pa. and sentenced to serve one year and a day in the Atlanta penitentiary. Rosenthal solicited, it is said, advertisements for a Masonic directory, and it was alleged that he did not fulfill his contracts and kept the money he collected for his own use.

CLINE SYSTEM
CLINE ELECTRIC MFG. CO. CHICAGO
QUALITY SAME SERVICE SAME
CLINE WESTINGHOUSE

Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

Johnstown Tribune
Johnstown, Pa.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

Center of Agriculture
ILLINOIS
Is Great Home State

Illinois, twenty-third state in area, is third in population with 6,500,000 people. Only one state surpassed Illinois in total value of its farm crops in 1924, put at $554,000,000 by the U. S. Department of Agriculture.

Illinois stands first in agricultural commerce and is the center of agricultural commerce of the United States.

Only one state produced more corn. Illinois' corn for the year was 219,000,000 bushels. Only one state produced more wheat. Illinois' wheat ran 59,000,000 bushels. Only three states exceeded it in cattle; only two in horses and mules, only one in hogs. Illinois stood first in farm tractors, 2,750 ahead of its nearest rival. Only four states have more automobiles and only three more trucks.

Agricultural wealth is the most substantial indication of purchasing power to the manufacturer of products for home consumption. Newspaper circulation covers this important market. Newspapers are received in every home. On an average, every newspaper delivered into the Illinois homes is read by four persons.

This list of Illinois newspapers thoroughly covers the State

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
*Aurora Beacon-News	(E)	18,075	.06	.06
††Chicago Herald & Examiner	(M)	349,209	.55	.55
††Chicago Herald & Examiner	(S)	1,050,373	1.10	1.10
Chicago Daily Journal	(E)	123,293	.26	.24
*Evanston News Index	(E)	6,608	.04	.04
*Freeport Journal-Standard	(E)	9,053	.045	.045
*Joliet Herald News	(E)	18,924	.06	.06
*La Salle Tribune	(E)	3,629	.025	.025
*Mattoon Journal Gazette	(E)	5,470	.03	.03
*Moline Dispatch	(E)	11,193	.045	.045
*Monmouth Daily Review Atlas	(E)	5,162	.035	.035
*Ottawa Republican Times	(E)	5,420	.03	.03
*Peoria Star (S) 23,021	(E)	30,269	.075	.06
†Rock Island Argus	(E)	11,248	.045	.045

*A. B. C. Statement, September 30, 1925
†Government Statement, March 31, 1925
††Government Statement, September 30, 1925

Part of the Equipment of Every Advertising Agency and National Advertiser

EDITOR & PUBLISHER International Year Book Number

It would mean much to a publisher and his newspaper to be considered part of the equipment of a National Advertiser and Advertising Agency.

Newspapers *can become part of the equipment* of every Advertising Agency and National Advertiser through the use of page announcement in Editor & Publisher International Year Book Number.

Newspaper publishers who have been represented in this unrivalled advertising medium realize that the International Year Book has become firmly established and they are again reserving space in the 1926 edition. They are convinced of its great value to them in increasing their business.

BECOME A PART OF THE EQUIPMENT OF ALL NATIONAL ADVERTISERS AND ADVERTISING AGENCIES.

Reserve Space Now

FORMS CLOSE JAN. 15, 1926

EDITOR & PUBLISHER
1700 Times Building
Broadway at 42d Street
New York, N. Y.

BATTERY FIRM PRINTS WEEKLY HOUSE ORGAN IN LOCAL NEWSPAPERS

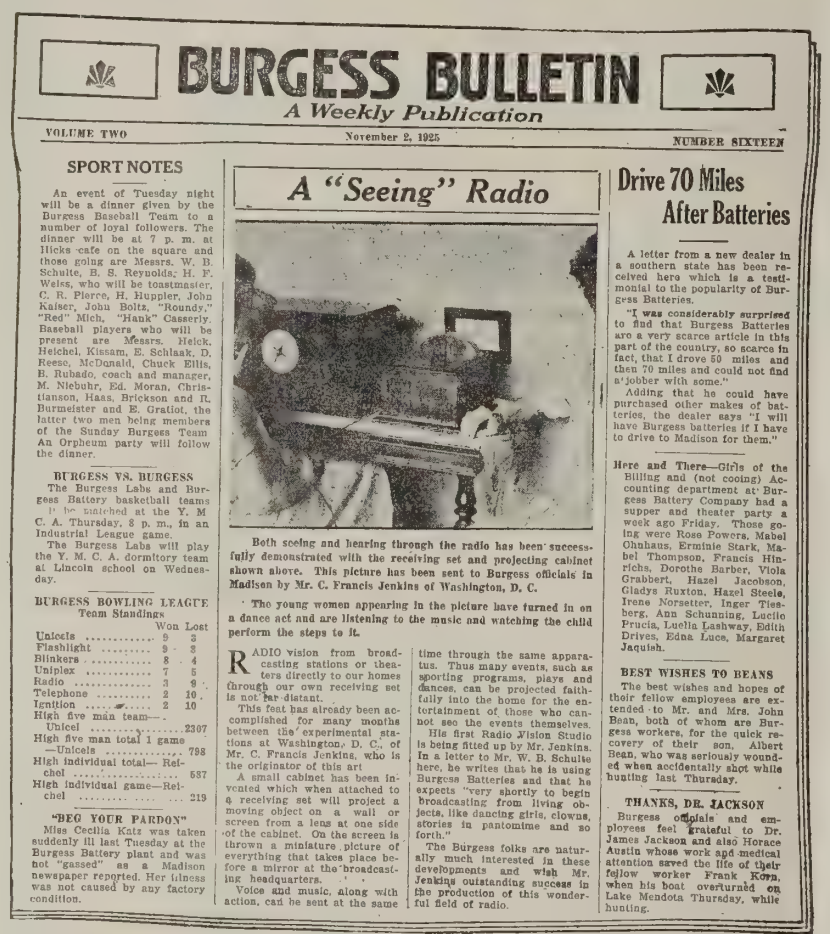
"Burgess Bulletin" at Madison, Wis., Serves Dual Purpose of Advertisement and Employees' Paper—Company Pleased with Results

By F. L. RUMMEL

USUALLY the manufacturing concern dependent to a large extent on its workers for a quality product spends its money and much of its employees' time in having a house-organ issued monthly or less frequent periods.

In style it is strictly journalistic. An experienced newspaper man writes the copy and headlines and superintends the make-up.

For the benefit of its employees at least one-half of the space of each issue is



BURGESS BULLETIN

A Weekly Publication

VOLUME TWO — November 2, 1925 — NUMBER SIXTEEN

SPORT NOTES

An event of Tuesday night will be a dinner given by the Burgess Baseball Team to a number of loyal followers. The dinner will be at 7 p. m. at Hicks cafe on the square and those going are Messrs. W. B. Schulte, B. S. Reynolds; H. F. Weiss, who will be toastmaster, C. R. Pierce, H. Huppler, John Kaiser, John Boltz, "Roundy," "Red" Mich, "Hank" Casserly. Baseball players who will be present are Messrs. Heick, Heichel, Kissam, E. Schlaak, D. Reese, McDonald, Chuck Ellis, B. Rubado, coach and manager, M. Niebuhr, Ed. Moran, Christianson, Haas, Brickson and R. Burmeister and E. Gratiot, the latter two men being members of the Sunday Burgess Team An Orpheum party will follow the dinner.

BURGESS VS. BURGESS

The Burgess Labs and Burgess Battery basketball teams will be matched at the Y. M C. A. Thursday, 8 p. m., in an Industrial League game.

The Burgess Labs will play the Y. M. C. A. dormitory team at Lincoln school on Wednesday.

BURGESS BOWLING LEAGUE
Team Standings

	Won	Lost
Unicels	9	3
Flashlight	9	3
Blinkers	8	4
Uniplex	7	5
Radio	3	9
Telephone	2	10
Ignition	2	10

High five man team—Unicel 2307
High five man total 1 game—Unicels 798
High individual total—Reichel 587
High individual game—Reichel 219

"BEG YOUR PARDON"

Miss Cecilia Katz was taken suddenly ill last Tuesday at the Burgess Battery plant and was not "gassed" as a Madison newspaper reported. Her illness was not caused by any factory condition.

A "Seeing" Radio

Both seeing and hearing through the radio has been successfully demonstrated with the receiving set and projecting cabinet shown above. This picture has been sent to Burgess officials in Madison by Mr. C. Francis Jenkins of Washington, D. C.

The young women appearing in the picture have turned in on a dance act and are listening to the music and watching the child perform the steps to it.

RADIO vision from broadcasting stations or theaters directly to our homes through our own receiving set is not far distant.

This feat has already been accomplished for many months between the experimental stations at Washington, D. C., of Mr. C. Francis Jenkins, who is the originator of this art

A small cabinet has been invented which when attached to a receiving set will project a moving object on a wall or screen from a lens at one side of the cabinet. On the screen is thrown a miniature picture of everything that takes place before a mirror at the broadcasting headquarters.

Voice and music, along with action, can be sent at the same time through the same apparatus. Thus many events, such as sporting programs, plays and dances, can be projected faithfully into the home for the entertainment of those who cannot see the events themselves.

His first Radio Vision Studio is being fitted up by Mr. Jenkins. In a letter to Mr. W. B. Schulte here, he writes that he is using Burgess Batteries and that he expects "very shortly to begin broadcasting from living objects, like dancing girls, clowns, stories in pantomime and so forth."

The Burgess folks are naturally much interested in these developments and wish Mr. Jenkins outstanding success in the production of this wonderful field of radio.

Drive 70 Miles After Batteries

A letter from a new dealer in a southern state has been received here which is a testimonial to the popularity of Burgess Batteries.

"I was considerably surprised to find that Burgess Batteries are a very scarce article in this part of the country, so scarce in fact, that I drove 50 miles and then 70 miles and could not find a jobber with some."

Adding that he could have purchased other makes of batteries, the dealer says "I will have Burgess batteries if I have to drive to Madison for them."

Here and There—Girls of the Billing and (not cooing) Accounting department at Burgess Battery Company had a supper and theater party a week ago Friday. Those going were Rose Powers, Mabel Ohnhaus, Erminie Stark, Mabel Thompson, Francis Hinrichs, Dorothe Barber, Viola Grabbert, Hazel Jacobson, Gladys Ruxton, Hazel Steele, Irene Norsetter, Inger Tiesberg, Ann Schunning, Lucile Prucia, Luella Lashway, Edith Drives, Edna Luce, Margaret Jaquish.

BEST WISHES TO BEANS

The best wishes and hopes of their fellow employees are extended to Mr. and Mrs. John Bean, both of whom are Burgess workers, for the quick recovery of their son, Albert Bean, who was seriously wounded when accidentally shot while hunting last Thursday.

THANKS, DR. JACKSON

Burgess officials and employees feel grateful to Dr. James Jackson and also Horace Austin whose work and medical attention saved the life of their fellow worker Frank Korn, when his boat overturned on Lake Mendota Thursday, while hunting.

Showing make-up and news in Burgess *Bulletin*

Such institutional news as the house-organ contains is moreover, generally read only by its employees.

How to get its institutional news across to the public at large and at the same time give its staff a house-organ has been aptly solved by the Burgess Battery Company.

For the past year the Burgess organization at Madison., Wis., including its main manufacturing plants and laboratories, has been issuing the "Burgess Bulletin."

The "Bulletin" is a 4-column replica of a newspaper and it appears weekly in the two newspapers at Madison, both of which have extensive city and state circulations.

Its purpose is "to present information of interest concerning the Burgess Battery Company and Burgess Laboratories," wrote C. F. Burgess, president and founder of the concerns, in the first issue appearing Jan. 19, 1925.

Stamping the advertisement as a house-organ was the further explanation of Mr. Burgess that "our employees are asked to read the 'Bulletin' that may know more about the business of which they are a part. Since it is our ambition to conduct our affairs so that we may contribute in large measure to the welfare of our city, our state and our country, we hope this weekly chronicle will include items which will prove to be of interest to our fellow citizens as well as to those more closely connected with our work."

The "Burgess Bulletin," has a standardized layout, the same heading and border being used for each issue, it has appeared every Monday without fail for ten months continuously, and it always occupies the same position in the newspapers.

filled with their news—everything from births, marriages, deaths, parties, new homes, trips and sport activities to mild personal jibes being published. Pictures of baseball, bowling, and basketball teams have been used.

The institutional copy for the "Burgess Bulletin" includes news of new buildings, co-operation with city and state movements, results of radio and chemical experimental work, additions to the staff, and feature stories concerning the work of the company.

On the anniversary of its incorporation, for instance, a story on the growth of Burgess was used. A recent story was on the advertising campaign planned for the coming year, featuring the extent of advertising which Burgess batteries will receive from October, 1925, to October, 1926.

That the "Burgess Bulletin" is widely read is evidenced by clippings received by the company from an eastern clipping bureau.

In addition to personal items, the "Bulletin" has also contained timely stories of general interest, such as an announcement of a lecture by Capt. Don MacMillan, news of the home-town radio club and of the American Radio Relay League.

Several times Mr. Burgess has taken occasion to write pithy editorials on civic and political subjects.

Once an extra issue was published to welcome the delegates to the Wisconsin State Telephone Association convention. News of the gathering and some of its prominent delegates were "written-up" and a cartoon strip of its officials used. The Burgess tieup of course, was an editorial welcome. Five hundred copies of this "Bulletin" were sent by the association with reports of its convention to its members throughout Wisconsin.

Besides keeping the public and employees informed of Burgess activities, the "Bulletin" is "back-curtain" talk for Burgess salesmen throughout the country. Too little time is available to inform salesmen of what the company is doing back home, many manufacturers find. The Burgess organization "kills another bird" with its "Bulletin" by sending copies to its branch plants and salesmen.

So successful has this combined ad and house-organ been that it is scheduled to be published indefinitely and similar issues may be started at branch Burgess plants. The cost of the space in the newspapers and the services of the journalist are negligible compared with the wide distribution and timeliness obtained, says Mr. Burgess.

EDITORS INITIATED

Wisconsin Group Made Honorary Members of Sigma Delta Chi

President Glenn Frank and five Wisconsin editors were initiated as associates into Sigma Delta Chi, honorary journalistic fraternity, at the University of Wisconsin tonight.

The editors were: John L. Meyer, Milwaukee, *The National Printer-Journalist;* John F. Cunningham, Racine, *The Wisconsin Agriculturist;* A. M. Brayton, *Madison State Journal;* W. T. Evjue, *Madison Capital Times,* and W. H. Bridgman, *Stanley* (Wis.) *Republican,* former president of the Wisconsin Press Association. President Frank was formerly editor of the *Century Magazine.*

Fifteen undergraduate and graduate students were initiated at the same time. The Wisconsin chapter of the fraternity will be hosts to the national convention next November.

THE TAMPA TRIBUNE

Covers Southwest Florida Like the Sunshine

Florida's Recognized Leading Newspaper

The Tribune field is fertile and unusually prosperous. Tampa's population numbers 150,000 and its trading territory 700,000.

Present circulation exceeds
33,426 Daily 53,458 Sunday

FULL ASSOCIATED PRESS SERVICE

Member Audit Bureau of Circulations

THE S. C. BECKWITH Special Agency
National Representatives
Chicago Kansas City Atlanta
San Francisco New York St. Louis
Detroit Los Angeles

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation
LOUISVILLE, KY.

A SINGLE ADVERTISING APPROPRIATION

Will cover the two publications that reach those who control the national advertising of the United States and Great Britain.

EDITOR & PUBLISHER
New York
and
ADVERTISING WORLD
London, Eng.

have entered into an agreement in respect to editorial and advertising representation in their respective fields and thereby afford a single source of information and service for those interested in international marketing and advertising.

Combination Advertising Rates for 12 Insertion Contract

Full Page .....$280.00 per insertion
Half Page ..... 145.00 per insertion
Quarter Page ..... 82.50 per insertion

You are cordially invited to communicate with EDITOR & PUBLISHER, Suite 1700 Times Building, New York, for further details of circulation, editorial policy and mechanical requirements of ADVERTISING WORLD. This office can be of great assistance to manufacturers who desire information in regard to marketing conditions of Great Britain. Publishers of leading American newspapers will also avail themselves of this opportunity to deliver their messages to the largest advertisers of Great Britain, many of whom are keenly interested in the markets of America.

Editor & Publisher
1700 Times Building
Broadway at 42d St.
New York, N. Y.
Telephones:
Bryant 3052 - 3053 - 3054 - 3055 - 3056
Cable Address: EDPUB, NEW YORK

Advertising World
14 King Street
Covent Garden, W. C. 2
London, England
Telephone: Gerrard 7615
Cable Address:
ECOPUBLISH, RAND, LONDON

Tonics for Tired Papers

At Last! Features That Will Be The Talk of The Town and Make Circulation Managers Turn Cartwheels

By CHET JOHNSON

MR. EDITOR, is your paper suffering from any of these ailments?

Dull, throbbing pains in the news columns.

Compound fractures of the features.

Fatigued photos.

Poor circulation.

Don't be discouraged.

Any or all of these afflictions may be quickly overcome by the judicious and consistent use of three simple household medicines that can be found in any news room: apple sauce, bologny and banana oil.

The writer has just completed a survey of the nation's greatest newspapers. Scores of city editors were called upon for news, picture and feature story hunches. As a result of their hearty co-operation, the following tonics for tired papers are sugested:

Run a series: "The Truth About Our Advertisers." Make it breezy and informal. For example: "Old Man Blank, of Blank's Department Store, claims to be a prominent church member. But he probably has more booze in his cellar than the average wholesale bootlegger, etc., etc." Your readers will get a kick out of this, and the advertiser, of course, will be glad to get so much free publicity.

Another good stunt is an ugly baby contest. Have the art department fix up each day the picture of some prominent citizen's baby, and run it under this standing caption: "Have You Ever Seen an Uglier Baby Than This Brat?" Offer suitable prizes. This contest will put you in strong with the parents.

Every reader admires good sportsmanship. Run a score chart once or twice a week showing the news beats your competitor has scored. And over every rewrite item in your paper put a sixpoint slug line: (Rewritten from an original news story in The Daily Blah, our wide-awake competitor.)

Clubwomen and society leaders like to see their pictures in the paper. A "How Old is Ann?" series will stimulate reader interest. Publish one prominent woman's picture each day, with a story something like this: "Although Mrs. De Gump-Highhat, charming society matron, professes to be but 32, she actually is 49 years of age." Then explain what the subject does and how much it costs each week to hide her wrinkles. Every woman in your territory will want to follow this series day by day.

Personal experience stories are always good. Have your smallest reporter walk up to the biggest policeman and hit him in the nose, then write his story of what happened next as soon as he regains consciousness in the emergency hospital.

Run a burlesque issue, filling it with the most insulting and libelous stories you can think of. "Mayor Arrested as Horse Thief," "Governor Identified as Escaped Convict," "Prominent Minister Arrested for Bootlegging," and other stuff like that. Run a small 1 column box the next day explaining that the stories were just written and printed in fun. You will be surprised at the interest shown in your paper.

Toward the end of March announce that every new subscriber will be given a seven-passenger sedan and a diamond ring. Then, in your April 1 issue, explain that it was just an April fool joke.

ENLARGING EDITORIAL ROOMS

Buffalo News Improving Plant—Several Staff Changes

New quarters soon will be available for the editorial department of the *Buffalo Evening News*. The Associated Press and leased wire department have been moved to the new addition to the Evening News building as has the financial department. Remodeling of a portion of the second floor of the older building will give the editorial department double its present space.

There have been numerous additions and changes in the Evening News editorial staff recently. William H. Lee, formerly of the *Cleveland News*, John H. Lycette of Binghamton and Willis P. Balbridge of Poughkeepsie are recent additions to the city staff. William G. Hippler, former night editor, has been made telegraph editor to succeed Walter Look, who resigned and is motoring to California, where he will reside.

Richard Murray has been made night editor. He formerly was on the copy desk. Jerome Wood has succeeded Arthur Sweeney on the financial staff, the latter having entered the Buffalo State Normal school. Gerald Dwyer and Frank Dooley have resigned from the News staff and are now with the *Buffalo Courier*. T. F. Lonergan, former make-up editor of the Buffalo Courier, is now reading copy for the News. Theodore Goetz, former News staff member, is now reporter on the *New York Herald Tribune* European edition, and is covering the steamer beat out of Paris.

Henrietta Bolks, Columbia School of Journalism graduate, also has joined the News staff.

Engraving Group Changes Name

Texas and Oklahoma photo-engravers meeting in San Antonio, Dec. 19, renamed their organization Southwestern Photo-Engravers Association and selected as secretary T. J. Turner, of San Antonio, who will maintain headquarters in that city. Other officers are: Tom P. Thornton, Dallas, president, O. C. Ankenman, Austin, vice-president, J. J. Walden, Fort Worth, treasurer. The Association comprises proprietors of the craft.

JINGO PRESS A MENACE TO WORLD PEACE

Bruce Bliven, New Republic, Says Foreign Correspondents Can Better Present Situation and Balk Predetermined Editorial Policies

"The popular press as it exists today is certainly more a menace than a buttress to international peace," Bruce Bliven, editor of the *New Republic* told members of the Association of Foreign Press Correspondents, meeting in New York, Dec. 17.

"Scores of incidents support this view," he said. "Everyone now knows, for example, that McKinley went to war with Spain against his own wishes and judgment because the yellow press forced his hand. As things are, the editor with the biggest circulation is more likely than not to be a thorough-going jingo; and in circulation there is power.

"Foreign correspondents can do something to better this situation. The more cynical, indifferent and subservient they are, the greater the temptation to the editor to order the support of a point of view, or to alter or suppress their dispatches on a basis of predetermined editorial policy.

"The more seriously they take themselves, the more they will deserve to be taken seriously by their employers and the public. In organizations like that of the foreign correspondents in New York are the beginnings of professional responsibility and self-criticism which may prove to be of the greatest value.

"We are fond of making cheerful assumptions about international intercourse and goodwill among the nations, some of which I feel are unfounded. Just as an example, nearly everyone assumes that to have numerous citizens travel in foreign lands makes for amity among the nations. But is this really so? Most of the tourists I have met have cordially disliked the inhabitants of the countries they are visiting. Certainly the inhabitants aforesaid hate the tourists. At present this is most of all true if the latter come from America. Indeed, one might almost argue that our government could strike a noble blow for amity if for a year or two it would nail down a strict embargo on the annual exported crop of tourists!"

Other speakers were Ogden Reid, publisher of the *New York Herald Tribune*, Arthur Brisbane, and Lady Eugenia Doughty, proprietress of the *Grimsby* (England) *Daily Telegraph*.

Hayes Heads Writers' Union

Martin Hayes of the *Scranton* (Pa.) *Republican* was recently elected president of Newswriters' Union in Scranton, Pa. Miss Emily Wilcox was chosen financial secretary. Arrangements were made to install the new officers on Jan. 30, when the annual banquet of the Scranton newspaper men will be held. Mr. Hayes succeeds Edward Gerrity, who declined re-election after serving one term as president.

Los Angeles Evening Herald

Los Angeles, Calif.

Gained 7,505 Daily Average Circulation
Sworn Government Statement, Six Months Ending Sept. 30, 1924, 174,280 Daily. Six Months, Ending Sept. 30, 1925, 181,785 Daily. Increase in Daily Average Circulation, 7,505.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:
H. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

The Dispatch-Herald

Leads the second Erie, Pa., newspaper in circulation, local advertising, national advertising and good will of its public, and leads by a good margin.

ERIE, PA., DISPATCH-HERALD
WILLIAM A. HENDRICK, Publisher
LOUIS BENJAMIN, Treas. & Gen. Mgr.
CHAS. H. EDDY CO., Representatives
New York Chicago Boston

ONLY 9 MONTHS OLD, BUT — The BIGGEST TABLOID ON EARTH

Rapid growth, you will admit, but the DAILY NEWS, St. Petersburg's Picture Paper, is keeping pace with Florida's development.

Editorial punch, convenient size, service to the community and its daily noon, home and sporting editions have combined to push the DAILY NEWS into its undisputed leadership in this rich market.

The SUNDAY NEWS, started in September, is the most popular on the West Coast.

Daily News
ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

Represented by
GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1010 Hartford Building

The one sure way to increase the producing power of your advertising is to use the

Norristown Times Herald

Norristown, Pa.,

Montgomery County's Great Home Newspaper

National Representative
Paul Block, Inc.
Philadelphia, New York, Chicago, Boston, Detroit.

Los Angeles Times

California's Great Newspaper

More news, reading matter and advertising than any other Pacific Coast newspaper.

Circulation 96% home delivered and 95% concentrated in the Los Angeles metropolitan market.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

San Francisco Chronicle

PAYING circulation determines the logical choice of an advertising medium. In San Francisco and Northern California it is a recognized fact that The Chronicle following has the buying power.

National Representatives
Williams, Lawrence & Cresmer Co.
360 N. Michigan Ave., Chicago
225 Fifth Ave., New York

RECORD BREAKING CITRUS FRUIT SALES CREDITED TO ADVERTISING

Paid Space Responsible for Great Increase in Consumer Demand Annual Report of California Fruit Growers' Exchange Declares

NATIONAL advertising and sound distribution methods worked hand in hand to make the past year a record breaker for members of the California Fruit Growers Exchange, according to the annual report of that body just issued.

This year the California citrus crop reached its highest peak, returning $93,581,263 to its producers. Delivered value of the crop was $122,245,523 including $28,664,260 for freight and refrigeration service.

It is interesting to note that in this year of greatest sales the California Fruit Growers Exchange spent more money for national newspaper advertising than it has in previous years. Newspapers received $250,000 of the Exchange's advertising budget, according to figures compiled by the Bureau of Advertising of the American Newspaper Publishers' Association. In 1924 the Exchange spent $180,000, in 1923, $240,000.

"The great increase in consumer demand for citrus fruits has been largely due to the consistent advertising campaign of the Exchange, supported by its members for the benefit of all producers," the Exchange's report states.

The Exchange handled 75.4 per cent of the total crop, or 37,258 cars, returning to its grower-members $70,236,507 for a volume 16 per cent less than the 44,266 cars shipped by this organization in 1923-24. Returns for the present season were 39 per cent more than the $50,508,184 receipts of the past year. Compared with the results of 1922-23, when volume was practically the same and returns normal, returns f. o. b. cars California were 27 per cent greater and for the fruit on the tree 41 per cent greater. Expressed in terms of boxes, Exchange shipments equaled 11,967,715 for oranges and grapefruit, and 4,176,677 for lemons.

"The wisdom of the consistent advertising policy of the Exchange maintained continuously over a period of 18 years is amply demonstrated in the marketing situation of the past several years, and particularly by the results of this season," the annual report says: "It is quite evident that consumer demand for citrus fruits has been soundly built to a point where they enjoy a distinct and preferential demand for which other fruits which may be in abundance do not provide an acceptable substitute.

"Consumer demand is the basis of the market, and the relation of that demand to available supply establishes the market price. For that reason advertising and sales promotion is a sound and profitable investment in seasons of a shortened supply such as this one, although the need is not as keenly felt as it is in seasons when a maximum volume taxes the consuming capacity of the country."

To carry on advertising and dealer service work, an appropriation of 4½ cents per box for oranges and 7 cents a box for lemons was made. This with the total average operating cost which is 8.46 cents per box, gave the Exchange a marketing and advertising cost equaling 2.4 per cent of the delivered value of the season's crop, which is materially lower than the marketing charges alone of any other fruit selling agency, it is stated.

In the normal crop year California now supplies 60 per cent of the oranges, 5 per cent of the grapefruit and 75 to 85 per cent of the lemons used in the United States and Canada.

The total orange and grapefruit supply has increased 211 per cent in the last eighteen years according to the report. Each five years has witnessed a distinct increase in per capita consumption. This increase has been absorbed without a corresponding decrease in price levels to the producer, which would have inevitably ensued if consumer demand remained static.

Forty-five thousand personal calls on the trade by dealer service men, 28,000 citrus fruit displays installed in sales windows, 146,153 letters to the trade, 10,000 calls on Sunkist juice extractor owners, and 7,000 new juice machines sold to the fountain and hotel trade of the country, in addition to the regular Exchange national advertising schedule, were part of the advertising and sales promotion work that brought about the season's success.

DAILY'S CONTEST AIDS LOCAL ART

Baltimore Sun Awards Prizes in Annual Black and White Competition—Drawings Must Portray Local Scenes

The *Baltimore Evening Sun* will shortly announce the opening of its Sixth Annual Black and White Sketch Competition.

It is an annual event believed to be unique in the artistic life of American cities.

Started five years ago entirely as the result of a desire on the part of the Evening Sun to publish sketches of Baltimore and its environs, it is now looked forward to each year as an opportunity for self-expression by Baltimore artists. And also as an opportunity to acquire some cash.

All the prize winners and a number of those receiving honorable mention are published in the Evening Sun each year with some account of who the prize-winners are, where they received their training and what their artistic points of view are.

While the competition is not limited to Baltimore artists and men and women from out of town have competed each year, the prizes up to this time have been won by Baltimoreans.

The judges are always men known nationally in the world of art. Joseph Pennell, the etcher was a judge one year. The judges in the Fifth Annual Competition, just concluded, were: John Alonzo Williams, President of the Illustrator's Society of New York; R. S. Meryman, of the Corcoran School of Art, Washington; M. Paul Roche, a Baltimore artist.

Two hundred sketches were submitted this year.

After the award has been made each year an exhibition is arranged at the Maryland Institute, chief art school of Baltimore. Students from this school have frequently taken the prizes.

No requirements are made, however, to the effect that those entering the competition must be graduates of an art school. Any one may enter whether he or she has had any artistic training in a school or not. This provision was made deliberately with the purpose of giving opportunity for the untrained as well as for the trained.

Only one condition is made. That is that the sketches must be studies of Baltimore. It was because of a desire to demonstrate the picturesque character of old, little visited quarters of the town that the competition was started.

Walter Bohanan, who won the first prize this year, says it was through the harbor with its maze of boats that he learned to appreciate the picturesqueness of his own city. On leaving art school he shipped aboard a freighter and visited South and Central America.

The sketch with which he won the first prize was one of 11 submitted by him. It is a study of street life.

John Kenny, who won the second submitted 10 sketches. Paul G. Braun won third prize.

Announcement that the competition is open is usually made early in the year. The closing date is fixed for sometime in the fall. The purpose of this arrangement is to give the artists plenty of time in which to do their work and to include the summer in the period in which the sketching is to be done.

STUDENTS TO TOUR EUROPE

Wisconsin Journalism Group Plans Summer Study Trip

Prof. E. Marion Johnson, of the department of journalism of the University of Wisconsin, will head an excursion of a group of teachers and students of journalism who will go on a 43-day trip to Europe next summer, participating in classes aboard ship and visiting newspaper plants of the larger cities of Europe. On board ship the classes will be held in comparative journalism, supervision of school publications and special feature articles.

Lawler Succeeds Adam

Daniel J. Lawler for a number of years on the editorial staff of the *Pawtucket* (R. I.) *Times*, has been named managing editor to succeed the late Archibald G. Adam, who died Dec. 14.

Pittsburgh Press

"Giant of the Newspaper World"

A Scripps-Howard Newspaper

Represented by
ALLIED NEWSPAPERS, INC.

Use the
COMBINATION RATE
OF
The Gazette Times
(Morning and Sunday)
AND
Chronicle Telegraph
(Evening)
in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr.
GAZETTE SQ., PITTSBURGH, PA.
National Representative:
E. M. BURKE, Inc.
42nd and Broadway, N. Y.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Yes, sir! We know how to take care of that after-Christmas classified slump. Ask us!

THE BASIL L. SMITH SYSTEM, Inc.
International Classified Advertising Counsellors
Packard Building, Philadelphia

1899 - 1900 - 1901 - 1902
1903 - 1904 - 1905 - 1906
1907 - 1908 - 1909 - 1910
1911 1926 1912
1913 1914
1915 - 1916 - 1917 - 1918
1919 - 1920 - 1921 - 1922
1923 - 1924 - 1925 - 1926

The International Syndicate
Baltimore, Md.

Remarkable Growth
Detroit Times
Evening over 220,000
Sunday over 280,000

Selling Results to Advertisers

Because advertising space is only a means to an end, this paper maintains the closest possible contact with every sales campaign in the rich Dallas trade territory, doing all it can to help get MAXIMUM RESULTS.

Scores of appreciative national advertisers have praised the work of The News' Trade Survey and Merchandising Department. Let us tell you about it.

The Dallas Morning News

first! in OHIO

19,374,819 Lines

Dispatch advertising record first eleven months of 1925 exceeding other Columbus newspapers combined by 3,234,184 lines. For the first eight months 1925 The Dispatch paid advertising linage exceeded the second Ohio newspaper by 1,522,638 lines.

NET PAID CIRCULATION
CITY 54,651
SUBURBAN 26,637
COUNTRY 22,238
Total Circulation 103,526

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

COST OF GROWING PULP FORESTS

(*Continued from page* 10)

of industrial decline that she is getting many front pages, many full magazine section pages and abundant editorial comment.

If New England were to discover that cotton for her mills could be grown better in New England than in the south, how long would it take her to get busy as growing it. Every Governor, Chamber of Commerce, mill man and newspaper would be talking about it and nothing else until they got it going full blast. New England can produce wood cellulose fiber for a four-time increase of her paper industry, which would mean a billion dollar industry in paper alone. She now makes $249,000,000.

New York State and New England are also both suffering from a decline of home-grown food supplies. They talk and talk and talk about it and are working now with some effect to improve conditions of farming. Since the peak of farming development reached about 1880, there has been a steady decline.

Forestry researches show that intelligently managed tree growing is one of the larger stabilizing factors of farm life. Need many words be used here to indicate how this would be especially true in this pulpwood section? Need the advantage of food growing farms in the area of the paper mills be pointed out in detail?

What we need now is to get action for more Weeks Law forests grown definitely with pulpwood needs in view. This will pave the way and stimulate state and private growing of forests all the way down to the last farm woodlot. When this is done the paper industry can be perpetuated where it now is and can be ultimately increased to meet the needs of the future.

One other phase of paper supply has recently developed. It has very encouraging features. Sweden is reported to be turning her forest cut more to pulp and paper and less to lumber and export timbers. It is an unmistakable sign for better supplies of paper when such changes take place. Paper manufacture can at any time outbid lumber for the stumpage.

Canada is likewise quietly reducing the output of lumber. It has declined steadily from the high peak of 1911 until it now is below the cut of 1908, and is but three-fifths of the 1911 cut. The increase of pulp and paper production is common knowledge. It is expected that newsprint made in Canada will for the first time pass the volume made in the U. S. in 1925.

Canada is our real dependence for paper. All other importing countries supply but one-seventh of our imports. We are more interested in Canadian conditions and practices than all other countries combined.

Canada has twice the investment in paper-making that she has in sawmills industries. The investment in sawmills declined 12 per cent in 1921-22. The decrease was due entirely to the eastern provinces. There was some increase in the western provinces.

However Canada still cuts twice as much timber into lumber as it cuts into pulpwood yearly, and the largest lumber cut of any and all species is spruce. Douglas fir alone comes near the spruce cut. Spruce is one-third the total lumber cut. Spruce with balsam fir, hemlock and jack pine make up one-half Canada's total lumber cut and this is mainly from the eastern provinces, the paper regions.

Canada's lumber cut is one-third imported into the United States, and heavily imported to our eastern cities. Whether this will be reduced remains to be seen. Every reduction of the too rapid cut of the scarce and most important pulpwoods for other than pulp and paper can be looked upon with genuine satisfaction by every buyer and user of paper.

Congressman Haugen in the many hearings before the Agriculture Committee during 1921 on the Forestry Question, kept insisting on knowing what is was all going to cost. How much money would need to be put into forests to meet our present needs, in other words to make up the present deficit annually accruing between cut and new growth. That was probably the most pertinent question that was asked by any Congressman on the Committee. Nobody answered. Nobody knew. Some research has been made since that date. In the Department Bulletin 1242 of July 1924 some light is thrown upon the subject.

On pages 60 and following it is shown that our present total forest land area, public and private, of 470,000,000 acres can produce, when under careful management comparable to European practice can be made ultimately to yield 27 billion cubic feet annually. Our present annual use and loss is about 25 billion cubic feet annually.

Crude forestry management would secure us about 10 billion cubic feet annually, by the year 1950. Our present growth is calculated to be 6 billion cubic feet. Long continued forestry measures, mainly fire protection, and the areas growing timber would be increased naturally and this would ultimately raise our annual growth to 14 billion cubic feet under these protective forestry measures. But this possibility is stated to be far in the future. This yield of 14 billion cubic feet is but little more than half our present consumption. It is stated that a limitation to this annual cut would force a most drastic reduction in timber use in the United States, affecting lumber and practically every other forest product. Pulpwood because of its competitive advantage might be better off than most of the others.

"Well," one can hear Congressman Haugen ask again, "what is all that going to cost?"

Nobody has yet answered.

OLD N. Y. TIMES LIBEL CASE IN COURT

Newspaper's Appeal from $25,000 Damage Award Heard in Albany — Decision Expected in January

The appeal of the *New York Times* from a final judgment of $25,000 as damages for an alleged libel in favor of Mrs. Abigail H. Bishop, was argued Dec. 18, before the Court of Appeals.

A jury in the New York Supreme court rendered a verdict of $60,000 damages, which trial justice Proskauer reduced to $45,000 and the Appellate division, first department, further reduced to $25,000.

The alleged libel was published in the Sunday issue of the Times, March 2, 1913, and was a letter written by the law firm of O'Gorman, Battle and Marshall to former Gov. Charles S. Whitman, when he was district attorney of New York county. Mrs. Bishop had instituted a divorce action against her husband, naming Lelia Gaines Gwathmey, wife of J. Temple Gwathmey, well known financier, as co-respondent.

Mrs. Gwathmey was served with a copy of the summons and complaint by a process server who made written representation that he was from the office of her attorneys, O'Gorman, Battle and Marshall, to gain admittance to her apartment. Their letter to the district attorney demanded an investigation as to the commission of the crime of forgery in the service of the process and stated that Mrs. Bishop was mentally unbalanced, had been committed to an insane asylum and was a drug and alcohol addict. Copies of the letter were sent to all the New York papers and Mrs. Bishop's attorney requested that it be not published as it contained false statements.

On the first trial of the action Mrs. Bishop, who has five daughters, testified that the article was read by her youngest child, seven years old, and as to her mental anguish by reason of the effect on the child. The jury awarded her $45,000 damages, which the Court of Appeals reversed because of the admission of this evidence.

On the second trial she testified the child read a clipping of the alleged libelous article two years after the publication when nine years old.

Emil Goldmark appearing for the Times contended that the reading of the clipping was not a proximate result of the publication but an independent and intervening act of the mother in permitting her to read it and required a reversal of the judgment.

Prints 58-Page Regular Edition

The *Pawtucket* (R. I.) *Times* claims the New England record for a regular evening edition with a 58-page issue Dec. 4. It was printed in four sections. Christmas advertising was responsible for the large edition.

Buffalo, The Wonder City of America

Buffalo — A Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. New York, N. Y.
Lytton Bldg. Chicago, Ill.

The Tampa Tribune

Tampa, Florida

Is the One Big Influence in its Community.

That is why it is Supreme in Circulation and Advertising.

Covers Southwest Florida Like the Sunshine.

Sole Representative

THE S. C. BECKWITH Special Agency
New York Chicago St. Louis Kansas City Atlanta Detroit Los Angeles San Francisco

Regional Advertising at Regional Rates in The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

Dominant and headed upward in the rich Louisville field

The Courier-Journal and THE LOUISVILLE TIMES

Represented Nationally by
The S. C. BECKWITH Special Agency

Northern Ohio!

one of the country's

Greatest Markets

covered ALONE by

one of the country's

Greatest Newspapers

The Plain Dealer

ONE Medium — ONE Cost ALONE Will sell it

J. B. Woodward 110 E. 42d St New York
Woodward & Kelly 360 N. Mich. Ave. Chicago

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

FRANK MUNSEY LIVES IN MANY MEMORIES

(*Continued from page* 6)

and vigor of Mr. Munsey's public utterances on his policy.

As an editor Mr. Munsey's ability and independence were notable. The courage with which he waged a strong fight in *The Sun* in support of Governor Smith and against his own party leaders on important issues in the recent New York campaign was an index of the independence of his character and mind. Mr. Munsey had a strong sense of the responsibility of a newspaper publisher to the public, and his journals reflected his high ideals. His death comes at a time when he has brought The Sun to new high levels of success. Mr. Munsey's loss will be genuinely felt in local and national newspaper circles, and in the magazine publishing field.

WALTER A. STRONG

Chicago Daily News

I regret exceedingly to read of Mr. Munsey's death. His activities in the newspaper business were often criticised, but his record of achievement, his courage and conviction entitle him to a high place as a newspaper publisher during the difficult and the long period of time in which the standards of the business were being established.

KENT COOPER

General Manager, Associated Press

I am personally deeply affected at the death of Mr. Munsey, whom I not only admired, but whom I held in sincere and affectionate regard as I had come to know him in recent years with friendly intimacy. In the Sun as he had published it he expressed the highest type of journalism.

J. M. PATTERSON

Co-Publisher, Chicago Tribune and New York Daily News

Frank Munsey, I shall always be glad to remember, was one of my friends. He was a great American and a great publisher. After his crowded hours of life he will rest in peace.

LESTER L. JONES

Executive Representative, Publishers' Association of New York

My acquaintance with and knowledge of Mr. Munsey has been chiefly in connection with his activities in the negotiations between the newspapers and the unions employed in their mechanical departments.

Mr. Munsey arranged the first meeting in New York City of the several newspaper owners. He acted as their chairman and presided at their first meeting and the last. He was a firm believer in organization and co-operative effort and was largely instrumental in establishing amicable, uniform, and satisfactory working conditions in the mechanical departments of the newspaper industry in this city.

He was a man of strong character, keen business sense and a minute understanding of publishing affairs. Withal, he was fair-minded and open-minded, willing to make sacrifices for the good of the industry and to meet the views of his associates. He had a rare faculty of reconciling wide differences of opinion among his associates. A believer in good wages, yes, high wages, in exchange for a fair day's honest work, he was also opposed to restrictions which hampered production and did not benefit the worker, either in health or his toil. He was more kindly disposed toward the worker and more in sympathy with his efforts to better his condition than the worker knew or ever believed.

His death is a recognized loss to the newspaper industry and to those engaged in it. He leaves a place in the publishers' councils not easily to be filled.

EDWIN S. FRIENDLY

Business Manager, New York Sun

It is hard to realize Frank Munsey is dead. We recall his greatest attributes as honesty, sincerity, uprightness, loyalty, generosity, progressiveness, achievement. Perhaps it might best be expressed in the one word—sincerity.

Sham, deception, conceit, evasiveness, subterfuge, did not, could not dwell with him. He was sincere in every thought, word and deed.

Mr. Munsey believed in hard work. His success was built upon it. He had courage—first in himself, and in his work and the courage of his convictions. He reasoned with himself, and with his friends and associates, valued their advice and council, but upon himself alone, he rested his course.

Mr. Munsey wanted those connected with him to give service—well and truly. He led the way—he was always in the front, for he himself served all his life, and he was happiest when serving most. He craved accomplishment, and he created that atmosphere around him.

Mr. Munsey valued money most for the work it could do—for the good it could do. He made money, he saved money, but he did not love money selfishly.

His first and chief concern, when attacking a new problem was, "Is it the right thing to do?" Once having established it was the right thing to do nothing could swerve him from his purpose.

Only those who had the great privilege of daily association with him, knew of his deep tender heart, which he carefully concealed from the public. His unheard of acts of charity were manifold, his quiet help to those who needed it was a part of his life. He wished no credit for his many acts of goodness, just the knowledge he was helping a fellow man was enough to him.

When I think of the greatness of Frank Munsey, I am reminded aptly of the quotation from the immortal Bard:

"He was a man, take him all and all.
"I shall not look on his like again."

Iowa Daily Wins Libel Suit

A jury in district court after two hours' deliberation found for the *Fort Madison* (Ia.) *Democrat* in a libel suit brought by Elizabeth Ballinger for $5,000 damages. The suit grew out of a news story of a divorce granted Mrs. Ballinger, Nov. 3, 1923.

COAST EDITORS HONORED

Five Washington Newspaper Men Elected Associates by Sigma Delta Chi

Five Washington newspaper men were elected associate members of the University of Washington Chapter of Sigma Delta Chi, national journalistic fraternity, Dec. 11.

They are: Stoddard King, columnist on the *Spokane Spokesman-Review;* Royal Brougham, managing editor on *Seattle Post-Intelligencer;* G. W. Hopp, owner and publisher of the *Camas Post;* J. M. Stoddard, owner and publisher of the *Waterville Empire Press;* Henry Rising, editor of the *Spokane Daily Chronicle.*

246-Page New Plant Edition

The *Columbus* (O.) *Dispatch* last Sunday issued a special edition of 246 pages in commemoration of moving into its new home in Third street opposite the state house. The paper contained many illustrations with a complete description of the new Dispatch plant.

Students Edit Peoria Journal

Journalism students of Bradley College, Peoria, Ill., on Dec. 1, took charge of all editions of the *Peoria Journal.* They covered all beats and wrote the editorials. C. P. Slane, publisher of the *Journal-Transcript* said he considered the edition a noteworthy success.

Note to composing room:—Leave standing the headline, "French Ministry Resigns."—*New York Telegram.*

BEN DEACON RESIGNS

Canadian Press, N. Y., Chief Takes Publicity Position

Ben Deacon, for the past six years superintendent of the New York bureau of the Canadian Press, has resigned to become United States press representative of the Canadian National Railways, Canada's big 22,000-mile rail system. His headquarters will be in the new New York office of the Canadian National at 505 Fifth avenue.

For the past 23 years Mr. Deacon has been engaged in active newspaper work in Canada and the United States and during the course of his experience has filled practically every position in the editorial end of the business. Mr. Deacon's successor in the New York bureau of the Canadian Press will be Harold Raine, formerly news editor of the Canadian Press Ottawa bureau. Mr. Deacon will assume his new duties Jan. 1.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

MICHIGAN
and the
BOOTH NEWSPAPERS

THE LEADING NEWSPAPER IN GRAND RAPIDS—THE ONLY DAILY IN SEVEN OTHER CITIES

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN — 50 East 42nd St. New York City
J. E. LUTZ — Tower Building Chicago, Ill.

EL DORADO, ARK.
Population, 1920, 3,887
Population, 1925, 30,000

El Dorado Morning News
El Dorado Evening Times

The News is the only Daily Morning paper and the Times the only Daily Evening paper between Little Rock and Shreveport, a distance, by rail, of 251 miles.
The News is the only A. B. C. Member in Arkansas outside of Little Rock and Fort Smith.

BOTH PAPERS HAVE
Full Associated Press Wire
Full N. E. A. Service
Special Market Basket Page Saturday
Special Bui'ders Page, Thursday
Special Realty Page, Thursday
Also Sport, Woman's and Oil Page
Special Automobile Section, Sunday

Combination Rate Flat .07, effective September 1, 1925

National Representative
The S. C. BECKWITH Special Agency
New York, Chicago, St. Louis, Detroit, Kansas City, Atlanta, Los Angeles, San Francisco

In New Orleans It's
THE MORNING TRIBUNE
(Published week-day mornings)
THE NEW ORLEANS ITEM
(Published week-day afternoons)
THE ITEM TRIBUNE
(Published Sunday mornings)
Sold to National Advertisers at a combination rate 15c a line week-days and 18c a line Sundays.

NATIONAL LEADERSHIP
IN
CLEVELAND, OHIO

During the first six months of 1925, The Cleveland News (Evening) published a greater volume of National Advertising than was published during the same period by the other evening newspaper in Cleveland.
When compiling your next schedule, consider this continued leadership in National Linage on the part of

The Cleveland News
DAILY AND SUNDAY
OHIO'S GREATEST NEWSPAPER
Represented by
GEO. A. McDEVITT COMPANY
250 Park Ave., New York
914 People's Gas Bldg., Chicago

Huntington
is the fastest growing city in
West Virginia

Building permits in 1924 exceeded $8,000,000.00. 125 industries which employ 11,000 people and have invested capital of $30,000,000.00.

The HERALD DISPATCH

is the leading newspaper with 2,000 more circulation daily than the other paper.

Complete "service department" for national advertisers.

Represented Nationally by
The Devine-MacQuoid Co., Inc.
New York and Chicago

L. E. WATERMAN CO.

is another of the nationally famous accounts which has recognized the fact that the Washington, D. C., territory cannot be adequately covered without

The Washington Times

The futility of the "one paper buy" argument is nowhere better illustrated than in the experiences of its national advertisers.

PAYNE, BURNS & SMITH
New York City—Boston
G. LOGAN PAYNE CO.
Chicago - Detroit - St. Louis - Los Angeles

U. S. DROPS COMPLAINT AGAINST HOSIERY FIRM

But Misleading Ad in Saturday Evening Post Cited by Commissioner Thompson in Dissenting Opinion

WASHINGTON, Dec. 17.—An advertisement carried by Real Silk Hosiery Mills, of Indianapolis, in the *Saturday Evening Post,* was made the basis of a dissenting opinion by Commissioner Thompson this week when the rest of the Federal Trade Commission dismissed the complaint against the hosiery concern for alleged "false and misleading representations to the public for the purpose of furthering the sale of its products."

The order of dismissal read:

"After a trial of the case the Commission found that the record failed to sustain any charges of the complaint, except those which in substance charged the use by the respondent of false statements in that representation were made by the respondent that it produced its own silk in Japan; that it possessed a greater capacity to produce hosiery than it actually possessed; and that the volume of hosiery it produced was greater than the amount it did actually produce. The respondent stipulated with the Commission that such false representations were used for a time but had been abandoned and would not be resumed. Upon these facts the Commission concluded that there was no longer any public interest in further action, and accordingly dismissed the complaint."

Commissioner Thompson in dissenting to the issuance of the order made the following statement:

"I am in accord with the majority of the Commission in dismissing the complaint as to all matters except the misrepresentations in advertising the following:

"The finest silk in the world comes from Japan. In Japan today 4,000 people are working to produce raw silk for the exclusive use of Real Silk Hosiery Mills, of Indianapolis. Our inspectors, right on the ground, insist that the quality standards of the Real Silk Hosiery Mills be strictly maintained. Every detail is scientifically supervised—the selection of silk worms crossed to secure silk of maximum tensile strength and the highest luster, their feeding and care, and the cultivation of hundreds of acres of mulberry trees from which the worms are feeding. Absolutely nothing is left to chance . . ."

"While this advertisement was carried but once in the Saturday Evening Post, the respondent had reprints made of it and enclosed the reprints in books which were carried by its salesmen in their sales kits and were used by the salesmen in their talks to customers. In fact, it appeared at the time of the argument before the Commission, that the sales books carried this imprint up until the time of the taking of testimony in the case. As the facts were not true and as the statements contained assertions practically similar to those condemned in the case of Sears, Roebuck & Co. v. The Commission, I am unable to differentiate the reason for issuing an order in the latter case and not in the instant case."

False and misleading advertising continues to occupy much of the Commission's attention, it was stated officially for the Commission. Among the complaints pending is one against the Federal Mail Order Company, of Chicago, charged with falsely advertising the quality and value of its product.

Applications for complaints include those against Norman Roberts & Co., of Chicago, charged with falsely advertising its clothing product; Nustile Hosiery Mills Company, of Philadelphia, charged with falsely advertising its hosiery products; and Dr. Eagan Manufactory, et al., of Chicago, charged with falsely advertising its toilet preparations.

An order to cease and desist was issued against Rosenbush & Solomon Company, of Chicago, for falsely advertising an adulterated varnish product as pure shellac.

TURNS FIRST SHOVELFUL



Charles P. Taft, publisher of the *Cincinnati Times-Star,* broke ground last week for a new Masonic Temple in Cincinnati

Chicago Herald-Examiner Broadcasting

The *Chicago Herald-Examiner* has "gone on the air." This paper is now operating the WEBH radio broadcasting station at the Edgewater Beach Hotel, Chicago, which was formerly operated by the *Chicago Evening Post.* The latter paper has abandoned broadcasting.

Never give the boy all the allowance you can afford. Keep back some to bail him out.—*Baltimore Sun.*

S. N. P. A. APPEALS TO ROADS

Urges Special Preference in Moving Newsprint to Florida

W. C. Johnson, president of Southern Newspaper Publishers' Association has again appealed to leading Florida railroads to give special preference in handling carload shipments of newsprint paper. He stated in telegrams to officials that publishers were obtaining permits but railroads were not handling shipments promptly.

The roads replied they would give special attention to the matter and asked for detailed reports on shipments and lines being used. President Johnson is cooperating with the associated dailies of Florida through Maj. Lew B. Brown, president, *St. Petersburg Independent* and F. P. Beddow, secretary-treasurer, *Jacksonville Journal.*

GEORGE E. FOWLER

General Manager, Columbus Dispatch, Dies After Long Illness

George E. Fowler, 51, general manager of the *Columbus* (O.) *Dispatch,* died Dec. 19 at his residence in Columbus after several years' illness. Earlier in the year he had undergone an operation in a hospital in Philadelphia.

Mr. Fowler first entered the employ of the Dispatch as a newsboy and finally became its general manager, his service with the paper, however, not being continuous. He was a brother-in-law of H. P. Wolfe, one of the owners of the Dispatch and was president of the Wear-U-Well Shoe Company, another Wolfe enterprise. Funeral services were held Monday afternoon.

The Greatest Master of Them All—
THE LIFE OF CHRISTY MATHEWSON
By Mrs. Mathewson and Bozeman Bulger
IS THE ONLY OFFICIAL BIOGRAPHY OF 'BIG SIX'
ORDER IT NOW!
Before making a general offer, the N. Y. WORLD and the BOSTON GLOBE ordered this series
To Run Six Weeks Daily—Six Times a Week
The Bell Syndicate, 154 Nassau St., N.Y. City
John N. Wheeler, Pres.

Small Comics
"KIDS"
By STRIEBEL
"McDUFFER"
By BARRIE PAYNE
"OTTO WATT"
By BARRIE PAYNE
Associated Editors, Inc.
440 S. Dearborn St., Chicago

N. BREWSTER MORSE
Has Created The Most Talked of Feature This Year
His Strip Picturization of Stevenson's "Treasure Island" is Appearing Daily in Leading Newspapers All Over the Country.
Write Us for Sample Strips Today
Wheeler-Nicholson, Inc.
15 West 44th Street, New York

fashions
Authentic
Inclusive
Sparkling
FAIRCHILD
Newspaper Services
8 East 13th St. New York

EDITORIAL RESEARCH REPORTS supply accurate information upon the major problems which call for frequent editorial comment.
The reports are for the *information and review* of editors and publishers *rather than for publication.*
They are in use by the leading American newspapers and magazines.
The cost of this service, based upon circulation, is compatible with every moderately liberal editorial expense budget.
EDITORIAL RESEARCH REPORTS
828—18th Street
Washington, D. C.

America's most complete newspaper
The New York Herald Tribune

SERVICE
THE CHARLES PARTLOWE COMPANY
America's Largest Circulation Building Organization
-RESULTS COUNT-
6th Floor Occidental Bld.
INDIANAPOLIS, IND.

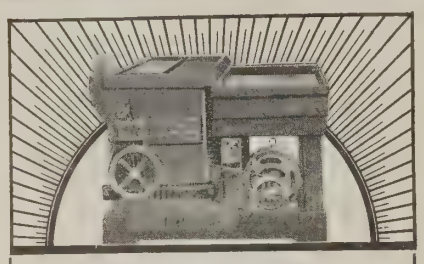
Celebrates Year in Morning Field

The *New Orleans Tribune* on Dec. 16, celebrated its first birthday with a 64-page edition. The Item, evening paper, on that date printed a 56-page congratulatory edition. Both papers are published by the Item Company, Ltd., with James M. Thomson publisher and Arthur G. Newmyer associate publisher and general manager.

Plan New Connecticut Weekly

The *Wallingford* (Conn.) *Times*, a weekly community paper, will be launched Jan. 20, with J. C. Kilpatrick as editor, and Henry F. Auger, as business manager. Mr. Kilpatrick was formerly with the *Hartford Courant* and the *Meriden Journal* while Mr. Auger was formerly city editor of the *Waltham* (Mass) *Free Press Tribune*.

SUPPLIES AND EQUIPMENT
FOR NEWSPAPER MAKING

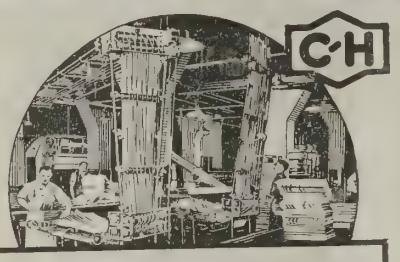


THE APPROPRIATE ETCHING DEVICE FOR THE NEWSPAPER

NEW PRICES:—

"MIGNON" .....$ 625
"SIRIUS" .....$ 890
"DIAMOND" $1025

AXEL HOLMSTROM
ETCHING MACHINE CO.
328 Chestnut St., PHILADELPHIA, PA.



Newspaper Conveyors

speed up the movement of papers to delivery room—without fuss or waste. Used for years by hundreds of large and small publishers throughout the country. Write for details and typical installation views.

The Cutler-Hammer Mfg. Co.
Works: MILWAUKEE and NEW YORK
New York, Chicago, Pittsburgh, Philadelphia, Cleveland, Cincinnati, Boston, Detroit, St. Louis, Buffalo, Milwaukee
San Francisco, Los Angeles, Portland, Seattle, H. B. Squires Co.

CUTLER-HAMMER



Carried in Stock

Some outstanding and exclusive features of The Goss *Combination Wet and Dry* Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 11¼ seconds; dry mats in 22½ seconds. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

REBUILT NEWSPAPER EQUIPMENT

2—Model 8 Linotypes, almost new
1—Model 5 Linotype
1—Model 3 Linotype
1—Model 2 Linotype
4—Model 1 Linotypes
Goss Matrix Rolling-in Machine
Hoe Double Steam Table
U. S. 8-column Casting Box
Ostrander Flat Plate Shaver
Hamilton Steel Type Cabinets
Steel-top Form Tables
Imposing Surfaces
Stereotype Chases

Thomas W. Hall Co., Inc.
512 West 41st St., New York

MODERNIZE
your
COMPOSING ROOM
with
HAMILTON EQUIPMENT
Made in both wood and steel.
Manufactured by
The Hamilton Mfg. Co.
Two Rivers, Wis.
For sale by all prominent Type Founders and Dealers everywhere.

Don't "Pig" Metal
It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT SLUG FEEDER
Eliminates the Metal Furnace
Printers Manufacturing Co.
1109-17 Transportation Bldg.
Chicago Illinois
World Bldg., New York City

FINE 24-PAGE HOE WEB PRESS
At a very attractive price

Prints usual combinations up to 24 pages, 7 or 8 col. page, 21½ inches long.
Extra color on top deck.
Fitted to also produce tabloid papers up to 48 pages.
Complete stereotype equipment for dry mats.
Motor equipment, 220 volts direct current.
Entire equipment in fine condition.
Can be seen in New York.
For sale because certain publications have ceased. Rents are high in New York and owners of outfit are anxious to "get shut" of it.

Wire or write for details of our No. 570

Baker Sales Company
200 Fifth Ave. New York City

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

THE DIRECT IMPRINT

Of the subscriber's name and complete address in the margin of the paper means delivery of the paper.

With Speedaumatic equipment you can use the *direct imprint* and in addition have an accurate mail list corrected daily in the Circulation Department.

May we tell you more about it?

THE SPEEDAUMATIC CO.
Speedaumat TRADE MARK
Addressing Machinery
2023-2033 WILLOW ST.
(WEST OF ROBEY, SOUTH OF BLOOMINGDALE TRACKS)
CHICAGO

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work.

HOE Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Flat Bed Press—Prints 4, 6 or 8 pages. Also Duplex-Quadruple Stereotype Press, Metropolitan Pattern.

POTTER—16 page stereotype press with stereotype machinery. Very good and very cheap press.

Available For Early Delivery.

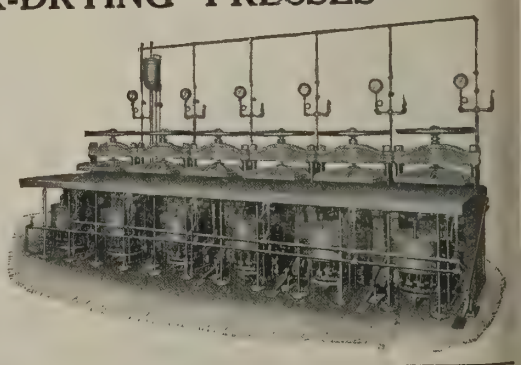
WALTER SCOTT & COMPANY
Main Office & Factory - - - - Plainfield, N. J.
New York Office - - Brokaw Bldg., 1457 Broadway
Chicago Office - - - - - - - Monadnock Block

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES

With Independent Gas-fired Steam Generators.

The quickest and the most economical Presses for the moulding and drying of Matrices.

More than 800 in use



R. HOE & CO., INC. 504-520 Grand St., New York City
7 South Dearborn Street CHICAGO, ILL.
also at DUNELLEN, N. J.
7 Water Street BOSTON, MASS.

INSURE 1926 PROSPERITY

Plan your campaign wisely—reach clients and prospects through the advertising columns of
EDITOR & PUBLISHER

Classified—The Newspaper's Market Place

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
2 Times — .35 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion.
Special rates quoted for 13, 26 and 52 insertions.
The Editor & Publisher reserves the right to classify, edit or reject any advertisement.
COUNT SIX WORDS TO LINE.

INDEX OF CLASSIFICATION

ADVERTISING
General Promotion
Special Editions — Special Pages

BUSINESS OFFICE
Accounting — Appraisers
Supplies — Devices

BUSINESS OPPORTUNITIES
Brokers — Newspapers Wanted
Newspapers For Sale

CIRCULATION
Promotion — Distribution
Premiums

EDITORIAL
Business News — Correspondents
Syndicate Features

EMPLOYMENT
Help Wanted — Situations Wanted

MECHANICAL
Equipment For Sale — Equipment Wanted

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Suite 1004, 1841 Broadway, New York City.

Special Pages—Save the make-up worry! Run any day—once a week a special feature or contest page. I develop local display with permanent good will prestige for a reasonable commission. Every account guaranteed. Endorsement of leading publishers. William E. Jordan, Newspaper Revenue Builder, care Editor & Publisher.

BUSINESS OFFICE

Appraisers

Appraisers—Recognized authority on Printing and Newspaper plant valuations. Standard Appraisal Company, 90 John St., New York.

Accounting

Accountants and Auditors—Specializing in Newspaper Accounts and Federal Tax Matters. The largest and oldest firm of Certified Public Accountants handling Newspaper Work Exclusively. Edmund Walker and Company, 247 Park Ave., New York City.

BUSINESS OPPORTUNITIES

Brokers

Southern Poultry Magazine Must Be Sold; long established; good circulation; nice business; making money; low price; easy terms for quick buyer. Phone, wire or write, J. B. Shale, New York.

Capital

Money to Loan—A very successful and experienced business manager will loan $50,000 or more on evening newspaper security in city of 50,000 to 100,000 or larger, and take the management of the paper on a reasonable salary. Can show a fine record and highest references. Address in confidence, Box B-575, Editor & Publisher.

BUSINESS OPPORTUNITIES

Newspapers For Sale

Daily, Weekly, Job Office—Owner Florida West Coast Daily, weekly, job office clearing $20,000 yearly, city 4,500, large urban population, wires me to sell same for $50,000—$15,000 cash, balance easy terms without interest. New owner should be Protestant. Don't wait to write—wire. I buy, sell, consolidate newspapers every state. 37 years in game. Omar D. Gray, Sturgeon, Mo.

Newspaper Wanted

Small Evening Daily wanted by newspaper man with 15 years experience in big newspaper organization. Active in management of all business departments. Partnership considered or will act as business manager for publisher with privilege of purchasing stock when ability has been demonstrated. B-573, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

EMPLOYMENT

Help Wanted

Circulation Manager Wanted for best morning newspaper in Southern town of one hundred thousand. Circulation thirty thousand. Should be about thirty-two years of age, know pyrotechnics, integrity personified. Permanent, excellent salary. Southerner preferred. B-579, Editor & Publisher.

Circulation Manager—We want an experienced circulation manager, one who has been on the job at least ten years and who knows his business. Will start at $50.00 per week salary with definite prospects for advancement to the man who can deliver the goods. Must be total abstainer. In replying give full particulars regarding yourself, your experience, your family, and state reasons for wishing to change from present location. Give references. B-568, Editor & Publisher.

Newspaper Openings, all departments. Our commission—one week's salary. Investigate. Publishers' Placement Service, Seitz Bldg, Syracuse, N. Y.

Syndicate Feature Salesman wanted; one who has had experience in selling and has the technical knowledge of newspaper making that will enable him to make the sort of intelligent contacts that will result in quick sales. State full particulars in first letter. B-572, Editor & Publisher.

Two Copy Desk Men Wanted by afternoon paper. Must be permanent and sober. Give experience. Salary $50.00. Palm Beach Times, West Palm Beach, Florida.

Situations Wanted

Advertising Manager—Assistant to Publisher— Young man with splendid record as executive and advertising salesman seeks connection with publisher, preferably in city of 75,000 to 150,000 where a definite future is assured. Only permanency considered. Twelve years' newspaper experience. Enthusiastic, aggressive. At present assistant on paper leading in volume in city of 100,000. Married. Age 32. Available after Jan. 1st. Address B-566, Editor & Publisher.

Advertising Man, twelve years' experience, thoroughly competent to handle any proposition including Rotogravure; understands merchandising; now in town of 100,000 middlewest; will go anywhere. B-567, Editor & Publisher.

Advertising Salesman wants change for first of year. Employed at present. References furnished. Write or wire F. F. Smetzer. 629 Irvington, South Bend, Ind.

EMPLOYMENT

Situations Wanted

Advertising Manager—now employed in "cracking" hard field with success, would consider change Jan. 1. Experience covers fifteen years successful merchandising, copy preparation, layouts and sales. Good organizer, capable executive. Dailies 3,000 up desired. Address B-580, Editor & Publisher.

Advertising Solicitor—Thoroughly experienced, hard working, reliable young married man who writes good copy, has ideas and sales ability. Now employed on large daily in Middle West. Wishes to make Eastern connection with good future. Write Apt. 2, 501 West 110th St., New York City.

Business Manager—At present employed in this capacity daily and Sunday paper, town 200,000. Real assistant to owner or publisher. Capable of taking charge. Excellent record. Investigation welcomed. Substantial reason for changing. Opportunity first consideration. Address B-582, Editor & Publisher.

Circulation Manager—25 years' work covered by reference, salary no object. Satisfied to prove worth on commission basis. B-574, Editor & Publisher.

Circulation Manager—Employed at present, but desire a change to more suitable connections. Successful circulation and promotion experience. References furnished from present and past employers. Member I. C. M. A. B-557, Editor & Publisher.

Classified Manager-Solicitor.—Young, with nine years' experience on metropolitan dailies. Can satisfy publisher as to ability to promote and produce classified linage. A1 references as to character. B-564, Editor & Publisher.

Combination Man—Linotype experience and make-up, eight years in business, 24 years old. Set 4,000 ems per hour. Best of references. J. Lyle Brower, Box 298, Ellwood City, Pa.

Display Advertising Solicitor—Young man, single, four years' experience newspaper and publishing field, desires connection with live daily in city of about 100,000 or more. Employed at present but available on three weeks' notice. Best references. Address B-581, Editor & Publisher.

Editor—This advertisement is addressed to owners or publishers who are looking for an editor of experience, a man who has acknowledged skill as a circulation maker, one who knows how to make and save money for his paper and who has an established reputation in metropoltan fields as a builder of newspapers of character and standing. Have specialized in the editorial department, but also have a thorough knowledge of the circulation, mechanical and photo-engraving departments. I can get results. Will give full and satisfactory reasons for severing my present connection and can furnish complete record as a builder and successful editor. B-563, Editor & Publisher.

Editor—Experienced in needs of weekly newspaper from ten to fifteen thousand circulation. Knows features, promotional publicity and circulation methods. Prefers city thirty to forty thousand in agricultural territory. Available on reasonable notice. Age 50. References. B-569, Editor & Publisher.

Editorial Position with magazine wanted by young man, college graduate, at present editor of weekly newspaper. Experience reporting, copy reading, feature writing on a daily. B-577, Editor & Publisher.

Reporter—Dependable, accurate, good mixer; desk or street. Box B-583, Editor & Publisher.

Newspaper Executive with good, clean record of achievement desires situation on daily paper. Knows all departments of newspaper publishing. Available immediately. Personal reasons for change. B-578, Editor & Publisher.

Publicity Director for national trade organization will be open for engagement early in 1926 for campaign related to agricultural development. Farmer, banker, economist, fluent speaker, he has developed educational publicity along unique lines. Particularly fitted by training and experience to serve manufacturers or distributors of foodstuffs who want the public to understand the agricultural benefits of the industry. Address B-576, Editor & Publisher.

MECHANICAL

Equipment For Sale

Cranston Flat Bed Press, in excellent condition, especially well suited for seven columns, eight or twelve page weekly or semi-weekly. Reason for sale: weekly where used now converted into daily, price cut to $950, F. O. B. Sebring, Fla. for immediate delivery. Eclipse Folder, eight or 12 pages, $100. Wire Sebring Daily American.

MECHANICAL

Equipment For Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Eng. Co., 114 E. 13th St., N. Y. City.

Linotype Bargains—Several Model One Linotypes in good running order, price $600 each. Several Model Two and Model Four Linotypes reduced to one magazine machines, price $650 each. One Model Five Linotype, excellent condition $1 000. All without matrices. Prices strictly cash. You can use them until you need a better machine then trade in for twice as much on new machine. The Linograph Company, Davenport, Iowa.

Monotype For Sale, completely equipped except for keyboard. Motor, machine and 80 fonts at bargain price. Times, Crookston, Minn.

Prniters' Outfitters—Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Used Goss Mat Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

WE CONNECT THE WIRES

EDITORIAL WRITER, fit and willing to take combination position, handling any desk in addition to his page. University degree, plus graduate course and foreign travel. Over 10 years, small and metropolitan dailies—street, all desks, editorials and column. "Brilliant," writes publisher. Since 1922, present position, $55; wants more and worth it. Our No. 2649.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

WE ARE EQUAL TO YOUR PROBLEM:
To Buy a Newspaper,
To Sell a Newspaper,
To Appraise a Newspaper.

PALMER DeWITT & PALMER
For Thirty Years the Recognized Leaders in
SALES—APPRAISALS
NEWSPAPER PROPERTIES
350 Madison Ave., New York

Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of
PURCHASE, CONSOLIDATION, SALE AND APPRAISAL
of newspaper and magazine properties throughout the U. S.

HARWELL & CANNON
Times Bldg. New York

THE classified page of Editor & Publisher can materially aid in building new business for 1926.

In planning campaigns for business expansion consider this medium with its record of quick results. The service it renders is recognized and intensive promotion work emphasizes its desirability.

DOLLAR $ $ $ $ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

BUSINESS TICKLERS

UNDER a banner such as "Better Vision" group a series of occulist, optometrist and optician ads. Make it a point to emphasize the fact that "better vision" is being sold, not glasses.—C. M. L.

As a jublicity stunt, one newspaper suggested to a restaurant, a drug store, and a taxicab company that each present free copies of the newspaper to all patrons, and the plan was adopted. The newspapers are furnished to them at wholesale prices and the plan has proved most popular. The idea does not affect the general sales and home deliveries of the newspaper to any general extent, because th avrage patron does not carry the free copy home, nor does he count on receiving it regularly in that manner, yet the paper thus reaches hundreds who otherwise might not read it, and who, under the plan, become regular readers and subscribers.—B. A. T.

What are the winter health-sports in your city? There's dancing, roller skating, bowling, gymnasium work, basketball, handball in the Elk's club perhaps, and so on and so forth. Present these sports in a page of ads from the angle of keeping people fit and healthy during the winter.—Frank H. Williams.

There are hundreds of sporting goods dealers in the country known as "scout outfitters." Suggest to him that he print one of the speeches of the scoutmaster in his advertisement and address it to the mothers and fathers of his city. A Kentucky paper did this and started a flood of orders in the direction of the local "scout outfitter."—George L. Bird, Warren, O.

The *Santa Ana Register* frequently reprints or reviews articles that appear in trade papers concerning local stores. Since these articles usually feature the advertising methods of the stores the local publicity confirms the policies of the various proprietors and makes them stronger advertising patrons than ever.—Fremont Kutnewsky.

Watch the sporting pages for advertising tips. Hunters who obtained a good bag should bring an ad from the dealers who sold them their ammunition, etc. Golfers who have remarkable records can be sold to dealers who sold or handle the clubs they use, etc.—B. A. T.

In moderate sized cities of from 25,000 to 100,000 population, where there are separate business districts in each end of the city, the following plan will often result in advertising contracts.

Assume that one of the outlying business districts of the city of X is situated on the west end. On a certain Saturday, or Sunday, have one page of your newspaper devoted to the west end merchants and their advertisements. Place the advertisements, all of even size, around the edge of the sheet; while at the top, have the following in large size type: "Next Week Is West End Week. Trade In the West End."

Such a plan should appeal immediately to merchants in outlying districts (not only merchants, but theaters, draymen, plumbers, etc.), for the ads will cause many who live in outlying districts but who generally trade downtown to follow the suggestion, if for no other reason than because the idea is novel.—J. J. K.

DAILY TABLOID FOR JERSEY

Newark Transcript, Formerly a Weekly, to Be Revived in March

The *Jersey Transcript*, a tabloid which appeared in Newark for a few weeks as a weekly and which has not been issued for two months, will re-appear the latter part of March as a daily with the financial backing of the state's leading citizens.

The paper will have 32 pages and will "cover" the state, William Steinke, secretary, announced. Three Newark printing plants are under consideration and a selection of one as a "home" for the paper will be made shortly. A small staff is already working.

The officers, all of whom were employed on the *Newark Ledger* at the time of the organization, are R. H. Reed, president, also formerly of the *New York American;* Mr. Steinke, secretary; and Rex Case, treasurer, also formerly of the American.

There's one difference. Nobody now lasts long enough to be called an "old soak."—*New York Telegram.*

The *Houston* (Tex.) *Chronicle* has been carrying for quite a while, a front page box with a DO YOU KNOW head. In these articles that appear daily and occupy a space two columns wide by two inches, articles of interest or some rather unknown facts are published. For instance, in one of the articles the gross receipts of oil through the city and County annually are given.—Barry Bishop, *Austin* (Tex.) *Statesman.*

Is your newspaper in a college town? You can have a bang-up page or two of local feature articles published in your Saturday or Sunday issues by students of the English or Journalism departments of the college through cooperation with their teachers. In Madison, Wis., a Sunday newspaper publishes two pages of local features each Sunday gathered, written, and edited by students of the University of Wisconsin journalism department "feature articles" course. Pictures usually accompany the stories.—Ruben Levin, Madison, Wis.

HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

A CANVASS of pioneer residents brought forth unusual surprises. Group photographs taken of school Classes, recollections of sensations of other generations, how the town took it when the boys came back from the wars, the oldest citizen and resident, the oldest city official and the oldest building in town. A good circulation getter under a "Memory" caption.—H. W. Schaefer, *Birmingham* (Ala.) *Age-Herald.*

Facility in finding news carried over from the first pages to the rear is a feature of the carry-over headings used by the *Seattle Star.* The following is a sample:

"Here's More About
MAUD
Starts on Page One."—C. M. L.

Who has the oldest Bible in your city? The *Pasadena Star-News* recently published an item about an old Bible, the owner of which thought that he had the most ancient one in the city. Letters from readers who had older Bibles formed the substance of an interesting story—L. C. Pratt.

One of the most notable dates in recent history is Jan. 16, 1920. On the anniversary of this date, which banished "officially" liquor by writing its prohibition into the constitution, you can get up good story on the local effect of the law, and its local enforcement, or other facts of pertinent interest. A brief resume of the last six years will make interesting copy on that date. Keep it before you.—C. M. L.

The juvenile delinquent is a big problem today, both for the authorities and for the parents, but perhaps there's a reason. The public often theorizes on this reason, but why not ask the boy and girl directly in a friendly and sympathetic manner and then put it up to the judge, parent, etc., for their views.—B. A. T.

THOS. W. BRIGGS CO.
Columbian Mutual Tower
MEMPHIS, TENN.
CREATORS OF LOCAL DISPLAY FROM A NEW SOURCE
Our Business Review and many other feature pages now running in more than 80 leading American and Canadian newspapers. Write or wire for our representative.

The 1925 *Wonder-Serial*
SANDY
By ELENORE MEHERIN
Author of "Chickie" and Other Popular Hits
Get the best-selling newspaper serial of the year—
Ready for release—Wire NOW!
KING FEATURES SYNDICATE, Inc.
241 West 58th Street
New York City

"SKIPPY"
By PERCY CROSBY
The best juvenile comic strip. Combines great humor, excellent drawing and emphatic adult appeal.
A feature you can't afford to miss
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While seasonable merchandise is sold in volume to the holiday trade, the manufacturer whose product demands a substantial permanent market will do well to consult surveys for territorial information of New England.

These six states, with a compact population of seven and a half million, centered for the most part in large cities, lead the country in many lines of manufacturing. They also lead the country in savings, having 40% of the country's savings deposits as well as 11% of the total bank deposits in the national and state banks and trust companies.

With people of all classes and occupations, for the most part well paid and thrifty, New England is busy all the year round.

This great trading area has been carefully surveyed for merchandising data and the New England daily newspapers, for the specific purpose of assuring more positive results from national advertising, will supply you with territorial information and merchandising cooperation that will be of valuable assistance in the proper distribution of your product.

Complete your selling campaign by advertising in the following list of newspapers for positive and speedy results, at a cost that is lower than any other method of sales promotion.

These are the Home Papers of New England

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun .....(E)	5,778	.03	.03
*Boston Globe .....(M&S)	284,318	.50	.50
*Boston Globe .....(S)	331,259	.55	.55
*Boston Transcript .....(E)	31,978	.20	.20
†Boston Post .....(M)	378,597	.60	.60
†Boston Post .....(S)	342,318	.55	.55
*Fall River Herald.....(E)	16,245	.06	.06
*Fitchburg Sentinel .....(E)	11,603	.06	.045
*Haverhill Gazette .....(E)	15,729	.065	.05
*Lynn Item .....(E)	16,437	.06	.045
†Lowell Courier-Citizen and Evening Leader .....(M&E)	21,194	.07	.07
*New Bedford Standard Mercury (M&E)	32,111	.10	.10
*New Bedford Sunday Standard (S)	27,392	.10	.10
*North Adams Transcript..(E)	9,717	.04	.035
*Salem News .....(E)	21,199	.09	.07
*Taunton Gazette .....(E)	8,970	.05	.035
*Worcester Telegram-Gazette (M&E)	91,768	.26	.23
*Worcester Sunday Telegram (S)	50,079	.19	.16

MAINE—Population, 768,014

*Augusta Kennebec Journal (M)	11,466	.05	.05
†Bangor Daily Commercial..(E)	19,487	.06	.05
*Portland Press-Herald and Express .....(E) (M&E)	66,546	.20	.16
*Portland Telegram .....(S) (Sunday Edition Express)	31,083	.10	.09

NEW HAMPSHIRE—Population, 443,683

*Concord Monitor-Patriot..(E)	5,041	.0375	.025
†Keene Sentinel .....(E)	3,806	.036	.023
†Manchester Union Leader (M&E)	29,422	.13	.10

RHODE ISLAND—Population, 604,397

†Newport Daily News.....(E)	6,460	.0336	.0293
†Pawtucket Times .....(E)	26,612	.07	.07
*Providence Bulletin .....(E)	66,403	.17	(B).23
*Providence Journal .....(M)	37,839	.10	(B).23
*Providence Journal .....(S)	65,304	.17	.17
*Providence News .....(E)	29,421	.08	.08
†Providence Tribune .....(E)	22,049	.10	.09
*Westerly Sun .....(E&S)	4,476	.025	.025
*Woonsocket Call .....(E)	13,959	.05	.05

VERMONT—Population, 352,428

*Barre Times .....(E)	7,131	.03	.025
†Bennington Banner .....(E)	3,132	.0125	.0125
*Burlington Free Press....(M)	12,914	.05	.05
*Rutland Herald .....(M)	11,038	.04	.04
St. Johnsbury Caledonian-Record (E)	4,046	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	43,008	.15	.15
*Bridgeport Post .....(S)	20,827	.10	.10
*Hartford Courant .....(M)	37,412	.08	.08
*Hartford Courant .....(S)	54,087	.11	.11
†Hartford Times .....(E)	50,354	.13	.13
*Meriden Record .....(M)	7,640	.045	.03
*Middletown Press .....(E)	8,214	.0325	.03
†New Haven Register...(E&S)	44,406	.13	.13
*New London Day.....(E)	12,339	.07	.045
†Norwich Bulletin .....(M)	12,757	.03	.05
*Norwalk Hour .....(E)	6,069	.04	.04
†South Norwalk Sentinel...(E)	4,873	.035	.025
*Stamford Advocate .....(E)	10,033	.05	.04
*Waterbury Republican American (M&E)	23,856	.08	.06
*Waterbury Republican ...(S)	15,234	.06	.06

*A. B. C. Publishers' Statement, September 30, 1925.
†Government Statement, September 30, 1925.
(B) Combination rate Daily Journal and Eve. Bulletin.

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